

ELEGANT RESORTS & IF ONLY

# TRAVEL MADE MEANINGFUL ANNUAL REPORT

2024 - 2025



FOREWORD FROM

# David Irving

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The Travel Made  
Meaningful team was  
born in 2022.

Our purpose is simple.  
To be a force for good  
in the industry and  
community.

The team includes individuals from If Only and Elegant Resorts that are passionate about creating impactful experiences whilst minimising the impact on the planet and creating a great place to work. We understand that travel will always have an impact but we want to educate our customers and partners on how to travel in a more sustainable way.

In 2025, we are looking forward to incorporating the wellness team and focusing on people.

We plan to get more of the team involved in our mission and improve awareness of all the impactful work we have doing within the wider businesses.

I look forward to sharing the next stage of our journey with you.



## People & wellness

### Pillar Leads

Jane Harington  
Caroline Hardie

### Pillar Members

Sara Irving  
Erin Docherty  
Hannah Groom  
Caz Beckett  
Julie Evans

## Philanthropy

### Pillar Lead

Julie Dibble

### Pillar Members

Ellie Rhodes  
Lynne Simpson  
Elysia Pountney  
Sammy Shone  
Michelle Lemmens

## Planet

### Pillar Lead

Craig Jones

### Pillar Members

Kuljit Deol  
Sam Thomas  
Owen Mountfield

## Wildlife & Supply Chain

### Pillar Lead

Alison Haining

### Pillar Members

Caroline Hardie  
Lindsay Ormrod  
Julie Murray

## WHO MAKE TRAVEL MEANINGFUL

# Meet the TMM Team

The Travel Made Meaningful team is made up of incredible volunteers from all areas of If Only and Elegant Resorts. They use the knowledge and experience of their day jobs to support our responsible travel mission. The team meet on a monthly basis to keep on track of objectives and progress, and are always on the lookout for new initiative ideas.

# Our Journey So Far

## 2018

- Introduced an animal welfare policy
- Audited all products interacting with animals

## 2019

- Formed a team of CSR Ambassadors to drive our sustainability journey
- Appointed three chosen charities (WWF / Claire House Children's Hospice / Macmillan Cancer Support) for which we raised £3,000
- Formed a team of Wellness Ambassadors
- Started Wellness Wednesdays run by experts for our staff and weekly yoga classes, and created a relaxation room to assist employees' wellbeing
- Trained four members of staff to be Mental Health First Aiders
- Introduced a volunteering day for staff
- Introduced staff engagement surveys

## 2020

- Implemented ISO50001 and 140001
- Introduced living wage salaries for all employees
- Provided refillable water bottles for all staff
- Held weekly Time to Talk sessions and team sessions throughout the pandemic
- Introduced our Modern Slavery Policy

## 2021

- Grew our team of CSR Ambassadors from 8 to 12 members, and brought in If Only into all responsible travel projects
- Provided over fifty pieces of clothing for Afghan refugees
- Raised £1,800 for the NHS
- Staff training on animal welfare and sustainability
- Signed ABTA's member sustainability commitment
- Created our Sustainability Policy
- Introduced Lifeworks - an employee wellbeing support tool for all staff
- Introduced flexible working
- Switched all paper to FSC certification
- Introduced water filters and Fairtrade tea, coffee and sugar

## 2022

- Appointed Greengage as CSR consultancy
- Appointed Refweegee, Chester Aid for Homelessness and Mind as chosen charities
- Raised £10,000 for The Adventure Boutique Foundation, sending aid to Ukraine
- Established a three-year plan around People, Planet, Philanthropy and Wildlife
- Selected our UN Sustainable Development Goals – Good Heath, Gender Equality, Climate Action, Life Below Water, Life on Land, Partnership for Goals
- Appointed Trees for Travel as our offsetting partner
- Established annual carbon footprint of both offices and implemented measures to reduce energy
- Weekly fitness classes in both Glasgow and Chester offices
- Monthly reporting on CSR activities to all staff, including Directors
- Donations of IT surplus to a local school

