



Climate Action Plan 2025

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About Holiday Extras

Who are we?

Holiday Extras is a travel tech company helping millions enjoy smoother journeys each year with hassle-free airport extras and UK breaks. Our group includes ten specialist businesses across the UK and Europe, spanning travel insurance, parking technology, experiences, and creative services.





Matthew Pack - CEO

Why sustainability is important to Holiday Extras



At Holiday Extras, we believe that travel can and should be a force for good, enriching lives through cultural understanding, well-being, and economic opportunity. However, we also recognise the significant impact travel can have both on the planet and the communities we visit. As the climate crisis intensifies, we understand the responsibility our industry has to transition to a more sustainable future.

That's why we're proud to be signatories of the Glasgow Declaration on Climate Action in Tourism, standing alongside others in our sector in making bold commitments to reduce emissions and drive meaningful change. We also recognise that sustainability is a growing focus within the travel and tech industries, with key drivers such as energy usage and carbon emissions under the spotlight. As airlines move toward sustainable aviation fuels (SAF) and aircraft manufacturers prioritise efficiency, we know it's critical for us to follow suit. The EU's ReFuelEU initiative, aiming for 6% SAF usage by 2030 and 70% by 2050, reflects the pace of change needed.

Meanwhile, customers are increasingly choosing products based on the environmental and social issues they care about. As a tech-led business with a significant share of emissions linked to our digital activities, we've recently joined Tech Zero - a climate action group of forward-thinking tech companies committed to taking action. Through collaboration and innovation, we aim to accelerate our progress towards achieving our net zero goals.

This Climate Action Plan outlines how we're embedding sustainability into every aspect of our operations and aligning with global goals. It builds on our wider sustainability strategy, [Travel for a Better Future](#), which sets out our commitment to driving positive change by putting people and planet at the heart of how we travel, partner, and operate.

The path ahead will be challenging, but we're determined to play our part by minimising our own footprint, supporting our customers to make informed choices, and working closely with our suppliers to raise the bar across the travel industry.

Our Approach



Michelle Clarke-Cowell -
Associate Director Sustainability

“At Holiday Extras, we see climate action as a growing priority - not just a responsibility, but something we’re working to embed into how we operate and grow. We’re committed to driving meaningful change through transparency and collaboration working across our business, and with our customers, partners, and communities, to help shape a more sustainable future.”



Glasgow Declaration Climate Action in Tourism

Our approach is guided by international climate goals, including the Paris Agreement, with its aim to limit global temperature rise to 1.5°C. To support these global goals, we’re developing emissions targets tailored to our business.

As signatories of the Glasgow Declaration on Climate Action in Tourism, we’ve pledged to take bold action - from measuring our climate impact to actively reducing our emissions and working together across the travel sector.



Our membership with Tech Zero allows us to share knowledge and best practices, helping us progress more rapidly in achieving our environmental goals.



We’re also proud to collaborate with the Travel Foundation to help shape a sustainable tourism industry that benefits people, places, and the planet.



By aligning our efforts with global frameworks and working in partnership with key stakeholders, we aim to play a leading role in creating a sustainable future for travel.

Overview of our Climate Action Plan

As part of our commitment to the Glasgow Declaration, we're required to publish a Climate Action Plan each year. This sets out how we're taking meaningful steps on sustainability. It brings structure to our work, helps track progress and keeps us focused on the actions that matter most.

We published our [first Climate Action Plan](#) in 2023, setting out our sustainability ambitions and initial areas of focus. In 2024, we paused publication while we worked with a sustainability consultant to refine our approach. This gave us space to shape a clearer, more focused plan that better reflects our goals and priorities.

This year, we're building on that foundation. Our 2025 Climate Action Plan sets out a more ambitious and better-defined set of actions. It reflects the lessons we've learned, the progress we've made, and the priorities we're committed to.

Building on the Glasgow Declaration framework, our plan is structured around three core priorities:

Operating the business sustainably

From energy efficiency and digital platforms to procurement and governance, we're embedding sustainability into how we run our business.

