

Thomas Cook Ring Fenced Project
Plastics Reduction in the Hotel industry in Cyprus
June – October 2011
Final Report



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Background

In 2010 a pilot plastic reduction project was carried out in the resort of Paphos with the objective of reducing the use of plastic items within Thomas Cook contracted hotels and reducing plastic bag use with Thomas Cook guests in self-catering properties. The reduction of plastic items with hotels achieved good results, was relatively easy to implement and was well received by hotel guests. One hotel in particular, Ascot Coral Beach Hotel, achieved excellent results by replacing single use plastic cups with multi-use durable cups. This hotel is part of a chain of hotels and as the management team recognised the business benefits together with the impact on the environment, it was decided to extend the project to further hotels in 2011 in the resorts of Paphos and Agia Napa/Protaras.

This report summarises the findings of the extended 2011 project.

Project objectives and Targets

The objective of the project was to reduce the amount of plastic waste generated by participating hotels without reducing the quality of the guest experience. This objective was to be achieved through collaboration with Thomas Cook destination staff, management and personnel from participating hotels, as well as the guests at these hotels.

A target of 10% reduction in plastic waste across the participating hotels was selected based on the preliminary results from the 2010 project in Paphos.

Project Activities

Following the presentation of the 2010 plastic reduction results to a number of hotel owners and managers, hotels in Paphos and Agia Napa/Protaras regions were approached to take part in the 2011 project. The following hotels agreed to participate:-

Agia Napa and Protaras participating hotels

- Anastasia Beach Hotel
- Marlita Beach Hotel
- Tsokkos Gardens Hotel
- Tsokkos Protaras Beach Hotel
- Odessa Beach Hotel
- Constantinos the Great Beach Hotel
- Vissiana Beach Boutique Hotel
- Iliada Hotel
- Silver Sands Beach Hotel
- Antigoni Hotel
- Anmaria Beach Hotel
- Tsokkos Paradise Village Hotel Apartments
- Dome Beach Hotel
- Nissi Beach Hotel
- Olympic Resort

Paphos participating hotels

- Ascot Coral Beach Hotel
- Laura Beach Hotel
- Pafian Sun Hotel
- Pafian Park Hotel
- Riu Cypria Maris Hotel
- Riu Cypria Bay Hotel
- Kefalos Beach Hotel
- Queen's Bay Hotel
- Nereus Hotel
- Akteon Hotel
- Aquasol Village Hotel Apartments
- Aloe Hotel
- Helios Hotel

The project co-ordinators visited each of these hotels at the beginning of the season and explained the scope of the project. Participating hotel were asked to sign the project registration form (Appendix A).

Hotel managers were also provided with the following information:-

- Training plans for departmental staff on how to reduce the use of plastic items (Appendix B).
- A letter to circulate to their customers, to engage their support (Appendix C).
- Questionnaires for guests to complete at the end of their visit to assess their interest and support of the plastic reduction project (Appendix D).

The project co-ordinators worked very closely with the Thomas Cook Quality Assurance Managers and provided them with a training document for reps to help them brief their customers at welcome meetings (Appendix E). The reps were also asked to encourage guests to fill in their questionnaires and to return these to the project co-ordinators. Each hotel provided at least one notice board with information about the project (Appendix F).

The project co-ordinators then provided training for hotel staff and ongoing support/advice throughout the project on how to reduce plastic in each hotel department.

Plastic Reduction Guidelines

The following plastic reduction guidelines were presented to Hotel Managers to apply in their hotels.

- Replace one use plastic cups with multi-use durable cups around the pool area
- Replace bottled water with drinking water dispensers served in durable cups
- Stop the use of bin liners in the bedrooms and use in bathrooms only
- Train hotel employees to use the correct size and thickness of plastic liners
- Change plastic liners only when soiled
- Consider alternative options to wrapping glasses in plastic in bathrooms
- Discontinue the wrapping of fruit baskets with plastic
- Use refillable dispensers rather than individual packaging for soap and shampoos
- Provide straws only when requested from hotel guests
- Purchase cleaning materials in bulk

- Collect garden waste in trolleys instead of plastic liners

Monitoring and Evaluation

The following monitoring and evaluation information was requested and collated by the project co-ordinators throughout the project:-

- Volume and cost of selected plastic items purchased by the participating hotels in June-October 2010 (baseline information) and during the same period in 2011 (following implementation of plastic reduction measures).
- Customer survey responses from hotel guests.

