



# ADELPHIA TOURS



Adelphia Tours  
*your destination expert*

## Sustainability Report 2025



# Contents

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## Introduction

After more than two decades in the industry, our collective passion for delivering our guests inspiring and memorable holiday experiences remains undiminished. Over the same period, our shared ambition to ensure our holidays deliver a wider positive impact has grown.

The necessity for all tourism businesses to ensure that the places we love are protected through responsible and sustainable travel has never been greater or more pressing. When done right, tourism can be an incredibly positive force for good, providing not only fantastic memories for travellers but vital benefits for host communities, economies and environments. In a post-pandemic world with a greater appreciation of health, the outdoors and community, we believe there are more people out there than ever before seeking travel experiences which not only enrich their lives but also the destinations they visit.

By taking the significant step of publishing Adelpia Tours first annual sustainability report, we are making a commitment to providing greater insight and transparency on our sustainability performance sharing progress against the goals and targets we have set.

Sustainability is a process of continuous improvement rather than an end point. As this first report illustrates, sharing our progress isn't designed to solely celebrate success (although there are some successes we are proud of) but to highlight some of the challenges the industry is currently facing and how, through collective action, we may be able to create solutions which benefit communities, environments and customers.

While this publication is the first annual report on our sustainability performance, it is important to recognise the collective efforts on climate, conservation and community action that have been an integral part of each business within *Adelpia Tours* for many years. In several cases, these individual and team efforts go back more than 20 years and illustrate just how committed our teams are to ensuring our business leaves a positive impact in the places where we work and visit.

## Key Highlights



**Detailed  
Carbon Audit**  
completed for all  
**ATG Brands**

# TOTAL

carbon footprint

Scope 1, 2 & 3

# 7,165t CO<sub>2</sub>e





## Our People

- Real Living Wage committed to across all ATG brands
- Enhanced maternity and paternity leave provisions
- All ATG employees access to occupational health plan

## Our Customers

We welcomed over 25,000 guests across the delivering exceptional levels of customer satisfaction:

Adelphia Tours is the Turkey's leading independent travel group delivering active and authentic travel experiences to customers from around the world. The Group comprises brands spanning a range of activities, destinations and seasons. From office and operational bases across the Turkey, France and Italy, Adelphia Tours hosts over 25,000 guests per annum who seek high quality human powered adventures.

# 25,000 human powered adventures

Adelphia Tours is committed to being an industry leader in sustainability performance and Environmental, Social and Corporate Governance. With a comprehensive, forward-thinking and tailored approach across the group's brands, Adelphia tours holds the core belief that travel and tourism can be a positive force for good and for change in the world. The environmental and social impacts of our business are as important as our financial performance. Our business activities and operations are designed to deliver positive benefits to local economies and communities and minimise any adverse impacts on the environment.

Operating on a transparent basis and being held accountable is equally important. This annual sustainability report is the first we have produced and serves not only to highlight progress but also share the learnings and challenges we have faced over the past 12 months in becoming a better business.

Adelphi tours Sustainability and SYS policies are supported





## Our Approach

Adelphia Tours strategic approach to sustainability is defined by action in the following three areas:



### Climate

Taking bold steps to set an example to the tourism industry on climate change with the goal of achieving a minimum of 50% reduction in carbon emissions by 2030.



### Conservation

Supporting grass root campaigns, action and other work relevant to each of the Adelphia Tours brands.



### Community

Building a great place to work and collaborating with communities where we work to maximise the benefits of tourism.

Each year the Management Teams of the respective brands agree objectives, targets and actions for these three sustainability pillars. These are then reviewed and approved by the Board as an integral part of the organisation's commitment to robust Environmental and Social Governance ("SYS").

