



# Statement from CEO

My husband, Søren Rasmussen founded Albatros Travel 38 years ago, and I have worked beside him for many years. The first tours Albatros offered were safari camping trips in Kenya, where we left only our footprints behind – what’s now known as “eco-tourism”.

Albatros had been through a period of healthy economic growth for several years and was at an all-time high, with the most employees and highest turnover, when COVID-19 hit. Before the pandemic, there was a lot of attention on greenhouse gas emissions and air travel. We were faced with the question “why travel”? Our answer is that we have a vision of making a positive impact when we travel. In addition to our guests and employees benefiting from our tours, we strive to ensure that the local people and nature also gain from our presence. In our strategies, we focus on these positive effects.

During the pandemic, we saw the devastating economic effects of the tourism void experienced in many countries. In South Africa, where we have an especially big operation, many local people were starving, and animals were being killed by poachers due to a decline in security and rising poverty caused by the withdrawal of tourism money.

In March 2022, with the world finally emerging from the pandemic, we had endured almost two years of negative revenue. Then the threat of a war in Eastern Europe became a reality with the invasion of Ukraine. The pandemic and other crises have taught us to be flexible and to react fast. We strongly believed, that it was our responsibility to distance ourselves from the aggressive actions taken by the Russian government. We pride ourselves on being one of the first businesses in Denmark to end all collaboration with Russia following the invasion. We cancelled all planned tours and refunded all guests. We also started a number of initiatives to help the Ukrainian people whose freedom remains under attack.

Responsibility is a key part of our business, and I am pleased to confirm that Albatros Travel continues to support and implement the 10 principles of the UN Global Compact with respect to all areas of concern. Our policy is publicly available on our website.

A handwritten signature in blue ink that reads "Berit Willumsgaard".

Berit Willumsgaard

CEO and owner, Albatros Travel

# Content

• Albatros in Numbers	3
• Albatros Vision and Strategy	4
• Employees Retention	5
• Office Climate Actions	6
• Travel Climate Actions	7
• Considering Locals	8
• Nature Conservation	9
• Customer Retention	10
• Due diligence and Anti-corruption	11
• Albatros Support Projects	12
• Albatros Africa Foundation	13
• Sustainable Development Goals	14



# Albatros in Numbers

Albatros Travel is a Scandinavian-born, family-owned tour operator. It was established in 1986 by Søren Rasmussen, who today serves as chairman of the Albatros board. His wife Berit is the company's CEO.

Albatros provides group trips for private guests with a strong focus on traveling out of the Nordic markets. Groups are accompanied by a tour leader, and as of 2024 we employ approximately 300 freelance tour leaders.

All Scandinavian operations are conducted out of the company's headquarters in Copenhagen, Denmark. Subsidiaries are also present in China, Greenland, Kenya, Tanzania, and South Africa. Our portfolio also includes several safari camps and small cruise ships, as well as a shop in Warsaw, Poland.

The table shows the employee count at the Copenhagen office. In management (directors, team leaders and supervisors) the gender distribution is 52% women.

Questions regarding the content of this CSR report should be addressed to: Cæcilie Willumsgaard, HR Director Albatros Travel, cw@albatros.dk

Demographic	Employees	Average age	Gender distribution
<b>2018</b>	146	40	62% Women
<b>2019</b>	168	42	64% Women
<b>2021</b>	74	46	61% Women
<b>2022</b>	82	45	59% Women
<b>2024</b>	103	46	66% Women

