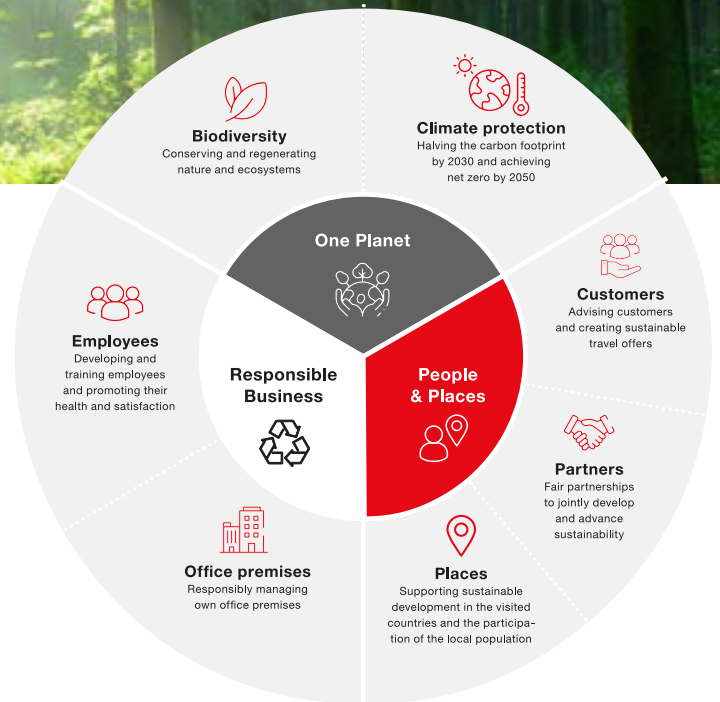




Exceptional travel experiences are based on an intact environment and a stable socio-economic system. Accordingly, Hotelplan Group is committed to a holistic sustainability strategy. This includes ecological, social and economic aspects, which are underpinned by the concept of «One Planet, People & Places and Responsible Business» with initiatives and projects at Group and business unit level. Under the pillar of «One Planet» and as a signatory of the Glasgow Declaration, Hotelplan Group is committed to reducing its climate footprint and promoting sustainable tourism practices.

This plan outlines our strategies to reducing our carbon footprint by 50% by 2030 and achieve net zero by 2050. We are five international business units with fourteen travel brands, all with different products and business models, but aligned in this goal, to foster a more sustainable future for travel.



## Objectives

- Measure and reduce greenhouse gas emissions in line with the Paris agreement goals
- Enhance sustainability and carbon action across all operations
- Engage management, employees and stakeholders in climate action

## Key Actions

Our Climate Action Plan follows three steps: **measure, reduce & mitigate and communicate & collaborate.**

## 1. Measure

We have chosen to measure, categorise and report our Hotelplan Group data based on the well-established scope 1 to 3 approach, according to the GHG protocol:

- **Scope 1** (direct emissions):  
company facilities and company vehicles
- **Scope 2** (indirect emissions):  
purchased electricity, steam, heating and cooling for own use
- **Scope 3** (indirect emissions):  
all upstream and downstream activities

Due to the effects of the COVID-19 pandemic, we have set 2019 as the baseline year and have resumed conducting annual greenhouse gas audits in 2023.

- Hotelplan Group emissions 2019: ~1.3 million tons CO<sub>2</sub>e
- Hotelplan Group emissions 2023: ~1.1 million tons CO<sub>2</sub>e

Looking at our measurements, the biggest impact of Hotelplan Group clearly lies within scope 3 due to the trips our customers take (~99 %), while flights make up the major share.

## 2. Reduce & Mitigate

We are committed to drastically reducing emissions from our own operations (our scope 1 and 2 emissions). Therefore, Hotelplan Group has identified the most relevant emission reduction measures, including

- Green energy supply for all our headquarters and self-run local offices
- Implementation of energy-efficient practices in offices and facilities
- Transition to electric or hybrid vehicles in our own car fleet
- Optimisation of waste management and sustainable sourcing

However, the focus of our reduction efforts is on our supply chain (scope 3 emissions), where we have identified our most significant emission sources. Based on that data, we specifically look at reduction measures for those hotspot areas and have calculated individual reduction pathways for each business unit. Ongoing climate projects included in the consolidated pathway for Hotelplan Group will further reduce our overall emissions and support our partners along the supply chain. Together we actively work on

- Alternative transportation options for flights
- Investments in Sustainable Aviation Fuel (SAF)
- More climate friendly product design
- Climate footprinting and action plans for hotels

Our reduction measures are not only aligned with latest industry standards but our targets are also aligned to science, as our parent company Migros Genossenschaftsbund is committed to the science-based target initiative (SBTi). With the upcoming measurement for 2024, we are going to set intensity targets for 2025 onwards, specifying them on a yearly basis.

## 3. Communicate & Collaborate

We transparently disclose the results of our annual greenhouse gas measurements and report on actions and progress taken. Nevertheless, we cannot achieve our goals alone and therefore actively engage with our partners, customers and the industry as a whole. We are actively driving various initiatives and will further expand our efforts in 2025 to achieve an even greater impact.

### Stakeholder Engagement

- Staff trainings: Educate employees on sustainable practices and the importance of climate action
- Customer awareness: Inform travellers about the environmental impact of their trips (i.e. by displaying the travel emissions in the booking process) and encourage sustainable choices (incl. SAF or voluntary support of climate protection projects)
- Community involvement: Collaborate with local communities to support conservation and sustainable tourism initiatives
- Financial support: provide our partners with financial help to implement sustainability projects

### Innovation and Collaboration

- Technology Integration: Push technology that enhances efficiency and reduces emissions
- Expand Partnerships: Collaborate with industry partners and NGOs to promote best practices and innovative solutions (e.g. carbon footprint methodologies via KlimaLink, carbon removal via Klimate.co)

### Monitoring and Reporting

- Progress Tracking: Regularly monitor progress against targets and adjust strategies as needed
- Transparent Reporting: Publish annual updates detailing emissions, reductions and future plans
- Feedback Mechanisms: Collect feedback from stakeholders to improve practices continually

Hotelplan Group is dedicated to reducing its environmental impact and contributing to global climate goals. Through consistent action and collaboration, we aim to create a more sustainable future for travel.