

Become a model for corporate responsibility in the travel industry.

This is Transat's ambition. In 2012, the company adopted a corporate vision statement that makes responsible tourism development an integral part of our actions, in the same way as the customer experience. For the past several years, we have been implementing initiatives, policies and programs around four fundamental pillars: the environment, communities, the market and the workplace. For the period 2013-2015, we intend to maintain our momentum and continue to focus on these priority areas.

Jean-Marc Eustache, President and Chief Executive Officer, Transat A.T. Inc.



ENVIRONMENT

Transat has adopted policies and programs with objectives such as improving environmental performance in its facilities, reducing its greenhouse gas emissions, and favouring responsible and environmentally friendly procurement.



COMMUNITIES

Transat donates to many organizations, in the form of money as well as services. It is also firmly committed to youth causes through its partnerships with Beyond Borders ECPAT Canada, ECPAT France and SOS Children's Villages. This latter organization and the Children's Wish Foundation also benefit from an in-flight collection program.

MARKET

Transat believes it is essential to raise awareness of sustainable tourism among its suppliers and customers. The company has administered a sustainable hotel management program since 2010, and develops tourism products that show respect for the welfare of local populations.

WORKPLACE

Transat rallies its personnel around matters of corporate responsibility, raises their awareness of sustainable tourism issues, and provides incentives for them to do volunteer work. Its in-house sustainable development initiatives include measures to strengthen employee skills development and satisfaction.





resp.transat.com: a website and initiatives to discover

Sustainable development is an integral part of Transat's vision for the future. Over the years, its stature as a responsible company has grown with the implementation of policies and programs, as well as awareness-raising efforts aimed at personnel, partners and customers. The website resp.transat.com serves as an online report dedicated to the many initiatives deployed across the entire organization, along with Transat's environmental, social and economic objectives and performance criteria.

To read about all of Transat's initiatives, visit resp.transat.com

Transat provides significant financial support to SOS Children's Villages.



Air Transat has a fuel-management program that considerably reduces per-passenger GHG emissions.



Since 2010, Transat's hotelier program has encouraged partners to adopt 55 exemplary practices in 8 areas.



In 2011, Air Transat's head office became the first building in Canada to be awarded LEED-EB® Platinum certification.



Transat markets travel packages that are helping stimulate tourism development in Haiti.



In 2011, Transat introduced a new employee volunteering program.



In Canada, Transat has a program enabling employees to recognize colleagues for outstanding workplace performance.



Transat is committed to combating the sexual exploitation of children with Beyond Borders ECPAT Canada and ECPAT France.