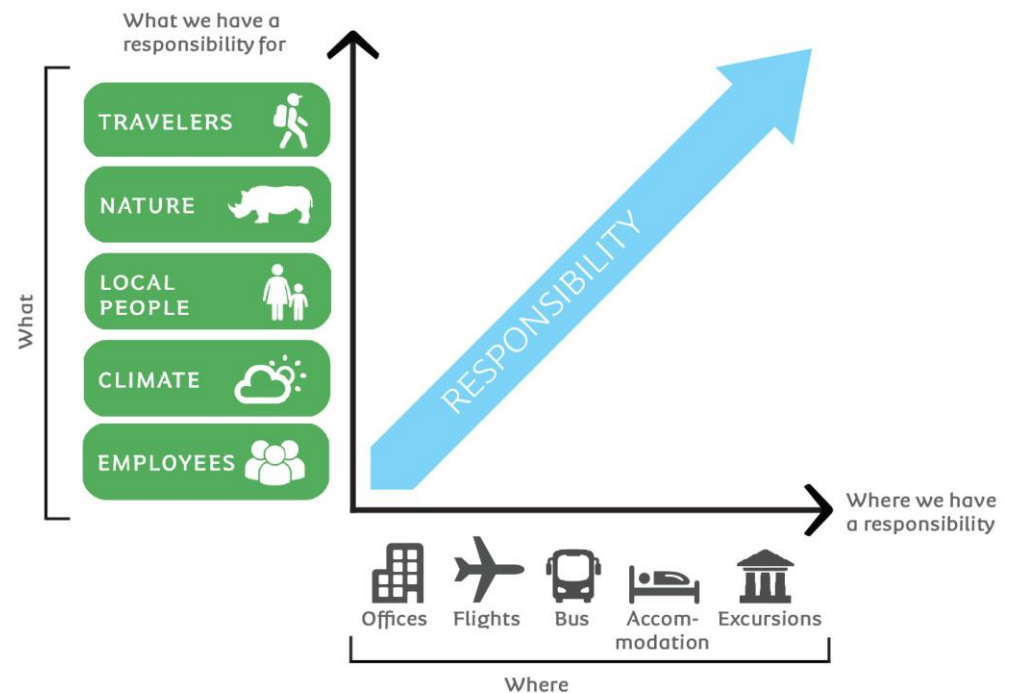
# Albatros Vision and Strategy

We aspire to be the preferred tour operator for our target customer segment (60+) in the Nordics and to arrange inspirational group tours which always leave a positive impact – wherever we travel.

We strive to be an attractive international workplace with healthy growth, combined with innovation and a modern IT infrastructure. Our CSR activities are an integral part of our business, and we are working towards our properties becoming CO2 neutral.

## Where and what:

We have been keenly aware of our responsibility to continually do better – for our customers, employees, nature, local people, and the earth – since day one. We expect to deepen this commitment as we grow. The graph to the right shows **Where** we have a responsibility and **What** we have a responsibility for. We have taken different actions on all these touch points. Our approach is to focus on the areas where we can make the greatest positive impact.

