



Annual Review
2015



Our vision



The Travel Foundation is an independent charity that works with leading tourism organisations to improve the impacts of tourism in destinations.

Our vision is of a world where tourism provides the greatest benefits for destinations, so that their communities and environments can thrive.

We work with those who develop and manage tourism, including tour operators, destination authorities and hotels to:



Identify and manage the impacts of their activities



Introduce new, more sustainable tourism products and ways of working

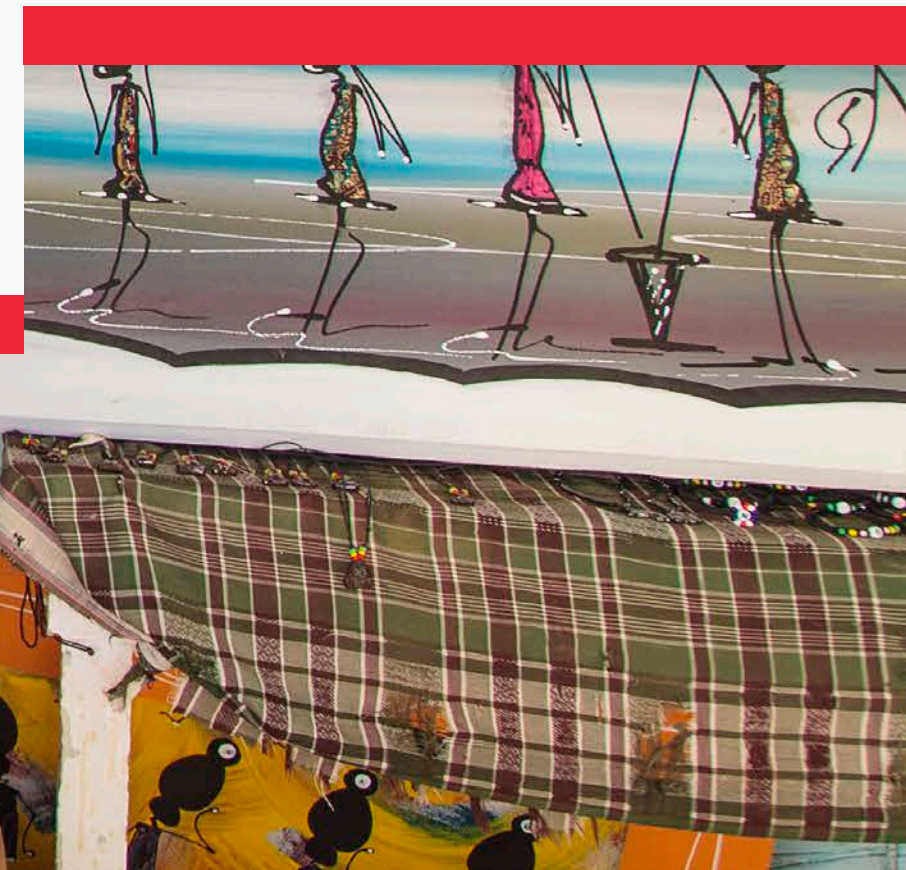


Inspire others they work with to do the same



We have delivered sustainable tourism initiatives in more than 25 countries around the world.

In 2015, we worked in Mexico, Jamaica, Cape Verde, Croatia, Cyprus, Kenya and Turkey.



Highlights from 2015:



The following highlights are just a few of the many examples that demonstrate how we are creating change by working in partnership with tourism organisations. And they show how these changes have a profound impact on the communities and environments in destination.



