



Lodalén Valley



King crab, Kirkenes



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, tourist boards and the host communities to develop a sustainable and culturally sensitive tourism industry that aims to bring long-term social, economic and environmental benefits.



Hardangerfjord, Norway

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

We seek to use locally owned and operated suppliers:

When establishing our Scandinavia programme in 2008, we formed a relationship with three locally owned incoming agents; one in Norway, one in Sweden and one in the Faroe Islands. Over the past three years, we have passionately worked alongside our local agents, as well as with representatives of the local tourist offices, to develop and expand our programmes to this beautiful and fascinating region.

Within our Sweden programme, we promote the Taste of West Sweden and Culinary Skåne initiatives which have been designed to help boost the local economy by promoting properties and restaurants which source local produce and serve regional delicacies. Members of these schemes include: **Culinary Skåne** – Angavallen, Karlaby Kro and Hotel Rusthållargården (Pages 31-33); **Taste of West Sweden** – Villa Sjötorp, and Bryggan Fjällbacka (Page 40).

Alongside these properties, you will find a selection of hotels throughout our programme that pride themselves on providing local cuisine of a high standard. In addition, in Norway we promote Hurtigruten who is not only a major employment provider in the country but, who also contributes to an ever-growing prosperity for coastal destinations through local sourcing of food and supplies.

We employ local people as transfer representatives and guides:

As this is a tailor-made programme for seasoned travellers we have no 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 in West Sweden, Northern Sweden, Northern Norway and in the Faroe Islands - 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 strive to promote Scandinavia 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.



The Lofoten Islands



Faroe Islands

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 Scandinavia holiday programmes.

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 all of our employee air travel is offset; we also turn all lights, computers and screens off every night, and we recycle paper, plastic and glass. Small things individually, perhaps, but we believe that any contribution, however small, is worthwhile.

The 2012 Scandinavia 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.



The Travel Foundation:

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.

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 take a look at the travel Foundation's website at www.thetravelfoundation.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. For example one return flight to Gothenburg releases 0.22 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)

Sweden:		
Stockholm	=	£1.86
Visby	=	£2.16
Copenhagen (for Skåne)	=	£1.32
Gothenburg	=	£1.32
Kiruna	=	£3.00
Luleå	=	£2.70
Norway:		
Oslo	=	£1.56
Bergen	=	£1.32
Ålesund	=	£1.62
Svolvær	=	£2.64
Tromsø	=	£2.82
The Faroe Islands		
Vágar	=	£3.06
Vágar (via Copenhagen)	=	£5.76