



# 2025 IMPACT REPORT

**HOLIDAY BETTER**



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# 01 INTRODUCTION

- Foreword
- Our KPIs
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“We have developed a socioeconomic analysis, together with Tourism Economics”

# FOREWORD

As one of the UK’s leading holiday providers, we have a clear responsibility to shape the future of travel. Our choices influence millions of customers, thousands of hotel partners, and the destinations and local communities that welcome holidaymakers every year. I take that responsibility seriously.

That’s why it is our ambition to make more sustainable holidays mainstream. Sustainability, like travel, should be democratised, and not limited to niche products or specialist offerings. Delivering sustainability at scale, at no extra cost to customers, requires practical solutions that support our partners, protect destinations, and ensure tourism continues to deliver lasting social and economic value.

The last year has marked a step forward in how we understand and measure our wider impact. We have developed a socioeconomic analysis, together with Tourism Economics, an Oxford Economics Company, to better understand the contribution our holidays make to local economies and communities in some of our most popular destinations. Tourism has the potential to create jobs, support local businesses and protect cultural heritage. By strengthening our understanding of this impact, we can ensure our growth continues to deliver lasting benefits for the people and places our customers visit.

This year’s Impact Report also demonstrates our continued progress against our ambition. We have expanded our Certified

Sustainable range and worked alongside partners to address operational challenges such as food waste. We have also continued our partnership with UN Tourism, contributing operational insights to support the development of practical, consistent sustainability reporting frameworks for the tourism sector.

Our approach remains grounded in collaboration. From working with hotel partners to improve sustainability standards, to supporting locally led conservation and community tourism initiatives, and contributing to industry-wide progress through partnerships with organisations such as UN Tourism, we are focused on helping build a more resilient and responsible tourism sector.

I’m proud of the progress reflected in this report and focused on what comes next. By continuing to embed sustainability into our business, we are helping ensure mainstream travel remains a positive force.

I would like to thank our teams and partners for their continued commitment. Together, we are helping shape a more sustainable future for mainstream travel.

**Garry Wilson**  
Chief Executive Officer | easyJet holidays

# KPIS AND HIGHLIGHTS

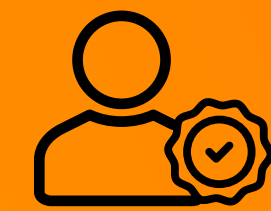
Number of customers



# 2.82m

up from 2.41m in 2024

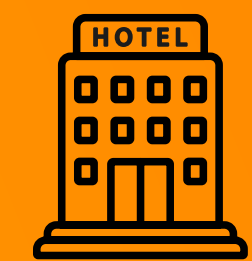
Number of Customers staying in our Certified Sustainable range\*



# 860K

up from 690K in 2024

Number of hotels in our Certified Sustainable range\*



# 2871

up from 1736 in 2024

\*Our Certified Sustainable range includes hotels that meet internationally recognised sustainability standards through independent certification schemes.

We continue to see strong progress across our key sustainability indicators, particularly in certified hotels and customer uptake.

# 6 New destinations

Cape Verde



Ischia



Gozo



Rimini



Düsseldorf



Vienna



ESG Industry Events and Outreach

# 12



Industry Awards recognising our ESG performance

Jobs supported by easyJet holidays to Spain, Greece and Türkiye

Source: Independent analysis from Tourism Economics

# 42,900

# €5.9bn

Source: Independent analysis from Tourism Economics

total economic output from easyJet holidays to Spain, Greece and Türkiye



# OUR ESG STRATEGY: HOLIDAY BETTER

## The What **OUR GOALS**

Together, these focus our efforts on delivering meaningful impact at scale.

- 1 **CREATE BETTER HOLIDAY CHOICES**  
Making more sustainable travel affordable and accessible to everyone.
- 2 **KEEP OUR HOLIDAYS SPECIAL**  
Maximising the benefits and minimising the negative impacts of travel and tourism.
- 3 **TRANSFORM TRAVEL FOR EVERYONE**  
Embedding sustainability into business decisions and behaviours, and driving meaningful change in the industry.

## The How **OUR APPROACH**

In practice, we test solutions and scale what works.

- 1 **EDUCATION**  
We don't have all the answers, we're humble and want to learn from others and also share what we know.
- 2 **COLLABORATION**  
We find the right people to help drive our strategy forward.
- 3 **RAPID IMPLEMENTATION**  
If a solution has potential, we prioritise pace over perfection to quickly test and share the results.

“

Our award-winning sustainability strategy, Holiday Better, reflects our purpose as a leading package holiday company: to make more sustainable holidays mainstream, and to use our scale to drive positive change. It means making sustainable holidays the norm, not the exception, and doing so at no extra cost to our customers.

By giving people better holiday choices, protecting the destinations and communities that make travel special, and embedding sustainability into our business decisions, we focus on delivering impact where it matters most.

For a strategy to succeed, it must be brought to life. We do this by building understanding through evidence and education across our destinations, working in close collaboration with changemakers within and beyond the travel industry, and using our scale to rapidly implement and expand solutions proven to work. In doing so, our approach aligns with the UN Sustainable Development Goals, supporting a collaborative approach to a global framework focused on delivering impact.

Our strategy is built around three pillars: creating better holiday choices, keeping our holidays special, and transforming travel for everyone. Our report, organised by these three pillars, highlights the progress we've made this year, underpinned by our belief in progress over perfection. For some of our key projects, we've also explored in detail why the projects matter to us, the highlights of what's changed this year, and what's next for this project. We are focused on delivering meaningful impact now while driving long-term change, to help our customers, our partners and our destinations to Holiday Better.”

