



# IMPACT REPORT 2024

Holiday better

**easyJet**  
holidays



# CONTENTS

# 01

## INTRODUCTION

- 04 Foreword
- 05 Our KPIs
- 06 Our Vision
- 07 Our ESG Strategy
- 08 Carbon

# 02

## CREATE BETTER HOLIDAY CHOICES

- 10 Certified Sustainable Range
- 11 Electric transfers
- 11 Sustainability hub and email launch
- 11 Animal welfare policy

# 03

## KEEP OUR HOLIDAYS SPECIAL

- 13 Our Destination Management Companies
- 13 Food waste trial results
- 14 Lesser-known destinations

# 04

## TRANSFORM TRAVEL FOR EVERYONE

- 16 Sustainability Action Group
- 16 Partnership with UN Tourism
- 17 Partnership with ABTA
- 17 ICRT Global
- 17 Trade Partners

# 05

## AN AWARD-WINNING PLACE TO WORK

- 19 Our People
- 20 Our Awards

# 06

## LOOKING AHEAD

- 22 2025 Priorities
- 23 Afterword





# 01 INTRODUCTION





# FOREWORD



“  
Together, we are  
shaping the future  
of travel, ensuring it  
is more sustainable,  
inclusive, and  
impactful”

As one of the UK's leading holiday providers, we're passionate about providing brilliant holidays at unbeatable prices. But it's also vital for us to support the future of the people and places that make our holidays so special.

As I look back on the past year, I am both inspired by what we have achieved and energised by the opportunities that lie ahead. This, our first easyJet holidays annual impact report, captures not only the impact we have made through our ESG initiatives but also the unwavering commitment of our team and our partners to support our customers to holiday better.

We focus on education, collaboration and rapid implementation as our three key enablers to help make progress towards our ESG strategy. That's why we're determined to work with the right partners on the projects that will drive progress, as they have been a huge part of our journey so far.

There's some incredible work taking place to meet the UN Sustainable Development Goals in tourism and other industries. Each sector and the businesses within them have different challenges to overcome, so in this report, we'll detail how our work focuses on real progression in the areas where we can have most impact.

As a major tour operator, we must play our part in building a better industry for local communities, visitors and the environment, by harnessing the opportunities to deliver meaningful change at the pace required.

We're extremely proud to share the progress we've made, together, in this report, and we'd like to thank those who are continuing to support our mission to make more sustainable holidays mainstream. Together, we are shaping the future of travel, ensuring it is more sustainable, inclusive, and impactful.

Thank you for joining us on this journey.

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



## OUR KPIs



2.41m

Customers taken on holiday

>690,000

Certified sustainable customers

+7

New destinations  
launched: **Skiathos,**  
**Stockholm, Brussels,**  
**Salerno, Djerba,**  
**Tromso, Luxor**

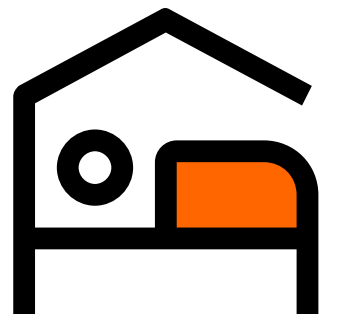
+37%

Certified sustainable  
hotels growth



1,736

Certified sustainable hotels



5

Industry award  
wins recognising  
our ESG progress





# OUR VISION

We want to provide brilliant holidays at unbeatable prices. What's more, we want to extend this to make more sustainable holidays mainstream.

Our approach is simple yet impactful: we support, partner and fund the right organisations and individuals who can support us to move forward with our ambitions. By combining our industry expertise and influence with the innovative thinking and problem-solving skills of our partners, we're tackling one of tourism's biggest challenges—creating a balance between delivering brilliant holidays and safeguarding our destinations for generations to come.

At the heart of this mission is a deep understanding of the economic, social, and environmental impacts of our holidays—both the good and the areas where we can improve. Guided by the United Nations' 17 Sustainable Development Goals (SDGs), we've embedded this global framework into our sustainability strategy, ensuring our efforts contribute to the bigger picture of global peace, prosperity, and environmental stewardship.

The SDGs are a universal blueprint for addressing the world's most pressing challenges, and we're proud to align our efforts with this visionary framework. We aim for positive impact for all SDGs, but our work in 2024 demonstrated progress in five key areas.

## Our SDGs Contributions Key

### OUR INDIRECT CONTRIBUTIONS

### OUR DIRECT CONTRIBUTIONS

	Delivering inclusive and equitable quality education and lifelong learning opportunities.
	Driving sustainable economic growth and creating decent work for all
	Transforming consumption and production patterns to ensure sustainability.
	Urgently tackling climate change and its far-reaching impacts.
	Strengthening global partnerships for sustainable development.





# OUR ESG STRATEGY

We have a vision of a world where travel makes a more positive impact on the people and places that make our holidays so special. To do this we want to make more sustainable holidays mainstream.