# Our Journey So Far

## 2023

- Achieved Travelife Partner status
- Introduced Pack with Purpose initiative to our customers
- Introduced Treefo into Feefo client surveys
- Expanded staff benefits to include additional annual leave, and a wellness hub and health cash plan to support health and wellbeing
- All staff received training on Responsible Travel
- All managers received Diversity, Equality, Inclusion and Belonging training
- Began to offset clients' CO2 production with Trees4Travel donations for every booking, planting 2533 trees in 2023
- Offset all staff travel and CO2 production
- Produced Responsible Travel Tips for our customers
- Completed The B Impact Assessment
- Introduced a Plastic Policy and a Dignity at Work Policy
- Raised £810 for CATH, £1,145 for Refugeewee and over £3,000 for Cancer Research
- Planted a wild garden in a derelict part of land at the Elegant Resort Chester office
- Updated our policies on Human Rights, Bribery and Corruption, Travel Expenses and FAM Trips

## 2024

- Travelife certification in progress
- Switched energy supplier in Chester office
- Re-focused the team as Travel Made Meaningful
- Our Wellness Ambassadors introduced new initiatives
- Our total raised for charities Refuweegee, Cath and Education for All in 2024 was over £14,000!
- Created new brochures with messaging around responsible travel and updated the If Only website with our strategy and the work we have been doing.
- Responsible Travel initiative raised with PATA (Pacific Asia Travel Association)
- Continued work our Green Leaf certification program for hotels

# Our Sustainability Policy

Our sustainability policy first launched in 2023. As we progress in our responsible travel journey, we have reviewed this policy in 2025 to reflect where we are now.

## ENVIRONMENTAL SUSTAINABILITY

- We will measure Scope 1, 2 and 3 emissions and take action to reduce our carbon footprint in line with our Net Zero by 2050 ambition.
- We will minimise waste by reduction, re-use and recycling in our office locations.
- We will reduce water consumption in our office locations.
- We will promote the concept of a single-use-plastic free office environment.
- We will promote more responsible holiday options to our customers and encourage them to reduce their environmental impact during their travels.
- We will take care to promote holidays that embrace a responsible approach to the welfare of wildlife and preservation of biodiversity.
- We will maintain the international Travelife certification that demonstrates our management and improvement of environmental and social impacts by complying with sustainability criteria.

## SOCIAL SUSTAINABILITY

- We believe in fair and ethical treatment of our employees, suppliers, and local communities.
- We believe in improving working conditions for our staff enriching their lives through a strong and rewarding community at work.
- We will support local economies by promoting local businesses and encouraging our customers to purchase local products and services.
- We will support charitable causes through fundraising and volunteering.

## ECONOMIC SUSTAINABILITY

- We will strive to operate a profitable business while minimizing waste and inefficiencies.
- We will prioritize responsible tourism practices that have long-term economic benefits for the communities in which we operate.
- We will work with suppliers and other stakeholders to develop tourism products that meet the needs of both visitors and the local economy.



# Our Sustainability Policy *continued*

## HOLIDAY ACTIVITIES AND EXCURSIONS SUSTAINABILITY

- Preference is given to activities and excursions that operate on the basis of controlled sustainability standards, particularly those that demonstrate respect to local traditions, animal welfare and the environment.
- Contracted companies do not offer activities or services that harm humans, animals, plants and natural resources or that may be considered socially/culturally unacceptable.
- It is intended that activities and excursions will provide economic benefits to local communities, including a fair and equitable working environment for local employees.
- Contracted service providers will not offer activities where captive wildlife is held, except for properly regulated activities in compliance with local, national and international law.
- Activities and excursions which include interactions with wildlife comply with relevant codes of conduct.
- Wildlife species are not harvested, consumed, displayed, sold or traded except as part of a regulated activity that ensures their utilisation is sustainable and in compliance with local, national and international law.
- Any disturbance of natural ecosystems is minimised.

## SUPPLY CHAIN SUSTAINABILITY

- We will encourage our suppliers to commit to practices which are environmentally responsible including energy, water and waste reduction as well as protecting biodiversity and animal welfare.
- We will encourage our suppliers to commit to practices which are socially responsible including social welfare, cultural and human rights.
- We will positively highlight accommodation options that prioritise sustainability.
- We will provide information and support to engage suppliers including meetings to review initiatives and share best practice as well as facilitating sustainability training.
- We will promote Responsible Tourism in our industry and to stakeholders within the destinations we operate.

