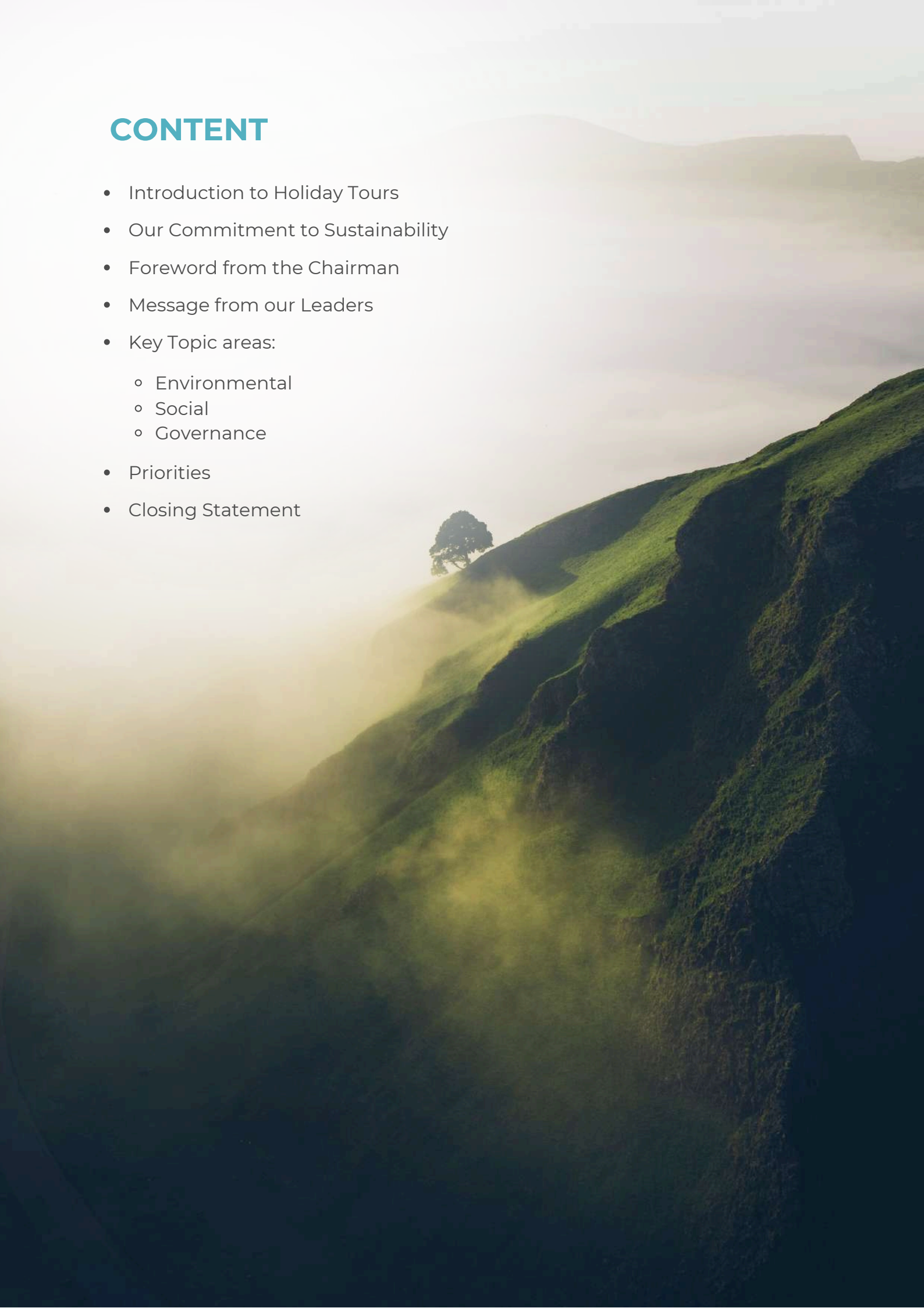


# SUSTAINABILITY STATEMENT 2023

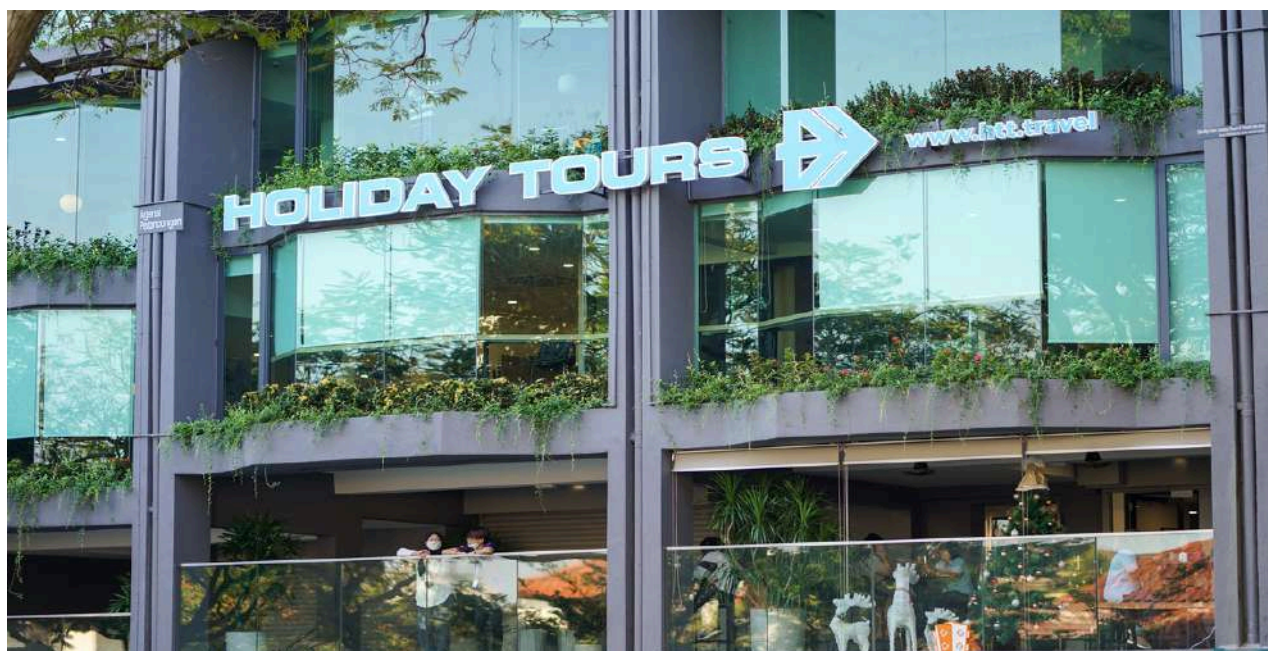


# CONTENT

- Introduction to Holiday Tours
  - Our Commitment to Sustainability
  - Foreword from the Chairman
  - Message from our Leaders
  - Key Topic areas:
    - Environmental
    - Social
    - Governance
  - Priorities
  - Closing Statement
- 

# INTRODUCTION

**With almost five decades of experience in the travel sector, Holiday Tours has been a reputable name in Malaysia.**



As a provider of personalised, distinctive travel experiences, we are devoted to inspiring travel decisions and ensuring maximum value for our clients. By keeping pace with changing market demands and values, we strive to offer innovative solutions and unwavering assurance to our customers.

In 2023, in response to the escalating environmental, social and economic concerns, we took a significant stride forward by incorporating sustainability practices into our operations.

Holiday Tours' inaugural Sustainability Statement 2023 underscores our enduring dedication to sustainability stewardship, starting from within the company itself. This statement outlines our endeavors, spotlighting the small yet impactful changes we have implemented within our own business practices. Our commitment involves adopting energy-efficient measures, advocating digital solutions, fostering a diverse working environment and implementing a forward-looking business plan. Further transcending our work space; we actively seek to provide travel experiences that not only enrich our clients but also show respect for the environment and those impacted.

Our pledge to sustainability reflects our belief in the importance of preserving our planet, its inhabitants and enhancing the travel experiences of future generations. Together, we all have a vital role in ensuring there remains a world to be explored in years to come.



# OUR COMMITMENT TO SUSTAINABILITY

At Holiday Tours, we recognise that every journey leaves an impression – not only in our hearts but also on the environment, social and economy. We are committed to making a positive impact through sustainable practices.