Helping customers make sustainable choices

Enhancing our products, messaging and customer experience to support lower-impact travel.

Collaboration to drive change in the travel sector

Working with partners, suppliers and the wider industry to raise standards and reduce emissions.

Each action is shaped with accountability in mind, with clear ownership and alignment to our wider Travel for a Better Future strategy.



Understanding our Carbon Footprint

As part of our commitment to the Glasgow Declaration and the Paris Agreement, understanding and managing our carbon footprint is a vital step on our journey to net zero. We calculate our emissions annually using the Greenhouse Gas Protocol, which covers:

Scope 1:
Direct emissions
from sources
we own or
control

Scope 2:
Indirect emissions
from purchased
electricity

Scope 3:
All other indirect
emissions across
our value chain

Our **baseline year** runs from April 2022 to March 2023, and we will continue to track our performance annually from this point onwards.

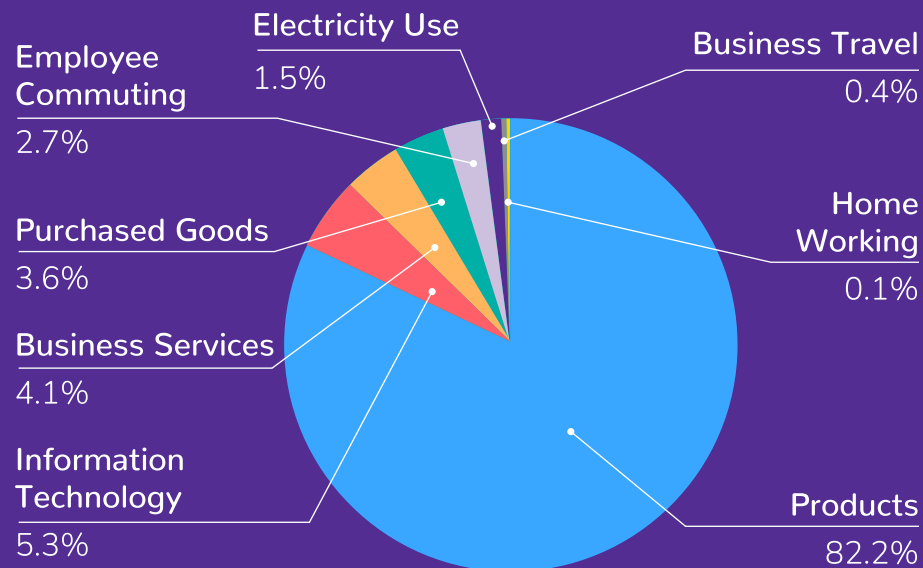
Our total emissions for the baseline year amounted to **24,953.23 tCO₂e**, with the majority (**over 93%**) falling within Scope 3. These emissions are primarily linked to the products and services we offer, including short breaks, airport hotels, parking, and transfers. This underscores the importance of working closely with our suppliers and partners to reduce emissions throughout our value chain. As a business, we have made a clear decision to prioritise measuring our Scope 3 emissions. They represent the largest share of our impact and are therefore central to building a credible climate action plan. This is a necessary and transparent step towards understanding our full impact and identifying where we can make the biggest difference.

We are currently in the process of calculating our second group-wide carbon footprint (for the **2023/24 financial year**) and have partnered with **Normative** – a leading carbon accounting platform – to strengthen the robustness and transparency of our reporting. This collaboration will help us more accurately measure and understand our emissions across all scopes. We will update this document once the latest data becomes available.

