



Sustainability Report 2025

Contents

Introduction

Last year, we proudly took the step of publishing The Active Travel Group's first Annual Sustainability Report. This marked a significant milestone in our journey to provide greater transparency and insight into our sustainability efforts and progress toward our goals. With this second report, we continue that commitment, recognising sustainability as an ongoing process of improvement and evolution rather than a finite destination.

This report shares our positive progress and successes from the past 12 months. It also importantly reflects on several challenges, not only for The Active Travel Group but for travel and tourism as an industry and a key driver of economic and social prosperity. Some of these challenges are considerable; none more so than the urgent need to accelerate the industry's progress to a low carbon future. The focal year of 2030 is now just 5 years away and it is incumbent upon all tourism businesses to be taking meaningful action to reduce and remove emissions.

It is with a real sense of achievement that two of our leading brands celebrate significant anniversaries in 2025 - Ski Solutions marks an impressive 40 years in business and Wilderness Scotland proudly reaches its 25th anniversary. Reaching these key milestones provides an opportunity to reflect on just how important it is for us to create a positive legacy through our work. We believe responsible business is good business and travel, when done well, can be a force for good which delivers meaningful and lasting benefits to local communities, economies and environments.

We are delighted to share our second Annual Sustainability Report, and we look forward to continuing this shared journey of transparency, progress, and collective impact.



Craig Burton
Chief Executive
Officer




Paul Easto
Chief Sustainability
Officer

Our Environment

⚡ 23%

of The Wilderness Group
vehicle fleet now electric,
saving **29,726kg**
of CO₂e in 2024

**All 130+
ATG staff
trained in
carbon** 
awareness

7% annual reduction
in per guest trip emissions
for The Wilderness Group

6% annual reduction
in per guest trip emissions
for Cycling for Softies



£30,000 raised for World Bicycle Relief
by Cycling for Softies since launch,
delivering **380 life-changing bikes**
to rural communities worldwide

**Wilderness Conservation & Community Fund
exceeds £125,000 since launch with
5 key environmental and social
projects supported in 2024**

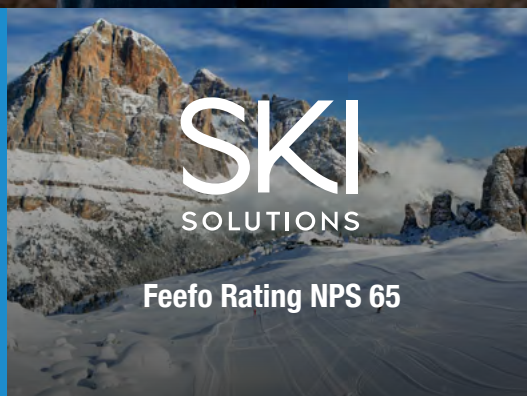


Our People

- New Employee Engagement tool, supported by team engagement metrics across the brands
- All Wilderness Group managers completed the Leading People Programme
- Creation of new wellbeing coordinator roles across the Wilderness Group
- Community partnership created between Ski Solutions and The Snowsports Foundation
- 540 hours of volunteering completed by ATG Staff in 2024

Our Customers

We welcomed over 25,000 guests across the ATG brands delivering exceptional levels of customer satisfaction:



The Active Travel Group

The Active Travel Group is the UK's leading independent travel group delivering active and authentic travel experiences to customers from around the world. The Group comprises five brands spanning a range of activities, destinations and seasons. From office and operational bases across the UK, Ireland, France and Italy, the Active Travel Group hosts over 25,000 guests per annum who seek high quality human-powered adventures.

The Active Travel Group ("ATG") is committed to being an industry leader in sustainability performance and Environmental, Social and Corporate Governance ("ESG"). With a comprehensive, forward-thinking and tailored approach across the group's brands, the ATG holds the core belief that travel and tourism can be a positive force for good and for change in the world. The environmental and social impacts of our business are as important as our financial performance. Our business activities and operations are designed to deliver positive benefits to local economies and communities and minimise any adverse impacts on the environment.

25,000
human
powered
adventures

Operating on a transparent basis and being held accountable is equally important. This annual sustainability report is the first we have produced and serves not only to highlight progress but also share the learnings and challenges we have faced over the past 12 months in becoming a better business.

The ATG's Sustainability and ESG policies are supported by our investment partner, Mobeus Equity Partners LLP, who are signatories to the Principles of Responsible Investment.





Our Approach

The ATG's strategic approach to sustainability is defined by action in the following three areas:



Climate

Taking bold steps to set an example to the tourism industry on climate change with the goal of achieving a 50% reduction in carbon emissions by 2030.



Conservation

Supporting grass root campaigns, action and other work relevant to each of the ATG brands.



Community

Building a great place to work and collaborating with communities where we work to maximise the benefits of tourism.

Each year the Management Teams of the respective brands agree objectives, targets and actions for these three sustainability pillars. These are then reviewed and approved by the Board as an integral part of the organisation's commitment to robust Environmental and Social Governance ("ESG").