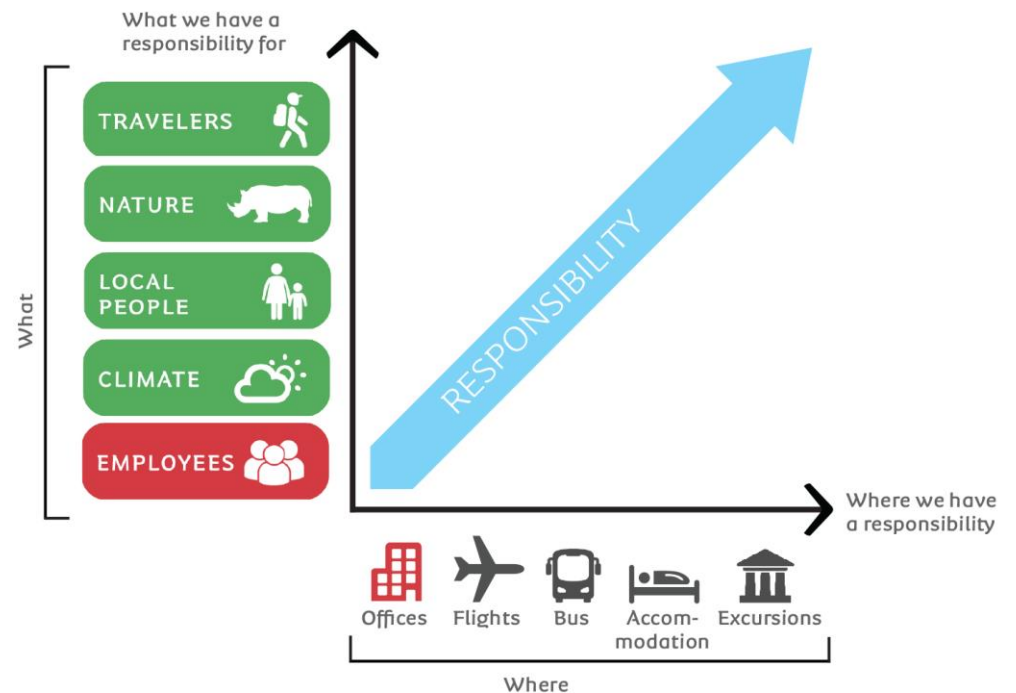


# Employee Retention

We recognize the right of everyone to work in an environment where individual dignity is respected. We do not condone any form of discrimination or harassment in the workplace.

## Employee retention actions:

- We offer flexible work hours and part-time work is possible.
- We provide health insurance, computer glasses, and workstation evaluation by an ergonomist.
- We have an employee handbook, which outlines different policies (e.g., for stress, noise, harassment).
- We have an internal podcast, “Inside Albatros” with stories and inspiration from employees around the world.
- We offer a warm lunch scheme where Albatros pays 2/3rds.
- We offer an office masseuse for half price , free yoga classes, and table tennis.
- We have several social events to celebrate major occasions and Friday bars.
- Employees get discounts and special internal travel offers.

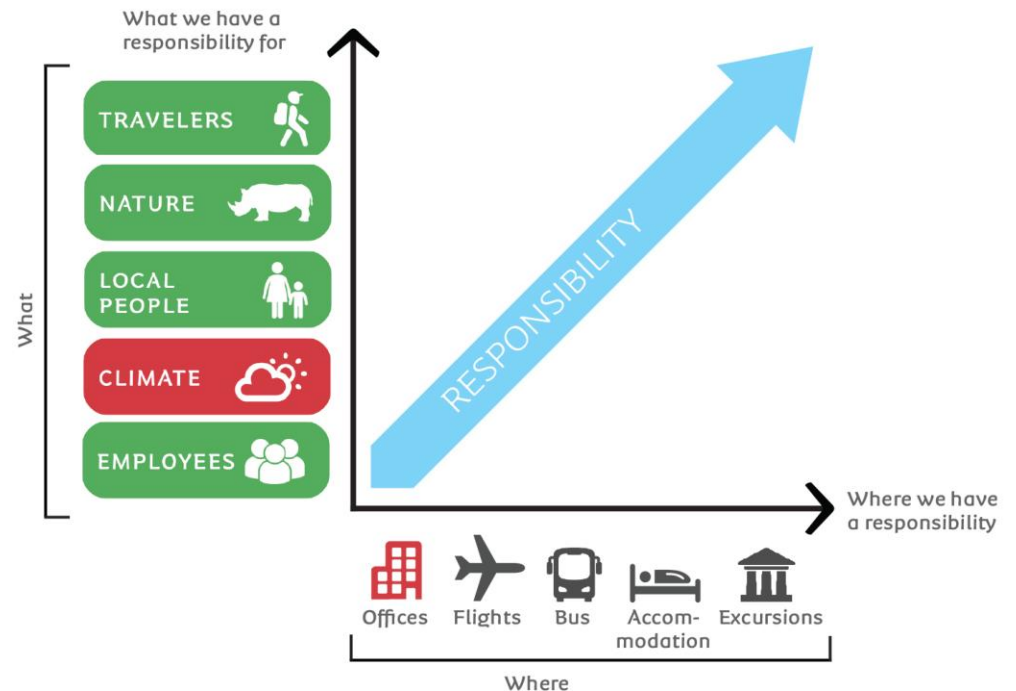


# Office Climate Actions

We begin our journey with the climate responsibility close to home: at our offices.