**Scott Lawson**  
Senior ESG Manager | easyJet holidays



# OUR CARBON IMPACT

Carbon continues to be a significant part of the impact of our holidays. As our easyJet airline colleagues continue to strive towards decarbonisation, we're exploring how we can minimise our carbon impact as easyJet holidays, by continuing to promote our Certified Sustainable range and electric airport transfers. There is work to be done, but we are continuing to make progress year on year.

Data note: This data comes from the easyJet Group's Annual Report for the year ended 30 September 2025.

[Read more](#)  
✈️ **easyJet Group Annual Report**



## VOLUNTARY CARBON DISCLOSURES

Emissions Category	What's in this scope?	Explanation	Global TCO <sub>2</sub> e
Scope 1	Directly burned fuels	Fuels at our head office (Market-based approach)	643
Scope 2	Indirectly burned fuels	In our new owned office, we purchase renewable energy certificates (Market-based approach)	0
Scope 3	All other indirect emissions	Looking at all of the greenhouse gas emissions coming from our operations	978426
	Flights	Calculated using easyJet airline fuel conversion rates	734801
	Hotels	Calculated using UK Government conversion factors, using proxies for non-available regions	194907
	Transfers	Calculated using UK Government conversion factors, separating into shared and private transfers	5887
	Other Carbon	Components include employee commuting, investments and airport usage, among others, taken as the percentage of easyJet holidays passengers of all easyJet passengers	42831
<b>Total</b>			<b>979,070</b>

## KEY DATA

Carbon per customer per night:  
**56.7 kg**



“Flying is fundamental to modern life, linking people, cultures and economies. In 2025, easyJet generated £21bn in Gross Value Added for the UK and has increased UK–Europe connectivity by 61% since beginning operations in 1995. At the same time, aviation accounts for roughly 2–3% of global CO<sub>2</sub> emissions each year and is a hard to abate sector.

It is crucial that we keep improving efficiency and progressing with the technological innovations that we need to significantly reduce our impact. There's lots to do but we're making progress. For example, in 2025 we trialled a lower-weight paint system on 38 aircraft. We also installed advanced FANS C software on 54 aircraft to achieve further efficiencies. These and other initiatives delivered a third consecutive annual reduction in our carbon intensity, representing a 7% improvement versus our 2019 baseline.

We also secured SAF partnerships, continued to progress on hydrogen research with Rolls-Royce and our investment in carbon capture has helped 1PointFive in building the world's largest direct air carbon capture facility. Our leading global rating from Sustainalytics and high performance in other ESG reporting bodies such as MSCI and FTSE4Good show we're moving in the right direction, but we must keep pressing ahead to deliver the changes required for long-term decarbonisation.”

Lahiru Ranasinghe  
Director of Sustainability | easyJet

# OUR SOCIO-ECONOMIC IMPACT

Independent socio-economic impact analysis by Tourism Economics, an Oxford Economics company, shows that tourism supported by easyJet holidays and our customers generates significant economic activity in the destinations we serve.

This analysis focuses on Spain, Greece and Türkiye - our largest destinations - and represents a significant share of our overall impact.

## UNDERSTANDING OUR SOCIO-ECONOMIC IMPACT IN KEY MEDITERRANEAN DESTINATIONS

Alongside our environmental and social initiatives, we believe it is equally important to understand the wider contribution tourism makes to the destinations our customers visit. When managed responsibly, tourism can support jobs, strengthen local businesses and contribute to thriving communities.

To better understand this impact, we commissioned Tourism Economics, an Oxford Economics company, to analyse the economic footprint supported by easyJet holidays and our customers across three key markets: Spain, Greece and Türkiye.

This independent analysis shows that tourism supported by easyJet holidays in these markets alone generated €5.9 billion in economic output across Europe in 2025, contributing €2.4 billion in GDP, supporting 42,900 jobs, and generating €678 million in tax revenues.

A significant share of this impact comes from spending in destination economies. In 2025, easyJet holidays customers spent an estimated €1.2 billion in local businesses including restaurants, retail outlets, transport providers and attractions across Spain, Greece and Türkiye. This spending extends beyond accommodation, supporting a wide ecosystem of local businesses and tourism supply chains.

The analysis also highlights how customer travel behaviour contributes to destination economies. easyJet holidays customers stay longer on average than typical visitors: 6.5 nights vs 3.4 in Spain, 7.3 vs 3.4 in Greece, and 7.9 vs 3.0 in Türkiye, increasing the value tourism brings to destinations by generating additional spending across a wider network of local businesses and communities.

Understanding tourism's economic contribution helps inform our wider sustainability approach and supports our commitment to ensuring tourism delivers long-term value for the destinations and communities that welcome our customers.

## THE SOCIO-ECONOMIC IMPACT OF OUR HOLIDAYS TO SPAIN, GREECE AND TÜRKIYE



€5.9bn

Economic output supported by easyJet holidays



42,900

Jobs supported



€2.4bn

GDP contribution



€678m

Tax revenues generated

Data note: data from easyJet holidays packages to Spain, Greece and Türkiye for year ended September 2025.



# 02 CREATE BETTER HOLIDAY CHOICES

We believe sustainability should come at no extra cost to customers, so whether it's supporting our partners to operate more responsibly, or highlighting ways that customers can have more sustainable holidays, we're working across our business to Create Better Holiday Choices.

- Our Certified Sustainable Range
- Electric Transfers
- Different Destinations



# OUR CERTIFIED SUSTAINABLE RANGE



OVER  
**100**  
SIGNUPS SO FAR

## CERTIFIED SUSTAINABLE RANGE GROWTH

By the end of 2025, more than 2,800 properties featured in our Certified Sustainable range. These hotels have met internationally recognised sustainability standards through independent certification schemes, representing a year-on-year growth of over 65%. Across the year, 42 of our top 100 highest-volume hotels and over 100 of our top 250 hotels held certifications, exceeding our portfolio average, driving impact where the greatest number of customers stay.



