



Sunvil and Responsible Tourism

Responsible Tourism is, without doubt, the current buzz word for the tourism industry but what does it mean? In general terms, Responsible Tourism aims 'to create better places for people to live in, and better places for people to visit'.

For us at Sunvil, this means building close relationships with our destinations and working alongside our local agents and the host communities to develop a sustainable and culturally sensitive tourism industry that aims to bring long-term social, economic and environmental benefits. Sunvil's comprehensive Responsible Tourism policy can be viewed on our website www.sunvil.co.uk.

Sunvil Discovery's Responsible Tourism policy at a glance...

We seek to use locally owned and operated suppliers:

In 1984, we introduced our first holiday programme to Portugal and Madeira and over the years, we have passionately worked alongside our local agents and the tourist offices to develop and expand our programme to these beautiful and varied destinations. We have a close relationship with our local agent with whom we have worked for 18 years (Portugal) and 13 years (Madeira).

We employ local people as transfer representatives and guides:

As this is a tailor-made programme for seasoned travellers we do not employ local representatives. However, clients for whom we have arranged transfers will be met by a local transfer agent; and our excursions and tours – such as those offered in Porto, Lisbon and Madeira – are led by local guides.

We use locally owned and managed properties:

Our accommodation has been handpicked for character, charm, comfort and location. Wherever possible, we choose locally owned and managed properties.



We are committed to the protection of the natural and cultural environment:

Sunvil Discovery is an industry partner of the Travelife Sustainability System, a scheme designed to address the adverse social and environmental impacts of the tourism industry. Sunvil, together with our accommodation suppliers, are using Travelife to improve the sustainability of our Portuguese holiday programmes.

We strive to promote Portugal and Madeira in an accurate and sensitive way:

We believe the information contained in this brochure is true and correct. If you are unsure of anything, or require any additional information, please ask to speak to a member of our dedicated reservations team who have first hand knowledge of each of our featured properties. We would rather lose a booking than sell a holiday that does not meet your individual requirements.

We are working to reduce carbon emissions:

The positive and negative impacts of a tour operator are far reaching, and it is important to note that impacts are felt both within the country where the tour operator is based, as well as the destinations visited.

At Sunvil the air travel of our staff trips is offset, and amongst other measures, we

also turn all lights, computers and screens off every night. Small things individually, perhaps, but we believe that any contribution, however small, is worthwhile.

The 2012 Portugal and Madeira brochure has been printed on paper independently certified as coming from forests that meet the internationally recognised FSC Principles and Criteria of Forest Stewardship. For further information about FSC paper, please visit www.fsc-uk.org.uk.



Awards:

Sunvil is a member of the Association of Independent Tour Operators (AITO), a specialist tour operator association which ensures all members abide by three main principles; choice, quality and service. Companies admitted to AITO are all vetted and fully bonded for clients' protection, in compliance with UK and European regulations.



As recognition of our commitment to Responsible Tourism, Sunvil has been awarded 5-stars by the Association of Independent Tour Operators (AITO).



Carbon Offset

Although the science of climate change, in particular the overall impact of aviation, is not yet fully understood, it is generally accepted that the carbon dioxide (CO₂) produced by aircraft fuel is contributing to climate change.

The flights taken by Sunvil's 30,000 customers generate about 12,000 tonnes of CO₂ every year – around the same as 3,500 cars. One return flight to Portugal releases 0.40 tonnes of CO₂ into the atmosphere.

Together with Carbon Offsets Limited – the company entrusted with administering the ABTA/AITO carbon reduction programme, Sunvil can help you offset some of the damage these emissions cause. Offsetting is straightforward and your donation will be invested in two projects within the Retezat National Park in Romania; the implementation of alternative energy systems (solar power) for the visitor centres, community centres and information points and the introduction of bio-fuel minibuses and a new car park to reduce car access into the heart of the forest. Full details of the programme can be found on our website www.sunvil.co.uk.

On your holiday confirmation invoice you will see that we have added an optional charge which represents the average cost of offsetting your flight. This is, of course, a matter of personal choice – if you choose not to do so then please simply deduct the amount from your final balance.

Offset charges (per person)

Portugal:	Porto = £1.58
	Lisbon = £1.90
	Beja = £1.88
	Faro = £2.07
Madeira:	Funchal = £2.99



The Travel Foundation is a UK charity that cares for the places we love to visit. Their work aims to protect the natural environment, traditions and culture – the things that make your visit special – in destinations throughout the world. Most importantly, their work can help ensure that there are great places for us, and future generations, to visit.

Current projects are based in: Brazil, Cyprus, Egypt, Kenya, Mexico, Morocco, Sri Lanka, Thailand, The Caribbean, The Gambia, Tobago and Turkey.

In 2010, the work of the Travel Foundation was acknowledged at the Annual Charity Awards where they won in the category of 'Animals and the Environment'.

The Travel Foundation was also selected as a runner-up in the TIES (The International Eco-tourism Society) Innovation Award.

Sunvil support the Travel Foundation by donating 50p per booking as well as help in kind and advice. On your holiday confirmation you will see that we have added £1.00 in case you would like to make a contribution to the charity. Should you not wish to do so, simply deduct this amount from your final payment.

For more information please visit www.makeholidaysgreener.org.uk

