



Aeolos Cyprus Travel Ltd  
Sustainability Report 2022 - 2023



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# SUSTAINABILITY: MORE RELEVANT TO THE FUTURE OF TOURISM THAN EVER



2022 was the first year Aeolos Cyprus Travel Ltd started to work towards Sustainability by being part of SUSTOUR programme which aim is to promote sustainability among European tour operators through a business led approach. SUSTOUR supported us through the Travelife programme in the form of training and coaching and helped us to work towards Travelife Certified award which we aim to acquire during 2023.

A lot of Travel market researches indicate that travellers are selecting planet-first options and looking for sustainable choices and more purposeful travel. As the climate crisis is now more serious than ever and global awareness increases, people are aiming to travel more thoughtfully, responsibly and intentionally. Most of the travellers today have Sustainability best practices in mind before making their next travel plans.

Through our certification process we realised that for Travelers 'Sustainable travel' means a lot more than recycling and limiting waste. People have a growing respect for destinations local communities, the environment and biodiversity, energy reduction methods, reduce carbon footprint among others and they are looking for ways to become more responsible travellers. As a travel provider we show this opportunity to re-form our Company Policy and many of our offline and online processes to meet the new Sustainability requirements for our local Partners and Suppliers and help our clients to make sustainable choices easier.

# SUSTAINABLE TRAVEL FOR EVERYONE



Part of Aeolos Cyprus Travel mission is to make it easier for everyone to experience sustainable choices, both for accommodation providers and travelers. The new company's eco-friendly label on Bookcyprus.com platform provides travelers with a transparent, consistent and easy-to-understand way to identify the more sustainable stays. The initiative launched in 2022 and is available to any kind of property from apartments to hotels that have implemented a combination of sustainable practices that meet the requisite impact threshold for Cyprus. Most of the properties that have this label have been officially certified by Travelife, ISO 14001 STANDARD or International Green Key.

As part of our commitment to Sustainable Travel we would like to achieve a tourism supply chain that is fully sustainable. Our key partners play an important role in achieving this, and are stimulated and motivated to adapt sustainable practices. We try also to promote any other travel Services that are more friendly towards the environment.

You can read more information about Sustainability in [Cyprus](#) [Greece](#) & [Malta](#).

# COMMITMENT TO THE ENVIRONMENT FROM AN ECO-FRIENDLY OFFICE



Since 2021 we have appointed an employee who is responsible for sustainability coordinator tasks.

We have introduced a new office policy with the aim to minimise the use of plastic & the use of disposable and consumer goods, encourage recycling, give preference to local stores, purchase products in bulk with a preference to local brands where possible.

We aim at involving as many locals as possible by employing them in the tourism business. We stand for a fair and safe working environment that supports and respects local communities.

The last couple of years we have minimised the usage of printing paper **by 80%** by introducing many online processes.

Customers welfare and information are very important to us. So we ensure clear and constant communication and high protection to our clients. We constantly inform our clients for any Restrictions & Prohibitions on destinations and encourage them to follow the best practices of Sustainable tourism so they can contribute as well.

We have a safe working place for all our employees that is being regularly tested against office safety standards.

You can read our Company Policy [here](#).

# AEOLOS MEMBER OF CYPRUS SUSTAINABILITY TOURISM INITIATIVE



## CYPRUS SUSTAINABLE TOURISM INITIATIVE

Since October 2022, Aeolos Cyprus Travel Ltd is an active member of The Cyprus Sustainable Tourism Initiative (CSTI) a non-profit nongovernmental organization that aims to develop a sustainable approach to tourism in Cyprus through the preservation, conservation and the protection of the environment, the sensible use of natural resources and the improvement of the social and economic conditions of marginalized rural communities of Cyprus.

The Cyprus Sustainable Tourism Initiative (CSTI) was established with the goal to promote the development of sustainable approach to tourism in Cyprus through:

- Sensible preservation, conservation and protection of the environment and the prudent use of natural resources;
- Reduction of the impact of our carbon footprint as a result of all our activities related to tourism;
- Improvement of the conditions of life in socially and economically disadvantage communities due to tourism;
- Promotion of sustainable means of achieving economic growth and regeneration;
- Research and education;

# ORGANISATIONS & INITIATIVES TAKING ACTIONS TOWARDS SUSTAINABILITY IN CYPRUS



“Keep Our Sand and Sea Plastic Free” is an initiative of TUI Care Foundation in partnership with the Cyprus Sustainable Tourism Initiative (CSTI). This initiative is bringing together tourists, tourism businesses and residents to cut consumption of single-use plastic in coastal regions so that less plastic ends up in the sea reducing plastic pollution.

You can read more about this initiative & how to involve [here](#).



The “Cyprus Breakfast, Kalimera” is a project supported by the Deputy Ministry of Tourism, the Cyprus Sustainable Tourism Initiative and the Travel Foundation of the UK.

This project is about the establishment of a brand for the promotion of the Cyprus hotel industry which will aim to focus on the local gastronomic culture and heritage, as the core differentiation factor that can sustain a competitive advantage for the hotel industry in the international travel market.

Furthermore, the brand aims to highlight the social role of the industry, through its support for local communities and small producers.

You can read more about this project & how to participate [here](#).

# INITIATIVES & ORGANISATIONS TAKING ACTIONS TOWARDS SUSTAINABILITY IN CYPRUS



In 2010, the Cyprus Tourism Organisation (CTO), the Travel Foundation and Cyprus Sustainable Tourism Initiative (CSTI) entered into a partnership agreement to establish a programme of initiatives to support Cyprus in becoming a leader in sustainable tourism.

Via 'Greening Cyprus Beaches' project they promote "green thinking" and have many opportunities for local businesses to get involved and support the initiative, i.e. involvement in workshops and beach cleaning events, helping improve their own corporate social responsibility and make a positive impact for both their business and the wider environment.

You can read more about this initiative and how to get involved [here](#).



'Let's Make Cyprus Green' is a non-profit organisation on a mission to spread awareness to the public about the negative human impact on the planet, in particular the harm caused by excessive and improper disposal of waste, and the use of plastic.

They take action to encourage both residents and visitors to the island to adopt a more eco-friendly lifestyle by "going green". When you "go green" you gain knowledge and adopt new habits that lead to environmentally friendly & ecologically responsible choices in ways of living. This will help to protect the environment and sustain its natural resources. You can read more about this organisation & how to involve [here](#).



# OUR TOP PRIORITIES / OUR FUTURE GOALS

## Our Top Priorities

- ✓ Protect & develop our People
- ✓ Connect with the local communities
- ✓ Protect the environment
- ✓ Promote Sustainability standards

## Our Future Goals

- 1 Operations**  
We aim to reduce our greenhouse gas emissions we will offset our emissions through local offset credits. To mitigate the travel impacts, we will offer our clients the option to offset their emissions through carbon credits.
- 2 Clients**  
We will work with our clients to support their efforts to make a net zero future a reality for all. This will involve encouraging them to prefer responsible sustainable travel, follow best practices on destination and encouraging them make donations on sustainability causes.
- 3 Suppliers**  
We will engage with our key suppliers, encouraging and supporting their efforts to achieve net zero emissions.
- 4 Sustainability agenda**  
We will continue to participate in the Travelife certification programme & evaluate constantly our processes to accelerate the transition to a net zero economy.

# Aeolos Cyprus Travel Ltd

DO YOU HAVE ANY QUESTIONS?  
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