### WHY THIS MATTERS TO US

Our thousands of hotel partners are at different stages in their sustainability journey. Independent certifications provide a credible and consistent way to identify those partners meeting recognised environmental and social standards. This allows us to focus effort where it delivers the greatest impact, by increasing the number of customers staying in hotels that have met internationally recognised sustainability standards and embedding sustainability at scale.



### WHAT CHANGED THIS YEAR

Our Certified Sustainable range grew by an impressive 65% in 2025. This reflects growing partner engagement, including certification training and collaboration with recognised certification schemes. This year, we've changed the main metric we'll report on, from size of our Certified Sustainable range to percentage of customers stays.



### WHAT'S NEXT

Expanding our Certified Sustainable range remains a key priority, with a growing focus on high-volume hotels where we can make the biggest difference for the greatest number of customers. We're continuing to embed certification into commercial decision-making, helping us deliver meaningful environmental and social impact at scale.

## GSTC TRAINING FOR HOTEL PARTNERS

After being oversubscribed for Phase I of our certification training in Spain, Greece and Türkiye, we've re-partnered with the Global Sustainable Tourism Council (GSTC) to expand the availability of this free training to all of our hotel partners with an online, on demand version of the training. The brand-new online course includes presentations from experts, templates and resources, and tangible

examples to help implement practices that align with the GSTC Hotel Standard.

We're pleased to report over 100 signups for Phase II so far, as we continue to expand into 2026. But we know this training can benefit many more partners on their sustainability journey, so in 2026 we'll be coming up with new ways to share this training as far and wide as

possible. But already, across the two phases, we've seen hundreds of hotels achieving certification, so we'll continue to work with the GSTC, to make education accessible, help our hotel partners improve their sustainability efforts, and create better holiday choices for our customers.

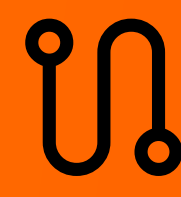
# ELECTRIC TRANSFERS

Our in-destination partners are continuing to expand their ranges of electric vehicles, creating better travel experiences for our customers, while reducing the carbon associated with these journeys. From the expansion of the electric car fleet offered by our partner GEM Travel in Rhodes, Greece, to electric transfer vehicles being introduced in new destinations

like Antalya in Türkiye, with our in-destination partner Diana Travel, our partners are driving more sustainable options for our customers. Across these two destinations alone, over 11,000 customers have enjoyed the comfort of an electric transfer across almost half a million kilometres! This resulted in avoiding over 85 tonnes of CO<sub>2</sub>e.



electric transfer customers  
**11,000**



kilometres travelled  
**460,000**



CO<sub>2</sub>e avoided  
**85 tonnes**

Image credits:  
GEM Travel

# DIFFERENT DESTINATIONS

We're proud to serve a wide range of destinations across Europe and North Africa, and we know there are some destinations our customers can't get enough of. However, some destinations fly under the radar, and to really understand why, we conducted some in-depth customer research.

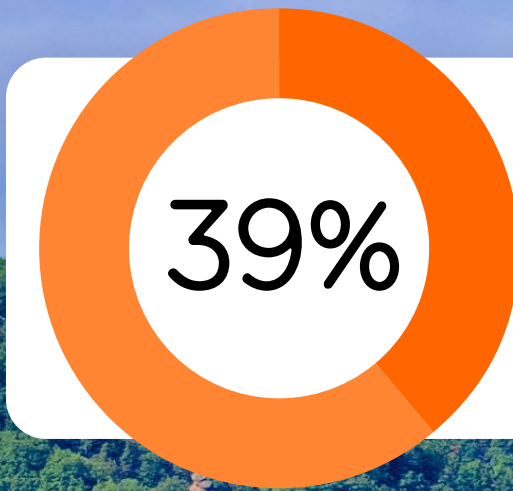
Our research this year showed that 39% of Brits were eager to explore somewhere new in Summer 2025, with nearly a 50% surge in searches for hidden gems over the past decade. However, many face hurdles like lack of information, cost, and fear of the unknown when booking, with 20% of Brits feeling a bit lost when planning a trip to an alternative destination.

So, recognising our brilliant easyJet airline network, we know we're able to spread the benefits of tourism to a wide range of destinations, providing customers with the

confidence to visit a lesser-visited destination. To bridge this gap, we launched a brand new 'Different Destinations' Hub, to allow customers to discover these exciting places and book their next getaway.

In the first few months, we've supported tens of thousands of customers to dive into lesser-known destinations through our Different Destinations Hub, and the results of our research show that these destinations have seen double the booking growth rates in comparison with the rest of our portfolio!

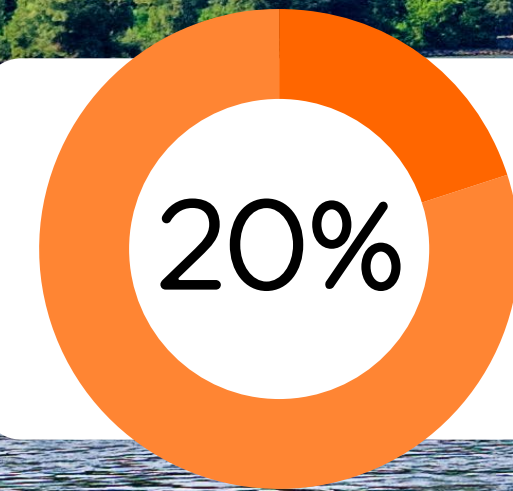
Looking forward, we're focusing on ensuring our destinations are maximising the benefits of tourism as tourist numbers grow, and supporting our customers on their quest to explore, supported by delivering more content on some of our wonderful lesser-known destinations.