This report provides a comprehensive insight into the implementation of this strategy over the past 12 months. Our carbon reporting covers the period 1 May 2023 to 30 April 2024 to align with the financial year of the ATG. In this report, we share progress and achievements alongside challenges and ambition which we hope will help inspire and inform our travellers, our team, our partners and others within the travel industry and beyond.

Our Brands



Consistently among the highest ranked tour operators on Trustpilot, Wilderness Scotland offers an inspiring range of guided and customised adventure holidays, in the most remote and beautiful regions of Scotland. The Wilderness Scotland team know how to create enriching adventure holidays and know the wild places of Scotland better than anyone.



Specialists in offering a range of adventure holidays, tours and incredible wilderness experiences. Wilderness Ireland takes their clients to the most remote and beautiful regions of Ireland, all while staying at the most welcoming accommodations and delivering outstanding customer service.



Wilderness England creates incredible journeys to the wild and magical outdoor spaces across Yorkshire, the Lake District, Northumberland, the Cotswolds and the Peak District. Providing inspiring active experiences, immerse yourself in the unique landscapes, history, culture and wildlife on a Wilderness England adventure.



Cycling for Softies is a luxury cycling tour operator providing gourmet cycling adventures in France and Italy. These are leisurely cycling tours winding through vineyards and staying in high end accommodation where the emphasis is as much on the food and wine as the cycling. Welcome to life in the easy lane...



Britain's original ski tailor-made ski tour operator, Ski Solutions has been arranging ski holidays for 40 years across Europe and North America. The Ski Solutions team are all skiing experts, and their wealth of knowledge and passion for the mountains will ensure you experience a truly memorable ski holiday.

Climate

As one of the founding signatories to the Glasgow Declaration, announced at COP26 in Scotland, we recognise the need for the travel and tourism industry to accelerate action on climate change and work towards a 50% reduction in emissions by 2030. The five pathways of the Glasgow Declaration are measure, decarbonise, regenerate, collaborate and finance and this approach has formed the basis of our climate action in 2024.

50%
reduction in
emissions by
2030

Climate

Accurate measurement of an organisation's carbon footprint is the fundamental starting point for developing a robust and science based approach to climate action. Over the past year, working with the eCollective, we have continued to refine the quality and depth of the carbon analysis we undertake across all of the ATG brands. While this refinement has impacted somewhat upon our ability to directly compare and contrast performance with the previous year's data, we view this increased accuracy as pivotal to identifying those actions which will deliver meaningful emission reductions across all areas of the business.

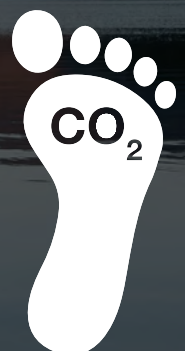
2024 Carbon Footprint by Brand

Each year we measure the CO₂ of our business and every element of the trips we organise on behalf of customers. This includes any travel to and from the destination which we book on our customer's behalf. In the case of our outbound tour operating brands - Ski Solutions and Cycling for Softies - we also calculate the carbon emissions arising from any air and rail travel which customers book directly. We consider this approach prudent since travel (especially flights) has such a large carbon footprint and even a small change in the number of customers booking their own flights can significantly change the results which impact our ability to measure real progress.

Therefore, in order to make a meaningful year on year comparison of performance towards our carbon reduction goals, we include air/rail travel in the carbon intensity measure for Ski Solutions (given customer booked travel is limited) but not in the carbon intensity measure for Cycling for Softies and the Wilderness Group.

The data shared below is shown in absolute terms for the 12 months to 30 April 2024 i.e. total CO₂e and on a CO₂e per guest per day basis. The latter is our chosen intensity metric to determine progress towards climate change targets, recognising that we are a business which is growing on an annual basis.

The baseline year for The Wilderness Group is 2019-20. For Ski Solutions and Cycling for Softies the baseline year is 2022-23. Full details on the framework methodology used for calculation can be found on The Wilderness Group websites.



CO₂e Audit Data 2024

Footprint	Wilderness Group	Cycling for Softies	Ski Solutions
Scope 1 & 2	129t CO ₂ e ↑ +36%	24t CO ₂ e ↑ +13%	2t CO ₂ e 0%
Scope 3: Business	55t CO ₂ e ↑ +99%	11t CO ₂ e ↓ -45%	78t CO ₂ e ↑ +4%
Scope 3: Trips ex flights ¹	635t CO ₂ e ↓ -6%	162t CO ₂ e ↑ +26%	1,721t CO ₂ e ↑ +16%
Scope 3: Included Flights	N/A	77t CO ₂ e ↓ -35%	5,159t CO ₂ e ↑ +9%
Scope 3: Guest's Own Travel ²	N/A	234t CO ₂ e ↑ +1%	551t CO ₂ e ↑ +51%
Total Emissions CO ₂ e	820t CO ₂ e ↑ +3%	274t CO ₂ e ↓ -6%	7,512t CO ₂ e ↑ +13%
Per Guest Per Day kg CO ₂ e	21kg CO ₂ e ↓ -7%	13kg CO ₂ e ↓ -6%	66kg CO ₂ e ↓ -2%
% Change from Baseline Year ³	2020 ↓ -9%	2023 ↓ -6%	2023 ↓ -2%