Holiday Extras 2022–2023 Carbon Footprint by Activity

As illustrated:

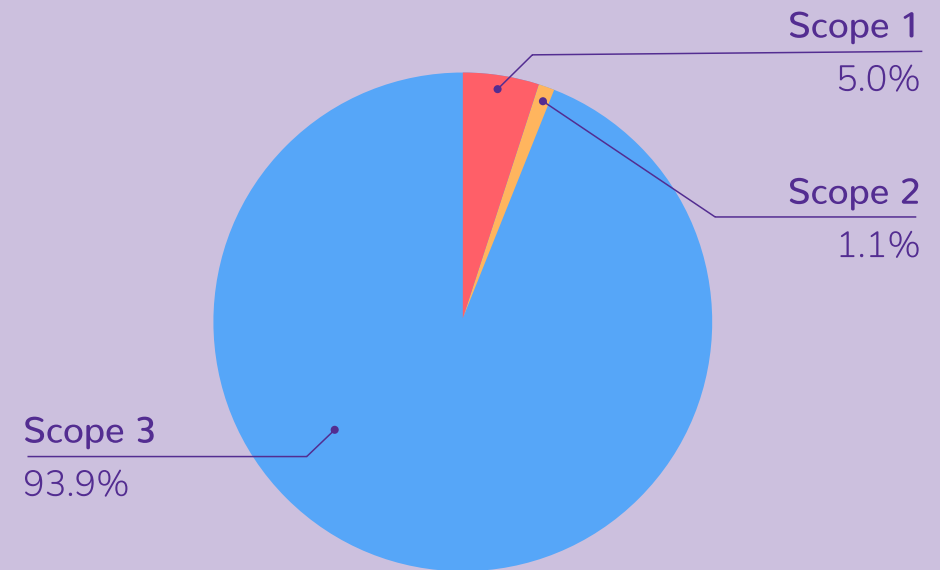
- **Products** – which in our case refers to the travel services we sell (e.g. short breaks, airport hotels, parking, transfers) – account for the largest share (**82.2%**) of emissions.
- **Information Technology** (5.3%) and **Business Services** (4.1%) are the next most significant contributors.
- Other notable areas include **Purchased Goods** (3.6%), **Employee Commuting** (2.7%), and **Electricity Use** (1.5%).



Holiday Extras 2022–2023 Carbon Footprint by Scope

As the chart shows, we've chosen to include Scope 3 emissions in our reporting - a critical step in understanding our full impact.

- **Scope 3 emissions** (those from across the value chain) dominate, accounting for **23,440.40 tCO₂e** or **93.94%** of total emissions.
- **Scope 1** (direct emissions from owned sources) total **1,238.29 tCO₂e**.
- **Scope 2** (electricity) is relatively low at **274.54 tCO₂e**, reflecting a move to renewable tariffs across many sites.



Carbon intensity for 2022/2023 reporting year = 0.0475 kg CO₂e per £ revenue

Understanding the baseline

Having a baseline for our data gives us a clear understanding of where our emissions come from and highlights key areas for reduction. For instance, emissions from sold products particularly hotel stays and short breaks represent both our biggest opportunity and our greatest challenge.

We've chosen 2022–2023 as our baseline year because it reflects a full year of stable operations after the disruption of the COVID-19 pandemic. It's the first year with complete, consistent, and high-quality data across all business areas, providing a reliable starting point for long-term planning, comparisons, and target setting.

By acting now, we're future-proofing the business, staying ahead of regulation, and doing the right thing for people and planet.

Why we use a financial carbon intensity metric

To understand and track our climate impact in a meaningful way, we've chosen to use a financial carbon intensity metric: Kg CO₂e per £ of revenue.

This approach allows us to measure how efficiently we are generating value while managing our carbon footprint. By linking emissions to a core financial performance indicator, we can ensure that sustainability progress is embedded in our overall business strategy. It also helps us benchmark our performance over time and identify opportunities to decouple growth from emissions.

As our approach evolves, we may add other metrics that reflect customer activity, digital operations, or product-level insights.



Our commitment is to:

- Measure and report emissions annually
- Track progress against our 2022–2023 baseline
- Prioritise actions in the areas with the highest impact

Key Milestones

We've made strong, practical progress since launching our first Climate Action Plan in 2023. From calculating our full carbon footprint and investing in on-site renewables, to embedding sustainability into our product content and launching an ongoing responsible travel campaign - we're moving from ambition to action, and laying the foundations for long-term impact.