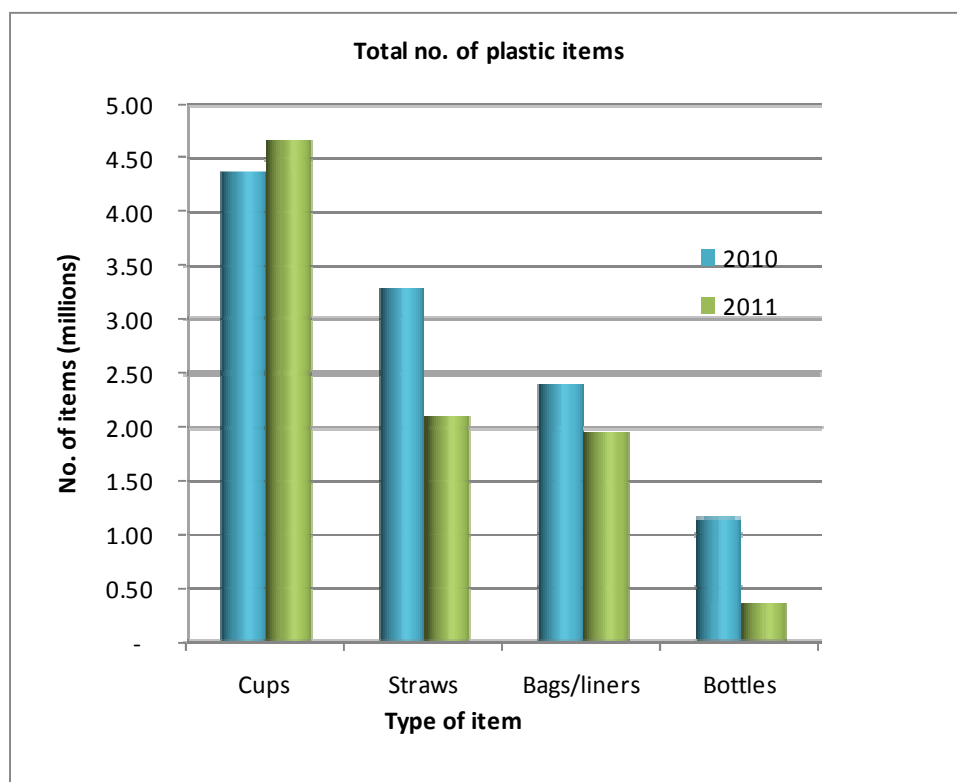
All results collated and reported were normalised against the number of guest nights to ensure accurate comparisons even in instance of variation in guest numbers from 2010 to 2011.

Project Results

Overall Reduction of Plastic Items

28 hotels registered with the project however accurate and complete data over a 4 to 5 month period was only provided by 21 of these hotels. Whilst the remaining 7 hotels did not give sufficient data to be included in the results, they did implement some of the changes to save plastic items.

Overall participating hotels saved an average of 19% on the total number of plastic items used in 2011 compared with 2010. As illustrated in the graph below, savings were not made in every area as the number of plastic cups used actually increased. This was due to the fact that the majority of hotels stopped offering bottled water to guests and not all of them introduced multi-use durable cups.