1. It should be noted that trips with the Wilderness Group data does not include travel to and from the destination which the customer books directly. Since customers come from the UK, Europe and around the world this is excluded from the audit data. There is also the added complexity of attribution where customers are typically visiting the UK/Ireland for multiple reasons. Given the overall contribution of travel to the total carbon footprint of a holiday we recognise the limitations of this approach but currently have no way of accurately measuring mode of travel and distance travelled.
2. These Scope 3 emissions related to flights or other travel booked independently by customers to known Ski Solutions' and Cycling for Softies destinations.
3. Annual improvements in the accuracy of calculating certain emissions types do impact annual variations in the reported emissions, including historic data. These improvements include a +15% calculation "buffer" which has been applied to this and previous years.



Progress & Reflection in 2024

Throughout 2024, **Ski Solutions** has made significant progress in improving the accuracy of reported emissions with plans well developed to improve this further in 2025. Across the industry we are seeing the majority of tour operators report emissions based upon using average emission factors. While any form of measurement should be encouraged, our experience is that measurable progress is only achievable where the carbon assessment takes into account the named aircraft flown, the specific accommodations used, the actual meals consumed and the activities enjoyed. This is a considerable task to undertake on an annual basis, but we do consider that the quality of data ultimately drives the quality of those outcomes we are seeking to achieve.

One such example from the past 12 months has been building a clear understanding of the best performing ski resorts in Europe based upon reported data rather than making the assumption that all ski resorts have the same carbon emissions. As we have discovered, the differences can be significant. Over the next 12 months, our intention is to further improve the quality of measurement through:

- Calculating the carbon emissions from flights based upon actual aircraft flown rather than using standard emission factors.
- Related to this improved data, building a comprehensive inventory of all aircraft types flown by guests and their environmental performance.
- Conducting a detailed survey of the most popular 100 accommodations used to determine their specific carbon footprint.
- Working with key accommodation partners such as Club Med and VIP Ski to more accurately assess food emissions and identify areas for improvement.

Obtaining this data will be invaluable in informing our current climate action plan and supporting the overall goal of reducing per guest per day emissions by 5% per annum (2% reduction achieved in the period 2023-24).





Similar quality assessments across the supply chain are also planned for our European cycle brand, **Cycling for Softies** in 2025. With convenient train access from the UK a key feature across the product range, the carbon performance of “Softies” tours is already excellent, with industry leading per guest per day emissions.


We are pleased to report that in 2024 a further 6% reduction in per guest emissions was achieved, primarily through an increase in the average trip duration. There is scope to see further improvements in 2025 once we have a more detailed picture of the accommodation and food emissions arising in our partner properties.

Within the rapidly-growing **Wilderness Group**, 2024 has presented some interesting challenges. There has been significant progress in key areas over the past 12 months which has delivered a 7% annual reduction in the average total emissions per customer and the average carbon footprint per customer per day. This progress has been achieved via a notable decrease in absolute terms of total trip emissions - a decrease of 16,456kg CO₂e while our total number of customers has increased by 11%.



This positive performance has been achieved through the implementation of targeting action including: continued roll out of EV's in the Wilderness vehicle fleet; smart product design which reduces total distance travelled, increased trip length and changes to lower carbon food choices on trip.

While 23% of the Wilderness vehicle fleet is now electric, we haven't been able to reach the hoped for level of utilisation throughout the season - especially in comparison with their diesel equivalent. Although further investments have been made in charging infrastructure at Wilderness HQ (14 chargepoints in total), the increased usage of EVs is being frustrated by the lack of suitable on-trip charging infrastructure i.e. there is little or no capacity to recharge vehicles once "in the field". We see this as being the single biggest hurdle to achieving the targeted 90% reduction in Scope 1 emissions by 2030. Tackling this issue features in our Priorities and Action for 2025, but these actions are formulated in the knowledge that many key deliverables are outside our scope of control and influence.



23%
of our vehicle fleet
is now electric

The past year has seen continued growth in the custom travel segment. These trips typically involve smaller guest numbers than group tours and tend to gravitate towards higher standards of overnight accommodation. Based upon these trip fundamentals, it would be reasonable to expect such itineraries to have a higher per person carbon footprint. On average this is the case - 24kg CO₂e v 21kg CO₂e per day. However, our analysis shows that there are significant variations and where low carbon accommodation is used, the trip footprint can be as much as 60% lower. Empowered with this data, we plan to redouble our efforts to obtain actual emissions data from partner accommodations (v using standard emission factors) in order to identify those properties who can help us meet our reduction targets.