**OF BRITS WERE EAGER TO EXPLORE SOMEWHERE NEW IN SUMMER 2025**



**SURGE IN SEARCHES FOR HIDDEN GEMS OVER THE PAST DECADE**



**OF BRITS FEELING A BIT LOST WHEN PLANNING A TRIP TO AN ALTERNATIVE DESTINATION**

# 03 KEEP OUR HOLIDAYS SPECIAL

It's the destinations that make our holidays so special, so by working with local communities, we can uplift the people and places that make our holidays so incredible, so that we can Keep Our Holidays Special.

- Community Tourism
- Environmental Conservation in Destination
- Posidonia Alert in Santorini
- Plastic-Free Hotels in Menorca



# COMMUNITY TOURISM



## WHY THIS MATTERS TO US

The destinations our customers love are shaped by local communities. When communities meaningfully participate in tourism, it strengthens the local economy, protects cultural heritage and supports long-term destination resilience. Community tourism is therefore a critical part of ensuring tourism delivers shared value, not just visitor growth.



## WHAT CHANGED THIS YEAR

We're supporting a structured, long-term partnership model for community tourism. Through our partnership with Planeterra, we have focused on building capability, equipping communities with the tools, knowledge and connections needed to develop community tourism enterprises that can engage with mainstream tourism.



## WHAT'S NEXT

Delivering lasting impact depends on integrating community initiatives into the mainstream tourism ecosystem. Our focus is now on using our network to connect communities with our partners in destination, to provide incredible customer experiences while ensuring communities retain ownership and control.



# COMMUNITY TOURISM

**Tourism brings significant economic opportunity to destinations, but these benefits are not always shared equally. Through engagement with our destination partners in Greece, we identified a need to better support rural communities to participate in mainstream tourism, while protecting the cultural heritage that makes these places unique.**

In response, we launched a partnership with Planeterra, a non-profit organisation specialising in community tourism enterprise development. Rather than providing short-term financial support, this partnership focuses on building long-term capacity, equipping communities with the tools, knowledge and networks needed to develop and sustain their own tourism enterprises.

During the first year, our work has focused on establishing the foundations for community tourism enterprises. This includes supporting the development and delivery of seven in-depth learning modules within Planeterra’s Online Learning Hub, translated into Greek to improve accessibility for communities. These modules are now available through Planeterra’s Global Community Tourism Network, with 12 Community Tourism Enterprises onboarded to the Cretan chapter developed as part of our partnership.

Alongside capacity-building, we have supported the development of a Nature

Positive Community Tourism assessment tool, designed to help communities monitor and strengthen their approach to biodiversity protection.

Early engagement between communities, our destination partners, and the wider tourism ecosystem has also helped build trust and improve understanding of how community enterprises can connect with mainstream tourism.

Looking ahead, our focus will shift from capability-building to integration. Working with hotel partners and destination stakeholders, we will explore how community tourism enterprises can be incorporated into easyJet holidays’ product offering, creating viable income opportunities for communities while enhancing the experiences available to customers. This reflects our belief that mainstream tourism can strengthen community resilience when partnerships are designed for scale and long-term impact.



**“Our partnership with easyJet holidays is ground-breaking in many ways. Together, we’re demonstrating how a large, successful travel company can uplift communities living in popular holiday destinations by investing in Community Tourism Enterprise development. What’s more, we’re prioritising community-led initiatives that are enhancing the resilience and adaptability of their communities to the impacts of climate change, and improving wellbeing through biodiversity regeneration.**

**Ultimately, we see this collaboration being a win for local communities as they are able to benefit economically from tourism, safeguard what makes their region special and unique, and future-proof their communities in the face of climate change. It’s a win for tourists as they’ll get to enjoy these special experiences; it will be a win for the travel industry as they’ll have more satisfied customers and more residents happy to welcome tourists; and it’s a win for the destination as communities will have more resources to address the impacts of climate change for generations to come.”**

**Jamie Sweeting**  
**President | Planeterra**



# ENVIRONMENTAL CONSERVATION IN DESTINATION



## WHY THIS MATTERS TO US

Protecting natural environments is essential to the long-term sustainability of the destinations our customers visit. By supporting locally led conservation initiatives, we can help ensure tourism contributes to protecting biodiversity, strengthening ecosystems and preserving the natural assets that underpin holiday experiences.



## WHAT CHANGED THIS YEAR

We established a structured partnership with Conservation Collective, enabling locally led conservation initiatives to engage directly with tourism businesses and customers. By focusing on destination-level projects and using our in-destination network, we have helped extend the reach and impact of conservation efforts in high-visitor locations.



## WHAT'S NEXT

Our focus will be on scaling this model across additional destinations, supporting both the expansion of existing projects and the development of new locally led initiatives. By connecting conservation partners with our hotel and destination network, we aim to help embed environmental protection into the mainstream tourism ecosystem.



“Our first year rising to the challenge of bringing grassroots conservation into mainstream tourism has been energising. Partnering with easyJet holidays has opened the door to a wide audience, allowing us to showcase incredible locally led conservation initiatives and helping travellers to protect the places we know and love. From raising awareness of the ecological benefits of Posidonia seagrass in Santorini to reducing plastic in hotels and on beaches in Menorca, momentum is building. In 2026, we’ll expand our partnership through a native wildflower education campaign in Türkiye, and training chefs in Cyprus to prepare invasive fish species, supporting the health of local ecosystems.”