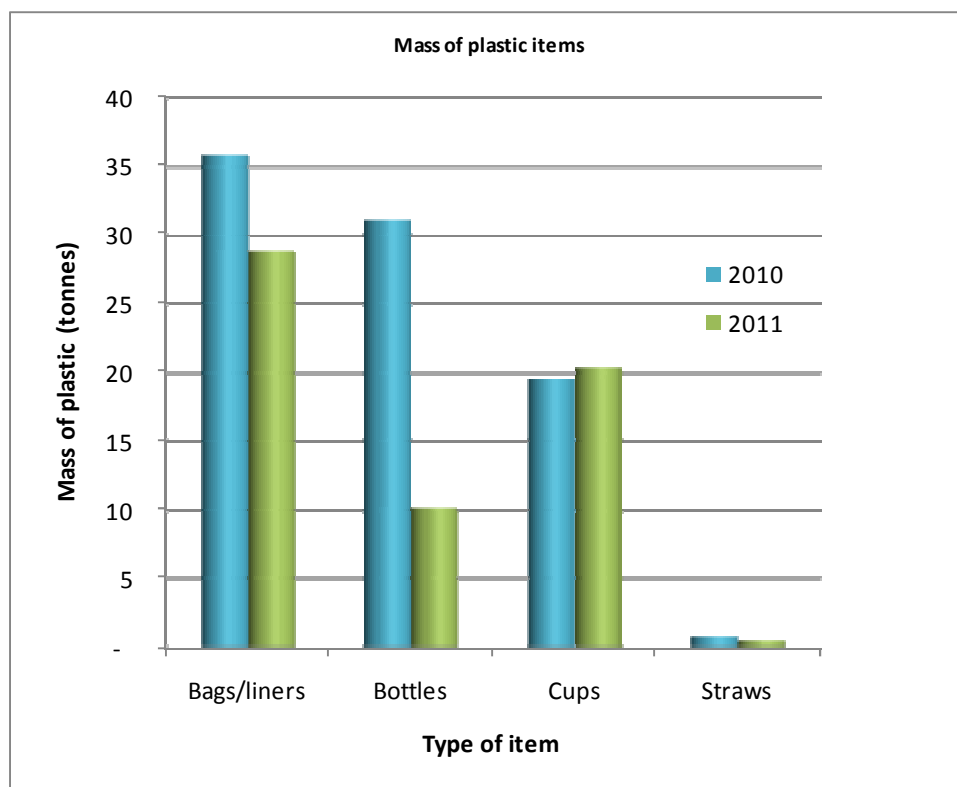


Figures have been normalised to 2011 guest nights

In terms of the number of plastic items:

In total, 2.2 million less plastic items were used over a 4 to 5 month period in 2011 compared to 2010.

The graph below illustrates the savings made in terms of volume. Again there was a slight increase in volume of plastic cups but an overall decrease in the volume of plastic used equating to 27.5 tonnes.



Figures have been normalised to 2011 guest nights

During our monitoring period alone the project helped the hotels save 27.5 tonnes of plastic, equivalent to just over the weight of 26 Toyota Yaris's

Overall reduction in plastic items made by individual hotels

Hotels had variable results in savings with the top performing hotel, Ascot Coral Beach, making a 68% saving which was an extremely positive result given they had already implemented plastic savings in the 2010 season as part of the pilot project. This suggests that ongoing savings could be expected from such a project should the implementation of initiatives continue. The Operations Manager of this hotel was particularly committed to the project as was the Operations Manager of the Dome Hotel.

The table below illustrates the savings made by individual hotels:-

Savings by no. of plastic items	
Ascot Hotel	68%
Dome	53%
Laura	37%
Tsokkos Gardens	35%
Anastasia	35%
Odessa	34%
Constantinos	33%
Antigoni	33%
Anmaria	26%
Tsokkos Protaras	25%
Paradise	25%
Pafian Park	18%
Marlita	16%
Iliada	11%
Nereus Hotel	9%
Vrissiana	7%
Pafian Sun	4%
Aquasol Village	2%
Silver Sands	2%
Riu Resort	1%

Plastic Cups

On average hotels ended up using more single use plastic cups. This was due to the fact that so many had stopped offering bottled water to guests and offered single use cups rather than multi-use durable cups.

With regard to plastic cups, the results indicate the following trends:

- 2 hotels changed to durable cups in 2010 and used these exclusively in the 2011 season.
- 8 hotels introduced durable cups in 2011 but still had one use plastic cups to use up from the previous season.
- 18 hotels kept using single use plastic cups.

These results suggest that the number of single use cups will continue to reduce in the longer term as stocks are used up. It also indicates that further reductions in the number of plastic cups could be achieved if hotels currently using single use cups were to change to multi use durable cups.

To examine the results from specific hotels as a case study:

In 2011 Ascot Coral Beach Hotel used 49,000 less cups and Dome Hotel used 69,075 less plastic cups by changing from single use cups to multi-use durable cups. This represented a total saving of €5300.

Bottled Water

Of the 28 hotels registered with the project, 26 replaced the use of bottled water with drinking water supplied from dispensers for all inclusive guests. 2 hotels continued to supply bottled water to guests and 2 hotels located on popular beaches open to non-resident guests saw a rise in the consumption of bottled water especially during the high summer. These were the only hotels to have an increase in bottled water consumption.