MEXICO: Introducing sustainable ways of working



KENYA: Improving knowledge and skills



CYPRUS: Creating sustainable standards

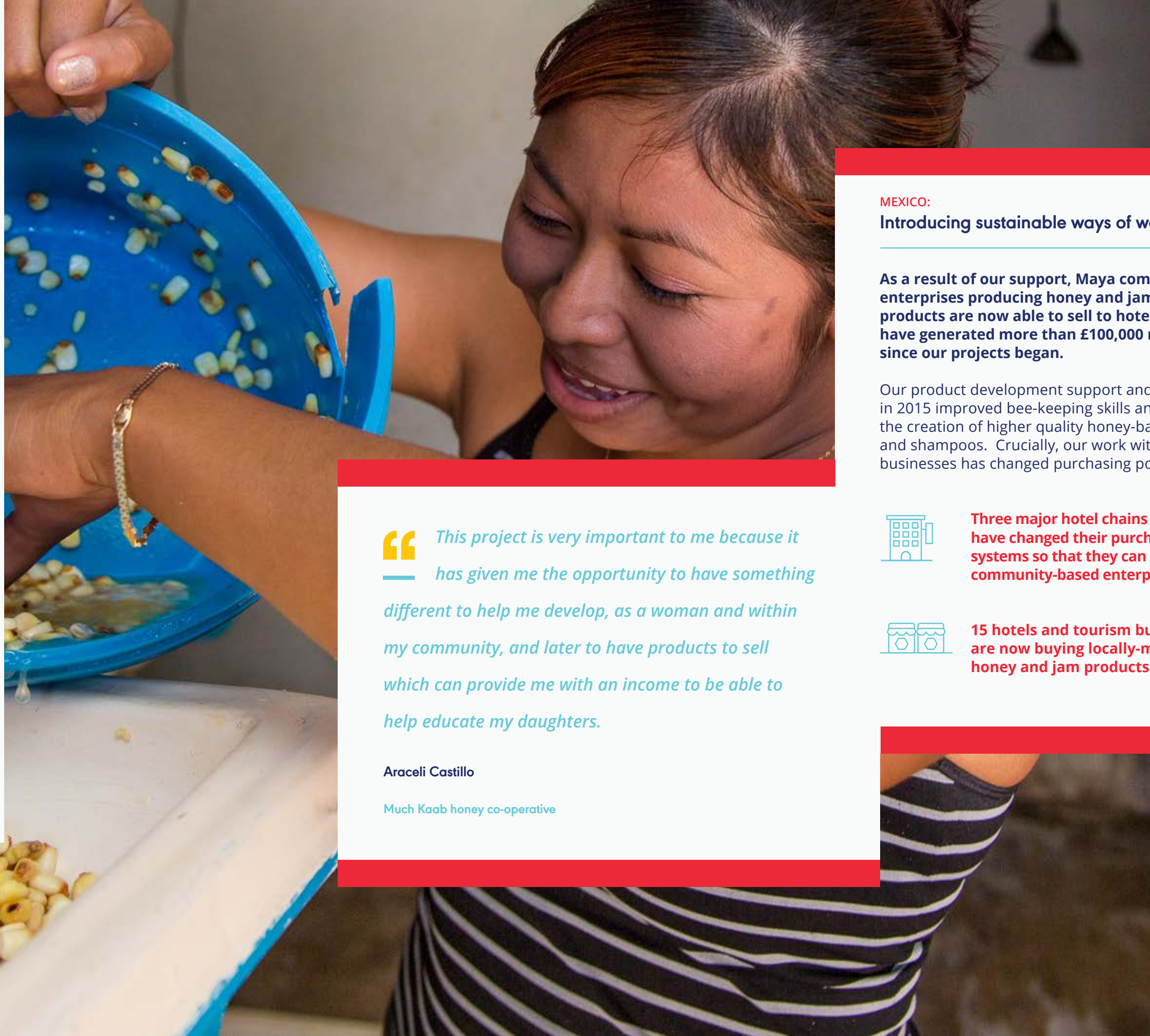


RESEARCH: Improving understanding of tourism's impact



TURKEY: Increasing co-operation between organisations

Highlights from 2015:



MEXICO:

Introducing sustainable ways of working

As a result of our support, Maya community enterprises producing honey and jam products are now able to sell to hotels and have generated more than £100,000 revenue since our projects began.

Our product development support and training in 2015 improved bee-keeping skills and enabled the creation of higher quality honey-based soaps and shampoos. Crucially, our work with tourism businesses has changed purchasing policies:



Three major hotel chains in Mexico have changed their purchasing systems so that they can buy from community-based enterprises.



15 hotels and tourism businesses are now buying locally-made honey and jam products.



This project is very important to me because it has given me the opportunity to have something different to help me develop, as a woman and within my community, and later to have products to sell which can provide me with an income to be able to help educate my daughters.