## CONTINUOUS IMPROVEMENT

- We will promote and communicate sustainability within the organisation and provide training, advice and information for staff
- We will regularly review and update our sustainability policy to ensure it reflects our business goals and the evolving sustainability challenges of the industry
- We will measure and report on our progress towards our sustainability targets to hold ourselves accountable
- We will engage with our customers, suppliers, and staff to solicit feedback and ideas for improvement



SPOTLIGHT ON

# Our Travelife Journey

Travelife is a leading training, management and certification initiative for tourism companies committed to reaching sustainability.

Elegant Resort and If Only's journey with Travelife began in 2023, where we achieved Travelife partner status with the Travelife standard for Tour Operators and Travel Agencies. We are now in the process of reaching Travelife certified status.

This certification shows our progress and achievements in labour conditions, human rights, environment, biodiversity and fair business practices.



STARTED  
January 2023

AWARDED  
September 2023



STARTED  
January 2024

Travelife  
Certified

Internationally recognized high  
sustainability standards

## TRAVELIFE CERTIFIED FRAMEWORK

- |   |   |
|---|---|
| 1. Sustainability management and legal compliance | 6. Accommodation                          |
| 2. Social Policy and Human Rights                 | 7. Activities                             |
| 3. Environmental practices / community relations  | 8. Local Representatives and guides       |
| 4. Destination Management Companies               | 9. Destinations                           |
| 5. Transport                                      | 10. Customer communication and protection |



WE'VE CHOSEN A GOOD FRAMEWORK

# UN Sustainable Development Goals

The 17 goals serve as a reminder that sustainability is more than just about carbon reduction. It reflects that sustainability is defined as: "Meeting the needs of the present without compromising the needs of future generations".

The three main pillars are environmental, social and economic—also referred to as planet, people and prosperity.

The UN SDG's provide a good framework within which to set If Only and Elegant Resorts' strategy, objectives and actions. It is also no bad thing to be associated with a respected organisation like the United Nations.

Based on our sustainability objectives, the Travel Made Meaningful Team have highlighted six goals to align with and use as a basis for our strategy.



SPOTLIGHT ON

# The Atlas Trek



In May 2025, eleven of our team members from If Only and Elegant Resorts embarked on a trek in the Ouirgane mountain range to raise money for Education For All Morocco. During the trip, the team visited two of EFA's schools, one in Marrakesh and one in the Atlas mountains to learn more about the work they do with girls in the area.

We raised an incredible  
£7,953 versus our goal target of 5K!

Around 50% of Moroccan girls and women are illiterate, with rural regions facing even greater challenges. Long distances and cultural norms mean that young girls often leave school at an early age and face daunting obstacles to accessing secondary education. Additionally, girls with disabilities face limited access to tailored education and support, leaving them at a significant disadvantage.

Education For All Morocco (EFAM) was founded in 2007 to break down these barriers, providing girls in remote areas with access to education that prepares them for future careers and independence.



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I was so proud to have travelled to Morocco to see with my own eyes the impact that EFA has made and continues to make to the local communities and the future of these young girls. Truly Inspiring!

