

# CARMACAL - Carbon management calculator for tour operators

Calculate the CO2 footprint of complete holiday and travel packages.  
Drive real climate action with detailed, scientific calculations.

Are you a tour operator looking to make a positive impact on the environment? Do you want to attract eco-conscious travelers and differentiate your business from the competition? Our comprehensive CARMACAL carbon calculator is designed specifically for tour operators like you, who want to embrace sustainability and contribute to a greener future. CARMACAL is a user-friendly application, which allows tour operators and other businesses to measure the complete and detailed carbon footprint of their travel packages, enabling the integration of carbon management into their daily operations.

## Why Carbon Management?

**Environmental Stewardship.** By actively managing your carbon emissions, you demonstrate your commitment to reducing your environmental footprint and preserving the destinations you operate in.

**Competitive Advantage.** In an increasingly environmentally-aware market, consumers are seeking out tour operators who prioritize sustainability. By implementing carbon management practices, you position your business as a leader in responsible travel.

**Cost Savings.** Identifying and reducing carbon emissions often leads to operational efficiencies, resulting in long-term cost savings for your business.

**Enhanced Reputation.** Showcasing your commitment to carbon management allows you to build a positive reputation among environmentally-conscious travelers, leading to increased brand loyalty and customer satisfaction.

## Why CARMACAL?

The CARMACAL carbon footprint calculator will conduct a thorough **assessment of the carbon emissions associated with your travel packages**, including transportation, accommodations, activities and other key factors. This comprehensive analysis forms the foundation for effective carbon management.

Based on the calculation results you will be able to **develop customized emission reduction strategies**. It allows you to identify practical measures to minimize your carbon footprint, such as optimizing transportation routes, promoting energy-efficient accommodations, and encouraging sustainable practices among your partners.

If carbon neutrality is your goal, we can refer you to **high-quality carbon offset projects** that align with your business values. These projects support initiatives such as reforestation, renewable energy, and community development, effectively balancing out your remaining emissions.



### Unique level of detail

With CARMACAL, tour operators are able to measure and manage every carbon footprint aspect of their products in detail. The carbon footprint of flights is specified up to the level of airline and type of plane, for all scheduled flights available. CARMACAL differentiates the footprint for 25 modes of transport, 21 emission-intensive activities, and gives exact distance calculations. Accommodation carbon footprints are calculated on an individual basis for some 550,000 accommodations worldwide. For other accommodations, 20 different types with individual emission factors are available.

Local transport, individual accommodations, and activities can also be specified on a per-day basis. Accommodations that are not among the 550,000 available can be specified with a drop-down list of types. Locations for transport start and ending points, as well as for accommodation, can also be found via a Google Maps pop-up. Finally, CARMACAL offers three different carbon overviews: two for individual products, of which one on a per-day basis (showing you exactly which components weigh heavy on the total footprint and when), and one to compare different products (for example to the same destination).

### Easy web-based application

CARMACAL has an easy-to-use interface. It has been designed specifically for tour operators and allows them to analyse and display the carbon footprint of all elements of a trip. CARMACAL was originally developed by the NHTV Breda University of Applied Sciences and was the Winner of the UNWTO Award for Innovation in Research and Technology. Watch this YouTube CARMACAL tutorial to see how the carbon emissions of a tour are calculated: [www.youtube.com/watch?v=b5hCoF22GrA](https://www.youtube.com/watch?v=b5hCoF22GrA)

## Interested in a free demo?

In 2023, CARMACAL has been upgraded to make it even more intuitive and user-friendly. The new CARMACAL (BETA version) is currently available for any company to conduct an unlimited number of calculations free of charge until the end of September 2023. To register for CARMACAL, go to: [www.carmacal.org](http://www.carmacal.org)

After the registration, you will receive an introduction manual via email and can start calculating your travel packages right away. After the free demo phase, CARMACAL will be available for a minimum basic membership fee of 100€ per user per year, which includes 25 calculations. For additional calculations a fee of 2€ per calculation is due. At a yearly fee of 495€ an unlimited number of calculations can be made.

Different terms apply for participating companies of the EU COSME SUSTOUR project: SUSTOUR participants can use CARMACAL free of charge until the end of 2023.

For more information, please contact: [info@carmacal.org](mailto:info@carmacal.org)