## MAKING MORE SUSTAINABLE HOLIDAYS MAINSTREAM

### THE WHAT

## OUR GOALS

We focus on three core ambitions that guide our journey:

- 1 **Create Better Holiday Choices**  
Making 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 WHY

## OUR PURPOSE

At the heart of our strategy is a commitment to balance the needs of people, places, and the planet:

- 1 **Community Conscious**  
Supporting and respecting the destinations we serve, ensuring tourism uplifts local communities.
- 2 **Environmentally Mindful**  
Lightening our footprint and preserving natural wonders of travel and tourism
- 3 **Creating Economic Resilience**  
Driving prosperity by creating opportunities for local businesses, employees, and partners.

### THE HOW

## OUR APPROACH

To achieve our goals and deliver on our purpose, we rely on three key enablers:

- 1 **Education**  
We don't have all the answers, we're humble to learn from others and 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.





# CARBON

As we recognise the impacts of tourism we cannot ignore the carbon emissions generated by our operations. The easyJet Airline team is working towards minimising carbon emissions today and pursuing zero carbon emissions solutions for the future, in line with their net zero roadmap to 2050. Through these efforts, our easyJet airline colleagues are looking at SDG 13, Climate Action (see more information on their journey [here](#)). As they focus on reducing the impact of our flying, we are able to prioritise having a positive impact in our destinations as well.

While we don't own the assets, it's still important for us to monitor the impact of our operations in our supply chain, so we can improve efficiency, and communicate with our partners on their relative impact as well as the areas we can all invest in. This data is included in easyJet Group's Annual Report 2024, extracting only the components relevant for easyJet holidays operations.

While we do not own our scope 3 assets, we look to reduce our impact through committing to increasing the number of certified sustainable properties in our portfolio, increasing the share of electric transfers in our portfolio, and continuing to work with our airline colleagues and the whole group on decarbonising travel and tourism through education, collaboration and rapid implementation.

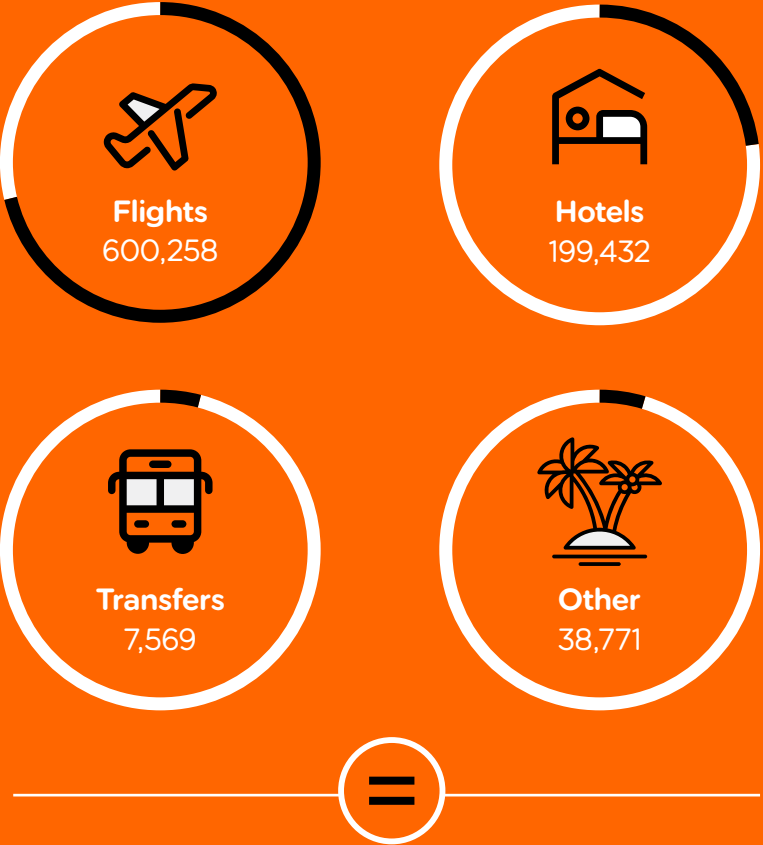
Voluntary Carbon Disclosures:

Emissions Category	What's in this scope?	Explanation	Global TCO <sub>2</sub> e
Scope 1	Directly burned fuels	Fuels for company vehicles in our ownership or brought and burned on site at our head office	73
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. We as easyJet holidays have little ownership of the assets producing these emissions, but it's important for us to monitor these figures towards decarbonisation and reductions	846,030
↓	Flights	Calculated using easyJet airline fuel conversion factors	605,258
	Hotels	Calculated using conversion factors, using proxies for non-available regions	199,432
	Transfers	Calculated using UK Government conversion factors, separating into shared and private transfers	7,569
	Other Carbon	Components include employee commuting, investments and airport usage, among others, taken as the percentage of easyJet holidays passengers from group data	35,518
	Total		848,320

Data for FY24 (October 2023 to October 2024), as extracted values from the easyJet Group Annual Report

Read more  
✈️ easyJet Group Annual Report

Carbon emissions (Tonnes CO<sub>2</sub>e)



This gives a carbon intensity (which we are calculating as carbon per customer night) of:

0.06TCO<sub>2</sub>e



# 02 CREATE BETTER HOLIDAY CHOICES





# CREATE BETTER HOLIDAY CHOICES

We want to make more sustainable travel affordable and available to everyone – that's our ambition.