In total, hotels used 793,916 less bottles of water in 2011 compared to 2010 which equates to a 68.9% reduction in terms of items and a 67.4% reduction in terms of volume

On average, each guest used 1.33 less plastic bottles of water each day

Other Plastic Items

Significant reductions were also seen in the usage of other plastic items including:

- A total reduction of 1,215,780 straws – 36.8% less in terms of items and volume.
- A total reduction of 451,558 bin liners and bags – 18.7% less in terms of items and 19.6% less in terms of volume.

Cost Savings

The following table highlights the direct cost savings made as a result of the reduced quantity of plastic used.

Location	Cost savings (Euros)	Cost savings (%)
Ayia Napa	80,000 €	38 %
Paphos	31,000 €	19 %
TOTAL	111,000 €	30 %

Plastic is a relatively cheap product to purchase (particularly when purchased in bulk) so extensive cost savings were not expected but even with this in mind, a saving of £111,000 over 4 – 5 months is still quite significant.

In the interest of transparency it should be noted that those hotels who purchased multi-use durable cups may have gained small increases in costs through increase in water, electricity, dishwasher cleaner and staff time however these are considered to be negligible when compared to the cost savings.

Aside from the direct cost savings, there are a number of other indirect cost savings that will have been a result of the project but have not been calculated as part of this project. These include:

- Financial savings from not having to refrigerate bottled water
- Reduced staff administration time from not ordering the product and paying associated invoices
- Reduced staff time in handling deliveries (moving items to stock room and hotel departments, checking accuracy of deliveries) and managing stock
- Decrease in space required for stock storage – it could be put to more profitable use.
- Decrease in staff time clearing used plastic items in restaurant and pool areas and litter from the hotel grounds and beach
- Reduced requirement for rent or purchase of waste storage bins

Other non-financial benefits for the hotel include:

- Reduced requirement for space used for waste storage
- Positive public relations stories about being an environmentally responsible hotel business

On a larger scale, the longer term environmental benefits of the project include:

- Less plastic litter on the beaches and in the ocean – reducing pollution and increasing the attractiveness of the resort/destination
- Cypriot landfill sites will fill up less quickly, delaying the introduction of having to use more costly methods of disposal
- Reducing the hotels indirect contributions to climate change – less energy used for raw material extraction, manufacture, transportation of new plastic items and transportation the used items for disposal.

Raising Awareness - Hotel Staff

Throughout the project over 1250 hotel staff were trained from housekeeping to maintenance and front office staff across the 28 registered hotels.

The outcomes of this training have led to some interesting changes in the awareness of staff.



“I used to use Clingfilm without caring; now I hardly use it at all. We don’t wrap the fruit baskets in plastic and we use reusable plastic covers for salads. We’ve also changed to washable plastic containers for storing food. I like this project because it is good for the environment. I don’t use plastic bags anymore when I shop”

Yoan Zhechev Belchev, Chef at Ascot Coral Beach Hotel



"I have changed the way I work. I now empty the plastic bags into large rubbish bins rather than changing them each time. I feel really positive about this project and I'm pleased I am doing something good for the environment. I have children and grandchildren. We have to do something good for future generations."

Sonia Archikova, Cleaner, Ascot Coral Beach Hotel

Raising Awareness - Customers

Throughout the project 641 customer survey questionnaires were collected from 13 hotels in Agia Napa/Protaras and 11 hotels in Paphos.

The surveys provided the following results:

81% of guests reported taking one or more of the following actions:-

- 336 guests did not use plastic straws in drinks
- 328 guests re-used plastic glasses from the bar
- 295 guests re-used plastic bottles
- 188 guests purchased 5 litre water bottles instead of individual 0.5 litre bottles
- 276 guests did not use plastic cutlery around the pool

On average, each guest used 31% less plastic by weight than the same number of hotel guests before they participated in the project

The surveys suggested a high level of awareness of the project (77% of hotel guests stated they were aware of the project), due to the project communications activities carried out at the hotels and overall guests were largely positive towards the project. As in 2010, the results of the survey revealed positive responses from customers

- 56% said the project made them feel more positive towards Thomas Cook; 43% said it made no difference. Only 1% felt less positive.
- 50% said that the project had a positive effect on their holiday; 48% said that it had not made a difference. Only 2% said that it had had a negative effect.

- 98.4% thought the project was a good idea and 93% would like to see it rolled out in other destinations.