**Jade Brudenell**  
Executive Director | Conservation Collective

## CONSERVATION COLLECTIVE

Through our partnership with Conservation Collective, we support locally led conservation initiatives in the destinations where we operate, helping connect conservation expertise with tourism businesses and customers. Conservation Collective is an environmental charity that has launched and grown more than 20 locally led foundations worldwide, each focused on protecting and restoring natural environments within their destination. Our partnership focuses on using the reach of easyJet holidays to help these grassroots organisations engage tourism businesses and travellers, supporting conservation efforts where visitor pressure is greatest.

During the first year of the partnership, we supported conservation projects in two destinations, demonstrating how locally led initiatives can be amplified through collaboration with the tourism sector. By working with destination partners, hotel operators and customers, these projects have helped raise awareness and enable practical action to protect vulnerable ecosystems.



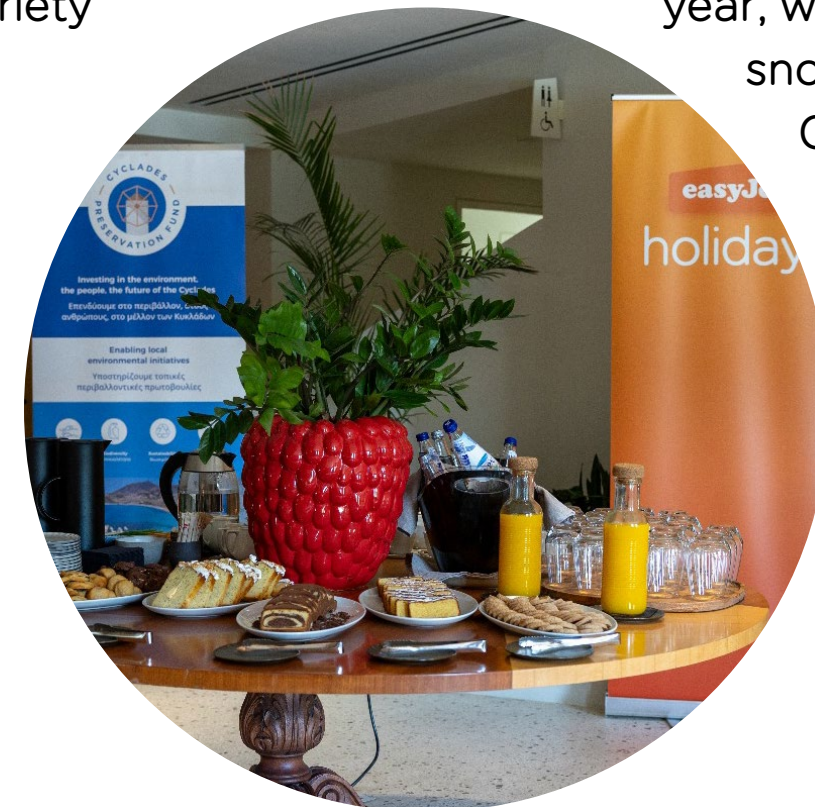
# POSIDONIA ALERT IN SANTORINI



**Posidonia oceanica is a seagrass species found across the Mediterranean seabed, home to more than a quarter of all Mediterranean marine life. In destinations such as the island of Santorini, Posidonia is being damaged faster than it can regenerate, partly due to activities linked to tourism.**

Through our new partnership with Cyclades Preservation Fund (CPF), we've supported their 'Posidonia Alert' campaign, which focuses on strengthening awareness of Posidonia's ecological importance, and the practical and behavioural changes needed to protect it. CPF is a local non-profit organisation, working on a variety of projects to protect the natural value of the Cyclades islands, a region of Greece which includes Santorini. Our partnership this year has added a new angle to the existing campaign, by engaging easyJet holidays hotel partners, boat operators and tourists.

Supported by our in destination partners SanMed Travel Hub and



GEM Travel, we've been engaging local tourism businesses. An example of this is our flagship educational event hosted by the CPF, helping 40 businesses understand how they can play their part in protecting this seagrass. From the event, educational pages and marina boards, more than 700 locals, tourists, and tourist businesses have participated in the campaign to deepen their knowledge of how to protect this seagrass.

To extend impact beyond businesses, CPF also produced a range of campaign materials, such as social media videos, which between easyJet holidays and CPF's platforms were viewed by tens of thousands, to support the wider conversation about seagrass protection in the Mediterranean.

And, for our customers visiting Santorini this year, we also offered an educational snorkelling experience through CPF's local partner, Dive In Action, for customers to experience Posidonia first-hand. The proceeds from these snorkelling trips supported clean ups in the area, and in total 400kg of waste was removed through three dives.

Campaign resources, including information signs in marinas, and **digital content** for the local community and tourists, will continue to support long term awareness. **We've produced a short documentary that showcases our impact, which you can watch here:**

[Watch here](#)  
**✂ Posidonia oceanica explained**



“

**“The tourism industry is a major stakeholder on the Greek islands. Working with easyJet holidays and their local partners in Santorini has accelerated the impact of our campaign, helping it reach both tourism businesses and travellers, so that each one can play their part in protecting this fragile ecosystem that makes the Aegean Sea so spectacular”.**

**Ioanna Kyriakaki**  
**Campaigns & Operations Manager | Cyclades Preservation Fund**

**Image credits Left to Right:** Cyclades Preservation Fund, Cyclades Preservation Fund, Dive in Action

Participating hotels were also offered reusable beach equipment facilities, such as this one pictured at Zafiro Menorca. **Image credits:** Menorca Preservation



# PLASTIC-FREE HOTELS IN MENORCA

Last year, we introduced a post-holiday sustainability survey for our customers, to better understand how customers perceive sustainability and where we can have most impact. From this, we found that reducing single use plastics is a priority for customers, especially those that enjoyed a holiday in Menorca. We also recognise the drive for plastic reduction in destinations, particularly in island environments, with approximately 78 tonnes of plastic entering Menorca’s waterways each year. In Menorca, where the Balearic Law on Waste has been put in place to accelerate the removal of single-use plastics, finding suitable alternatives in hotels remains a challenge.