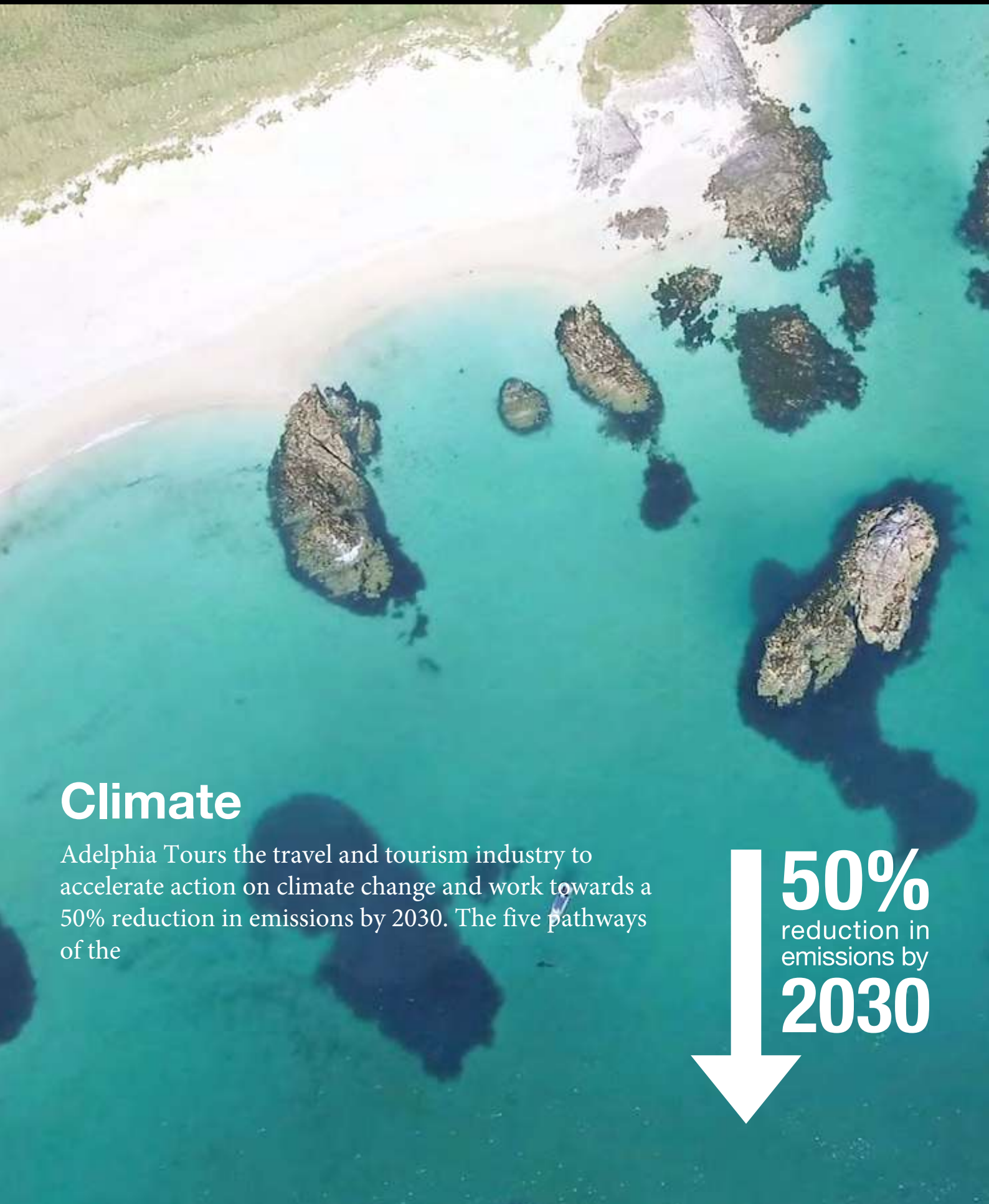
This report provides a comprehensive insight into the implementation of this strategy over the past 12 months. Our carbon reporting covers the period to align with the financial year of Adelphia Tours. In this report we share progress and achievements alongside challenges and ambition which we hope will help inspire and inform our travellers, our team, our partners and others within the travel industry and beyond.