This positive feedback indicates that not only is it possible to introduce waste management measures without compromising the customer experience, but more importantly that customers did not feel like it had had a negative impact on their holiday experience.

Over half of customer respondents felt more positive towards Thomas Cook

50% said that plastic reduction initiative had a positive impact on their holiday

93% would like to see similar projects rolled out in other destinations

Lessons Learned

As with many other projects where data collection is a requirement, it proved challenging to obtain the plastic reduction data in what turned out to be an extremely busy season and one also plagued by problems (there were power cuts throughout the summer season due to an explosion at one of Cyprus' main power stations). Having dedicated project co-ordinators based in each of the regions proved invaluable in this respect. The Tsokkos group of hotels were also extremely keen to monitor results having seen what was achieved by the Ascot Coral Beach Hotel in the pilot study in the previous season. The strong relationship between Thomas Cook resort staff and this hotel group was invaluable as it helped to reinforce the importance of the project to hotel managers.

This is one of the first projects the Travel Foundation has been involved in with a single hotel chain and it has been impressive to see the results that can be achieved when the motivation comes from senior management levels within the business. It should be noted that as a result of this project the management team from the Tsokkos group are now looking into further initiatives that can be taken to reduce waste besides plastic items.

Initially it was hoped that 50 hotels would take part in the project but it proved difficult to recruit that many, even with the support of the Thomas Cook Quality Assurance Managers who often accompanied the project coordinators on their visits. Of the 28 hotels that signed up, only 21 submitted data that could be used in the final analysis. Even though it had been clearly demonstrated that taking part in this project could help hotels save money it still proved extremely hard to engage hotel managers.

Another challenge was to get guests to complete the questionnaires. As the season progressed the project coordinators worked closely with Thomas Cook Resort staff to find the best way of achieving this. This led to the project co-ordinators turning up at hotels as big groups of guests were waiting to depart and asking them to complete the forms whilst they were waiting for the transfer bus. This system worked well and led to the completion of over 600 questionnaires representing the views of couples and families.

The project has also demonstrated that hotels already reducing plastic can still make considerable reductions. The Ascot Coral Beach Hotel made record reductions for the second year running through strict implementation of all of the initiatives. The management team are now looking at other waste streams to see where they can make similar reductions. They have been particularly pleased by their guest's reactions who perceive the hotel's efforts to reduce plastic as a sign of their commitment to caring for the environment. It seems that a significant result of this project is how it

has demonstrated that changes can be made without impacting negatively on the customer experience and can actually influence customers' perceptions of the businesses involved in a positive way.

The project also generated visibility for both the Travel Foundation and Thomas Cook through commissioning an artist to build a statue out of 1000 plastic bottles (the number saved each day at the Ascot Coral Beach Hotel). The statue was displayed at World Travel Market in November 2011 and received coverage in media.

Despite some challenges, this project has been an overall success in demonstrating that significant reductions can be made in the use of plastic in hotels, with very little financial outlay, and generating considerable financial savings for the businesses involved, and a reduction in solid waste going to landfill.

Acknowledgements

With special thanks to Tina Dobbins and Louise Auld, Thomas Cook Quality Assurance Managers, Costas Michael (CSTI Board member) and Philippos Drousiotis (CSTI Chair). Their support has been one of the main contributors to the success of this project.



2011 Plastic Reduction Project Confirmation of Participation Paphos/Agia Napa

I ----- [name of signatory] on behalf of -----
----- [name of the Hotel] confirm the participation of our Hotel in the 2011 Plastic Reduction Project organized by the consortium of the Travel Foundation, Thomas Cook PLC and the CSTI.

The management will agree to:-

- Reduce plastic items in line with the recommendations of the project manager
- Train all staff within the hotel on methods to reduce plastic items
- Provide baseline data to the project manager
- Submit purchasing data on a monthly basis for monitoring and evaluation purposes

Signature

Date



Training Plan for Hotels in Plastic Reduction

Introduction

- ☐ The best option from an environmental and financial standpoint is to avoid/minimise waste wherever possible
- ☐ In most cases, waste minimisation measures are
 - simple
 - inexpensive
 - highly cost effective
- ☐ Waste minimisation can reduce waste generation in hotels by more than 50%
- ☐ Waste minimisation in hotels is all about details