So, we're working hard to support our hotel partners in achieving a globally-recognised holistic sustainability certification alongside communicating these certifications and the work our destination partners are carrying out, so that it's clear to our customers where they can make better holiday choices at no extra cost.

## CERTIFIED SUSTAINABLE RANGE

We launched our Certified Sustainable hotel range in August 2022, providing a portfolio of properties for our customers to choose from, to be confident that they can make better holiday choices. Over the last year, we've prioritised working with our hotel partners to expand this range, and collectively developed our understanding of what certification means. Promoting certification forms a key part of our commitment to the UN SDGs, and increasing the number of Certified Sustainable properties is a board level KPI.

Our Certified Sustainable properties have all achieved an independently awarded sustainability certification. These certifications are awarded by independent bodies auditing against the Global Sustainable Tourism Council (GSTC) criteria, recognised as the global standard for accommodation certification. When an easyJet holidays customer chooses a certified sustainable property, they have the peace of mind that they will stay in an accommodation that has met rigorous and progressive requirements across, sustainable management, environmental protection, supporting local communities and promoting local heritage. By meeting GSTC criteria, and being audited against these by a body, we are confident that these properties provide customers with a wonderful stay, while supporting responsible tourism practices behind the scenes of our holidays.

### Links to the UN SDGs



Read more

[www.easyjet.com/en/holidays/deals/certified-sustainable-hotels](https://www.easyjet.com/en/holidays/deals/certified-sustainable-hotels)

## GSTC HOTEL TRAINING PROGRAMME

We know many of our hotel partners want to run their properties more sustainably, and we are keen to support them on their journey. So, last year we joined forces with the GSTC to offer a group of our hotel partners in Spain, Greece, and Turkey a dedicated GSTC Sustainable Tourism Course. The course equipped hotel staff with comprehensive knowledge about the GSTC criteria and sustainable tourism practices, and provided a fantastic foundation for the partners to then go on to achieve GSTC-recognised certifications. Our partner hotels completed the training in 2024, with representation of over 300 hotels signing up to the course. In fact, the course was over-subscribed! The majority of the attendees are now certified, which tells us of the benefits of the course as we look to run a phase two expansion in the next year.

To monitor progress, we've established quantitative KPIs for our hotel portfolio. While we are increasingly engaging with our individual hotel partners on their sustainable progress, our portfolio-wide analysis comes through certification. We have taken a focus on our total portfolio, on our top 100 biggest sellers, and our top selling chains to monitor our progress over time. We have 1736 certified properties in our portfolio, a figure that is rapidly expanding year on year. Additionally, 37 of our 100 best-selling properties hold these certifications.

Almost 30% of our customers stayed in a certified hotel in 2024 and for those stays we see higher than average customer satisfaction scores compared to non-certified properties. So not only do our customers want to book these certified hotels, but also that customers love to stay in these properties. This continually motivates our decisions in supporting sustainable developments in our portfolio!

### Links to the UN SDGs



# 300

Hotels signed up to the course



# 30%

Almost 30% of customers staying in a certified property



# CREATE BETTER HOLIDAY CHOICES



152,000km

Travelled by combined passengers

5250

Passengers transferred

## ELECTRIC TRANSFERS

Last year, we launched our first ever electric vehicle for airport transfers in destination, providing renewable-energy driven transfer options. In partnership with GEM Travel, our destination partner in Rhodes, these electric vehicles not only run on electric energy, but then use solar power to recharge when not out taking our customers to resorts.

Across 2024, in Rhodes, we expanded to three electric vehicles to use for our private transfers. These three vehicles, across the year, transferred more than 5,250 of our customers a distance of over 152,000km!

We calculate this petrol saving equivalent to 27 tonnes of CO<sub>2</sub>e, as we hope to increase these savings next year!

### Links to the UN SDGs



## SUSTAINABILITY HUB AND EMAIL LAUNCH

In line with our commitment to creating better holiday choices, we are working hard to ensure we have effective communications with our customers around sustainability, and we have also continued to develop our Sustainability Hub web page. In addition, we've made it easy for our dedicated ESG team to be contacted directly, meaning customers, partners, and others can reach out to us with queries, suggestions or feedback. If you would like to reach out, please email: [holiday.better@easyjet.com](mailto:holiday.better@easyjet.com).

## ANIMAL WELFARE POLICY

In March, we released our pioneering animal welfare policy, and committed to only offering experiences that do not threaten the welfare or conservation of animals and their important role in the global environment.

