

## Romotur Sustainability Policy

The purpose of this document is to formally state Romotur’s commitment to promoting sustainable practices in the tourism and events industry.

### I. Sustainability and Us

#### Mission

As a DMC, our mission is to CONNECT. We are dedicated to creating and carrying out tailored, high-quality, authentic experiences through which our clients may discover – and connect with – the true pleasures of great destinations throughout Northern Spain. We also seek to promote the Basque Country’s potential as a destination for business-related events and to stand by our business clients as a trustworthy, experienced local partner, connecting them with our network of highly qualified and experienced suppliers capable of handling even the most sophisticated events.



#### Vision

As we continue to work towards highlighting the amazing qualities and strong potential of our regions to international clients, we want to do so in a way that upholds high quality standards, steers away from massified tourism and avoids reaching a situation in which our regions become a victim of their own success.

By nature, a DMC functions as a nexus between clients, the host area, local institutions, and local providers. Indeed, this central node is a strategic position from which to promote, and transmit good sustainability practices in other stakeholders of the network, and it is our intention to increasingly take on this responsibility as we move forward.

#### Corporate Values

Since its beginnings, Romotur’s philosophy has always been experience over consumption, quality over quantity, enjoying over doing. We look at sustainability not only as playing a part in reducing and/or compensating the negative environmental impact that our business endeavors may have, but also as positively impacting the communities and networks of which we are a part. In other words, we are concerned with both ecological and socio-economic sustainability.

#### Alignment

The decision to formalize our commitment to sustainability comes as a consequence of various factors. First and foremost, it stems from our own increased awareness and concerns for the planet and society. Then, there is also the wish to align with larger public institutions in our local network who are themselves more and more committed to adopting and promoting sustainable practices. Finally, we also want to be able to respond to clients for whom such a commitment is important.

## II. Sustainable Development Objectives

Romotur has identified four main sustainable development goals around which we can focus our efforts.



### Romotur is committed to

- contributing to dignified working conditions through respect, inclusion, and fair wages to its employees, collaborators and service providers (8).
- refraining from adopting unsustainable strategies such as price dumping that hurt the sector in the short- and long-term (8).
- pursuing a business model based on respectful, long-term relationships with partners and providers (8, 11).
- choosing local providers in order to directly benefit the communities that welcome our groups and also reduce the environmental impact (for example due to longer transportation distances) (11).
- promoting quality over quantity and experience over consumption; promoting responsible consumption (12).
- giving preference to providers who have adopted sustainability measures and policies, such as km-0 restaurants or wineries that use respectful production means (12).

**In the future**, our objective is to maintain or intensify the above commitments and in addition work towards the following:

- grow our network of socially and environmentally responsible providers and develop a database of resources and providers that can help us comply with and improve regarding the content of this sustainability policy (7, 8, 11, 12).
- start to propose the option of a carbon-emissions analysis to event-holders and collaborate with initiatives such as *Impredicable Basoa* (a program of reforestation and biodiversity) in order to propose ways of off-setting carbon emissions of events or incentive groups (7).
- invest in digitalization to make our work-processes not only more efficient but also less reliant on paper (7, 12).
- do an internal analysis of other ways in which our office can become more sustainable and then begin to implement changes as well as an annual revision of how we can continue to improve (7, 12).
- develop a list of concrete first steps to help us move forward in achieving the above goals:
- revise our Sustainability Policy annually.

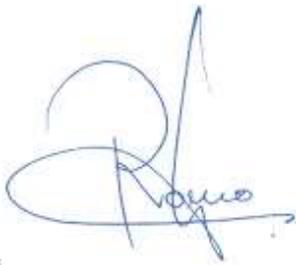
## III. Closing Statement

### Sustainability: The Key to the Future of Global and Local Communities

As a destination management and receptive tourism company, Romotur is very much aware of that fact that our assets *are* the regions we work in and the people we work with. It is thus very important to us to make sure that we promote and adopt sustainable practices, as the present and future well-being of these natural, cultural, infrastructural and human resources is fundamental to our existence as a business.

That said, we at Romotur firmly believe in the intrinsic value of our regions' natural and human resources in their own right – that is, regardless of their economic significance to us. Our endeavors to be more sustainable also stem from a sense of solidarity and responsibility as individual citizens of our local and global communities.

In adopting this Policy of Sustainability, Romotur acknowledges its responsibility as a business in the tourism and events industry to take on an active role in promoting, transmitting, and adopting good sustainability practices.



Carmen Romo, Director

Bilbao, October 2022

**Date of next revision: November 2023**