Closer to home, emissions from the Wilderness office/operations network remained low, supported by the availability of on-site renewable energy in Scotland and England. Scope 3 business emissions saw a significant rise as nearly all staff returned to the office with the associated increase in commuting, alongside increased business travel as the scale and reach of the Wilderness Group has grown. However, actions are already being taken to mitigate such increases associated with growth (see "Reducing the Impact of Business Travel") with further steps planned in 2025.



Priorities & Action in 2025

Across the Active Travel Group	2025
Develop and embed staff awareness	<ul style="list-style-type: none"> • Create climate action leads in each functional area of business to support implementation of change initiatives.
Reducing Scope 3 supply chain emissions	<ul style="list-style-type: none"> • Redouble efforts to work with the eCollective and other industry partners to obtain precise accommodation emissions data. • Integrate carbon measurement and reduction into the design of all new products across the ATG.
Reducing Scope 3 business emissions	<ul style="list-style-type: none"> • Trial the use of departmental carbon budgets for business travel • Extend the use of fish and plant-based menus at all business events across the ATG. • Reduce frequency of overseas employee gatherings for the Ski team, in favour of UK based events.
Carbon Removal	<ul style="list-style-type: none"> • Reach a final decision on the value and scale of investment in carbon removal projects across the ATG.
Advocacy, Leadership & Collaboration	<ul style="list-style-type: none"> • Continue our role and presence within the industry, providing inspiration, sharing information and encouraging innovation on climate action.

SKI SOLUTIONS

Priorities & Action in 2025

Ski Solutions	2025
Improving accuracy and quality of carbon reporting	<ul style="list-style-type: none"> • Calculate flight carbon emissions based upon actual aircraft flown v standard emission factors. • Building a comprehensive inventory of all aircraft types flown by guests and their environmental performance. • Conducting a detailed survey of the most popular 100 accommodations used to determine their specific carbon footprint.
Reduce Scope 3 supply chain emissions	<ul style="list-style-type: none"> • Working with key accommodation partners such as Club Med and VIP Ski to more accurately assess food emissions and identify areas for improvement. • Informed by data from the accommodation survey, promote the best performing inventory through the marketing and sales process. • Influence key accommodation partners' menus and food choices to support emission reductions. • Increase the number of guests taking train and EV transfers to resort by 20%.



Priorities & Action in 2025

The Wilderness Group	2025
Decarbonisation of the Wilderness vehicle fleet	<ul style="list-style-type: none"> • Improve utilisation of EV fleet by a minimum of 25% in 2025. • Complete inventory of partner accommodation charging network in UK. • Continue work with hotel partners to encourage more destination charging in key locations. • Continue reduction of overall trip mileage through smart itinerary planning and promoting longer stays.
Reduce Scope 3 supply chain emissions	<ul style="list-style-type: none"> • Achieve a 50% completion rate on actual accommodation emission data. • Continue to promote game, fish and plant-based food in all itineraries. • Continue work across the food supply chain to reduce food waste in restaurants and picnic lunches.



Priorities & Action in 2025

Cycling for Softies	2025
Reduction Strategy	<ul style="list-style-type: none"> • Engage with vehicle rental partners to secure PHEVs for luggage and bike transfers. • Undertake accommodation audit to more accurately measure emissions of partner hotels. • Continue the development of new product accessible by viable train services.
Consumer Awareness	<ul style="list-style-type: none"> • Increased marketing content and campaigns on the benefits of train travel - both in terms of experience and low carbon. • Focus on media activity which supports promotion of train travel to/from key destination. • Continue to develop our positioning as one of the leading companies providing low-carbon active travel in Europe.



The Transition to Electric

One of our key climate action goals for 2024 was to extend the pilot fleet of electric vehicles we have operating across the Wilderness Group in the UK. We also had the goal of installing further dedicated EV charging infrastructure at our UK offices.

Five further electric vehicles were added in 2024, increasing the total number of EVs as a percentage of the fleet to 23%. These additions, along with some careful product planning, allowed us to operate 96 departures in 2024, a 123% increase on 2023. The transition to EVs on these departures delivered a saving of 29,726kg of CO₂e. Towards the end of 2024, we invested in additional charging infrastructure bringing the total number of chargepoints at UK offices to 15. While the primary use of these chargepoints is for fleet vehicles, they are made available to staff free of charge to encourage the transition to electric driving.

This progress feels significant but it is not without its challenges. The utilisation of these vehicles is less than half of the diesel equivalent due to inadequate “on trip” charging infrastructure, which cannot be overcome without significant investment in either the public network or at accommodations used. We consider the latter is the most viable alternative, whereby a reliable network of “destination” charges are available throughout the itineraries we operate. This is some way off due to capacity constraints with the electricity grid but if they can be overcome, we see a pathway to full decarbonisation of the Wilderness vehicle fleet by 2030 as planned.