So, we partnered with Menorca Preservation, a non-profit foundation on a mission to promote environmental awareness and preserve the natural

heritage of Menorca. In partnership with Menorca Preservation and its Plastic Free Menorca programme, we supported hotels through a structured process to reduce their plastic waste.

Participating hotels completed audits of existing practices, which supported tailored guidance around regulatory requirements on the Law on Waste.



This guidance focused on priority areas for improvement and highlighted feasible alternatives to single-use plastics, again tailored to the hotels’ specific operations.

Across the year, four of our partner hotels and chains underwent the certification process through audits and guidance. And already within this season, over 50kg of plastic waste has been avoided through plastic-free alternative uptake, with over 100 plastic free alternatives provided to hotels which we hope to see implemented across the coming seasons.



“At Menorca Preservation, we believe real and lasting impact is only possible when every sector of society is involved. When hotels successfully reduce their plastic footprint, they demonstrate that large-scale change is both possible and practical. Their commitment sets new standards for the tourism industry, raises awareness amongst clients and helps protect our island for future generations.”

**Rebecca Morris**  
Executive Director | Menorca Preservation

# 04 TRANSFORM TRAVEL FOR EVERYONE

As a mainstream tour operator, we have the opportunity to help accelerate industry progress by supporting practical solutions, strengthening partnerships, and contributing to the development of more sustainable tourism systems. From amplifying grassroots initiatives, to tackling the barriers that slow industry change, we're helping shape a tourism industry that is sustainable, resilient, and positively impacts communities, and in doing so, Transforming Travel For Everyone.

- UN Tourism and the Tourism ESG Framework
- Our Focus on Food Waste
- Partnership with ICRT Global
- Working with Travel Agent Partners



# UN TOURISM AND THE TOURISM ESG FRAMEWORK



## WHY THIS MATTERS TO US

Tourism businesses operate across complex international supply chains, and fragmented sustainability reporting can slow progress by diverting efforts towards compliance and away from action. Consistent and practical ESG metrics are essential to help our partners focus on delivering meaningful environmental and social impact at scale.



## WHAT CHANGED THIS YEAR

Our engagement with UN Tourism evolved from participation to practical contribution. By sharing operational insight from across our hotel and destination network, we helped ensure emerging ESG reporting frameworks reflect how tourism businesses operate in practice, including the needs of both large operators and smaller partners.



## WHAT'S NEXT

As the framework progresses towards implementation, our focus will shift to supporting adoption across our network. This includes helping partners align around shared metrics and using reporting to inform better operational decisions, ensuring ESG reporting enables progress rather than adding complexity.



COP30 Enhanced Climate Action in Tourism Roundtable Participants (November 2025)

## MACRO-LEVEL COLLABORATIONS

Through our partnership with UN Tourism, we are supporting the development of practical ESG reporting frameworks that reflect how mainstream tourism operates across multiple markets and supply chains. Drawing on insight from our hotel and destination network, we contributed input on how businesses really see the current reporting landscape.

We also continued to use our voice to support industry alignment, returning to the UN Climate

Change Conference (COP30) for the second year. At the high-level roundtable on Enhanced Climate Action in Tourism, our Senior ESG Manager, Scott Lawson, highlighted the importance of shared metrics, collaboration, and practical solutions to accelerate progress across the sector.

Building on this relationship, UN Tourism also supported our food waste reduction work this year, helping connect global policy ambition with practical action in destinations.

# OUR FOCUS ON FOOD WASTE



## WHY THIS MATTERS TO US

Food waste is one of the clearest opportunities for hotels to reduce environmental impact while improving operational efficiency. By supporting partners to measure and manage food waste, we can help deliver meaningful carbon and cost reductions across our network.



## WHAT CHANGED THIS YEAR

Insights from our Winnow trial informed a broader food waste roadmap and deeper engagement with hotel partners and destinations, expanding the focus from technology alone to the operational practices that drive waste reduction, as we built a structured, evidence-led programme.