The policy builds upon ABTA's animal welfare guidelines, and, with an ambition to ensure it is industry leading, it was created in consultation with several animal rights organisations including World Animal Protection. Following the announcement of the policy, we will also work closely with hotelier partners to educate and inform on the importance of animal welfare.

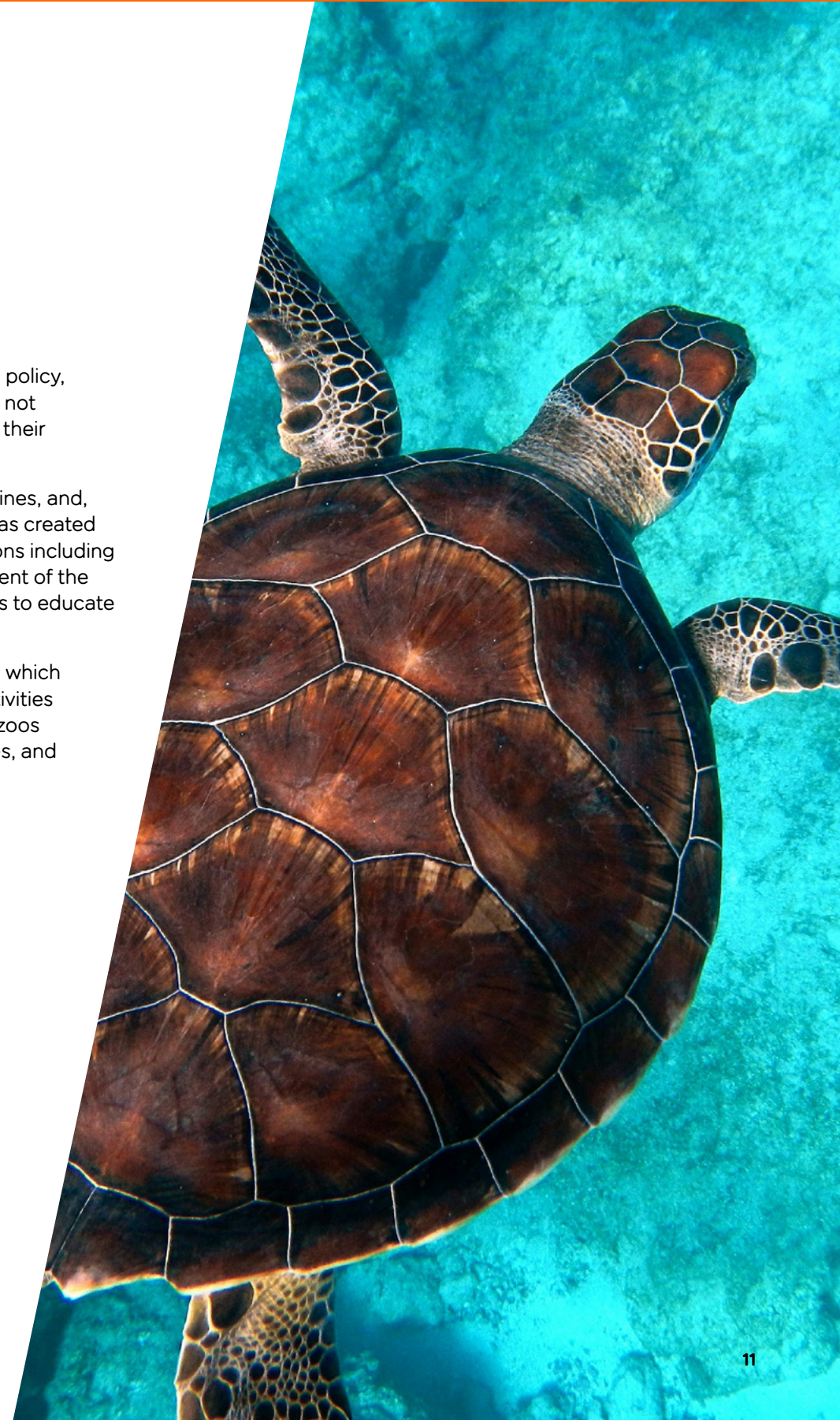
We are committed to not promoting any attractions which may be harmful to animals within their tours and activities programme, including captivity attractions such as zoos and marine parks, animal performances, animal rides, and sporting events involving animals.

### Links to the UN SDGs



Read more

[www.easyjet.com/en/holidays/sustainability](https://www.easyjet.com/en/holidays/sustainability)





# 03 KEEP OUR HOLIDAYS SPECIAL





# KEEP OUR HOLIDAYS SPECIAL



We want to keep our holidays special by maximising the benefits and minimising the negative impacts they have.

For us, this means supporting locally owned businesses and communities through initiatives which help ensure our holidays are not only a brilliant experience for our customers, but also benefit those that make our holidays so special.

We're proud of our unique business model at easyJet holidays, which sets us apart from the industry. It enables us to prioritise local employment for our partners, and in our destinations: a key objective.

