

PRESS RELEASE

Support programme to help travel companies become more sustainable – last chance to apply!

Brussels, 5 May 2022. Travel agents and tour operators interested in improving their sustainability performance can apply until 10 May to obtain access to free training and personal coaching provided in the frame of a one-year technical support programme funded by the EU COSME programme and co-financed and supported by numerous travel associations, including ECTAA.

More and more, companies are being called upon to reduce their carbon emissions and build sustainable business models. There are also increased expectations from customers that travel companies offer sustainable travel and tourism offers. Becoming more sustainable can be a daunting enterprise for any company, since it covers so many different aspects, from reducing greenhouse gas emissions improving water and waste management, especially plastic, to respecting human rights and local community needs, etc.

But help is not far! The EU-funded project SUSTOUR is rolling out a comprehensive technical support programme specifically designed for small and medium-sized travel agents and tour operators to help them get started on sustainability and/or improve their sustainability performance in specific areas. The support programme offers extensive training and personal coaching for SMEs on sustainability criteria and best practices and provides valuable peer-to-peer learning opportunities. SMEs can choose themselves the type of support they would like to obtain, be that support towards certification and/or implementation of innovative practices in terms of plastic, carbon and/or supply-chain management or certification of their shore excursion products.

To be able to benefit from the technical support programme, interested travel agents and tour operators have to send their application by 10 May 2022, 17h00 CET. The technical support programme is expected to start end of June and run for a 12 months period. Further details on the programme and the application form are available from the following website: <https://www.travelife.info/sustour/?menu=home>

Said Pawel Niewiadomski, President of ECTAA: "Tourism has a role to play in driving the transition to a low-carbon and resource-efficient economy. The time to act is now! We encourage all travel agents and tour operators to use the opportunity of the SUSTOUR technical support programme to get started and make a difference."

About ECTAA

ECTAA is the European umbrella organisation of travel agents and tour operators. It represents some 70,000 companies in Europe, which provide consultancy and sell transport, accommodation, leisure and other tourism services as well as combined products to leisure and business customers.

For more information, please contact:

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ECTAA - Group of National Travel Agents' and Tour Operators' Associations within the EU

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