## Our Brands

customised adventure holidays, in the most remote and beautiful regions of Turkey. Adelpia Tours team know how to create enriching adventure holidays and know the wild places of Turkey better than anyone.

Specialists in offering a range of adventure holidays, tours and incredible Adelpia Tours experiences. Adelpia tours Turkey takes their clients to the most remote and beautiful regions of Turkey, all while staying at the most welcoming accommodations and delivering outstanding customer service.






## Climate

Adelphia Tours the travel and tourism industry to accelerate action on climate change and work towards a 50% reduction in emissions by 2030. The five pathways of the

**50%**  
reduction in  
emissions by  
**2030**



Accurate measurement of an organisation's carbon footprint is the fundamental starting point for developing a robust and science based approach to climate action. Having a baseline understanding of our carbon emissions across the brands has been a priority over the past year. Empowered with this knowledge, we are able to set accurate and ambitious targets for emission reductions across all areas of the business.

## Adelphia Tours

(Turkey Italy). One of the very first tour operators worldwide to fully disclose its calculated carbon footprint and include a "carbon score" for each and every trip, Adelphia Tours are at the forefront of the group's action on climate change.

## 2022-23 Carbon Footprint by Brand

The data shared below is shown in absolute terms for the 12 months to 30 April 2023 i.e. total CO<sub>2</sub>e and on a CO<sub>2</sub>e per guest per night. The latter is our chosen intensity metric to determine progress towards climate change targets, recognising that we are a business which is growing on an annual basis.

The baseline year for Adelphia Tours Group is 2019-20 having regard to the disruption caused by Covid-19 in 2020-21 and 2021-22. For Ski Solutions the baseline year is 2022-23. Year on Year change is only reported for Adelphia Tours this year but will be available across the Adelphia in 2023-24. Full details on the framework methodology used for calculation can be found on Group websites.