SARA IRVING, RESERVATIONS TEAM LEADER



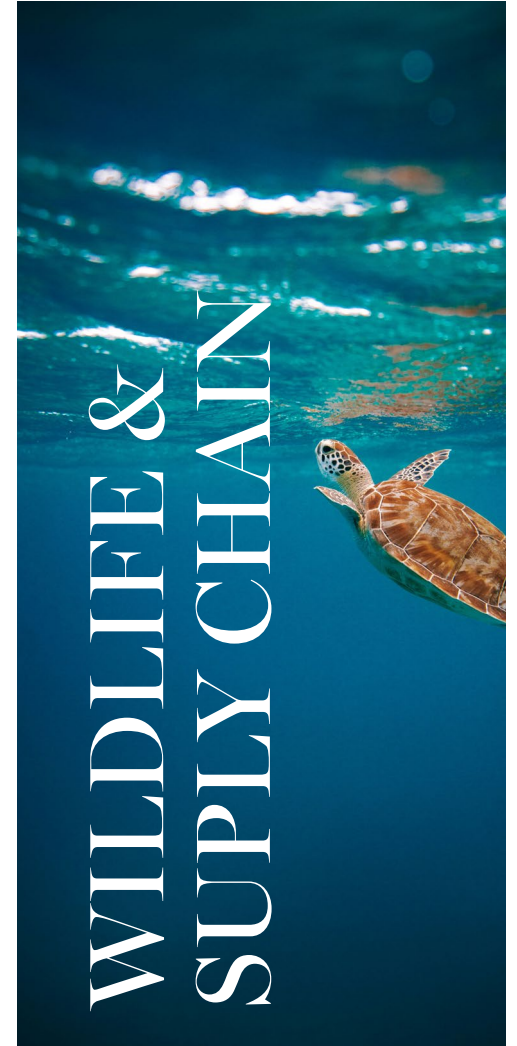
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OUR RESPONSIBLE TRAVEL FOCUSES

# The Four Pillars

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# People

We strive to create a positive impact on our people, emphasising ethical business practise, employee well-being, and community engagement.

## 2024

We are proud of our achievements in 2024 where we focused on employee experience and benefits.

- **Elevated eNPS Score:** We've boosted our Employee Net Promoter Score in 2024 by improving employee experience at every touchpoint, leading to even stronger loyalty and glowing recommendations from our discerning travelers.
- **Amplifying Travel Made Meaningful Group's Presence:** This year, we focused on shining a brighter light on the Travel Made Meaningful Group, sharing our story and values more widely to bring awareness to Responsible Travel.
- **Wellness Ambassadors Program:** Our Wellness Ambassadors initiative inspired our teams across locations to champion wellbeing, creating a culture where health and balance are truly valued.
- **Re-frame Cancer Initiative Launch:** We proudly introduced the Re-frame Cancer program, offering meaningful support and raising awareness around cancer, demonstrating our care not just for our employees but for the wider community.
- **Partnering with PTG on Sustainability Policies:** We've collaborated closely with our parent company to refine our people policies at group level — making sure we are providing the best support possible for our team.

## In 2025 and beyond, We commit to:

Looking to the future, here is what we hope to achieve in 2025 and beyond: We are focussing on expanding the membership of our Travel Made Meaningful group in Elegant Resorts and increasing support and awareness across the business.

- We plan to re-launch the volunteering process, as every employee has one community day per year to support a cause close to their heart.
- We will launch a new mandatory sustainability e-learning course to increase the knowledge of sustainability and equip the team with the skills to communicate what we are doing to clients.
- We will continue to implement eNPS actions on quality of feedback and create action plans based on changes suggested
- We are launching an Electric Car Scheme with Love Electric to all employees as part of the company's benefits



# Philanthropy

Community and philanthropy are a key pillar for Travel Made Meaningful. We are committed to supporting charities, both locally and in our core traveller destinations, and we encourage our clients to donate and support community-based tourism.

## 2024

In 2024 we are proud to have fundraised and volunteered with impactful charities close to our hearts:

- We planned an Atlas Mountains Trek in Morocco to fundraise for Education For All in May 2025. We raised £7983 for Education for All Morocco (EFAM) is dedicated to empowering girls through education, providing access to quality education and safe living conditions for disadvantaged girls in rural areas.
- We completed 12 volunteer days with Refuguweegee in Glasgow. Refuguweegee is a community-led charity that gives people a way to welcome and embrace those newest to arrive
- We held a Silent Auction for our staff which raised £2.5K for Cath and Refuguweegee. Alongside other events such as bake sales and an Olympics day.
- We supported Spirit of Glasgow and Save the Family by donating Christmas gifts.
- Our total raised in 2024 was £20,357.16!

## In 2025 and beyond, We commit to:

- Continuing our valued partnership with Refuguweegee in Glasgow through fundraising and volunteering
- Launch our fundraising partner for Elegant Resorts – Macmillan Cancer Support – to the business and create a fundraising programme
- Continue to support Education For All in Morocco
- An example of fundraising challenges in progress is the Summer Steps challenge
- As part of our commitment to wildlife, we are also exploring partnership with a charity that protects animals

# Planet

We understand the impact that our operations and the travel we provide has on the planet. By setting clear objectives, we aim to minimise this impact as far as possible to protect the planet for future generations.

