




**We love
water.**

Let's go!



**Thomas
Cook**



A holiday without water is no real holiday. In order to continue to splash about in the pool, swim in clean seawater and relax in the shower after a sunny day, we want to work with you to use water more sustainably. A few simple tips can help to save a lot of water, particularly in countries where water is scarce.

Get involved!

Did you know...

- that a person on holiday uses around 350 litres per day on average? In comparison, the average EU citizen uses only 200 litres per day at home.
- that a person on holiday in particularly arid countries uses about as much water in one day as a local family does in a week?
- that you can save up to 70 litres of water when you take a shower instead of a bath?
- that almost one billion people around the world have no access to clean drinking water?

What we can do.

Before your journey

Hotels that treat natural resources sustainably can be distinguished by the Travelife Award. Travelife is an independent certification system that inspects and evaluates hotels around the world using ecological and social criteria. An important assessment criterion is careful treatment of water resources.

Now we need you to play your part. Choose Travelife certified hotels – especially in countries with severe water shortages. You can spot these hotels in our brochures by looking for the corresponding symbol on the hotel pages.

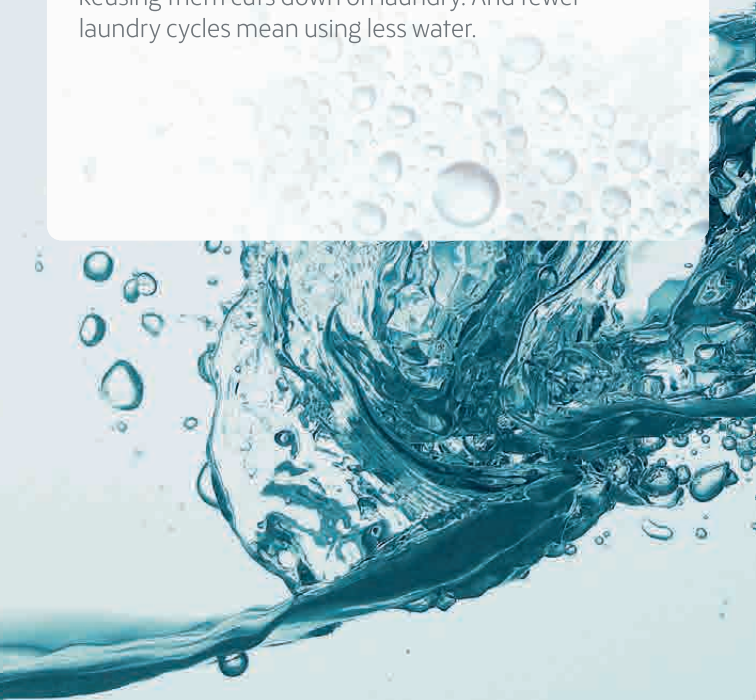


In the hotel

Reducing water usage by two thirds? It's simple: have a quick shower instead of a bath.

Every litre of water is valuable. Every unused litre of water even more so. For that reason, when you're brushing your teeth or shaving, don't keep the water running.

Do you really need your towels washed every day? Reusing them cuts down on laundry. And fewer laundry cycles mean using less water.



On holiday

What makes sea water so clear? Countless organisms, such as coral and fish.

Therefore, when you're snorkelling or diving, avoid touching coral and animals – this helps the underwater world to stay colourful and diverse.

And you can do even more: less rubbish in the sea protects the flora and fauna living there. Make sure you dispose of your rubbish in the provided containers – reducing the amounts of non-biodegradable plastic waste in our oceans.

Thomas Cook is taking the lead. Join us!

Our project in Rhodes: “Water is precious”

At holiday destinations, the majority of water consumption happens in hotels. This means that an optimised water management system in hotels is the most important factor for sustainable water usage. This is where we come in. This year, Dr Stefan Gössling, a well-known expert on water management in tourism, is carefully examining the water usage of 12 Thomas Cook hotels and resorts in Rhodes. His work will help us to understand the measures our hotels can take to use water more economically, for example – changing installations and implementing employee training.



Futouris Initiative

Thomas Cook is actively involved in the Futouris programme for sustainable development in holiday destinations. The objectives of the Futouris projects are to protect the climate and environment, as well as improving the local livelihoods in these destinations.



You can read more about sustainability management at Thomas Cook on our website:
www.thomascookgroup.com/sustainability/