But there's more to do and we're just getting started.



What we've achieved so far...

Operating the business sustainably

Operational & Energy Efficiency



- Installed first solar PV system at our Kent Campus
- Completed Phase 1 of HVAC (Heating, Ventilation & Air Conditioning) upgrade to energy-efficient systems
- We have energy efficiency plans for all sites and are working through actions

Carbon Measurement & Reporting



- Calculated first group-wide and full-scope carbon footprint
- Onboarded Normative as carbon accounting partner

Governance



- Launched employee workplace guide on sustainability best practice
- Quarterly governance meeting with senior leadership

Helping customers make sustainable choices

Customers & Products



- Added sustainability information to initial set of hotel listings
- Created resources including [Be a Perfect Guest](#), and [Good Trips Index](#)
- Launched [Holiday Heroes](#) campaign showcasing sustainable travel

Collaboration to drive change in the travel sector

Supplier Engagement & Partnerships



- Developed supplier sustainability audit and piloted audit with top hotel partners
- Achieved 50% audit participation so far

Milestones we're working towards...

Operating the business sustainably

Operational & Energy Efficiency

- Launched second tranche of solar panel installations
- Created a dashboard to track on-site solar energy generation
- Completed Phase 2 of HVAC upgrades

Carbon Measurement & Reporting

- Increased use of actual activity-based data over spend-based estimates to improve footprint quality
- Reviewed emissions performance of key digital platforms and suppliers (e.g. website hosts, cloud providers)

Digital & Technology

- Developed standards for energy-efficient websites and apps to reduce digital carbon impact
- Conducted an audit of hardware procurement and disposal practices to improve lifecycle sustainability

Governance

- Integrated sustainability principles into employee performance reviews

Helping customers make sustainable choices

Customers & Products

- Designed and rolled out customer-facing sustainability labelling
- Scaled up responsible travel messaging across all channels

Collaboration to drive change in the travel sector

Supplier Engagement & Partnerships

- Developed a B2B campaign to align partner goals with ours
- Reached our target of 80% hotel partner audit completion
- Evolved existing audit to include supplier emissions
- Rolled out sustainability survey across more of our products such as car parks

Delivering on our climate strategy

This section provides a deeper dive into the three core priorities outlined earlier in our Climate Action Plan. It sets out the specific actions we are taking within each area, along with their intended outcomes and indicative timeframes. These focus areas are central to delivering on our wider sustainability ambitions and embedding environmental responsibility into how we work and what we offer.

Our Strategic Focus Areas:



**Operating
our business
sustainably**

**Helping our
customers make
sustainable
choices**

**Collaborating
to drive
change in the
travel sector**

1. Operating the business sustainably

We will operate our business sustainably, building a culture where sustainability forms part of all our processes and decisions. Inline with the Glasgow Declaration's framework criteria: Measure & Decarbonise, Regenerate and Finance & Reporting.

A: Our Offices

Focus Area: Improve energy efficiency and increase renewable supply

Actions	Intended Outcomes	Timeframe
Use 100% renewable energy and improve data	<ul style="list-style-type: none">Tracking solar generationSecond tranche of solar installed at KentOperating all sites on renewable energy	Next 12 months
Ongoing energy efficiency actions	<ul style="list-style-type: none">Improved data in place to monitor specific usageContinued reduction in energy use	Ongoing
Explore employee commuting options	<ul style="list-style-type: none">Reduced commuting emissions through exploration and promotion of alternatives (such as car share)	Next 9 months

B: Our Car Parks

Focus Area: Showcase sustainable practices in car parks

Actions	Intended Outcomes	Timeframe
Explore opportunities to position our owned car parks as future sustainability showcases	<ul style="list-style-type: none">Defined a clear ambition and developed a costed roadmap to guide investment in innovation and improved environmental standards	Next 12 months