## Climate actions:

- We buy wind power equivalent to our use.
- We use energy saving light bulbs and LED bulbs.
- We have a timer on ventilation system.
- We print on both sides automatically.
- We use recycled paper.
- We sort our waste: paper, cardboard, glass, and aluminum.
- All of our bathroom products are paraben free and allergen free.
- Our coffee is organic and Fairtrade.
- In 2022 we have begun to measure our climate footprint at the office - Scope 1



# Travel Climate Actions

## Transportation actions:

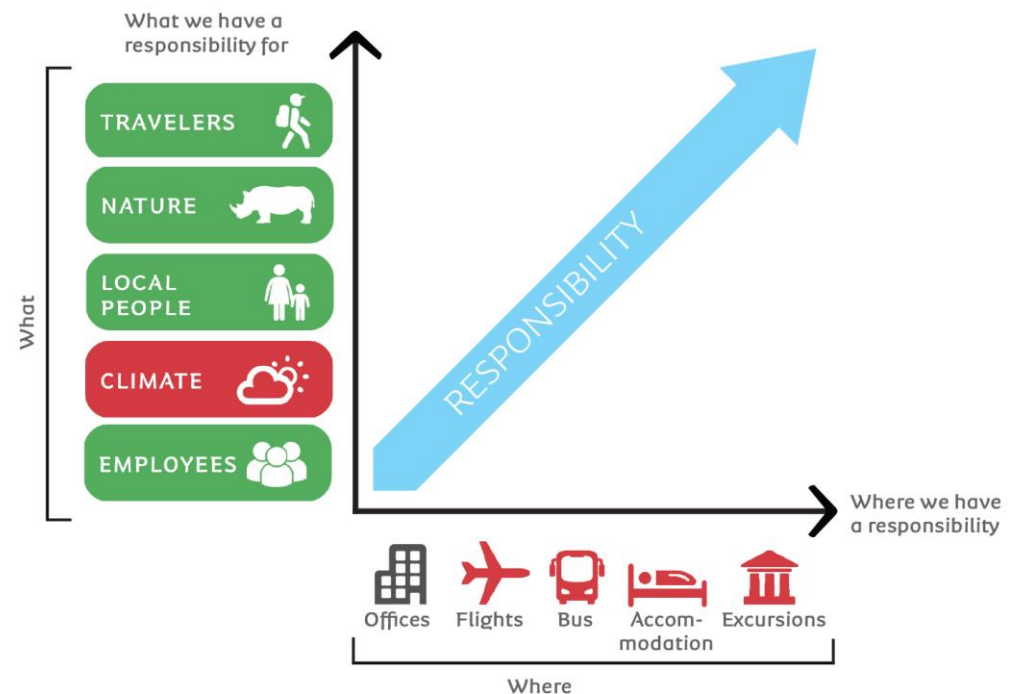
- We guide customers to airline carbon offsetting programs.
- We have invested in new, greener cruise ships – the most environmentally friendly cruise ships in the world.

## Transportation goals:

- We are producing more itineraries using local trains instead of domestic flights and busses.

## Destination climate actions:

- In our camps in South Africa, we have reduced our use of plastic and produced less waste. Bathroom products are in refillable bottles. Pathways are lit by solar panels. Toilets have been replaced to be water-saving.
- We hand out reusable water bottles at camps, on ships and on several roundtrips.
- We inform customers of our 10 responsible travel guidelines.