Araceli Castillo

Much Kaab honey co-operative

Highlights from 2015:



KENYA:

Improving knowledge and skills

Our project on the Mombasa coast has given local beach-sellers new skills and opportunities to sell their goods whilst reducing tourist hassle.

We provided training, introduced new codes of conduct and supported sellers and hotels to work together to improve the visitor experience. In 2015, our project evaluation found benefits for sellers, tourists and hotels alike:



Beach sellers' conversion rates increased by up to 20%.



Customer complaints have been reduced by 80%.



Two thirds of visitors rated their impression of the beach positive or very positive following the project, compared to just 14% before the project.



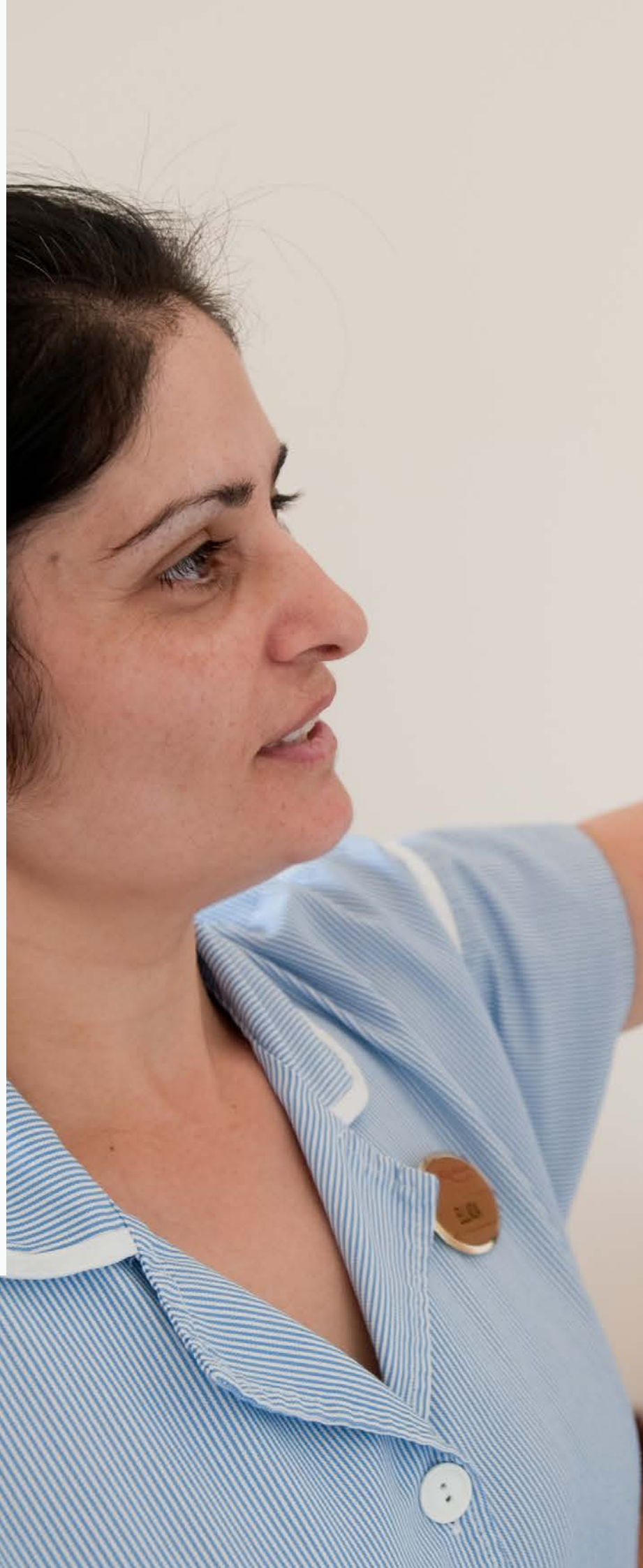
“ Currently we are rebranding Mombasa and we could not have done this as successfully without the work of the project. Mombasa's beach product is not just sun and sand, it is about the environment which the visitor is in whilst they are here. The beach operators play a big part in ensuring this environment is positive.