## OUR DESTINATION MANAGEMENT COMPANIES

We work with Destination Management Companies (DMCs) across our beach destinations, to further support our customers whilst they're on holiday. A key benefit of partnering with local DMCs is their ability to provide insights and invaluable cultural authenticity to our operations and customers' experience. Our DMCs are a crucial component of our business model, and collaborating with them on sustainability initiatives has led to impactful progress, such as on our electric transfers in Greece.

From results in a survey conducted with our DMCs this year, we're proud to report that over 99% of employees defined as local. We'll continue to monitor this number as we grow so we can collectively meet the needs of our partners and their respective local communities and destinations.

Links to the UN SDGs



## FOOD WASTE TRIAL RESULTS

In March 2023, we announced our trial partnership with Winnow AI Technology, at our chosen property of Bahia Principe Sunlight Costa Adeje. This project stemmed from our partnership with Oxford University students in our Sustainable Tourism Programme.

After 12 months of implementation, buffet waste in the restaurant has been reduced by 68%, leading to overall kitchen food waste reduction of 56%. In the 12 month window, food wastage was reduced by 32 tonnes, with associated savings of 139 tonnes of carbon emissions. This includes reductions of 71% for rice, 74% for pasta & pizza and 80% for tomato trimmings compared to one year prior. These results were achieved by making reductions to batches of food cooked in advance, as well as sharing images with kitchen staff to make improvements on techniques for cutting vegetables. Based on this reduction, we estimated savings of over €100,000 for the hotel in this one year alone, which gives the equipment a rapid return on investment!

Marc Zornes Winnow Founder & CEO: "We're thrilled with the results from our trial partnership with easyJet holidays at Bahia Principe Sunlight Costa Adeje. Reducing kitchen food waste by 56% in just 12 months highlights the immense opportunity for resorts to tackle food waste head-on. AI is an incredible tool for capturing data-driven insights that can transform operations, delivering both environmental benefits and significant cost savings. We're excited to see this success inspire further action across easyJet holidays' destinations, and for other chefs to embrace food waste reduction as a route to a more sustainable but also profitable kitchen."

Links to the UN SDGs



56%

Reduction in kitchen food waste at the hotel

€114,000

Estimated food waste savings for the hotel in one year alone



# KEEP OUR HOLIDAYS SPECIAL

## LESSER-KNOWN DESTINATIONS

We're committed to providing our customers with brilliant holidays to incredible destinations across Europe and North Africa. One of the key ways we can focus on this is by offering package holidays to lesser-known destinations, away from the potential crowds and queues in urban tourist hotspots, while our operations provide a range of socio-economic benefits to these lesser-explored destinations. Collectively, we can also better manage visitor numbers in popular destinations, to protect the people and places that make our destinations so special, for generations to come. By applying easyJet airline's expansive leisure network from the UK, we can reach more destinations, supporting more local communities, continuing to rebalance the benefits of tourism.

“

It is great that we're able to welcome easyJet holidays customers to Akureyri North Iceland. As a lesser explored area of our beautiful country, we have so much to offer, such as incredible scenery and of course, the Aurora Borealis!

“We are so pleased that easyJet holidays is helping promote alternative destinations to those who love to explore, reducing busy crowds in popular areas, and spreading economic benefits across our wonderful country. Local tourism providers are looking forward to welcoming easyJet customers and guiding them to our powerful waterfalls, geothermal spas and snow-covered mountains”.

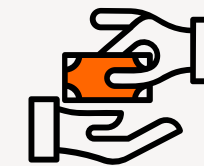
**Arnheidur Johannsdottir**

Managing Director, Visit North Iceland

Last winter, we launched holidays to Akureyri in the North of Iceland, where travellers can see some of Iceland's most magnificent natural wonders bringing the benefits of tourism to a new community.

After the extended winter season closed, a report from Visit North Iceland confirmed the benefits of our operation in Akureyri. In addition to supporting to open a new gateway to Iceland, it was noted that our flights and holidays to Akureyri have contributed to the local community through:

### Links to the UN SDGs



Increased income for the tourism sector leading to increased investment in the area and into local product, with easyJet operations largely contributing to this



More year-round jobs and reduced seasonality, which also reduces seasonal staff training costs



And what's really important to us, the reported increase in quality of life for locals including better access to destinations abroad



# 04 TRANSFORM TRAVEL FOR EVERYONE





# TRANSFORM TRAVEL FOR EVERYONE

We have an ambition to build sustainability into the fabric of our business, which is why we've introduced company-wide strategic targets, and have representation from all teams on our internal Sustainability Action Group.

We're confident in the power of our brand to help drive industry wide change, so we prioritise working towards solutions to the biggest issues and challenge the status quo to ask better of ourselves and our partners in our supply chain.

## SUSTAINABILITY ACTION GROUP

Our brand new dedicated ESG team, working on all things sustainability, have been focusing on the range of projects that contribute to creating better holiday choices and keeping our holidays special. However, to streamline wider responsible practices operationally, it is vital to take this focus business-wide.