## 2024

- In August 2024 we changed our energy supplier to Total Energies and signed up to a 100% renewable tariff.
- As part of our ISO50001 objectives the Portman Travel Group has set a target of reducing our energy consumption by 1% YoY.
- An Employee commute survey has been sent out to both offices to understand more about our internal travel emissions.
- We have supported our parent company's carbon reporting initiatives and are collaborating to create science-based targets for Net Zero.

## In 2025 and beyond, We commit to:

- Introducing an Energy monitoring system in all Portman Travel Group offices over the second half of 2025 and into 2026. This will allow us to get better data as well as identify areas of high usage.
- Implementing the system to monitor our water usage and create a reduction plan.
- Creating a more in-depth Waste reduction plan and policy after improving our waste measurement based on new legislation for waste segregation.
- Glasgow will be fully scoped into ISO14001 (Environmental Management) and ISO50001 (Energy Management) in Q3 of 2025, dates to be confirmed

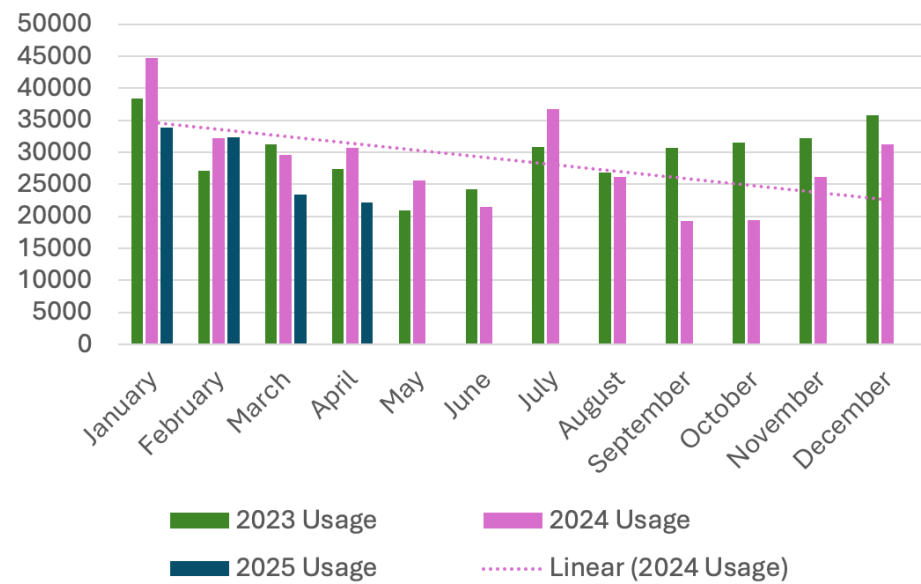
THE FOUR PILLARS

# Planet

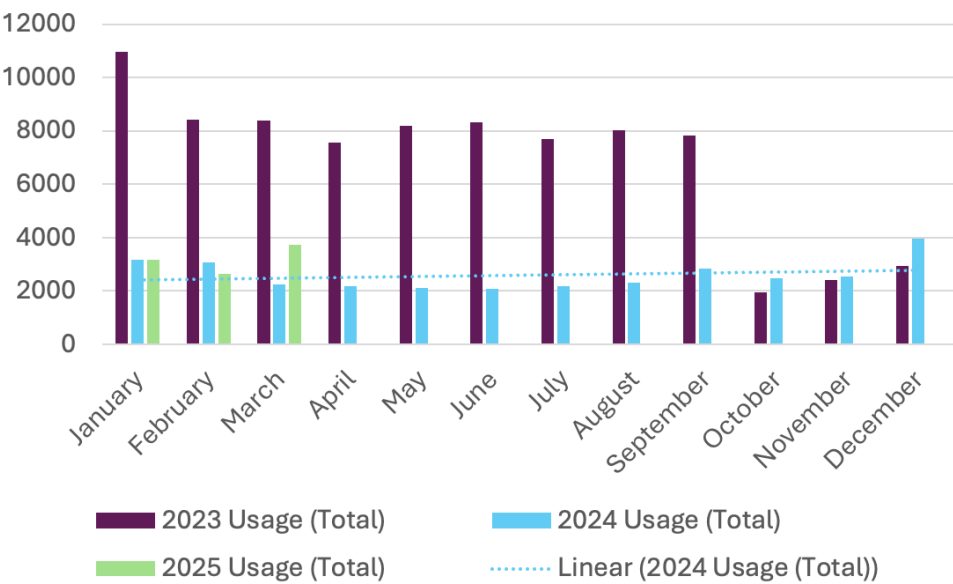
We understand the impact that our operations and the travel we provide has on the planet. By setting clear objectives, we aim to minimise this impact as far as possible to protect the planet for future generations.

