



NATÜRLICH REISEN

ReNatour

- founded in 1994 by Roland and Sybille Streicher
- main focus on family trips within europe (Spain, Greece and Italy)
- 94 tours
- 2017: 3 full-time employees, 5 part-time employees, 1 intern, freelancers in the destinations (tourguides etc.)
- Co-founder of ForumAndersReisen, atmosfair
- TourCert certified since 2009



nachdenken • klimabewusst reisen



FORUM
ANDERS
REISEN

Minimum criteria TOs

1. CSR officer
2. public mission statement
3. Annual improvement programme
4. Signed child protection code
5. Code of sustainability standards for suppliers
6. Regular sustainability training of staff
7. Green electricity
8. Compensate 50% of business trips by plane
9. Actively promote sustainable travel to guest



11 core criteria (Tourcert)

1. Return on sales
2. Contribution to local value generation
3. CO₂ emission per guest/day (product ecology)
4. CO₂ emission per employee (company ecology)
5. Quality index of customer information
6. Satisfaction index of customer information
7. Staff satisfaction index
8. CSR index of product design
9. CSR index of partner agencies
10. CSR index accommodation
11. CSR index travel guides



11 core criteria (Tourcert)



1. Return on sales

	2016
Umsatz eigene Reisen in den 3 wichtigsten Zielgebieten	64 %
Umsatz eigene Reisen in den übrigen Zielgebieten	19 %
Umsatz vermittelte Reisen	17 %

2. Contribution to local value generation

	2016
Ausgaben im Reiseland (lokale Wertschöpfung)	78,5 %
Ausgaben der Geschäftsstelle	12,5 %
Internationale Kosten	9 %

11 core criteria (Tourcert)



3. CO₂ emission per guest/day

	2016
CO2 Reisen gesamt	2.311.366 kg
Kompensierte CO2 Emissionen	691.780 kg
CO2 Reisen gesamt abzüglich Kompensation	1.619.586 kg
CO2 pro Gast/Übernachtung ohne Kompensation	83 kg
CO2 pro Gast/Übernachtung abzüglich Kompensation	58 kg
Anteil Klimakompensation	30%

11 core criteria (Tourcert)

4. CO₂ emission per employee → no numbers
5. Quality index of customer information

	2016
CSR- Index zur Qualität der Kundeninformation	70 %

6. Satisfaction index of customer information → no numbers



11 core criteria (Tourcert)



7. Staff satisfaction Index

	2016
Zufriedenheitsindex gesamt	91 %
Index Strategie und Management	92 %
Index Arbeitsbedingungen	89 %
Index Umweltschutz im Büro	95 %
Index eigenes Umweltverhalten	68 %

11 core criteria (Tourcert)

8. CSR index of product Design



	2016
Nachhaltigkeitsindex Produktbewertung	62 %

11 core criteria (Tourcert)

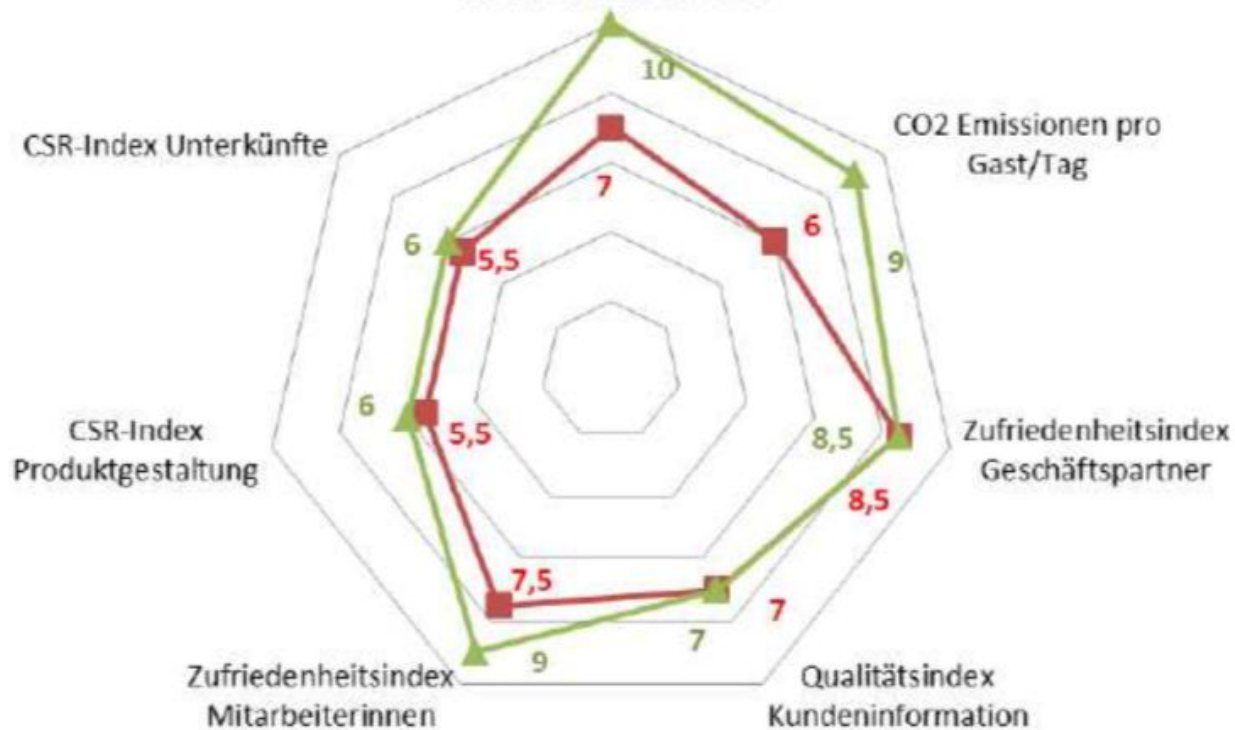
9. CSR index of partner agencies: No significant cooperation
10. CSR index accommodation “61%”
11. CSR index travel guides → no numbers



Vergleich Kernindikatoren

— Durchschnitt — ReNatour

Anteil des Reisepreises,
der ins Reiseland fließt



Highlights

- CSR mobility award for environmentally friendly business trips
- provision of information material
 - website
 - educate about critical topic such as CO₂ emission, child labor
 - information package after booking the trips
- seasonal, local and organic food

CSR level

3,0