Our approach includes:



## **Reducing environmental footprint**

We strive to minimise our ecological impact by going digital and implementing innovation. From reducing paper usage to water and electric saving practices, we prioritise sustainability.



## **Providing a wholesome working environment**

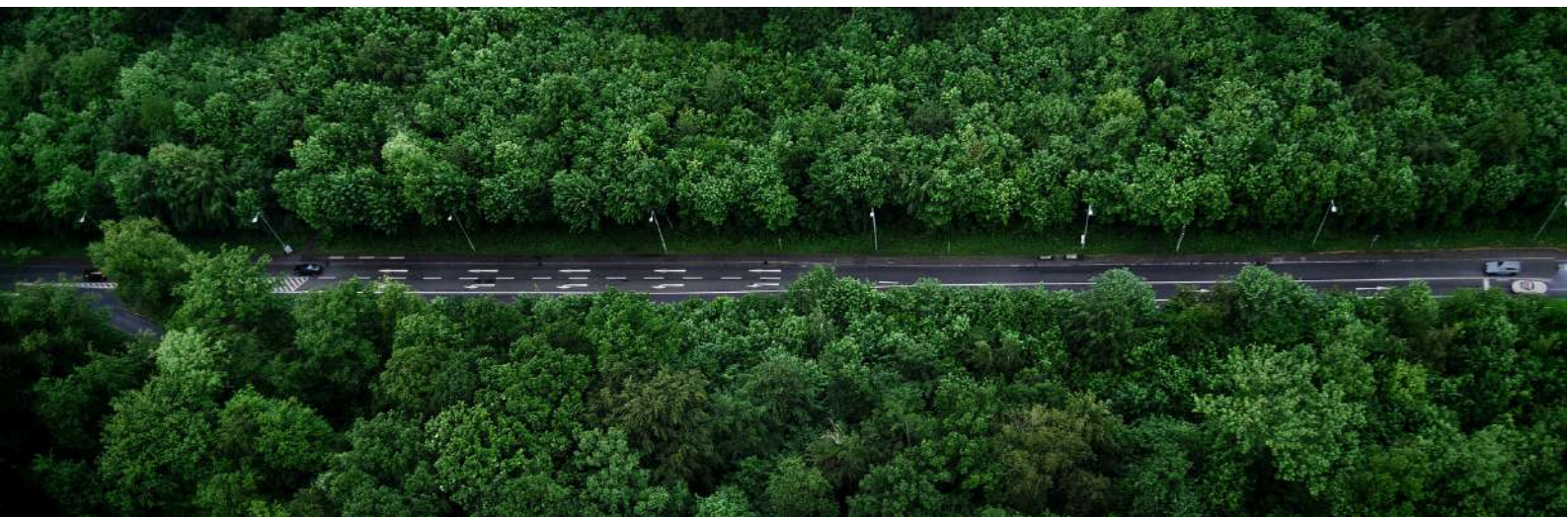
We place our people first, prioritising employee satisfaction, mental health, career growth and overall productivity.



## **Long-term business planning**

The outcome of extensive discussion with stakeholders, Holiday Tours' Business Continuity Plan allows us to manage resources efficiently, reduce waste and manage and anticipate emergencies and crisis with the safety of our staff and clients in mind.

We continue to actively seek ways to improve our sustainability efforts through observing and learning from our partners and industry leaders. Whether it's making a conscious effort to turn off the light in the office, upskilling our people or supporting conservation projects, we're committed to progress.



# FOREWORD FROM THE CHAIRMAN, DATO' LOY TEIK NGAN

In our rapidly evolving world, our actions ripple across time and space. As stewards of the planet, we bear a profound responsibility—to ourselves, to future generations, and to the delicate ecosystems that cradle us. At Holiday Tours, we embrace a fundamental principle: doing well by doing good.

## THE PATH TO SUSTAINABILITY

The emergence of Environmental, Social, and Governance (ESG) marks a seismic shift in how we evaluate progress and the impact of pursuing such progress. Beyond the confines of traditional financial metrics, we recognise the importance of non-financial elements. It compels us to look beyond mere quantitative growth and consider qualitative advancement. Our commitment to sustainability aligns with the United Nations Sustainable Development Goals (SDGs), which serve as a blueprint for achieving a better and more sustainable future for all.

