

UTC TOUR OPERATOR NON-FINANCIAL REPORT 2025

Introduction

Sustainable Management

Care for Employees

Sustainable Supply Chains and Local Products

Environmental Protection and Climate Action

Actions for the Local Community

Protection and Promotion of Cultural Heritage

Summary and Future Plans

Introduction

In 2025, we continued our sustainability efforts. During business discussions and industry meetings, we proudly highlighted our Travelife status, pointing to the initiatives implemented within our organization that benefit both our community and potential new clients. We also took part in meetings held as part of the SCT HUB – Codesign the Future of Sustainable Cultural Tourism project, funded by the European Urban Initiative (EUI), and organized by the Kraków Tourism Alliance, an association of which we are a member.



Sustainable Management

- We participated in two days of workshop meetings as part of the SCT HUB – Codesign the Future of Sustainable Cultural Tourism project. The meetings provide a platform for substantive collaboration, discussion, and in-depth market analysis. Their objective is to develop a reliable, data-driven picture of Kraków’s tourism sector, which, in our view, will enable more effective decision-making in managing tourist flows and developing cultural and tourism offerings in a more sustainable manner that responds to the real needs of visitors, residents, and entrepreneurs.

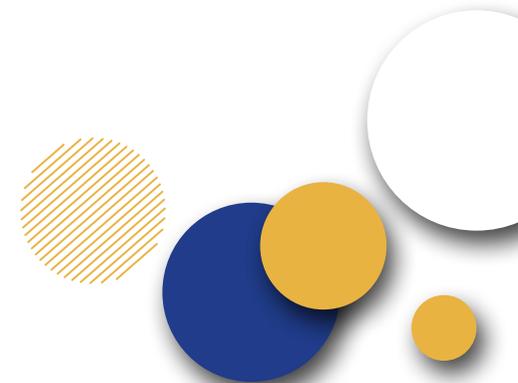


- Once again, we co-organized a training session for school principals and educational institution leaders, with one of the panels dedicated to the sustainable transport of students on school trips.
- We also introduced off-site training programs for school staff (www.wyjazdyszkolne.pl/Oferta/szkolenia-wyjazdowe-dla-dyrektorow-i-pracownikow-szkol/), which place a strong emphasis on sustainable transport within their curriculum.
- We continue to implement our green office policy.



Care for Employees

- Similar to 2024, we organized joint team-building events, including one on-site integration in collaboration with our local suppliers, a weekend getaway, and a joint Christmas gathering hosted by our local partner. In 2025, our company celebrated its 20th anniversary, which we commemorated together with our employees, making use of the services of our local partner.
- We maintain access to private healthcare for our employees.
- We continue our policy of occasional remote work and a flexible approach to office working hours.
- We also provide employees with access to a sports card, which we co-finance.



Sustainable Supply Chains and Local Products

- 90% of our service providers are companies from our region, which significantly contributes to the development of the local economy.
- In our advertising collaborations with partners, we use a barter system (accounting for 57% of our advertising revenue), which not only increases the use of local services but also serves as an additional way to promote our partners among our clients and employees (some tickets were distributed to our clients free of charge).



- 99% of our projects are handled by local service providers, which helps us minimize our carbon footprint.
- Office supplies are restocked no more than once a week.
- When procuring office supplies, we purchase in bulk to minimize plastic waste.



Environmental Protection and Climate Action

- Thanks to the digitization of most of our marketing materials, we maintained last year's level of paper consumption.
- We introduced city guides at our Tourist Information Point as a free option for clients, available via QR code linking to a downloadable digital file.
- In the office, we use hand dryers, keeping paper towel usage low.

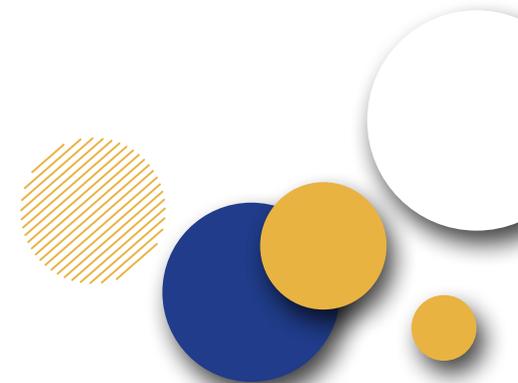


- We have discontinued the production of promotional merchandise.
- We maintained our policy for attending trade fairs and meetings with business partners, presenting 85% of our offer in electronic form.
- The number of clients departing on our trips from a single pick-up point, which helps reduce our carbon footprint, has increased. Pick-ups from hotels/hostels are now limited to only two regular tour options.



Actions for the Local Community

- Consistently, 99% of our guides come from local communities, which demonstrates our commitment to developing the local labor market.
- We hosted two interns from vocational schools in Kraków.
- We continued to expand our collaboration with the Kraków-based Tęcza Association, an organization of supporting individuals with Down syndrome and their families..
- We also continued our original postcard project in cooperation with the Tęcza Association. The photos for the postcards were taken by the Association's beneficiaries, and 50% of the proceeds are allocated to the statutory goals of our partner. The postcards are available at our Tourist Information Point.



Protection and Promotion of Cultural Heritage

- We completed a competition for primary school students to create a poster promoting environmental protection during a school trip / green school program. The poster combined educational elements with a positive message, highlighting the importance of ecology and actions for the planet. Prizes were sponsored by our local partners.
- We have prepared another competition (the next edition of 'Wycieczki z Klasą'), which this time directly refers to our Travelife status.



The competition task is to create a character or mascot named Traveliś, who will embody travel, adventure, and positive energy! The character should symbolize:

- » travel
- » discovering the world
- » responsible tourism
- » Travelife values

The results will be announced in 2026.

- We have expanded our activities promoting school trips to Kraków to include schools and educational institutions across Poland. During our trips, we place strong emphasis on educating our clients about the code of conduct in the places they visit.



Summary and Future Plans

In 2025, we continued our sustainability initiatives. In the coming years, we plan to maintain our policy and make every effort to achieve our set goals, such as enriching our offerings with unique local attractions, with a focus on promoting cultural heritage and supporting local employment.

By the middle of next year, we also plan to undergo a renewal of our Travelife status. We are confident that the audit will confirm our growth and commitment to sustainable practices.

We are member of:



Polska Izba Turystyki
Polish Chamber of Tourism



**Kraków
Tourism
Alliance.**