Alongside the creation of our sustainability strategy in 2021, we established our internal Sustainability Action Group, with representation from all teams. Having business-wide insights supports on aligning not just on sustainability projects but also on monitoring impacts through considerations in wider, indirectly sustainability related business decisions.

## PARTNERSHIP WITH UN TOURISM

This year we continued our flagship partnership with UN Tourism, formerly the UN World Tourism Organisation, on developing the first tourism specific ESG Framework.

UN Tourism has carried out valuable work on this project over the last year, including a comprehensive context mapping exercise and interviewing pioneering accommodation and reservation services businesses.

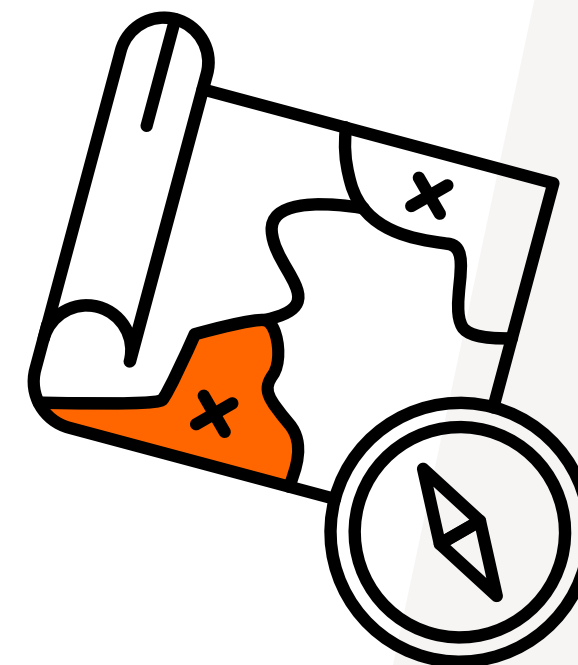
To build on this, we recently conducted an investigative survey with our hotel partners and DMCs, to accelerate the project into its second phase. Hundreds of our hotel and DMC partners responded to our survey, exhibiting the power of our supply chain's engagement on sustainability. By participating, our partners were able to include their perspectives in our framework, to support them in future reporting requirements.

To close off the year's progress, our Chief Operating Officer, Matt Callaghan, and Senior ESG Manager, Scott Lawson, joined the inaugural ESG Framework for Tourism Businesses event, where we were proud to confirm our place on the ESG Advisory Board.



Ms. Zoritsa Urosevic Executive Director of UN Tourism: "At UN Tourism, we believe the future of tourism lies in creating value for businesses, communities, and the planet. Our partnership with easyJet holidays to advance an ESG Framework for Tourism Businesses reflects our commitment to global sustainability goals. Sustainability is no longer optional – it is essential. This collaboration exemplifies how strategic partnerships can accelerate the integration of ESG principles, ensuring that tourism contributes positively to environmental conservation, social equity, and economic resilience."

### Links to the UN SDGs



“At UN Tourism, we believe the future of tourism lies in creating value for businesses, communities, and the planet. Our partnership with easyJet holidays to advance an ESG Framework for Tourism Businesses reflects our commitment to global sustainability goals”

**Ms. Zoritsa Urosevic**  
Executive Director of UN Tourism



# TRANSFORM TRAVEL FOR EVERYONE

## PARTNERSHIP WITH ABTA

ABTA is the UK's leading travel association, supporting travel agents, tour operators and the wider industry on raised and aligned standards and sustainable development, allowing UK travellers to travel with confidence. ABTA's sustainability strategy includes guidance and support for members in a variety of areas under a framework of 'Tourism for Good' – addressing environmental issues, destination management and local impact, respecting human rights and managing animal welfare. Tourism is intrinsically linked to a range of the UN Sustainable Development Goals, and it is our collective responsibility to take action on advancing these goals in partnership with ABTA and our industry peers.

Susan Deer Director of Industry Relations, ABTA: "easyJet holidays has embraced a clear and effective strategy centred on education, collaboration and rapid implementation. ABTA and easyJet holidays have worked closely together on sustainability in tourism over the past year, making progress towards our joint ESG goals by taking action. A key part of this has been easyJet holidays' role within our sustainability committee, alongside industry peers, where we overcome challenges by coming together in a non-competitive environment."

We're proud members of ABTA. In our quarterly meetings, we focus on navigating reporting requirements and unlocking industry challenges with the collective power of our brands in this rapidly evolving space.