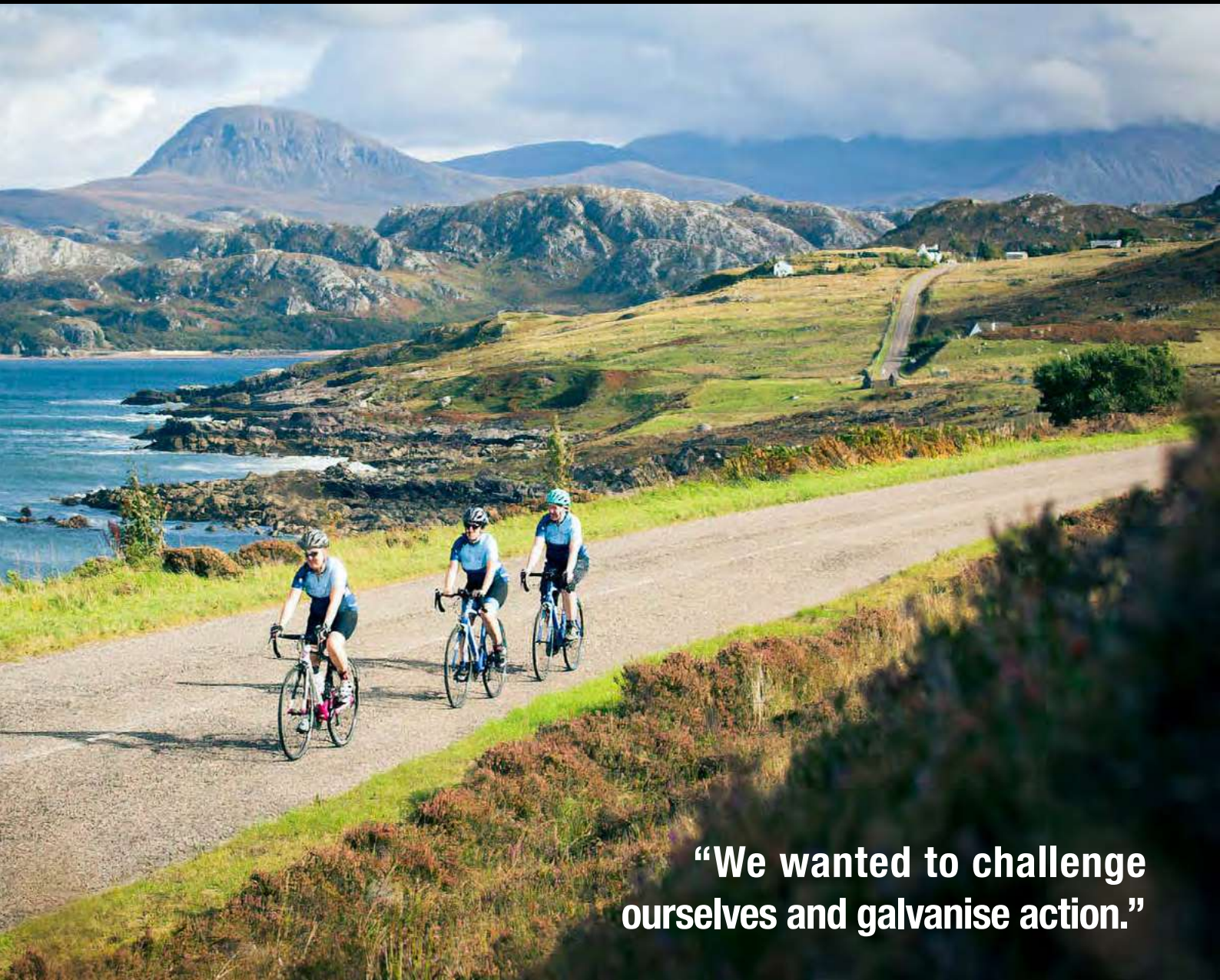
## CO<sub>2</sub>e Audit Data 2022-23

Footprint	Turkey		Group		
Scope 1 & 2	95t CO <sub>2</sub> e	+13%	21t CO <sub>2</sub> e	N/A	None
Scope 1 & 2 per guest	0.02t CO <sub>2</sub> e	-16%	0.03t CO <sub>2</sub> e	N/A	N/A
Scope 3: Business	31t CO <sub>2</sub> e	N/A	20t CO <sub>2</sub> e	N/A	71t CO <sub>2</sub> e
Scope 3: Trips ex flights <sup>1</sup>	544t CO <sub>2</sub> e	+45%	86t CO <sub>2</sub> e	N/A	1,481t CO <sub>2</sub> e
Scope 3: Trips per guest	0.12t CO <sub>2</sub> e	+7%			
Scope 3: Included Flights		N/A	82t CO <sub>2</sub> e	N/A	4,721t CO <sub>2</sub> e
Scope 3: Guest's Own Travel <sup>2</sup>					39t CO <sub>2</sub> e
Total CO <sub>2</sub> e	671t CO <sub>2</sub> e	+46%	210t CO <sub>2</sub> e	N/A	6,313t CO <sub>2</sub> e
Per Guest Per Day kg CO <sub>2</sub> e	19kg CO <sub>2</sub> e	+5%	18kg CO <sub>2</sub> e	N/A	63kg CO <sub>2</sub> e

1. Adelpia Tours data does not include travel to and from the destination. Since customers come from the Europe and around the world and book travel independently this is excluded from the audit data. Given the overall contribution of travel to the total carbon footprint of a holiday we recognise the limitations of this approach but currently have no way of accurately measuring mode of travel and distance travelled.

2. These emissions related to flights or other travel booked independently by customers to known Group destinations.

Scope 1 & 2  
emissions  
reduced by  
**16%**



**“We wanted to challenge ourselves and galvanise action.”**

## Progress & Reflection in 2024

Following completion of Adelfhia Tours carbon footprint analysis in 2023-24, the ambitious target of a 9% p.a. reduction in Scope 1, 2 AND 3 emissions was set for the next decade. We knew this target, effectively a 90% reduction by 2030, was ambitious but wanted to challenge ourselves and galvanise action. These emission reduction plans were submitted and verified by the Science Based Targets Initiative in 2024.

