

UTC Tour Operator non-financial report year 2024

Introduction

In the first half of 2024 year, our sustainability efforts were confirmed with Travelife Partner status. We are the first company in Poland to receive this status. We are also proud of the fact that more companies in the travel industry have followed in our footsteps and, like us, have recognised the value of having a sustainable tourism certificate. With such a document, our customers have a guarantee that our actions are conscious and transparent. For us, on the other hand, Travelife Partner status provides additional motivation to continue our development in the area of sustainable practices.



Sustainable management

- During the first half of the year, we completed sustainability training and established a Sustainability Coordinator in our company.
- We were awarded Travelife Partner status in May 2024.
https://www.travelife.info/index_new.php?menu=certifiedcompanies&lang=pl
- Once again, we co-organised a training course for head teachers of schools and educational institutions, in which one of the panels was devoted to sustainable transport of students on school trips.
- We obtained the certificate of the Polish Tourist Organisation, which is awarded to Tourist Information Points when they fulfil certain conditions in accordance with the certification requirements. The requirements pay particular attention to the promotion of tangible and intangible cultural heritage assets.
- We have introduced a green office policy.

Caring for employees

- Similar to the year 2023, we organised for our team several events, such as: a team building in cooperation with our local suppliers, a weekend trip and a Christmas meeting organised at our local partner's premises.
- We maintain access to private medical care for our employees.
- We maintain a policy of occasional remote working and a flexible approach to office hours.



Sustainable supply chains and local products

- 95% of our service providers are companies from our voivodeship, which contributes significantly to the local economy.
- In our advertising cooperation with our partners, we use a form of barter (72% of our advertising revenue), which not only influences a higher utilisation of local services, but also serves us to additionally promote our partners to our customers and employees (some of the tickets were given to our customers and employees free of charge).
- 99% of our orders are handled by local service providers, which helps us to minimise our carbon footprint.
- We supply our offices with the necessary products no more than once a week.
- When supplying offices, we purchase bulk packaging to minimise the use of plastic.

Environmental protection and climate action

- By digitalising most of our marketing materials, we have reduced paper consumption by a further 10%.
- We installed hand dryers in the office, reducing paper towel consumption by 95%.
- We reduced the production of promotional gadgets by a further 30%.
- We have maintained our policy of going to trade fairs and meetings with contractors, where our offer is presented in 85% electronic form.
- The number of customers departing on our trips from a single pick-up point, thus reducing our carbon footprint, has increased. We offer departures from accommodation facilities as an option for only two regular tours.



Community outreach

- Invariably, 99% of our guides come from local communities, confirming our commitment to the local labour market.
- We took on 4 trainees from Kraków's trade schools.
- We have introduced a souvenir offer to our Tourist Information Point in cooperation with local artists.
- We have established permanent cooperation with the Tęcza Association from Kraków. This is the Association of Parents and Friends of People with Down Syndrome.
- We carried out an original project to create postcards in cooperation with the Tęcza Association. The photographs for the postcards were taken by the Association's subgrantees. 50% of the proceeds are donated to the statutory objectives of our partner. The postcards are available at our Tourist Information Point.



Protection and promotion of cultural heritage

We organised a competition for primary school pupils (another edition of “Excursions with Class”) to create a poster using free-form technique promoting environmental protection on a school trip. The poster had to combine educational elements with a positive message, emphasising the importance of ecology and action for the planet. The objectives of the competition were:

- to broaden knowledge of environmental protection and sustainable tourism
- to popularise knowledge of geography and nature
- to develop the creativity of primary school students



Summary and future plans

In the year 2024 we have made significant progress in sustainability, which has been verified and confirmed by our Travelife Partner status.

In the coming years, we intend to enrich our offer with unique local attractions, expand the catalogue of destinations on offer with a focus on heritage promotion and support for local staff. We also intend to expand our activities in promoting school trips to Krakow to schools and institutions throughout Poland.

We also plan to improve our environmental and climate protection activities.