### Links to the UN SDGs



“easyJet holidays has embraced a clear and effective strategy centred on education, collaboration and rapid implementation”

**Susan Deer**  
Director of Industry Relations, ABTA

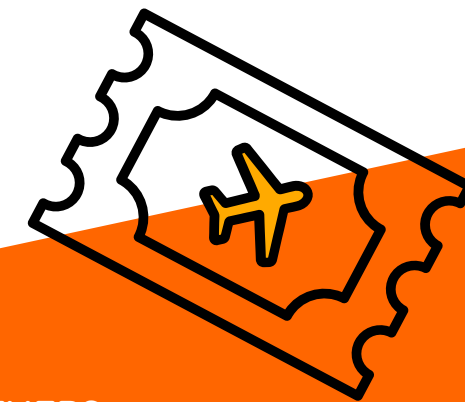


## ICRT GLOBAL

We're delighted to be a founding partner of the ICRT Global, a not-for-profit organisation which is committed to improving education and knowledge sharing on responsible tourism, available to all. With education as an effective enabler of much of our progress, we're proud to be providing support towards ICRT Global's training courses, bespoke training, and dedicated manuals and guidance to provide education for the industry.

### Dr Harold Goodwin, Founder, ICRT Global:

"easyJet holidays is an organisation which states the need for pace over perfection to tackle the sustainable challenges we all face, and it delivers that. We are a new non-profit with aims to expand the understanding and application of Responsible Tourism. We are focused on supporting Responsible Tourism education in universities, providing online training for individuals and organisations, as well as sharing knowledge with awards and events."



## TRADE PARTNERS

We launched our partnership with the trade in August 2020, and now work with over 7000 travel agent partners who are key contributors to our success, and contribute a huge 20% of our bookings. Our trade agents also have direct interactions with customers, providing them with a fantastic opportunity to talk directly to our customers about our sustainability journey.

### Links to the UN SDGs



## TTG FAIRER TRAVEL FESTIVAL

This year, we partnered with TTG, a leading publication focused on the travel industry, to co-host the 'Fairer Travel Festival', which took place over a week and offered educational webinars for travel agents to learn about the important work being carried out across the industry, and included some of our partners such as Iberostar and Spring Hotels. With thousands of views and tens of thousands of impressions from professionals across the travel sector, we supported a significant number of travel agents on their sustainability journey, with 90% committing to changing the holidays they sell and how they advertise them, based on their sustainability learnings. 100% of attendees confirmed they would recommend and/or attend the event next year.

>7000

Travel agent partners

20%

Of our bookings made through travel partners



# 05 AN AWARD- WINNING PLACE TO WORK





# OUR PEOPLE

Internally, it's been a busy year too. We've supported loads of incredible initiatives that have transformed our easyJet holidays community, alongside a brand new office! So take a look through what we've been up to:



## NEW OFFICE

In the spirit of a brilliant year for us, we also relocated into a brand new office! We're really proud of the environmental considerations that went into our new office, as we are powered by only renewable energy and reused 100s of chairs, desks, booths and meeting tables in the move, while maintaining the fresh look for our colleagues to enjoy!

## ESG INDUCTIONS FOR ALL NEW STARTERS

It's important for us to ensure all our colleagues are aligned on how we talk about and do sustainability, so every new starter is given a comprehensive induction on our ESG journey. That way, they know best how to contribute and accelerate our journey.

## DMC CONFERENCE

Every year we bring together our DMC partners from across our network to share and learn about all things sustainability and how we can collaborate in the following year.



## BEACH CLEAN

As an extension of our sponsorship of the ABTA Travel Convention in Costa Navarino, we partnered with local charity Save Your Hood, to organise and drive participation for a dedicated local beach clean in the lagoon of Yalova. Volunteers dedicated their time to collect waste left on the beach, with more than 1900 litres removed from the area.



## THE GIVING TREE INITIATIVE

One of our most impactful internal initiatives in 2024 was The Giving Tree. Ahead of the Christmas period, our people donated gifts to be given to children and young people in the local area who were, for various reasons, unlikely to receive presents. Our team donated over 245 gifts to the Family Partnerships Service, which is part of Luton Borough Council.



## KEECH DONATIONS

**Angela Burgess, Associate Director, Trading & Commercial:**

"Keech Hospice is excited to be working with easyJet holidays on the charity clothes partnership. 60 bags of clothing have been donated so far and as a result a total of 480kg has been deferred from landfill and put back into the circular clothing system to have a second life in another wardrobe! easyJet holidays is truly supporting sustainable fashion."

## FOOTBALL TEAM

Creating an inclusive and social employee community is really important to us, and we extend our competitive spirit into our competition winning football team! We're proud to have once again competed in the Travel United Cup in support of Just a Drop, and the Street Soccer Foundation.





# OUR AWARDS

## AWARDS

Travel Industry Awards by TTG wins

### Tour Operator of the Year (Large)

"EasyJet holidays has taken its trade support strategy to the next level in the past year, with its Team Orange on Tour roadshows putting the brand in front of more than 1,000 travel agents. The company particularly impressed with its sustainability credentials, having made real progress on its three pillars of education, collaboration and rapid implementation to lead the mainstream tour operating sector in its approach to ESG."



## BEST PLACE TO WORK

"easyJet holidays impressed the panel with their mission to ensure every member of staff feels valued and engaged in the company's long-term strategy. A new office, wellbeing policies and online learning academy were among a number of investments and initiatives in the past year, with the business's use of employee feedback to drive change also making it stand out in a highly competitive field."