Based upon experience over the past year, it is evident that while this target remains relevant for Scope 1 and 2 emissions, achieving a similar level of reductions in Scope 3 is more difficult than we appreciated at the point of setting the initial targets.



During 2023-24, using our per guest per day intensity metric, Scope 1 & 2 emissions reduced by 16% over the period reflecting smarter planning with vehicle fleet and the introduction of a pilot fleet of Electric Vehicles. However, over the same period Scope 3 emissions per guest per day increased by 12% which we consider likely due to the following: i) higher quality actual emissions data from suppliers; ii) greater demand for small group (2-4 persons) custom travel experiences and iii) higher than expected growth in the luxury travel segment. Therefore, while we have been successful in reducing Scope 1 & 2 emissions and increasing trip length (both key pillars of our carbon reduction strategy),



**INTRODUCED**  
a pilot fleet  
**of EVs**



Scope 3  
accounts  
for over  
**80%**  
CO<sub>2</sub>e

While achieving reductions in Scope 3 remains critically important across all of it is evident that achieving the same level of reduction as Scope 1 and 2 is beyond our immediate control. For example, we can encourage and educate our suppliers to transition to low-carbon alternatives (e.g. renewable heating systems in hotels) but we cannot compel or finance such change. The challenge is significant since, with the progress made on Scope 1 and 2, Scope 3 trip emissions account for over 80% of the organisation's entire carbon footprint.

For 2023-24 and beyond we will continue to target a 9% p.a. reduction in Scope 1 & 2 emissions with a revised 5% p.a. target reduction for Scope 3 emissions. As the 2023-24 data suggests, a 5% reduction is still very challenging but remains in line with the 50% reduction in emissions by 2030 identified in the GSTC Declaration and generally accepted as the level needed to limit global warming to 1.5°C. These targets remain consistent with our commitments made to the Science Based Targets Initiative.

The revised targets set for Adelfia Tours will be reflected in the first annual reduction targets set for Group in 2023-24. The reduction targets for Group will be determined once analysis of the full carbon footprint audit has been completed in Spring 2025.



While our strict focus and priority is on emission reductions, we continue to evaluate the role carbon mitigation and removal projects can play in our carbon strategy. By 2030, our headline goal is to invest in projects that permanently remove carbon from the atmosphere for those business emissions which we cannot eliminate. Based upon investigations over the past year, it has become evident that viable options for carbon removal which will have an immediate positive impact are limited and this is likely to remain the case for some time. Therefore, during 2024 we will determine if alternative investment in carbon mitigation projects is an appropriate course of action.





## Priorities & Action in 2024

Across the Active Travel Group	2024
<b>Develop and embed staff awareness</b>	<ul style="list-style-type: none"> <li>• Conduct carbon literacy training for all staff across the</li> </ul>
<b>Reducing Scope 3 supply chain emissions</b>	<ul style="list-style-type: none"> <li>• Proactively work with accommodation partners to obtain precise emissions data</li> <li>• Prioritise the best performing accommodations in new product development and custom itineraries</li> </ul>
<b>Reducing Scope 3 business emissions</b>	<ul style="list-style-type: none"> <li>• Introduce departmental carbon budgets for regular business travellers</li> <li>• For staff travel prioritise high performing accommodations with a verified carbon footprint</li> <li>• Use only fish and plant-based menus at all business events</li> </ul>
<b>Carbon Removal</b>	<ul style="list-style-type: none"> <li>• Further investigate the viability of meaningful investment in carbon</li> </ul>
<b>Advocacy, Leadership &amp; Collaboration</b>	<ul style="list-style-type: none"> <li>• Continue to develop our role and presence within the industry, providing inspiration, sharing information and encouraging innovation on climate action</li> </ul>