Housekeeping and Laundry

- Minimise the amount of plastic bags used to return guest laundry by providing an alternative method e.g. a basket
- Avoid using plastic bags to transport and collect guestroom linens – instead use trolleys or canvas bags
- Where possible, use guestroom rubbish bins that don't need disposable plastic liners.
 - Only use liners in bathroom bin
 - Ask guests to put messy waste in these bins
 - Room bins can just be wiped over
- If plastic liners are used in rubbish bins make sure the bags are of appropriate size and thickness
- Change plastic liners only when soiled (train housekeeping staff to do this)
- Consider alternative options to wrapping in plastic the cups and glasses provided in guestrooms. If glasses are stood on their base, they should not need plastic wrapping.
- Use a minimum-waste format for fruit baskets (just put fruit in a bowl)
- Avoid excessively packaged amenities
- Use refillable dispensers rather than individually packaged amenities

Appendix B



- Cleaning products
 - Purchase concentrated product in bulk
 - Dilute properly and transfer to refillable dispensers
 - Required dilution rates are typically very high (typically 1:50 to 1:200)
 - Always follow manufacturer's recommendations
 - Don't expect housekeepers to respect dilution ratios

Food & Beverage

- Avoid food items in single-portion packaging
- Buy beverages packaged in refillable containers
- Limit the number of straws in drinks
- Avoid wasteful F&B presentations
- Encourage suppliers to provide their goods in returnable crates, containers, pallets
- Avoid disposable items
 - Litter
 - Rubbish
 - High cost
 - Plastic cup = € 0.03
 - Washing cost = € 0.01
- Alternative?
 - Durables
 - (for guests and staff)

Gardens

- Don't use plastic bags to collect garden waste
- Where possible, use rubbish bins that don't need plastic liners

Communicating with Customers

- Look at areas of the hotel where you can put notices for guests so that they can help you to reduce plastic waste.
- Involve them. Make them feel they can play their part towards the project by showing them the progress you are making with their help.
- Through the kids club find fun ways to raise awareness.



Case Studies

Disposable cups – Case study

200-room, all-inclusive European hotel

- ☐ Use of disposable cups = 800000 cups/year
= 4/guest/day
- ☐ Cost of disposable cups = € 24.000 /year
- ☐ Savings achieved with durable cups = € 16,000 /year

Enough to purchase 10000 polycarbonate cups/year

Bottled water – Case study

500-room, all-inclusive hotel

- ☐ Hotel bottled water consumption = 210.000 L/year
- ☐ Expenditure for 1,5L disp. bottles = € 27.500 /year
- ☐ Switching to 19L returnable jugs would:
- ☐ Reduce bottled water costs by €15000 per year
- ☐ Prevent discarding 140000 plastic bottles per year



Dear Customer

MAKING CYPRUS GREENER

Thomas Cook is working together with your hotel to reduce plastic waste and we would really appreciate it if you could help us.

Most of the waste in Cyprus currently goes to landfill and plastic can take thousands of years to degrade. Tourism contributes towards much of the use of plastic so Thomas Cook feels a responsibility to help reduce this.

Here are some of the ways you can help whilst on your holiday:-

- Think twice before using plastic straws. Do you need 2 or do you need any at all?
- Thousands of plastic cups are used by the hotel each season in the swimming pool area.
 - Please can you think about your use of plastic cups?
 - Make sure you don't accidentally take 2 or 3 at once
 - Can you refill your plastic cup more than once?
- We have asked your hotel not to put bin liners in the bin in your room so if you have anything messy please dispose of this in the bin in your bathroom.
- If you go shopping whilst on holiday it would be great if you could keep using the same plastic bag rather than getting new ones every time you shop; or even better take a reusable cloth bag which you can buy in most souvenir shops.
- Cyprus is a hot country and it is important that you keep hydrated but we would really like to save as many plastic bottles as you can. The hotel can provide water on tap from the bar, and you can refill your glass or plastic cup from this.
- If you are using disposable plates and plastic cutlery by the pool area please be aware that these end up in landfill, and take the minimum amount possible.
- If you are not bothered about having plastic decorations in your cocktails, please inform the barman.
- If you are using the toiletries supplied by the hotel please make sure you use the whole container before disposing of it.
- If you can see more ways in which the hotel can save plastic please let the staff on reception know so they can pass this on to the manager.