Scope 3 Emissions:

Reducing the impact of business travel

While representing a small part of the total carbon footprint of the organisation, action to reduce those emissions arising from business travel across the group is still important. Any emissions eliminated take us one step closer to our climate goals while also demonstrating to our team and industry partners that meaningful change is within our reach. Actions implemented in 2024 included:

- Using train travel and electric fleet vehicles for business travel wherever possible
- Choosing vegetarian menus as the default for any team events
- Wherever possible, selecting overnight accommodations based upon environmental performance
- Where flights are required selecting direct flights and lower emission aircraft
- Being more selective in terms of conference and trade show attendance
- Reconfiguration of group websites and hosting, delivering an emissions saving of 4,000kg CO₂e



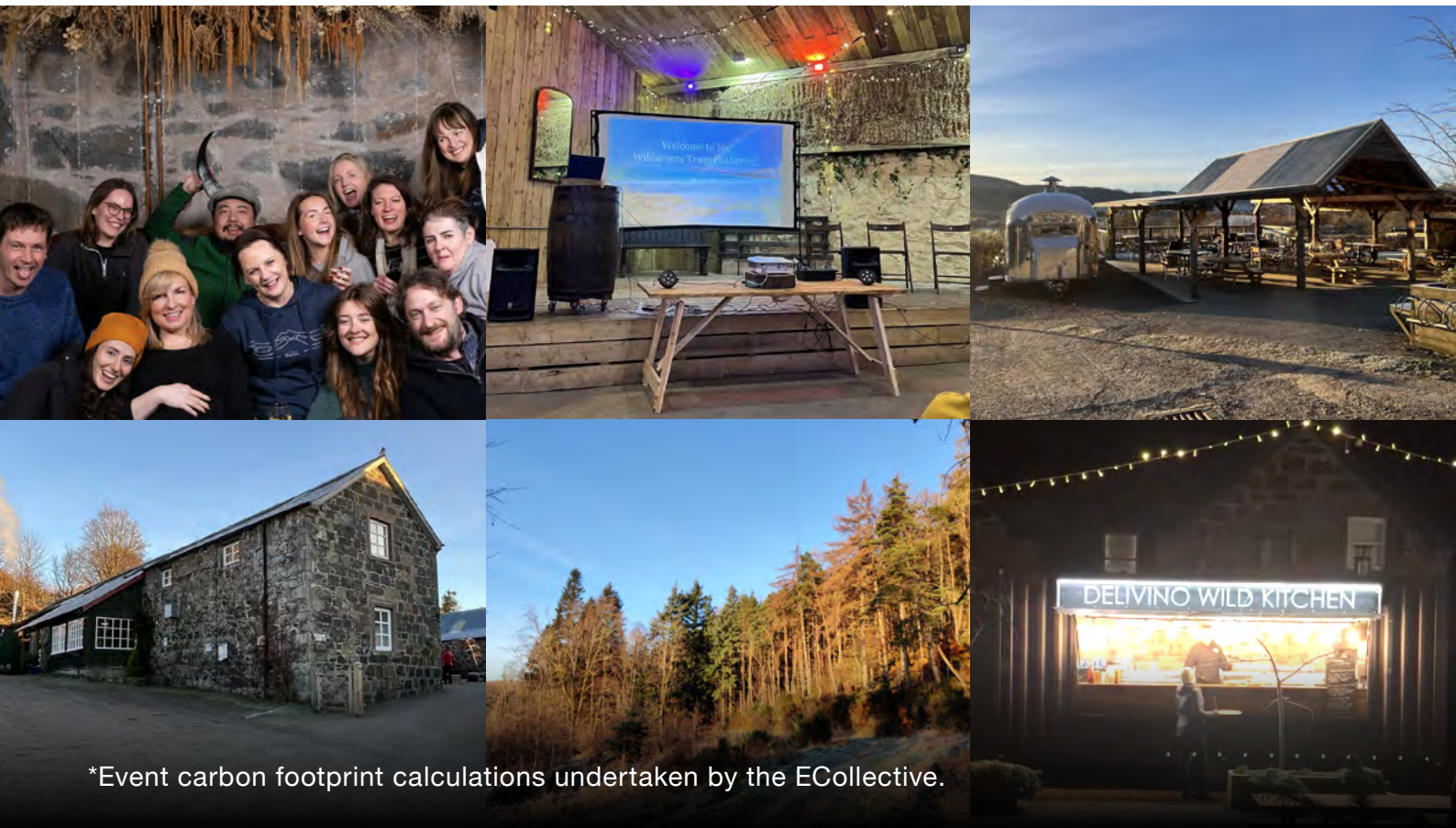
Principles into Practice

Wilderness Team Gathering - November 2024

The Wilderness Team Gathering is an annual post-season occurrence which brings together all members of the team for a team-building and educational three day event.

For the past three years, this event has been based at Comrie Croft in Highland Perthshire. Home to 230 acres of woodland and 12 nature-based enterprises, the venue provides a wild place to gather and connect not only with colleagues but also with nature. Fellow Gold members of the Green Tourism Business Scheme, Comrie Croft is powered by renewable energy, houses its own market garden and employs 40+ local people.