Hon. Binti Omar

County Executive, Dept of Tourism and Development,
Mombasa County Government



Highlights from 2015:



“ *We are very proud to have established together [with the Travel Foundation] a number of initiatives in order to support Cyprus in integrating sustainable tourism principles into everyday tourism practice. Notably, the introduction of minimum sustainability standards into the quality criteria for hotels was a very significant achievement, not just for Cyprus, but potentially also for the travel and tourism industry internationally.*

Annita Demetriades

Acting Director General for Cyprus Tourism Organisation

CYPRUS:

Creating sustainable standards

2015 was the final year of our five year partnership with the Cyprus Tourism Organisation and the Cyprus Sustainable Tourism Initiative, for which we delivered projects to improve economic benefits for local people from tourism and conserve the natural environment.

Amongst many other achievements, the partnership enabled a world first – the introduction of mandatory minimum standards for sustainability within quality criteria for hotels.

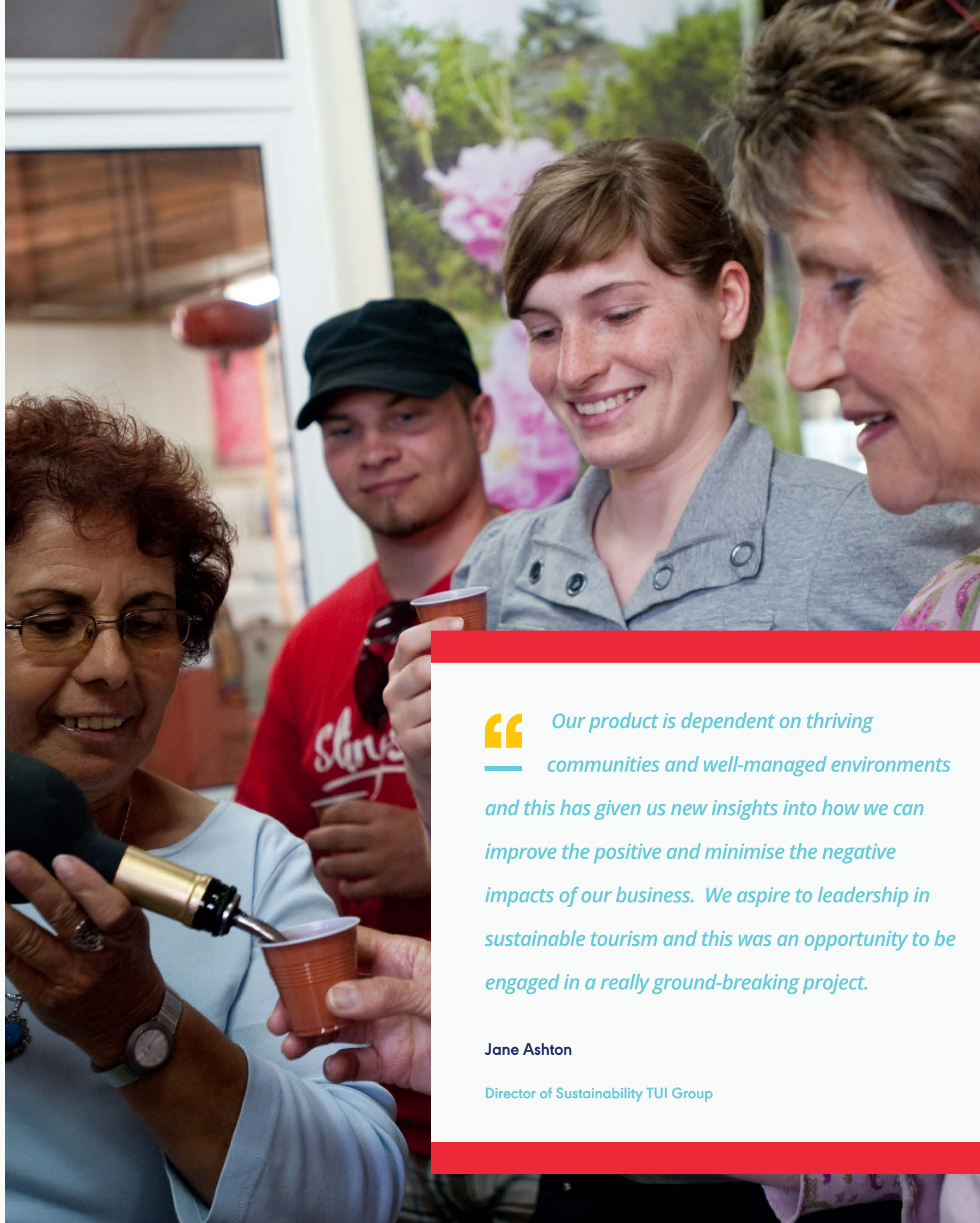


Sustainability standards now apply to all hotels at three star or above - more than three quarters of total licensed bed capacity.