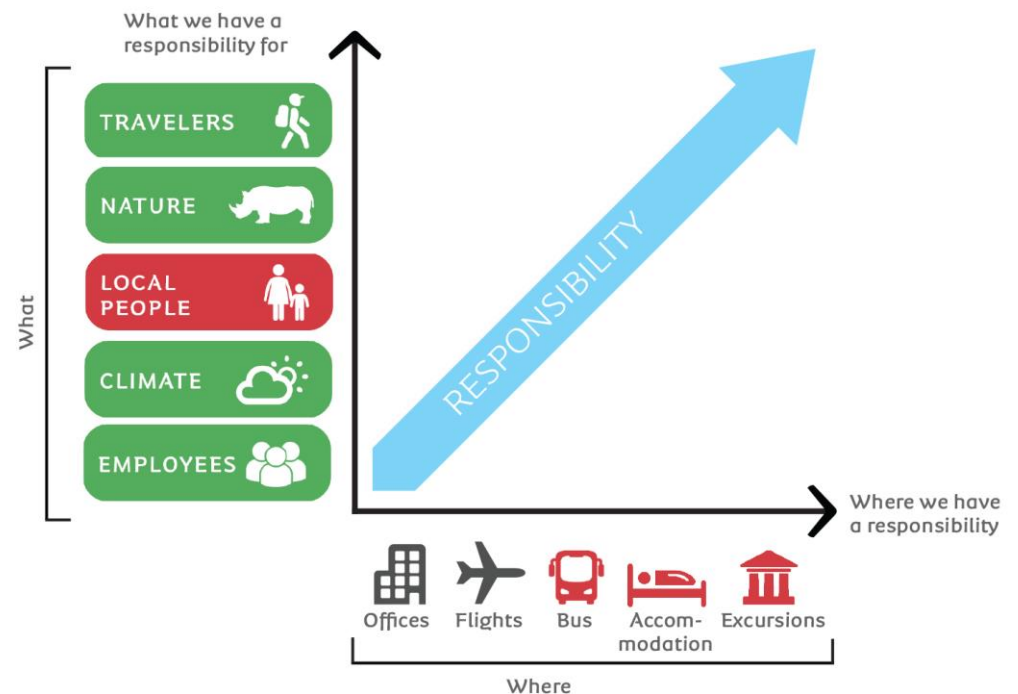


# Considering Locals

Regarding the ethical dimensions of travel, one of our key priorities is treating people with equality and respect. This applies to both the people we work with in other parts of the world (as well as in Denmark) and the people whose country, neighbourhood and homes we are visiting.

## How we consider locals:

- Our ethical requirements for suppliers include our firm stance against child labor, and our advocacy for suppliers to pay minimum wage, provide fair work hours and allow union participation.
- We want to generate a local cash flow. That is why we incorporate visits to local communities into our travel itineraries. Wherever possible, we collaborate with small local businesses and restaurants.
- We hire locals, both as local guides and as staff at our own properties and offices.



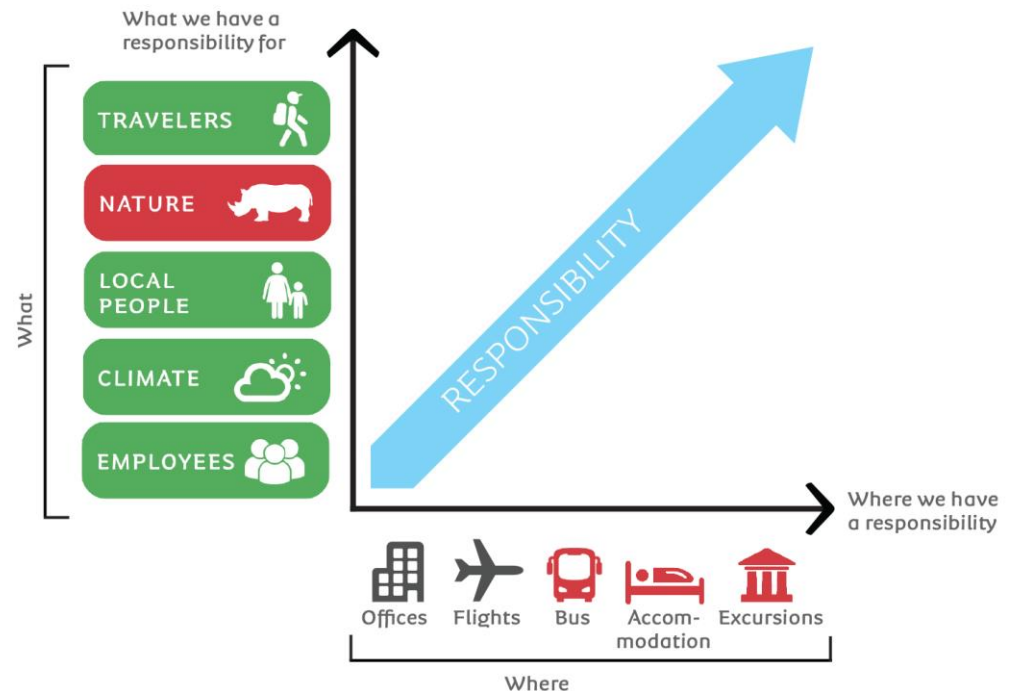
# Nature Conservation

## Nature actions we take:

- We own a reserve for wildlife where we breed and protect endangered species, with a particular focus on rare antelopes, cheetahs and rhinos.
- We invest in extra ranger surveillance.
- We co-founded the first rhino orphanage. We release the young rhinos back into the wild, where we monitor them and collect data to aid conservation efforts.
- We sourced a rare male black rhino for a breeding program for a single female on our reserve.
- We are a WSPA partner to ensure no exploitation of wild animals in captivity.