52 people (out of 76 attending) travelled to the event by electric vehicle, stayed overnight in the zero emissions accommodation and enjoyed delicious vegetarian food provided by a local catering company, DeliVino. The total carbon footprint of this event was 2,251kg which represents a saving of 4,183kg vs an equivalent event taking place in a standard 4 star hotel, accessed by petrol/diesel vehicle and with a meat-based menu.*



*Event carbon footprint calculations undertaken by the ECollective.

Conservation

Each of our brands was made in the great outdoors. The mountains, forests and coastline of Europe are our home and never has the necessity of protecting the places we love been more important.

Across the Active Travel Group we work in many different ways to ensure the environmental impact of our business is minimised and, where possible, the benefits are maximised through responsible leadership and support for grass roots conservation.





£125,000

for grass roots environmental
and community organisations

At the core of the Active Travel Group's conservation efforts is the Wilderness Conservation and Community Fund ("WCCF"). Founded in 2010 by The Wilderness Group, this initiative allows travellers to give back to those environments and communities which are at the heart of the travel experience.

Since its launch in 2010, the **WCCF** has raised over **£125,000** for grass roots environmental and community organisations dedicated to making the world a better place. The Wilderness Group absorbs all the administration costs of the fund and the projects, meaning the contributions made deliver maximum impact. In addition, these projects are supported by our team as part of our "Volunteer 100" programme and, where possible, integrated into the itineraries through purposeful guest experiences.



Progress & Reflection in 2024

During 2024, we strengthened relationships with some of our conservation partners throughout the UK and Ireland and made some changes which better align with the purpose and outlook of our business.

The most significant development was a new partnership with **Scotland The Big Picture** - a charity working to make rewilding happen across Scotland, as a solution to the growing climate and biodiversity crisis. The Big Picture is a charity which shares its home with Wilderness Scotland in the heart of the Cairngorms National Park and leads on several rewilding projects across the country. The specific project identified for support via our WCCF is Riverwoods (shared in more detail on the next page).



Having experienced a wide range of engagements with conservation partners over the past two decades, we reflect that the most productive partnerships are based upon three fundamentals. These are a) meaningful financial contribution; b) the ability of our staff team to engage with the project through volunteering and c) the opportunity for our guests to interact with the conservation projects as part of their holiday experience with us. The final point is arguably the most important as it provides a platform for inspiration and information of travellers, which can lead to profound outcomes in terms of awareness and resonance. Each year, we are delighted to hear stories of guests making significant financial donations to these projects which have been derived from first-hand experience of the work being undertaken.



Our strategic partnership with **Trees for Life** was renewed in 2024 as the charity continues with their big mission to enhance the landscapes of the Highlands. Opportunities for further engagement were increased through the opening of the Rewilding centre in Dundreggan in the heart of the Scottish Highlands.

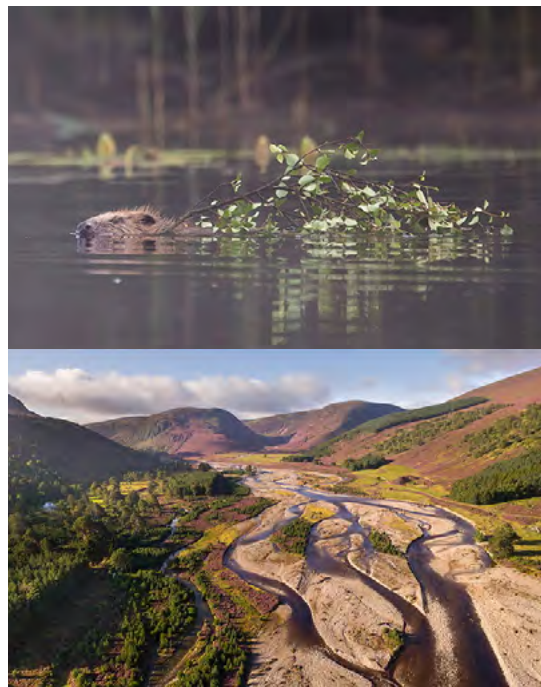


Our Key Projects

Scotland, The Big Picture Riverwoods

The UN Decade on Ecosystem Restoration runs from 2021 to 2030. It is a rallying call for the protection and revival of ecosystems all around the world, for the benefit of people and nature. With Scotland's streams and rivers covering an amazing 125,000km, improving riparian habitat has the potential to create transformative change that will deliver significant benefits for wildlife and people.

Working together for an initial period of 3 years, our support for the Riverwoods project will help the creation of a network of thriving riverbank woodlands and healthy river systems across Scotland which delivers a multitude of benefits to people, communities and wildlife. Such improvements would also improve the Scottish landscape's resilience to climate change.



Trees of Life Affric Highlands

This project is an ambitious 30 year vision which will transform Affric Highlands into a wild refuge for many iconic species, enriching the local economy with nature-based initiatives that form more resilient ecosystems and communities. The project work is varied and includes transforming bare hillsides into native forest, restoring damaged peatlands, connecting wildlife corridors, supporting local education and fostering partnerships with enterprises to create a new model of business growth.

One of the key features of both of these projects is the ability for our guests to experience the positive impact of these conservation efforts as part of their wider holiday experience in Scotland.