The 15 standards cover everything from supporting local communities, to communicating with customers.

Highlights from 2015:



“ Our product is dependent on thriving communities and well-managed environments and this has given us new insights into how we can improve the positive and minimise the negative impacts of our business. We aspire to leadership in sustainable tourism and this was an opportunity to be engaged in a really ground-breaking project.

Jane Ashton

Director of Sustainability TUI Group

RESEARCH:

Improving understanding of tourism's impact

Our ground-breaking study with PwC and TUI in 2015 is the most comprehensive impact assessment ever undertaken for a tourism operation in destination.

The study revealed the impact of tourism on the community, environment and economy in Cyprus, focussing on eight hotels. The project has given Cyprus and TUI unparalleled insight into the impacts of tourism on the island.



TUI Group now aims to integrate the findings into its business practice and the results have informed the development of two new destination projects that will be delivered in 2016.



This type of study can now be applied to other destinations to help identify what type of tourism product will provide the greatest benefit.



In 2016, the project was a finalist in the Tourism For Tomorrow Awards for innovation in sustainable tourism.

Highlights from 2015:



TURKEY:

Increasing co-operation between organisations

Our 'Taste of Fethiye' project in Turkey has brought local stakeholders together to enable farmers to supply local hotels, creating a more resilient supply chain.

The chambers of commerce, agriculture and tourism bodies, plus other local stakeholders, have not only enabled the success of the initiative, but are now taking responsibility for its long-term continuation. In 2015 the initiative was recognised by the UNWTO Awards for Excellence and Innovation in tourism.



Over this five-year project, 39 farms have generated over £334,000 revenue from sales to hotels.



In 2015, 16 hotels purchased locally-grown fruit and vegetables, having changed suppliers.



We have been working with the Taste of Fethiye project for 4 years and we are very happy with the progress. After all these years we feel ourselves as a big family with farmers, project manager and hoteliers. We are receiving quality products from the farmers and delivering them to hotels as fresh as possible.