By taking part you will be making a huge difference in reducing plastic waste in Cyprus, in fact you will be pioneering the project. This is one of a number of initiatives that Thomas Cook is working on with the Travel Foundation. Together we are caring for the places you love to visit, so that resorts like this one can still be enjoyed by future generations of visitors.

Thank you so much for taking part.

Your Thomas Cook Team



MAKING CYPRUS GREENER – Hotel customers

Please can you take a few minutes to fill in this questionnaire which will help us to understand your thoughts on our plastic reduction project with hotels.

1. Thomas Cook has been working with the Travel Foundation and hotels in Cyprus on a project to help the environment by reducing plastic waste and encouraging recycling – were you aware of this project during your stay?

Yes ☐

No ☐

2. If your answer is YES, how were you made aware of plastic reduction in your hotel?

Told by my Rep ☐

Noticeboard in my Accommodation ☐

Welcome Pack ☐

Leaflet in my room ☐

Other (please specify) ☐

.....

3. Did you follow any of the tips to reduce plastic waste that were in your welcome pack?

Yes ☐

No ☐

If no, why not?

They weren't very practical ☐

They weren't clear / not enough information ☐

Not convenient ☐

I am not interested in reducing plastic waste ☐

Didn't read tips in welcome pack ☐

Other (please specify) ☐

.....

4. If your answer is YES, which tips did you follow?

Didn't use plastic straws in drinks ☐

Re-used plastic glasses from the bar ☐

Re-used plastic water bottles more than once ☐

Purchased 5 litre water bottles instead of individual 0.5 litre bottles ☐

Did not use plastic cutlery around the pool ☐

Other (please specify) ☐

.....

5. Please tell us any other ways in which you think the hotel could reduce plastic waste?

.....

.....

.....

6. Do you think that plastic reduction projects in hotels are a good idea?

Yes ☐

No ☐

7. Did this project affect the quality of your experience whilst staying in this hotel?

Please tick one of the statements that best reflects your feelings below:-

The Project had a strong positive effect on my holiday experience ☐

The Project had a slight positive effect on my holiday experience ☐

The project had No effect on my holiday experience ☐

The Project had a slight negative effect on my holiday experience ☐

The Project had a strong negative effect on my holiday experience ☐

8. Has this project made you feel any differently about Thomas Cook as a holiday company? Please tick one of the statements that best reflects your feelings below:-

Made me feel a lot more positive towards Thomas Cook ☐

Made me feel a little more positive towards Thomas Cook ☐

Made no difference to my feelings towards Thomas Cook ☐

Made me feel a little less positive towards Thomas Cook ☐

Made me feel a lot less positive towards Thomas Cook ☐

9. Do you recycle/recycle plastic bags at home?

Yes, I reuse plastic carrier bags ☐

Yes, I take plastic bags to be recycled ☐

I use reusable plastic/hessian supermarket bags ☐

I use my own reusable bags for supermarket shopping ☐

No ☐

10. If no, has this scheme made you any more likely to recycle/reuse plastic bags at home?

A lot more likely ☐

A little more likely ☐

No more likely ☐

11. Would you like to see a similar plastic reduction scheme rolled out to other holiday destinations?

Yes ☐

No ☐

THANK YOU FOR COMPLETING THIS QUESTIONNAIRE.
PLEASE RETURN IT TO THE BOX PROVIDED AT THE REPS DESK.



THOMAS COOK - MAKING CYPRUS GREENER

What is Thomas Cook doing with this hotel to make it greener?

Thomas Cook is working together with the hotel help to reduce plastic waste and we would really appreciate it if you could help us.

Why is Thomas Cook getting involved?

Most of the waste in Cyprus currently goes to landfill and plastic can take thousands of years to degrade. Tourism contributes enormously towards the use of plastic items so Thomas Cook feels a responsibility to be proactive in trying to reduce plastic and to conserve the environment.

What do we need you to do this summer?

- Inform customers in your welcome meetings that we're leading a new project this year and you'd like them to help (see suggested spiel below)
- Familiarise yourself with the amount of throw away plastic waste in your hotel so you know what you're talking about (plastic cups, knives, forks, plates, bin liners, plastic bags on glasses in the rooms, miniature shampoos, shower gels in the bathroom etc)
- Come up with innovative ways of promoting the project to your customers – can you get a 'green' notice board in reception? Can you have customer suggestion of the week? etc

Suggested 'Spiel'

We're doing something quite new in our hotels in Cyprus this year and we'd like you to help us by taking part. It's all to do with being a bit more environmentally friendly on holiday, and it's really easy to be involved. We're working with our hotel managers to reduce the amount of plastic waste that comes from the hotels. Cyprus is a small island and there are no recycling facilities at the moment so everything goes to landfill. Plastic takes hundreds of years to degrade. By sending less of it to landfill, we'll make the island better for you to visit and better for people who live here.