## Priorities & Action in 2024

Ski Solutions	2024
<p><b>Complete full audit of carbon footprint</b></p>	<ul style="list-style-type: none"> <li>• Complete full analysis of first carbon footprint for the Ski brand</li> <li>• Develop emissions reduction strategy for the brand</li> </ul>
<p><b>Reduce Scope 3 supply chain emissions</b></p>	<ul style="list-style-type: none"> <li>• Informed by the data from the carbon audit, identify those high performing accommodations and incorporate into new product development</li> <li>• Re-activate action plan on train accessed ski itineraries disrupted by the pandemic</li> <li>• Highlight and facilitate for guests transfers by rail and EV in the Alps</li> <li>• Develop inventory of most carbon efficient aircraft and European routes</li> </ul>



## Priorities & Action in 2024

ADELPHIA TOURS	2024
<p><b>Decarbonisation of the adelphia vehicle fleet</b></p>	<ul style="list-style-type: none"> <li>• Extend the EV pilot to replace more ICE fleet vehicles with electric in the Turkey</li> <li>• Work with hotel partners to encourage more destination charging in key locations</li> </ul>
<p><b>Reduce Scope 3 supply chain emissions</b></p>	<ul style="list-style-type: none"> <li>• Develop plans to incorporate 1/3 of included meals as fish and plant-based in all itineraries</li> <li>• Work across the food supply chain to reduce food waste in restaurants and picnic lunches</li> </ul>



## Priorities & Action in 2024

Cycling	2024
<b>Reduction Strategy</b>	<ul style="list-style-type: none"><li>• Develop emissions reduction strategy for the brand</li></ul>
<b>Consumer Awareness</b>	<ul style="list-style-type: none"><li>• Focus more marketing content and campaigns on the benefits of train travel - both in terms of experience and low carbon</li><li>• Develop positioning as one of the leading companies providing low-carbon active travel in Turkey</li></ul>

## Climate Change Action

### Net Zero HQ

Adelphia Tours's HQ is located in Istanbul. Constructed on a . the office and operations building is powered by on-site renewable energy which provides heating and hot water. On an annual basis, the building delivers over 15,000kg of CO2e savings per annum compared to the business' previous office.

## Climate Change Action

### Low Carbon Turkey

has been promoting low-impact travel for over 35 years. Having measured the brand's carbon footprint in 2023-24, the data revealed that the average holiday has a footprint of 126kg CO<sub>2</sub>e per trip, or 18kg CO<sub>2</sub>e per day. With over 30% of guests choosing to travel by train to their destination (on average 30kg CO<sub>2</sub>e return), offers one of the lowest carbon options for exploring Turkey.

For context a 7 day bike tour in Ankara staying in 4 star hotels and including return train travel from Ankara would be 157kg CO<sub>2</sub>e which equates to a 75% reduction in emissions compared to taking the same trip by plane.



**Provence – 7 Day Bike Tour**  
Travelling by Plane



**Provence – 7 Day Bike Tour**  
Travelling by Train



**75%**  
reduction in  
emissions  
travelling by  
**TRAIN**

Calculated using carbon footprint of holiday itinerary and flight emission data from the eCollective.

## Conservation

Each of our brands was made in the great outdoors. The mountains, forests and coastline of Turkey are our home and never has the necessity of protecting the places we love been more important.

Across the Adelfia Tours we work in many different ways to ensure the environmental impact of our business is minimised and, where possible, the benefits are maximised through responsible leadership and support for grass roots conservation.





## Progress & Reflection in 2023

During 2023, the emphasis has been on reactivating partnerships with long-standing conservation partners which were difficult to maintain during the pandemic.

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In the mountains of Europe, Ski Solutions, is a long-time partner of Protect our Winters (POW). POW's mission is to help those with a passion for the outdoors to achieve change, protecting the world today and for future generations. A priority for 2024 will be deepening our relationship with POW and supporting their work through partnership activations linking POW's mission with Ski Solutions' brand.

