

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).

UPDATE September 2025:

Since the publication of our first Sustainability Policy in October 2022, Romotur has taken several steps to strengthen our commitment to responsible and sustainable tourism in the Basque Country.

ENVIRONMENTAL SUSTAINABILITY

PROPOSED STEP: Invest in digitalization to make our work-processes not only more efficient but also less reliant on paper (7, 12).

ACTIONS TAKEN:

- **Digitalization:** We've reduced paper use by switching to dual monitors for all staff and fully digital invoicing since 2025.

PROPOSED STEP: 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).

ACTIONS TAKEN:

- **Office Practices:** In 2025 we introduced office recycling for paper, plastic, and coffee capsules.

SOCIAL/ECONOMIC SUSTAINABILITY

ACTIONS TAKEN:

Social & Economic Sustainability

- **Diversifying Tourism: “In the Element” Excursions.** At the end of 2023, we launched four themed experiences—Earth (Lurra), Water (Ura), Fire (Sua), and Air (Aire)—to highlight lesser-known parts of Bizkaia. These excursions aim to: reduce overcrowding in major cities, support rural economies, Enhance visitor experiences through nature, culture, and connection
- **Ethical Tourism:** In March 2024, we signed the *Basque Country Tourism Code of Ethics*, reinforcing respect for local culture and community involvement. Each year a follow-up training is proposed, which Romotur has completed.
- **Responsible Touring:** In June 2024, we signed the *Manual of Good Practices* for tours in Bilbao. We respect recommended group sizes and strongly recommend the use of radio guides to all clients who operate groups with us.
- **Inclusivity:** In August 2024, our team completed the *Queer Destinations Hospitality Certification*, affirming our commitment to safe and inclusive travel for LGBTQ+ visitors.
- **Biosphere Certification:** We are currently completing the process for *Biosphere Sustainable Tourism* certification, expected by the end of 2025.

In the future, some of our sustainability goals include making progress in the following points:

- Growing 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).
- Actively proposing the option of a carbon-emissions analysis to event-holders and collaborate with initiatives such as *Impredicible Basoa* or *Lurgaia* (a program of reforestation and biodiversity) in order to propose ways of off-setting carbon emissions of events or incentive groups (7).
- Scheduling another round of brainstorming to generate more ideas on how we as a company can be more sustainable both in our internal operations as well as the programs we operate for our clients.

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, September 2025