### UK and Ireland Travel Company of the Year

"easyJet holidays achieved a standout 12 months, with its enhanced trade strategy and leadership on responsible travel issues – in particular changes to its animal welfare policy earlier this year – helping to cement the company's position as a major industry player focused on driving positive change."



## TRAVOLUTION AWARDS

### Impact Award: Making a difference

"Joining forces with UN Tourism, this brand crafted a new ESG framework. It also created a new initiative for hotels to tackle food-waste, and partnered with the Global Sustainable Tourism Council, for their hotel partners to earn sustainability certifications."

## NAMED A SUNDAY TIMES BEST PLACE TO WORK

For the second year running, easyJet holidays was named one of The Sunday Times Best Places to Work, recognised as one of the top ten most loved companies in the UK. This accolade is based on an independent employee survey, which was completed by over 60% of colleagues from the easyJet holidays team. The Sunday Times Best Place to Work, powered by WorkL, called out as an employer who fosters an engaged and inclusive workplace.



# 06 LOOKING AHEAD





# 2025 PRIORITIES

Stemming from these impactful projects, it’s important for us to maintain momentum and set ourselves ambitious targets for the next year.

Topic	2025 Commitment
Carbon	<input type="radio"/> Continue to support reporting transparency and monitoring under the airline’s roadmap to net zero
Create Better Holiday Choices	
Certified Sustainable Range	<input type="radio"/> Increase in number of holistic certifications in top 100 and top 250 hotels <input type="radio"/> Increase in number of holistic certifications in our total portfolio
Transfers	<input type="radio"/> Increase in number of electric transfers for the next year
Promoting Certification	<input type="radio"/> 500 signups for Phase II of our GSTC Training <input type="radio"/> 200 properties on the journey to certification as a result of this training
Keep Our Holidays Special	
Destinations	<input type="radio"/> Implement two new destination focused sustainability projects
Food	<input type="radio"/> Relocation of trial equipment <input type="radio"/> Deliver supply chain engagement project in partnership with Winnow
Lesser-known destinations	<input type="radio"/> A dedicated multi-channel campaign to promote lesser known destinations <input type="radio"/> Increase number of customers going to like-for-like lesser known destinations, such as Akureyri vs Reykjavik <input type="radio"/> Report on impacts and progress at the destination level where tourism is least balanced
Transform Travel for Everyone	
UN Tourism	<input type="radio"/> Implementing the framework with our hotels <input type="radio"/> Continued and increased inputs through the seats on the advisory board
Engagement with the travel Trade	<input type="radio"/> Headline partner the Travel Weekly Sustainability Summit <input type="radio"/> Deliver TTG Fairer Travel Festival as lead partner for the second year <input type="radio"/> Participate in the TTG Sustainable Heroes Programme
Sustainability Education	<input type="radio"/> Expand our partnership with the International Centre for Responsible Tourism to provide industry leading educational courses and events that are accessible to all



# AFTERWORD

Our first Impact Report marks a significant milestone on our journey to help enable our customers to Holiday Better.

As we bring this year's report to a close, I reflect on the journey we've undertaken and the progress we've achieved. The challenges we face – climate change, social inequality, and evolving customer expectations – demand not only ambition but also urgency. That's why we have embraced pace over perfection, ensuring that every step we take moves us closer to a future that is community-conscious, environmentally mindful, and economically resilient.

This year, we've taken meaningful steps toward embedding sustainability into the fabric of our operations. From better understanding ways to reduce our carbon footprint to championing community initiatives and driving innovation across our value chain, every decision we've made has been guided by a commitment to action. While we celebrate these accomplishments, we remain clear-eyed about the work that lies ahead.

The path to a more sustainable future will not always be smooth, but we believe that progress – however incremental – is far better than delay. By prioritising education, collaboration, and rapid implementation, we can ensure that our efforts are both impactful and aligned with the pace the world needs.

Our vision is ambitious, but it is grounded in pragmatism and a deep sense of responsibility to our destination communities, customers, partners, and the planet. We're grateful for the continued support of so many as we strive to turn challenges into opportunities and ambition into tangible results. Together, we can create a future defined by progress, resilience, and shared success.

It's a privilege to lead easyJet holidays' ESG efforts and thank you for being part of our journey to make more sustainable holidays mainstream.

**Matt Callaghan**

Chief Operating Officer, easyJet holidays

“Our vision is ambitious, but it is grounded in pragmatism and deep sense of responsibility to our destination communities, customers, partners, and the planet.”





An aerial photograph of a person surfing on a sandy beach. The person is positioned near the shoreline, riding a wave. The sand is a light tan color, and the water is a vibrant turquoise. White foam from the breaking wave is visible. The person's shadow is cast long and dark on the sand. The overall scene is bright and sunny, suggesting a tropical or coastal holiday destination.

If you would like 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 [www.easyjet.com/en/holidays](http://www.easyjet.com/en/holidays)

**easyJet**  
holidays