## WHAT'S NEXT

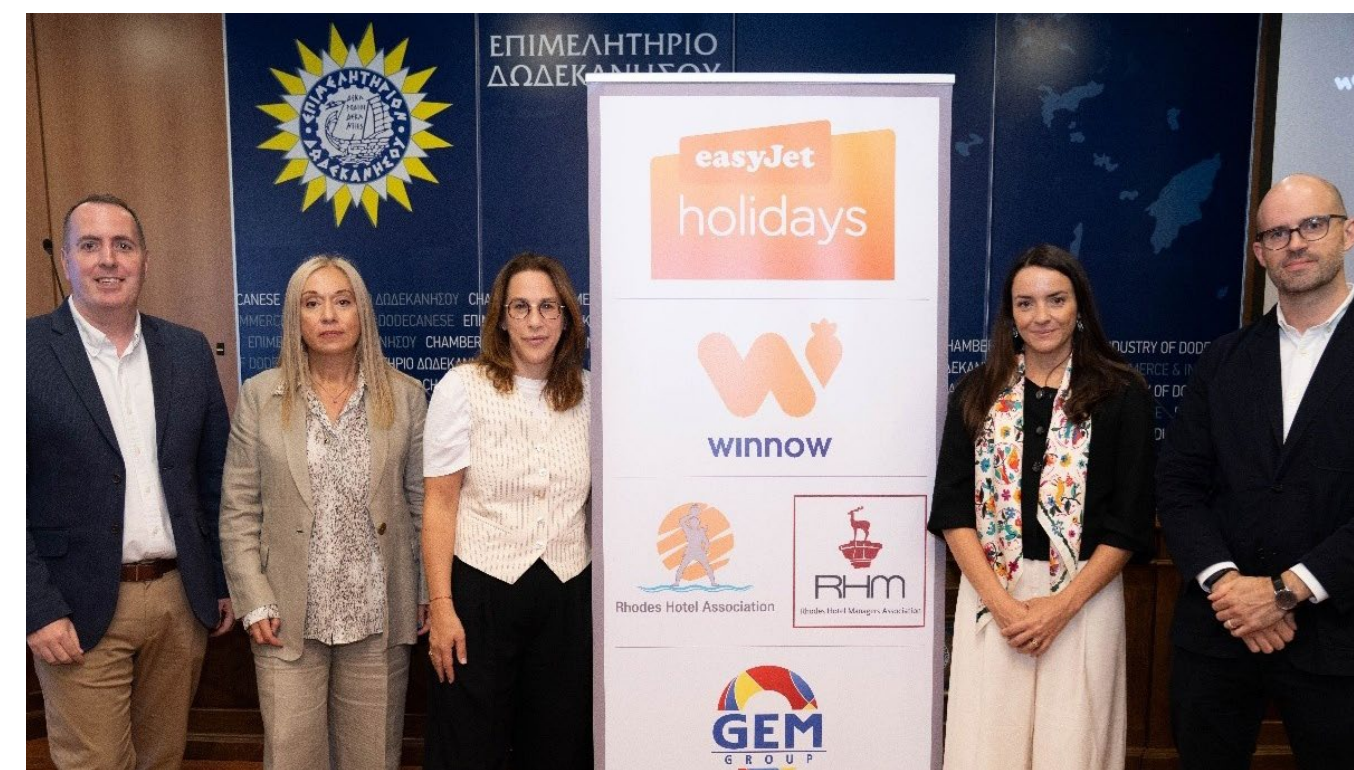
To support partners in translating regulation into practical action, we are publishing a food waste white paper in collaboration with Winnow and UN Tourism. This will provide clear operational guidance to help hotels embed food waste reduction into everyday operations and accelerate progress at scale.

## BUILDING A FOOD WASTE APPROACH

**Food waste is an increasing operational and environmental priority for hotels. In response to tightening regulation and rising cost pressures, we have focused our efforts on helping partners move from awareness to practical action. With EU legislation requiring a 30% reduction in food waste by 2030, our approach this year has centred on solutions that can be implemented in real resort environments.**

Our food waste reduction journey began with a pilot of Winnow's AI-powered food waste technology at one of our partner hotels in Tenerife. The results demonstrated that targeted measurement and data-led interventions can deliver meaningful food waste reductions, as well as huge cost savings.

Building on this foundation, we worked with Winnow and UN Tourism to convene senior public and private sector stakeholders in Rhodes and Mallorca as key tourism destinations to explore the operational barriers to reducing food waste in hotel environments. These discussions examined kitchen processes, staff engagement, procurement practices, and the role tourism businesses can play in accelerating industry progress.



Insights from this work have directly informed the development of a practical food waste white paper, developed with Winnow, UN Tourism and insights from our hotel partners. Due to be published in 2026, this guidance will help hotels at different stages of maturity implement practical measures to reduce food waste, supporting the transition from regulatory ambition to operational delivery at scale.



**“In resorts, almost half a plate of food is wasted per guest for every meal served - an avoidable loss with a big impact on our environment. It's been an honour to partner with easyJet holidays and UN Tourism to convene these conversations with the tourism industry, and help turn shared ambition on food waste prevention into practical action.”**

**Marc Zornes**  
Founder and CEO | Winnow

# PARTNERSHIP WITH ICRT GLOBAL

Last year, we became a founding partner of ICRT (International Centre for Responsible Tourism) Global, a non-profit organisation focused on education and knowledge-sharing in responsible tourism. Throughout the year, ICRT Global launched courses covering topics such as responsible tourism and addressing overtourism. These blended online and live learning formats, and enabled tourism professionals worldwide to build practical skills and join the Global Changemakers community, a network committed to advancing responsible tourism practices.

As part of our partnership, we supported the Europe Responsible Tourism Awards, which recognise organisations across the continent that are delivering measurable benefits for people and places. Among the standout winners was our partner hotel Club Marvy in Özdere, which received the Gold Award in the Responsible All-Inclusives category. In 2024, Club Marvy spent over £3 million on local sourcing, operated its own organic farm and production workshop, and partnered with local government to open a daycare centre to help women enter the workforce. As a result, 63% of its female staff are based locally, showing how a mainstream resort can create meaningful social and economic value while delivering exceptional guest experiences.

The progress showcased through the Awards, from Club Marvy, and others, demonstrates the positive impact that tourism businesses can have on communities through local supply chains, and the ability of responsible, mainstream tourism to transform travel for everyone.



“easyJet holidays’ commitment to change and building partnerships to escalate rapid progress is truly admirable. With easyJet holidays’ support as our Founding Partner, we been able to train and educate professionals from around the world in the ways tourism can make better places to live and better places to visit. Mid-career professionals have had the opportunity to reflect and reconsider how they can take responsibility themselves, or within their own organisations for galvanising change. We have also been able to shine a light on examples of innovative best practice in our Europe Responsible Tourism Awards that others can learn from.”