## Nature action goals:

- No incidents of poaching on any of our properties.



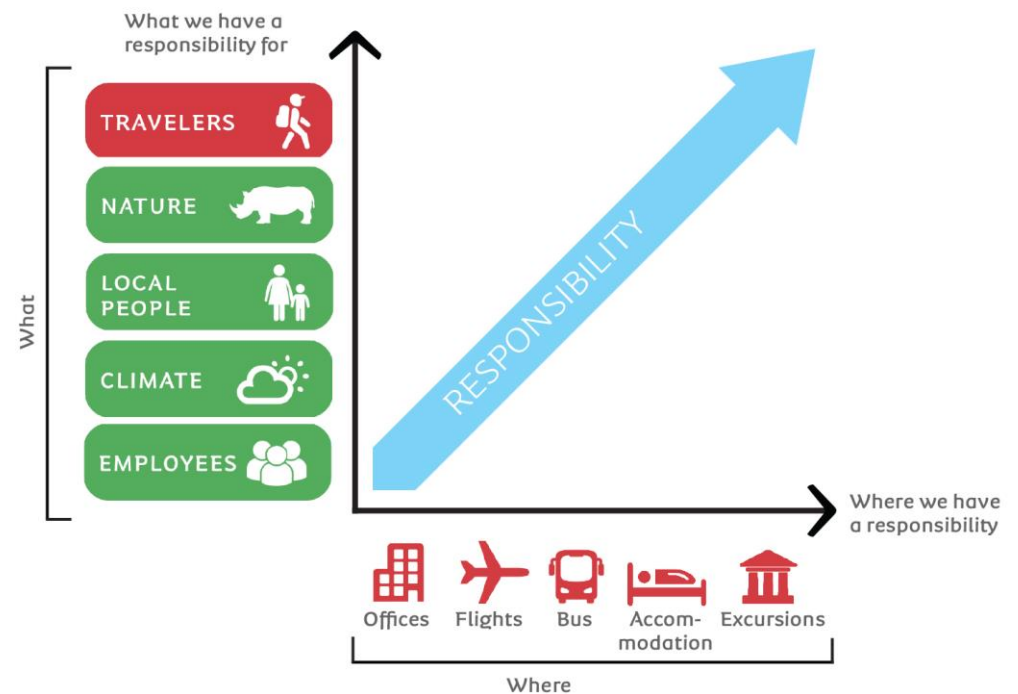
# Customer Retention

## Customer retention actions:

- We have a loyalty program, Royal Albatros with benefits for returning customers.
- “My Albatros” is our new online personalized self-service platform where customers manage their trips.
- We have a third-party review system to publish authentic customer reviews on our website. Our overall current average rating (from 1-5) is 4,3.
- We have a new training app for our tour leaders to further strengthen their expertise. All tour leaders are required to complete a WHO online hygiene course.
- We are continually improving our processes to reach 100% GDPR compliance.

## Customer retention goals:

- The goal for “My Albatros” is a user rate of 75% (from a baseline of 50% in March 2022)
- The goal for our customer rating is to reach 4,5 in 2025.



