

Helsinki Declaration *for Travel Industry*

Commitment by companies representing the travel industry to develop sustainable practices.

1. COMMITMENT TO THE DEVELOPMENT OF SUSTAINABLE TRAVEL

1.1. We, representatives of the travel industry, consider sustainable practices to be a guiding principle for high-quality business and a prerequisite for the preservation of our industry. For the sake of global well-being and our own industry, we actively work to prevent or minimize the negative impacts of travel and to increase its positive impacts.

1.2. We are committed to developing sustainable travel: we reduce the climate and environmental impacts of tourism and travel and increase the positive impacts of our activities. We promote forms of travel and travel products

that take into account the carrying capacity and sustainability of the local natural and cultural environment as well as the social and economic operating environment.

1.3. We comply with local, national, and international laws and regulations governing our business activities. In our operations, we take into account the UN's [Agenda2030](#) for Sustainable Development, which aims to eradicate extreme poverty and achieve sustainable development that takes equal account of the environment, the economy, and people.

2. PRINCIPLES OF SUSTAINABILITY IN THE TRAVEL INDUSTRY

2.1. We implement sustainable practices, considering the three areas of responsibility and sustainable development:

Ecological sustainability

- mitigating climate change, reducing emissions, and improving energy efficiency
- responsible use of natural resources, reducing consumption, and promoting the circular economy
- avoiding single-use materials, reducing waste, and recycling
- protecting and, where possible, improving biodiversity, endangered species, land and water ecosystems, and landscape values

Socio-cultural sustainability

- Protecting cultural heritage
- Respecting the integrity of local cultures and protecting social structures
- Promoting mutual understanding and respect among people
- Respecting human diversity
- Promoting equality and non-discrimination
- Promoting accessibility
- Developing the skills of our own staff and supporting well-being and safety at work

Economic sustainability

- Cooperation with local communities and people
- Favoring local products and skills
- Taking sustainability into account in procurement
- Ensuring the company's own profitability, promoting employment, and supporting society through tax revenue

2.2. We require all our partners to improve their own contribution to sustainable travel and sustainable development. We support our partners in achieving their goals and promote a culture of sustainable business by sharing best practices.

2.3. We will increase cooperation within the travel industry and with the public sector, local communities, and other interested parties to promote sustainable tourism. Together, we will actively combat illegal, abusive, and exploitative forms of travel.

2.4. We incorporate these principles into all our activities. We set goals, measure our progress, and communicate openly about our development and successes.

3. GENERAL AWARENESS AND COMMUNICATION

3.1. We actively communicate about sustainable travel to raise awareness among our customers and stakeholders.

3.2. We encourage our customers to make sustainable choices. Through our communications and marketing, we promote behavior and activities that are in line with the principles of sustainable travel.

3.3. We encourage all representatives of the travel industry to support this declaration and to develop and publish their own sustainability practices.