C: Digital & Technology

Focus Area: Ensure energy efficiency in platforms and procurement

Actions	Intended Outcomes	Timeframe
Review the impact of major platforms/providers (e.g. Google, OpenAI)	<ul style="list-style-type: none">Understand supplier emissions and sustainability goals	Next 12 months
Review websites/apps for energy efficiency	<ul style="list-style-type: none">Defined standards, identified measures, created reporting and agreed reduction plan	Next 12 months
Review hardware procurement and disposal	<ul style="list-style-type: none">Understand current approach and agreed any changes	Next 6 months

D: Governance

Focus Area: Strengthen accountability through policies

Actions	Intended Outcomes	Timeframe
Review procurement and ESG policies	<ul style="list-style-type: none">Identified and drafted policies/guides	Next 6 months
Integrate ESG into management reviews	<ul style="list-style-type: none">Agreed approach in principle and rolled out	Next 12 months

2. Helping our customers make sustainable choices

We will help our customers make sustainable choices, through the products we offer and through their wider holiday journeys (transforming ordinary trips into extraordinarily good times for our customers, our partners and our planet).

Inline with the Glasgow Declaration's framework criteria: Collaborate

A: Product Innovation

Focus Area: Expand product offerings to help customers make sustainable choices

Actions	Intended Outcomes	Timeframe
Audit top partners and make sustainability information accessible to customers	<ul style="list-style-type: none">Achieved 80% hotel coverage, updated audits with emissions data, enabled informed customer choices, and expanded across all products	Next 12 months
Investigate other methods of transport (including in destination)	<ul style="list-style-type: none">Explored alternative transport productsCreated content strategy for public/other transport mode	12 months +
Explore incentivising sustainable travel as a reward	<ul style="list-style-type: none">We have a plan for how we could incentivise customers for choosing more sustainable products	12 months +

B: Customer Communication

Focus Area: Improve customer communication about sustainability

Actions	Intended Outcomes	Timeframe
Deliver responsible travel content through multiple channels with aligned messaging	<ul style="list-style-type: none">An ongoing responsible travel campaign with a growing resource hub and consistent messaging across all channels	Ongoing
Integrate more sustainability into the Good Trip Index and Travel Guides	<ul style="list-style-type: none">Sustainability insights embedded across destination content, with a more visible and impactful Good Trips Index to guide responsible travel choices	Next 12 months

3. Collaboration to drive change in the travel sector

We will collaborate to drive change in the travel sector, by influencing our value chain and the wider industry.

Inline with the Glasgow Declaration's framework criteria: Collaborate

A: Business Partnerships

Focus Area: Develop sustainability audits for key business partners and share goals to educate and drive emissions reductions

Actions	Intended Outcomes	Timeframe
Develop partner-facing sustainability audits	<ul style="list-style-type: none">• Partner audit created and roll out plan agreed	Next 12 months
Share goals with partners (B2B comms)	<ul style="list-style-type: none">• Developed B2B campaign plan	Next 12 months +

B: Industry Collaboration

Focus Area: Collaborate with industry partners like The Travel Foundation to align with best practices and raise standards

Actions	Intended Outcomes	Timeframe
Continue to strengthen our partnership with the Travel Foundation to deepen our connection with the wider industry	<ul style="list-style-type: none">• We are collaborating within the industry and destinations to help achieve mutual sustainability goals	Ongoing
Partner with suppliers to actively promote and scale the adoption of lower-emission products and services	<ul style="list-style-type: none">• Joint initiatives launched with partners to boost customer uptake of lower-emission options	12 months +



Looking ahead

This Climate Action Plan shows our commitment to transparency and taking meaningful, measurable steps towards a more sustainable future.

We'll keep building on this foundation, holding ourselves to account as we bring climate considerations into how we run our business, support our customers, and partner with suppliers to actively promote and scale the adoption of lower-emission products and services.

We'll report on our progress each year and continue to share how sustainability is becoming part of everything we do - because how we act today matters for the future of our industry, people, and our planet.