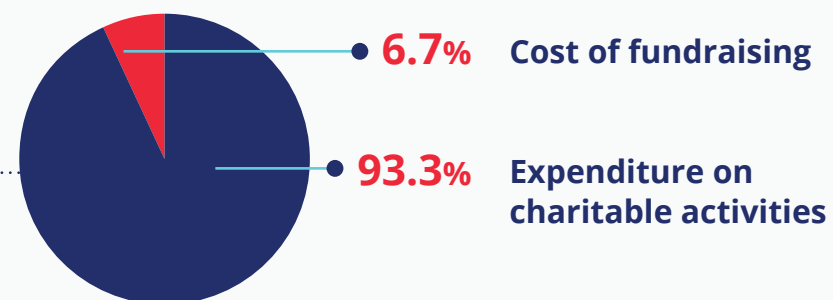
Senay Coskun

wholesaler, Fethiye

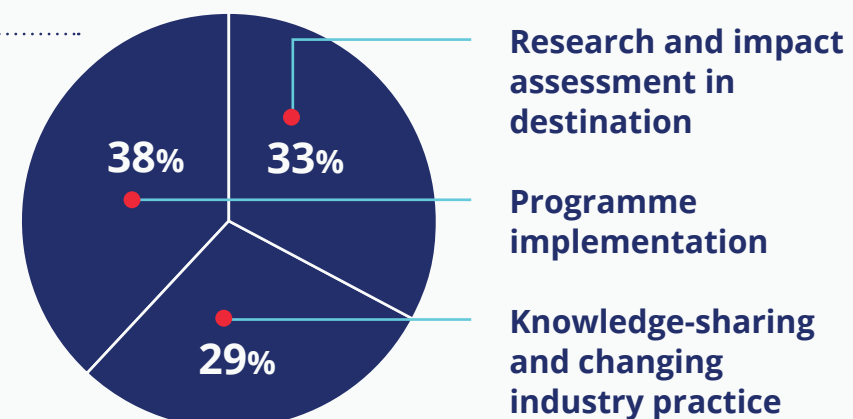
Our income and expenditure

Our income and expenditure

Total expenditure: **£1,131,770.**



Split of 2015 charitable expenditure



01

33%: RESEARCH AND IMPACT ASSESSMENT IN TOURISM DESTINATIONS

A vital part of our work, revealing tourism's specific impacts and informing the creation of initiatives to address them. For example:

In addition to our tourism impact assessment project in Cyprus, we researched the social and economic impacts of two hotels in Croatia. This has enabled the production of criteria for new hotels and driven work to decrease youth unemployment and improve market access for local restaurants.

02

38%: PROGRAMME IMPLEMENTATION

Applying the findings of both our research and past projects to demonstrate and foster more sustainable practices in destination. For example:

As part of our programme in Jamaica, we have supported the Rastafari Indigenous Village attraction with product development, leading to new contracts with an international tour operator.

03

29%: KNOWLEDGE-SHARING AND CHANGING INDUSTRY PRACTICE

Including communications initiatives that support delivery of projects, and the creation of tools and resources to help more tourism businesses improve their practices. For example:

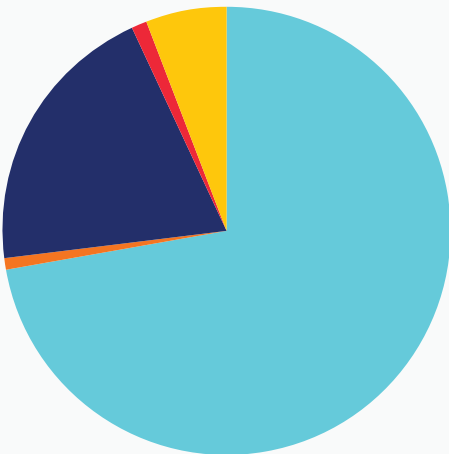
Our new Insider Guide to Sal, Cape Verde is now being distributed through five major hotels and tour operators, encouraging tourists to explore outside their hotel.

Our income and expenditure



Breakdown of income 2015

Total income: **£1,230,072.**



- 72% Customer donations
- 6% In kind support
- 1% Bank interest
- 20% Corporate donations
- 1% Grants



The majority of our funding comes from our partner travel companies and their customers, with charitable trusts also contributing.



For a full breakdown of our income and expenditure, please request a copy of our full annual report and accounts from admin@thetravelfoundation.org.uk

Looking to the future



Looking to the future

Our new five-year strategy will see us stepping-up our work with destinations and tourism businesses to optimise the benefits that tourism can bring. This will include:



A focus on impact assessment, to understand and manage the particular impacts and solutions for different destinations and different types of tourism.



Engaging a wider range of source markets, enabling more businesses to contribute towards and benefit from our work.



Supporting collaborative working and greater stakeholder engagement in destination.



A stronger emphasis on improving skills, knowledge and practices to ensure long-term change.

We are looking forward to our exciting new initiatives in popular holiday destinations including in South Africa and Croatia. Our long-term projects focussed on market-access for local producers in Turkey and Mexico are being carefully handed over to local stakeholders to ensure lasting impact.

Thank you



Thank you to our partners. As a registered charity, we depend on your financial contribution.

Our fundraising partners:

ANVR
BCP
Caribsave
Caribtours
Classic Collection
Co-operative Travel (MidCounties)
First Choice
Hayes & Jarvis
HF Holidays
Holiday Extras
Kerala Tours
Sunvil Holidays
Thomson
Transylvan
Travelife Ltd
Travel Matters
TUI
Villa Centre Holidays
Virgin Holidays

To find out more about our work and how you can support us, please visit:

thetravelfoundation.org.uk

The Travel Foundation is a registered charity no. 1065924

In-kind support:

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CSTI
Cypria Maris Hotel
Droushia Heights Hotel
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