

## PRESSEINFORMATION



Image material under: [DERTOUR magalogue „Conscious Travel“](#)  
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**Photo caption:** Conscious Travel: Der DERTOUR magalogue with sustainable travel offers in its third edition a wider range than ever.

## **New DERTOUR Magalogue with 39 certified hotels in 18 countries**

### **Fly CO<sub>2</sub>-neutral on holiday with Lufthansa thanks to GreenFare.**

The DERTOUR magalogue “Conscious Travel” with more sustainable travel offers is entering its third round. On more than 100 pages, the tour operator presents special projects and sustainably certified hotels worldwide. The range of excursions that meet the criteria of responsible tourism and offer holidaymakers authentic experiences has been further expanded with the new edition.

The Magalog, a combination of magazine and catalogue, offers a wider range than ever in the current edition with 39 hotels, including in Greece, the Canary Islands, Turkey, Egypt, Costa Rica, South Africa, Mauritius and Sri Lanka. More sustainably designed holiday experiences, practical tips for conscious travel, exciting stories from the destinations, information on the commitment of DER Touristik Foundation e.V. and background information on the sustainability initiatives of the hotels round off the digitally published magalogue, which is valid from May 2022 to April 2023.

All selected hotels have a recognised sustainability certificate that meets the criteria of the Global Sustainable Tourism Council (GSTC) and are characterised by sustainable management in terms of social, economic, cultural and environmental aspects.

In addition, DERTOUR is offering “GreenFare” for the first time in the new Magalog with its partner Lufthansa. At selected hotels, it is possible to book air fares in which the CO<sub>2</sub> emissions of the flight are not only offset via climate protection projects, but a fixed share of sustainable aviation fuels produced from biogenic residues such as used cooking oil is already priced in. Thus, when booking these selected trips to

## PRESSEINFORMATION

Majorca, Bulgaria, Greece or Turkey, guests fly CO<sub>2</sub>-neutral with a combination of both options.

Furthermore, guests of DER Touristik can calculate and offset the CO<sub>2</sub> footprint of their trips at [dertouristik.myclimate.org](http://dertouristik.myclimate.org). This applies both to trips from the Magalog and to all trips by DER Touristik tour operators. In the Magalog, the CO<sub>2</sub> emissions of each travel offer are calculated and shown as examples for better orientation.

“We are seeing a great deal of interest in more sustainable holiday offers right now. With the third Magalog, we want to bundle the offers for conscious travel and raise awareness. We want to inform our customers about the sustainability initiatives of the hotels and DER Touristik and raise their awareness and enthusiasm for the topic of ‘conscious travel’,” says Laura Steden, Director Corporate Responsibility DER Touristik Group.

### **Examples of the new more sustainable offers:**

One of the new additions to the programme is the **Pimalai Resort & Spa** on Koh Lanta in **Thailand**, where the focus is not only on the well-being of guests, but also on employees and the environment. The mostly local staff of the exclusive resort are not only provided with fresh and healthy snacks and meals, but also rest areas and sports facilities. On excursions, guests have the opportunity to get to know the traditions and everyday life of the people on Koh Lanta, for example on a mangrove boat tour with a village and market visit. To avoid waste, everything is edible on the plate or in the glass, even the garnishes – you won’t find umbrellas and the like here.

### **Price example:**

**Thailand, Koh Lanta, Pimalai Resort & Spa** (First Class), 7 nights in a deluxe room, breakfast, incl. flight and transfer, e.g. on 05.09.2022 from Frankfurt, per person from **EUR 1,329**.

CO<sub>2</sub> compensation:

CO<sub>2</sub> footprint of about 3.7t CO<sub>2</sub>. This corresponds to an offset of EUR 44 via our partner myclimate. This calculation includes flight from/to Frankfurt, transfer, 7 nights’ accommodation and breakfast.

Also represented in the Magalog for the first time is the Adults Only Hotel **Sentido Unique Blue** on **Crete** with boho chic and more sustainable comfort. Already during construction, emphasis was placed on sustainability: The thermal façade reduces energy costs and emissions, solar cells generate green electricity. Water conservation and treatment programmes as well as targeted measures for waste reduction and recycling contribute to the careful use of natural resources. Fair working conditions ensure that employees also feel good. Local products are primarily used in the catering.

## PRESSEINFORMATION

### Price example:

**Greece, Crete, Sentido Unique Blue** (First Class), 7 nights in double room with side sea view, All Inclusive, incl. flight and transfer, e.g. on 24.10.2022 from Munich, per person from **EUR 989**.

### CO<sub>2</sub> compensation:

CO<sub>2</sub> footprint of about 0.42t CO<sub>2</sub>. This corresponds to an offset of 5 EUR via our partner myclimate. This calculation includes 7 overnight stays and meals.

For the flight, the GreenFare can be booked additionally from 55 EUR per person.

On the car trip **"Experiences in Lapland's Nature"**, holidaymakers experience **Swedish Lapland** in an authentic and conscious way. In addition to a canoe tour in the Sävarån nature reserve, which is home to beavers, otters, cranes, whooper swans and rare white-tailed eagles, the programme includes a visit to a husky farm with a guided husky hike – a positive example of how to bring animals, nature and people into harmony. All hotels and activity providers on the trip are members of the Västerbotten Experience, a government-sponsored sustainability organisation that is a GSTC member and works to ensure that nature and culture are protected.

### Price example:

**Sweden, individual trip "Experiences in Lapland's Nature"**, 7 nights in a double room, breakfast, excursions as per programme, incl. flight and transfer, e.g. on 04.09.2022 from Frankfurt, per person from **EUR 1,719**.

### CO<sub>2</sub> compensation:

CO<sub>2</sub> footprint of about 0.8t CO<sub>2</sub>. This corresponds to an offset of EUR 10 via our partner myclimate. This calculation includes flight from/to Frankfurt, transfer, 7 nights' accommodation and breakfast.

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### Background

**DERTOUR** is the leading tour operator in Germany and Austria for individual holidays in Europe and worldwide. Various travel options can be flexibly combined with hotels, excursions and tickets for events. With its wide range of round trips, DERTOUR is the leader in the German travel market. In the DERTOUR Sports product line, the tour operator bundles trips for sports fans and active athletes. The DERTOUR Deluxe programme offers luxurious holiday experiences. DERTOUR is part of the DER Touristik Group. Further information is available at [www.dertour.de](http://www.dertour.de).



## PRESSEINFORMATION

**DER Touristik Group** has its head office in Cologne, Germany, and is REWE Group's travel and tourism division. As one of Europe's leading travel groups, DER Touristik Group encompasses more than 130 companies and employs 9,400 people in 16 European countries. Every year, millions of guests travel with one of the group's tour operators or specialists. DER Touristik Group includes tour operators such as DERTOUR, Jahn Reisen, ITS, Meiers Weltreisen, Travelix, Kuoni, Helvetic Tours, ITS Coop Travel, Billa Reisen, König Aap, Apollo, Exim Tours and Fischer, as well as more than 2,300 travel agencies (such as DERTOUR, DERPART, Kuoni, Exim, and Fischer, as well as franchises and partners), the hotel brands Sentido, Aldiana, Calimera and COOEE, and the online travel agency Prijsvrij Vakanties. The DER Touristik Group also offers on-site support: The company runs an agency network with 74 offices in 29 travel destinations. The staff in the destination agencies assist the guests of the DER Touristik Group from their arrival at their holiday destination and until their departure. For more information, go to [www.dertouristik.com](http://www.dertouristik.com).