**Debbie Hindle**  
Chair | ICRT Global



# WORKING WITH TRAVEL AGENT PARTNERS

We're proud to work with our travel agent partners, who drive 20% of our customers, and this year we celebrate five years together. Through travel trade media, we are able to extend the reach of our messaging on our progress through our valued travel agent partners, who interact with our customers daily.

Alongside sponsoring industry events to promote education and collaboration, we

also participated in the Travel Trade Gazette (TTG) Sustainable Heroes Programme, where we invited 20 travel agents to join us for a series of engaging workshops, highlighting meaningful steps that can be made towards creating a Smarter, Better, Fairer travel industry. To conclude the program, we whisked some of these agents away to the stunning island of Crete, to immerse agents in the vibrant Cretan culture and demonstrate our efforts to make more sustainable

holidays mainstream. It was a wonderful opportunity to showcase Planeterra's impact in the region, along with experiences supported by the Greek National Tourism Organisation, demonstrating collaboration and implementation first hand to our travel agent partners, captured here by TTG Media:

[Watch here](#)  
✈️ **TTG Sustainable Travel Heroes**



**20%**  
**OF CUSTOMERS BOOK WITH TRAVEL AGENTS**

# 05 REACHING NEW HEIGHTS

Delivering Holiday Better depends on our people, our partnerships, and a culture that believes in it. Beyond the progress we've seen in our projects to deliver our strategy, we've invested in industry engagement and internal campaigns to ensure that, for us, 2025 was a year in which we reached new heights.

- Our Awards
- Supporting Our Community



# OUR AWARDS

We're delighted to have our progress recognised across the industry, and this year we achieved four major award wins based on our ESG performance!



## EMPLOYER OF THE YEAR

Travel Weekly Globe Awards

THE SUNDAY TIMES  
**T Best Places to Work 2025**  
BIG ORGANISATION

## SUNDAY TIMES BEST PLACES TO WORK

for the third consecutive year



## ENVIRONMENTAL AWARD: MAKING A DIFFERENCE AND CHAMPIONS OF SUSTAINABILITY

Travolution Awards

# SUPPORTING OUR COMMUNITY

While our sustainability strategy focuses on making a positive impact on the local communities that make our holidays so special, we're keen to include those across the UK, especially those near our headquarters in Luton.



## CHRISTMAS PRESENT DONATIONS

Back bigger and better, the team donated even more Christmas presents this year to the Family Partnerships Service, Luton Borough Council. In total, with our airline partner, we donated over 350 presents, resulting in a wonderful impact on young people in the local area who were unlikely to receive presents this Christmas.



## FOOD BANK DONATIONS

Recognising that stock levels at the Luton Foodbank are at their lowest during the summer holidays, when many vulnerable children don't receive free school meals, our team donated to the local community, as no child should go hungry over the summer holidays.



## LOCAL CLEAN-UP WITH OUR TEAM

One sunny afternoon in July, a group of our team took time away from their desks to give back to our local community with Keep Luton Tidy by hosting a litter pick in the area around our head office.



# 06 LOOKING AHEAD



# DELIVERING WHAT'S NEXT



“Making more sustainable holidays mainstream is not easy, but it is achievable, and it is essential for the future of travel.”

This year marked an important step forward in our approach to sustainability at easyJet holidays. We have moved beyond pilots and good intentions, and towards solutions that work at scale in a mainstream tour operating model. That shift matters because progress in travel will only happen when sustainability is embedded into how holidays are bought, sold, and delivered every day.

Over the last year, we've seen tangible evidence that this approach works. More customers than ever chose our Certified Sustainable range, electric transfers became a practical reality in more destinations, and our partnerships with communities and industry bodies began to translate ambition into action. Crucially, we have focused on areas where our scale can genuinely accelerate change rather than trying to do everything at once.

Across the industry, there is no shortage of ambition or commitment. The challenge now is turning that ambition into consistent, practical delivery at scale. That means focusing on the areas where we can have the greatest impact, and being clear about where we can move fastest.

Whilst regulation, reporting expectations, and scrutiny are

continuing to increase, we are sharpening our focus. In 2026, we commit to prioritising three things: increasing the proportion of customers staying in certified hotels; ensuring our carbon reporting and reduction efforts remain credible, transparent and aligned to where we can have the greatest influence; and continuing to play an active role in shaping industry-wide solutions, including through our work with UN Tourism and on food waste reduction.

This is not about sustainability as a separate programme. It is about making better decisions across our business, that protect destinations, strengthen local economies, support our partners, and continue to deliver great value holidays for our customers.

As board-level owner of ESG at easyJet holidays, I am proud of the progress reflected in this report, but I am equally clear that this is not the end point. The challenge ahead is consistency, pace, and scale. What matters now is not what we commit to, but what we implement. That is where we will focus our effort, and where I personally will hold us to account.

**Matt Callaghan**  
Chief Operating Officer | easyJet holidays

An aerial photograph of a stunning coastal scene. The water is a vibrant, clear turquoise, transitioning to a deeper blue further out. A small, white boat is visible on the left side of the frame. The right side of the image is dominated by a massive, light-colored rock formation with distinct horizontal layers, suggesting a cliffside. At the base of the cliff, a small, crescent-shaped beach of fine, white sand is visible. The overall scene is bright and sunny, with high contrast between the white sand and the deep blue water.

easyJet

holidays

If you would like to reach out to us to discuss any of our projects in more detail, please reach out to us at [holiday.better@easyjet.com](mailto:holiday.better@easyjet.com)

or visit us at [easyjet.com/en/holidays](https://easyjet.com/en/holidays)