A photograph of three hikers ascending a rocky mountain trail. The hiker in the foreground is wearing a black jacket, a white backpack, and an orange beanie. The hiker in the middle is wearing a yellow jacket and a blue beanie. The hiker in the background is wearing a green jacket and a green beanie. They are all carrying backpacks and are climbing up a steep, rocky slope. The sky is overcast and grey.

Community

Our overarching goal is to establish the ATG as a truly great place to work and great company to do business with. For our employees this means a business which has purpose, an outstanding culture and a positive and supportive environment which drives high levels of engagement. Our engaged people will be at the heart of delivering exceptional customer service across all the brands, recognised by delighted guests and world-class feedback. And for those communities where we work, we continue to value their interests and contribution with equal measure. For the experiences we provide throughout Europe and beyond, it is essential that these continue to be rooted in the communities where we visit, foster greater understanding and connection for the visitor and support sustainable and local prosperity.



Our Communities

Our brands welcome guests from around the world to rural communities in some of the most beautiful and loved places in Europe and beyond. Well considered, responsible tourism has an invaluable role to play in supporting these communities and providing opportunities for economic development, social cohesion, cultural appreciation and connection. Such responsibility has always been at the heart of our business but we recognise the requirement for cooperation and collaboration has never been more important.

As our business has grown over the years, so has our capacity to deliver positive impact in and beyond the places where we work. We increasingly see opportunities for our travel experiences to stimulate positive impact inside the heart of those communities which have a strong connection to our purpose as a business.

Progress & Reflection in 2024

During 2024, **Ski Solutions**, developed a new partnership with a snowsports charity, the Snow Sports Foundation. Established in 2014, the Snow Sports Foundation (SSF) generates funds to promote and deliver snow sports opportunities, either individually or in groups from schools, colleges or social groups to a range of people with additional needs, mental health challenges, disabilities, financial hardship and social or exceptional circumstances. Through the development of their personal life skills, the SSF helps to:

- Enhance participants' social, emotional and communication skills.
- Improve fitness, balance, and concentration, ultimately leading to greater self-confidence.
- Reduce social isolation, anxiety, and stress through positive mental health.
- Have a positive impact on the family unit and their social environment.

As the principal charity partner for Ski Solutions, we have established a community fund on a similar basis to the WCCF operated by The Wilderness Group. On each tour operator booking with Ski Solutions, we will make a per guest contribution to the SSF. In the first year of operation, we expect the donation to exceed £10,000 with the potential to significantly increase this in future years as the business continues to grow.

To highlight our new partnership with the SSF, four intrepid members of the Ski Solutions team completed a cycle challenge from our office in London to Val d'Iserre in France, covering over 1,000km in distance and 10,000m in elevation. The team's endeavours raised £6,300 for the SSF.



Cycling for Softies partnership with World Bicycle Relief continued in 2024, delivering a further £9,000 of support - and in so doing helped provide 118 new bikes to farmers, healthcare workers and children in developing countries.



**£9,000 of support
helping provide
118 new bikes**

The Wilderness Group continued its support of several community and social projects throughout the UK and Ireland through the Wilderness Conservation and Community Fund and through in-kind volunteering.



Community Impact - Snowbility, There Are No Limits

In 2024, we were delighted to announce a new partnership with The Snowsports Foundation (SSF) - a charity established to promote and deliver snow sport opportunities to a range of people with additional needs, mental health challenges, disabilities, financial hardship and social or exceptional circumstances.

The specific project we are supporting through the SSF is Snowbility, led by Ski Development Coach Richard Fetherston, who discovered the amazing benefits that could be achieved for people with additional needs and mental health challenges through ski and snowboarding.

Based at The Snow Centre in Hemel Hempstead, Snowbility has created a safe environment with an infinite sense of adventure and fun, where each student feels special and every course is tailored to deliver a unique personal experience. Led by a passionate team of ski and snowboard instructors with the knowledge, experience and passion to provide tailor-made coaching for a wide range of complex physical, psychological and mental health needs, including learning disabilities, autism, dyspraxia and deafness.

Snowbility aims to enrich the lives of all students, parents, carers and teachers they work with, by giving people with additional needs and mental health challenges the opportunity to develop both emotionally and physically through skiing and snowboarding.



**SNOW
SPORTS**
FOUNDATION



Community Impact - World Bicycle Relief



Since 2019, Cycling for Softies has partnered with World Bicycle Relief (“WBR”) to help provide bikes to farmers, entrepreneurs, healthcare workers and children in developing countries.

To address the challenges of distance and mobility in these countries, WBR manufactures and distributes specially-designed and locally-assembled bicycles. They invest in and partner with communities by promoting local ownership and oversight of their programs, training community-based bicycle mechanics to ensure ready access to maintenance services and connecting each community to a sustainable supply chain of spare parts.