We are ESOS compliant and ISO 50001 certified. As part of our Net Zero strategy, we are committed to reducing energy usage year on year through building management, landlord collaboration and awareness & communication.

Elegant Resorts - Chester



If Only - Glasgow



ENERGY USAGE ACROSS BOTH BUSINESSES

# Wildlife & Supply Chain

To integrate sustainable, ethical and responsible travel practices into our core business strategy. Identify best practice amongst our partners and understand how our choices can influence that of our clients and agents. Develop a programme that considers local cultures, protects natural environments and the welfare of animals, and has a positive social and economic impact.

## 2024

In 2024, we have worked closely with our suppliers on our commitments to wildlife and responsible practice. We have:

- Shared a new Code of Conduct shared with hotel and destination travel management partners
- Created a Cruise Code of Conduct focusing on environmental, social and governance commitments
- Increased presence for responsible travel within marketing
- Brought Travel Made Meaningful initiatives into supplier meetings
- Created new brochures with messaging around responsible travel and updated the If Only website with our strategy and the work we have been doing.
- Responsible Travel initiative raised with PATA (Pacific Asia Travel Association)

## In 2025 and beyond, We commit to:

- Create a metric system for ongoing review and management of green leaf product
- Initiate Travel for Good reporting to access annual impact report
- Refine animal welfare policy utilising more resources, e.g ACES
- Develop both websites to better showcase green leaf product
- Include responsible travel on the holidays styles brochure & social media campaign
- Responsible Travel workshop supported by the executive team
- Preferred sightseeing and experiences identified in core areas with community aspects
- Potential to develop bespoke experiences just for us that have a positive impact



# Our Wellness Efforts

## Book & Reading Initiatives:

- Relaunched Chester reading area as the 'Book Nook'
- Book club reminders and reviews added to the internal hub

## Physical Wellness:

- Two step challenges held (Spring and Autumn)
- Yoga sessions hosted
- National Walking Day participation
- Gym updates: New treadmill and mirrors

## Awareness Communications

## Care First & Mental Wellness:

- Supported HR with Care First launch
- Blue Monday
- HR-led "Walk and Talk" wellbeing initiative

## Wellness Hub Development:

### Created and populated Wellness Hub with:

- 'Spotlight on' series
- Book club reviews
- Wellness recipes

## Workshops & Awareness Sessions:

### Lifeworks workshops:

- Reassess Your Stress
- Building Confidence
- Menopause and Me

## Fun & Themed Events:

- Wellness Wimbledon Wednesday
- World Smile Day  
(‘Smile Awards’ for smiliest team member)

### Christmas wellness activities:

- Christmas dress-up
- Festive drinks trolley
- Departmental decoration competition



# Our Next Steps

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We look forward to growing the Travel Made Meaningful team even more in 2025 and welcoming new members including our wellness ambassadors.

## Our key goals are:

Obtain Travelife Certification

Hit our fundraising targets

Align with group Net Zero planning

Continue to support our clients in making more responsible travel choices



A person stands on the edge of a dark, layered rock cliff, looking out over a vast, hazy mountain range. The foreground shows a steep, forested slope with golden-brown foliage. The background consists of numerous layers of rolling hills and mountains, creating a sense of depth and scale. The sky is a pale, clear blue.

THANK  
YOU

