

Policy for sustainable tourism



Transat recognizes that the environment, the communities that host travellers, cultural diversity and our relations with our employees, customers and partners are of great importance for the future and for Transat.

We are aware of the benefits that tourism generates. We are just as aware that it can have potentially detrimental effects. We, along with our employees and partners, are endeavouring to limit these and are doing our best to maximize the positive aspects of tourism. We are striving to find the right balance between economic, social and environmental factors.

Tourism is an important economic activity that plays a significant role in combating poverty. It also permits communities to open up and get to know and understand one another better, paving the way for the desirable goal of bringing people and cultures closer together. Tourism's existence is also closely tied to exploring the environment, heritage and diversity; and therefore to preserving and enhancing these elements. As a tourism company, we have a stake in the success of these efforts at preservation and we want to be part of the solution.

In short, we will do our best to act in a responsible manner and encourage our employees, our customers and partners to do the same, including through information and education efforts. Transat believes that people have the right to travel where and how they wish, but all tourism activities must be developed and implemented with consideration for the environment, host communities and their values.

We therefore make the following commitments:

Respect for the law — Transat will comply with the laws and regulations of the countries in which it operates — even exceeding requirements when possible — in all matters but especially as regards human rights, the environment and the health and safety of our employees, our customers and all others. The company encourages its partners to follow suit.

Human rights — We support the Universal Declaration of Human Rights and United Nations conventions on child labour. We are opposed to forced labour and the sexual exploitation of children. We advocate safe, humane, equitable and motivating working conditions, and we are an equal-opportunity employer.

Protecting the environment — We are aware of current environmental issues and are taking measures to evaluate and reduce the impact our activities may have on the environment; we will also make our employees, customers and partners more aware of these issues and encourage them to do the same.

Protecting cultural diversity and heritage — We believe it is important to protect and promote cultural diversity and heritage, which includes, for example, typical or historical buildings, works of art, archeological sites, ruins, all significant or historical places and landscapes, natural sites and notable ecosystems.

Host communities — We endeavour to ensure that the communities that host travellers benefit economically and socially. We understand that tourism can put pressure on host communities and we want to make sure our organization, our partners and, if necessary, the communities themselves and their authorities, remain sensitive to this challenge and take specific measures to offset such stresses.

Delivering quality — We endeavour to develop a safe, quality product for our customers by assuming our responsibilities, demonstrating professionalism and adopting recognized best practices in our industry, while ensuring our suppliers do the same.

Transparency — We will communicate honestly and regularly about our efforts to promote sustainable tourism, especially regarding the status of our objectives, actions and results.