

ANVR Better Holidays (Sustainable Tourism) Policies

Our Better Holidays Policy sets out our vision and approach to sustainable development in the Netherlands and at holiday destinations.

ANVR Better Holidays Policy

VISION: The aim is for sustainable tourism to have become widely accepted by 2025 and fully integrated into the operational management of the ANVR members. We will have maximized the positive effects of the travel product and minimized the negative effects, with the aim of achieving a balance between People, Planet and Profit. This applies to both the countries of origin and the destination countries.

MISSION: The travel sector aims to accelerate sustainable tourism on the basis of collaboration. In order to achieve this, the sector will: - actively collaborate, in the Netherlands and in the chain, as well as in the destination countries - share knowledge - achieve jointly established goals

Policy

As a leading travel trade association, we recognize that the environment, communities and cultures are vital to the success of our travel sector. We are committed to facilitate, inform and inspire our members to reduce the negative impacts to enhancing the positive impact to create better places and experiences and better business for people who live at the holiday destinations and for visitors for now and in the future.

We therefore commit in the long term to:

- Use the collective influence of the ANVR to drive sustainability within the leisure and corporate travel industry
- Understand and respect the needs of our stakeholders, including members, customers, shareholders, suppliers, industry partners and local communities and collaborate to make holidays better
- Provide information to our members regarding best practices
- Develop long-term strategies in collaboration with our members to maximize the opportunities that sustainable development presents

In support of the above, we will work to:

- promote the integration of sustainability into the supply chain of our members and initiating activities that protect and restore the natural environment and enhance local livelihoods to optimize the holidays' environmental, economic and social impacts

- Develop trainings, workshops and communications to help our members to improve their sustainability performance. Apart from a general training we specifically focus on carbon management trainings to reduce carbon emissions through work programs concerning transport, accommodations, excursions and their internal management (office premises). Other specific trainings cover child protection and animal welfare.
- Provide information, training and support to Dutch travel professionals gaining their commitment to taking action on sustainable development issues
- Encourage our members to offer more sustainable travel options and to take action to reduce their negative impacts and maximize their positive impacts in destinations
- To ensure that each travel company complies with ANVR's basic requirements.