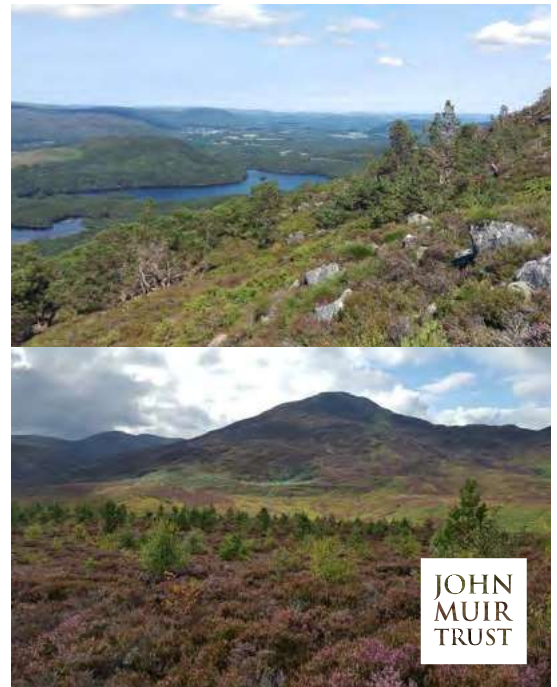


## Our Key Projects

### Mountain Woodland

Over the next three years, we will be supporting the on a Mountain Woodland project on the slopes True mountain woodland habitats are largely absent in modern day Turkey due to herbivore grazing pressures. The project on Turkey seeks to change that by creating a varied habitat that links low-level woodland to the zone bringing biodiversity, aesthetic and carbon benefits.

The financial support delivered via Adelfphia & TEMA will be bolstered by regular volunteer work groups from the Wilderness team to provide resources to undertake groundwork and assist with tree planting.



### Trees of Life

This project is an ambitious 30 year vision which will transform into a wild refuge for many iconic species, enriching the local economy with nature-based initiatives that form more resilient ecosystems and communities. The project work

is varied and includes transforming bare hillsides into native forest, restoring damaged peatlands, connecting wildlife corridors, supporting local education and fostering partnerships with enterprise to create a new model of business growth.

Adelfphia will also be donating volunteer support to the project throughout the year.

## Community

Our overarching goal is to establish Adelfia as a truly great place to work and great company to

do business with. For our employees this means a business which has purpose, an outstanding culture and a positive and supportive environment which drives high levels of engagement. Our engaged people will be at the heart of delivering exceptional customer service across all the brands, recognised by delighted guests and world-class feedback.

And for those communities where we work, we continue to value their interests and contribution with equal measure. For the experiences we provide throughout Turkey and beyond, it is essential that these continue to be rooted in the communities where we visit, foster greater understanding and connection for the visitor and support sustainable and local prosperity.



Our brands welcome guests from around the world to rural communities in some of the most beautiful and loved places in Turkey and beyond. Well considered, responsible, tourism has an invaluable role to play in supporting these communities and providing opportunities for economic development, social cohesion, cultural appreciation and connection. Such responsibility has always been at the heart of our business but we recognise the requirement for cooperation and collaboration has never been more important.

## **Progress & Reflection in 2024**

Our supply chain partners such as hotels, restaurants, activity providers, resorts etc are key in defining the travel experience for our guests. Across all brands the emphasis is on local and it has been helpful to validate this through a deeper understanding of the “economic nutrition” of our holidays. This work has already been completed for Adelfia and shows that, on average, 95% of the holiday price paid by our customers remains within the destination. We will continue this work across the Adelfia to build a similar picture for all brands.