So, things that we'd love you to do while you're on holiday could be

- Just using one straw in your drink and not 2. Maybe even no straws!
- Save millions of plastic glasses by reusing them if you're having the same drink. By being careful that you don't take 2 or 3 at the same time!
- If you go shopping, it would be great if you could reuse the same plastic bag instead of getting new ones each time, or take your beach bag or other reusable bag with you shopping.
- You can reuse your plastic water bottles by filling them from a 5 litre bottle each time instead of buying new smaller ones



The hotel has taken the plastic liners out of the bins in your room as well. As it's a hotel and there's not a great deal of food waste this makes sense. If you do have anything a bit messier to dispose of you can put it into the bathroom bin. There are loads of other ideas on our top tips leaflet you'll have got in your welcome pack. You might come up with even better ones for us though, if you do please let us know.

You'll find a questionnaire in your welcome pack, with just a few questions on and a space for your suggestions. Fill this in at the end of your holiday and tell us what you think about it and how you think we can do things better!

What difference will it make?

By taking part you will be making a huge difference in reducing plastic waste in Cyprus, in fact you will be pioneering the project. This is a leading project by Thomas Cook and we will be telling people all around the business about what you're doing in Cyprus.

It should have no negative effect whatsoever on the guests' holidays and will make everyone think a little bit more about plastic bags when they're shopping. Even you. We'll make sure you have your own bag for life so that you can lead by example!

Thomas Cook working with the Travel Foundation

The Travel Foundation is a UK charity based in the UK. They work hard to make destinations a better place for people to live in and for customers to visit. Our customers support this charity through donations at the time of booking their holiday.

This is one of a number of initiatives that Thomas Cook is working on in Cyprus with the Travel Foundation. You will probably have also seen the Village Route books that we sell to encourage car hire customers to get out and about and see the traditional Cyprus. They're a great visual aid tool for your welcome meeting. These routes take you to the interior of the island where you can see the real Cyprus where people live in traditional ways producing olive oil, homemade sweets and local crafts. These routes help to keep the economy alive and regenerate people's lives in the villages as many of them have lost out due to tourism concentrated in coastal areas.

The routes are clearly marked and driving is easy as it is on the same side of the road as in the UK. Make sure that you promote these to your customers as well, and maybe even try them out yourself on a day off with your friends.

We look forward to hearing all about how you promote this in your properties!

MAKING CYPRUS GREENER

Thomas Cook is working together with your hotel to reduce plastic waste and we would appreciate it if you could help us!

Some useful tips to help us... whilst you are on holiday:

- Minimise the use of plastic straws
- Take one plastic cup at a time
- Reuse your plastic cup?
- Put messy rubbish into the bathroom bin
- Reuse your shopping bag instead of taking a new one each time
- Get a glass of water instead of a bottled one
- If you can see more ways to help? Please feel free to contact any staff member or your representative so they can pass this on to the management.

You can play your part to help us to save plastic
Help us to protect our fragile environment

THANK YOU SO MUCH FOR TAKING PART!

Cyprus is a small island – we don't have much room for rubbish



Case study: Ascós Coral Beach Hotel

Description	Saving by no. of plastic items	Saving by mass of plastic
Plastic CUPS 250 ML	-97%	-97%
Plastic CUPS 350 ML	-100%	-100%
Foam CUPS	-37%	-37%
Total Cups:	-73%	-81%
Mineral Water 0.5 ltr	-98%	-98%
Mineral Water 1 ltr	-35%	-35%
Total Bottles:	-94%	-93%
Laundry Bags	-72%	-72%
Black Bags Big	-6%	-6%
Sanitary Bags	-54%	-54%
Petal Bags WC	-38%	-38%
Black Bags	60%	60%
Breakfast Bags	-17%	-17%
Total bags:	-26%	-13%
Straws Flex:	-53%	-53%

Ascós totals:	Saving
Average mass per guest night	74%
Average items per guest night	68%