Since 2006, WBR has distributed 450,000 bicycles and trained 2,000 bicycle mechanics across 19 countries. The results have been profound. Students attend more classes, remain in school, and perform better academically. Community health workers travel to more distant households, conduct more patient-visits per month, and continue to serve in their roles for longer. And, farmers transport more goods to market, experience less post-harvest loss, and boost their incomes.

With every Cycling for Softies holiday booking, we donate £5 on our guest’s behalf. Since the scheme was introduced, we have donated over £30,000 which is equivalent to the provision of 380 bikes through WBR.



Our People

Over the past 12 months, we have built upon the strong foundations established during our post-pandemic recovery. With travel demand continuing to grow and traveler confidence fully restored, our team across the ATG brands remained well-positioned to meet the evolving needs of the market.

We have continued the implementation of our people strategy, exceeding pre-pandemic levels of investment in training, team and personal development. All businesses have continued to grow and employment is now at its highest level with multiple team members being promoted within and across the ATG brands. New team members have further enriched our organization, contributing fresh perspectives and a broad range of skills. This ongoing expansion reflects our commitment to fostering a diverse and dynamic workplace.



Progress & Reflection in 2024

The key development themes in 2024 were employee engagement, learning and development and diversity, equity and inclusion.

In respect of employee engagement, a new technology platform was introduced in The Wilderness Group in early 2024 to support employee communication and employee voice. This work culminated in an in-depth Annual Engagement Survey (AES). This AES has provided invaluable info in developing priority actions for 2025 alongside an evaluation of how this engagement model could be deployed across the wider ATG.

From a learning and development perspective throughout the year, there were more opportunities for individuals than ever before. 24 team members in management roles across the organisation have been supported through the Leading People ProgramTM to develop a common leadership language across the organisation.

Individual and team wellbeing will continue as a priority for the business in 2025. During 2024, we expanded our programme of monthly wellbeing workshops covering topics such as financial wellbeing, the menopause and neurodiversity

We recognise that there is still considerable work to be done in pursuit of being a great place to work for all employees. What this looks like, will be shaped by a deeper level of staff engagement and insights which will help inform further development in employee well-being, professional growth and workplace culture.

While it appears that much of the corporate world is in retreat on DEI initiatives, we maintain that this work remains as important as ever. We are pleased to report that in 2024 we drew closer to our target of 50% female representation across the Wilderness Group's guiding team. This represents significant progress from a 20% figure 3 years ago. While we have had some success on implementation elsewhere across the business, there are several key themes we would have liked to better explore and develop in 2024 and they continue as priorities for 2025.



The Volunteer 100

Our Volunteer 100 programme was an ATG wide commitment in 2024 to dedicate 100 days (750 hours) to volunteering activity throughout the UK and Ireland. During the year, each brand made significant progress in developing a structured approach to volunteering activity. The Wilderness Group, Ski Solutions and Cycling for Softies now have a dedicated volunteer coordinator responsible for sourcing and helping to deliver a wide range of volunteer opportunities.

In the past 12 months, the ATG team have delivered 72 days of volunteering, equivalent to 540 hours. While this fell short of the 100 day target, it did represent an increase of more than 100% on the previous year and helped to support a wide range of environmental and community based initiatives. These included:

- Environmental clean ups in Brighton and Hackney Wick, including one particularly adventurous canal project undertaken by canoe!
- Tree planting in various locations across the UK & Ireland as diverse as the Scottish Highlands and Central London.
- Supporting several charity and community based events and initiatives promoting active lifestyles and diversity and inclusion in participation.

In addition to the positive environmental and social impacts of the volunteer work, there has been great feedback from the ATG team in terms of employee engagement and wellbeing plus improved teamwork, communication and collaboration.

In 2025, we will be looking to make further improvements and meet the originally stated 100 day target across the ATG.





Our Customers

Across all of the ATG brands we have built our reputation on providing the highest standard of personalised and professional service in the industry. This service is driven by our people with the goal of being truly consistent throughout 12 months of the year. It's a role we take seriously - our guests have entrusted us with their holiday and in return, we aim to deliver travel experiences which will live long in the memory and, in some changes, even change lives.



Priorities & Action in 2025

Across the Active Travel Group	2024
Employee Engagement	<ul style="list-style-type: none"> • Introduce employee voice and engagement model across the ATG brands. • Extend the development pathway for all aspiring leaders and managers across the group. • Further investment in supporting employees' physical and mental wellbeing. • Finalise mechanism for regularly measuring and monitoring staff engagement across the ATG e.g. eNPS.
Employee Learning & Development	<ul style="list-style-type: none"> • Extend the development pathway for all aspiring leaders and managers across the group.
Diversity, Equity & Inclusion	<ul style="list-style-type: none"> • Implementation of a DEI action plan across the ATG. • Amplify marketing efforts to increase the appeal of trips to guests from under-represented backgrounds. • Continue to support the development of more female guides in the Wilderness brands to reach equal representation. • Continue to champion women in outdoor activity through relevant trips, content and partnership activities.
Positive Impact in the Community	<ul style="list-style-type: none"> • Exceed target of 750 hours of volunteering across the ATG.

Awards/Accreditations