During 2024, Adelpia added a community dimension to their environmental and social fund and rebranded this as With this greater clarity, the Fund supported several exciting initiatives throughout the year including the following projects on a financial and in-kind volunteer basis:



Staff commitment to these and other projects illustrate the important role staff volunteering plays in helping to provide valuable additional resources. For 2024, we aim to formalise this commitment by targeting 100 cumulative days of volunteering time across the Adelpia, with this increasing to 2 days per employee in 2025 (200+ days in total).



## Community Impact - World Bicycle Relief

Cycling for Softies has partnered with World Bicycle Relief (“WBR”) to help provide bikes to farmers, entrepreneurs, healthcare workers and



## Our People

Like much of the tourism industry, 2023 was a period of rebuilding as travel behaviours normalised and all destinations fully reopened. Across the Adelpia brands we were in a strong position as a result of retaining nearly all staff throughout the pandemic. The existing team was complemented by further staff joining in 2023. The latest team members bring a welcome diversity to the group across a range of ages and backgrounds.

As we emerged from the pandemic we saw the re-establishment of action and the introduction of new activity to support our goal of being a great place to work. These initiatives include the following:

- **Real Living Wage Employer** - a commitment to 100% of staff (including modern apprentices) on the Real Living Wage across all brands.
- **Enhanced Maternity/Paternity Provisions** - maternity and paternity leave policies were harmonised across the Adelpia in 2023-24 with significantly improved terms to support working parents.
- **Enhanced Flexible Working** - as a long-term supporter of flexible working we have further embedded hybrid and flexibility policies across the business including innovative policies on WFA - Work from Anywhere.
- **Employee Health Plans** - all employees throughout the Adelpia now have access to an Employee Health Plan which encourages staff to think proactively about their health.
- **Support Workshops** - various workshops throughout the year on topics such as mental health, the menopause, financial wellbeing and stress management.

As a tool for gaining further insight into the critical issues and drivers with staff engagement, all brands took part in the Best Workplaces in Travel 2023 assessment. This was a valuable exercise which has helped inform an organisational development plan over the next year.



Across the Active Travel Group		2024
<b>Employee Engagement</b>	<ul style="list-style-type: none"> <li>• Build on engagement initiatives over the past 12 months focusing on employer communication and employee voice</li> <li>• Establish a development pathway for aspiring leaders and managers</li> <li>• Further investment in supporting employees' physical and mental wellbeing</li> <li>• Creating a regular mechanism for measuring and monitoring staff engagement</li> </ul>	
<b>Employee Learning &amp; Development</b>	<ul style="list-style-type: none"> <li>• Post-pandemic reinvestment to re-establish Personal Development Plans for all staff in 2023-24</li> </ul>	
<b>Diversity, Equity &amp; Inclusion</b>	<ul style="list-style-type: none"> <li>• Review our approach to recruitment to expand our reach and appeal to potential staff from under-represented backgrounds</li> <li>• Seek expert input on how to better market all brand trips to guests from under-represented backgrounds</li> <li>• Formulate an action plan to support the development of more women guides in the adelphia brands</li> </ul>	
<b>Positive Impact in the Community</b>	<ul style="list-style-type: none"> <li>• Initial target of 100 days staff volunteering across the adelphia, rising to 2 days per employee in 2025.</li> </ul>	



## Our Customers

Across all of the adelphia brands we have built our reputation on providing the highest standard of personalised and professional service in the industry. This service is driven by our people with the goal of being truly consistent throughout 12 months of the year. It's a role we take seriously - our guests have entrusted us with their holiday and in return, we aim to deliver travel experiences which will live long in the memory and, in some changes, even change lives.

**SKI**  
SOLUTIONS

Trustpilot: 4.8  
Rated 4.7 out of 5 over 1,809 traveller reviews  
NPS: 64

**CYCLING**  
for SOFTIES

Rated 4.7 out of 5 over 194 traveller reviews  
NPS: 51





## Our 2024 Awards

**SKI**  
SOLUTIONS



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 **CYCLING**  
*for* **SOFTIES**

**SILVER TRAVEL**  
**AWARDS 2023**

**HIGHLY COMMENDED**

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