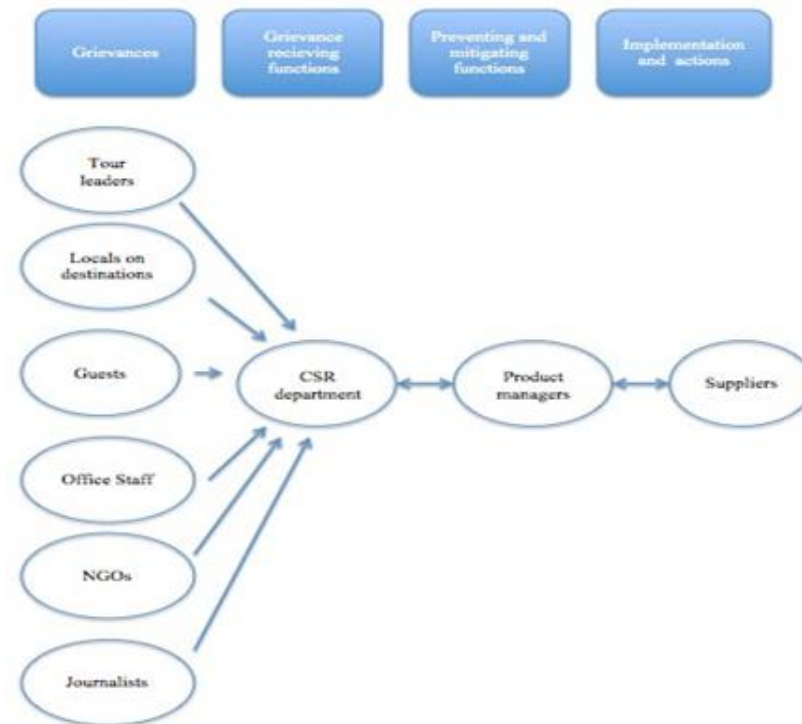
# Due diligence and Anti-corruption

## Due diligence:

- In the case of an accident involving Albatros customers, tour leaders can contact the Copenhagen office through an emergency phone service, where our experienced staff provide 24/7 support.
- Information on adverse impact is sent directly or redirected to the CSR manager, who then takes the relevant action.
- Internally, we have an elected work environment committee.

## Anti-corruption policy:

- We retain data on income and expenditure for the last six years, available upon request, and maintain accurate books and records, available for inspection.
- We do not maintain off-the-books accounts, and any contribution to bribery and corruption is unacceptable.
- Albatros has registered their main organization in Denmark, as the majority of operations are carried out from the head office in Copenhagen.



# Albatros Support Projects

We run ongoing CSR projects in several of the locations where we do business, which allows us to closely oversee these projects. In return, we receive goodwill from the local community. We are not philanthropists, but we are dedicated to making a difference.

**India:** Albatros supports an orphanage near Delhi. We purchase their handmade fabric bags as a special gift for all of our guests on Indian tours. Our guests do not visit the orphanage, but they are told about the organization and have the opportunity to support it by donating their remaining rupees after the tour.

**Columbia:** . For each Albatros guest that travel with us to Columbia, we put aside money for a local school we support with different repair projects.

**Red Cross:** We regularly collaborate with the Red Cross. With the outbreak of war in Ukraine, we started a donation collection where we donated the first 30.000kr ourselves.

**SmilFonden:** Smilfonden is a charity that supports ill children. In 2024 we donated an exclusive Greenland Cruise for their auction which made a hammer blow of 115.000kr. We also made a donation ourselves for 100.000kr.

*We have also worked with Doctors Without Borders, Børnsvilkår, World Children (Verdens børn) and The University of Copenhagen, amongst others.*

# Albatros Africa Foundation

We have properties and offices in Africa and have made our own foundation to better allocate funds to different projects. For each Albatros guest that stays at any of our camps in South Africa, we put aside money for different community and conservation projects.

In South Africa we have a close relationship with the local villages near our safari camps in Manyalleti. We hire workforce from the villages and train them in the hospitality business. We pay for guided tours around the villages, and we frequently support the schools with funds.

On our property Zebra Lodge near Johannesburg, we have established a reptile center. We want to minimize the conflict between humans and snakes by educating both guests and locals. We bring in local school children for snake lectures and wildlife education every week.

On all our properties, we are focused on the protection of Wildlife and are involved in different Rhino protection programs. The rhino orphanage we are cofounders take care of injured and orphaned rhinos and release them back into nature. We have a dedicated researcher to oversee their well-being.

Our black rhino projects has proven a success as we have now two healthy offspring from the family.

# Sustainable Development Goals

In our business we work with almost all The UN Sustainable Development Goals, but the 7 represented here are the ones we work most with.

- Employee and Customer retention: 3, 12
- Office and travel climate actions: 7,12 and 13
- Considering locals: 3, 4, 8
- Nature conservation: 15
- Albatros projects and foundation: 3, 4, 7, 8, 13, 15