## SOCIAL RESPONSIBILITY

People lie at the heart of our journey. From our employees to travellers and local communities, our impact resonates far and wide. Inclusivity and equality guide our decisions. We empower people, foster career growth and prioritise the well-being of all stakeholders. Our commitment to social empowerment extends beyond profit margins—it's woven into our DNA, ensuring that our actions benefit everyone involved in our ecosystem.

## GOVERNANCE AND ACCOUNTABILITY

We hold ourselves accountable to the highest standards of governance. Our stakeholders—investors, employees, and travellers—deserve nothing less. We communicate openly, uphold ethical practices, and ensure that our compass points unwaveringly toward sustainability, promoting inclusive and accountable practices within our organisation.

## SUSTAINABILITY STARTS SMALL

Sustainability begins with the small, everyday actions within our company. By fostering a culture of environmental awareness among our employees, we ensure that every team member contributes to our collective goals. Simple measures such as reducing paper usage through digital solutions, implementing energy-efficient practices, and encouraging waste reduction are the building blocks of our larger sustainability efforts. These initiatives reflect our commitment to responsible consumption and production and show how small changes can lead to significant impacts.

## THE JOURNEY AHEAD

Drawing a guideline from the United Nations SDGs into our mission, Holiday Tours reaffirms its dedication to creating a positive impact. Our commitment to responsible tourism is a testament to our belief that it is essential for the well-being of our planet and the enrichment of future generations' travel experiences. We all have a role to play in ensuring there is a world to explore in the near future.

**"As we navigate the currents of progress, let our commitment to sustainability chart a course toward a future where conscience and prosperity sail as one."**



**Chairman**  
Dato' Loy Teik Ngan

## MESSAGE FROM OUR LEADERS

As leaders of Holiday Tours, we reflect on our 2023 journey, moving towards sustainability. We've embraced transformative change through digitalisation and innovation, streamlining processes, enhancing customer experiences, and minimising environmental impact.

Our people management initiatives foster a culture of collaboration and shared responsibility, empowering our team to contribute to sustainability goals. Our enhanced governance and risk management efforts ensure the safety and well-being of our employees, clients, and assets.

Committed to sustainability, we pledge to continue this journey, building on past achievements and embracing the transformative power of innovation. Our dedication to sustainability in the long run reflects our belief that responsible tourism is essential for the well-being of our planet and future generations' travel experiences.



**Executive Vice President**  
Khor Chew Hong



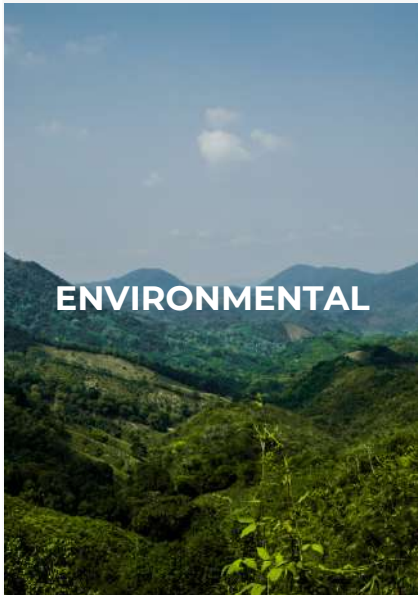
**Senior Vice President**  
Amy Lee Chong Ying



# KEY TOPIC AREAS

At Holiday Tours, we have begun embedding the various principles of environmental, social and governance into several aspect of our operations. Here, we will delve into the following key areas to drive our sustainability agenda.

01



**ENVIRONMENTAL**

Safeguard and protect the environment, by reducing carbon emissions and promoting resource conservation

**Digitalisation & Innovation**



02



**SOCIAL**

Create social impact and promote equality, such as promoting diversity and inclusion and supporting local communities

**People & Culture**



03



**GOVERNANCE**

Ethical practices for decision-making and risk management, transparency and accountability amongst the stakeholders

**Emergency & Disaster Response**



# 01. ENVIRONMENTAL

## Digitalisation & Innovation

One major change Holiday Tours implemented in 2023 was to harness digitalisation across its operations to propel its sustainability goals. This was done across multiple levels within the organisation from onboarding process to staff engagement all the way to marketing communication efforts with the mass.

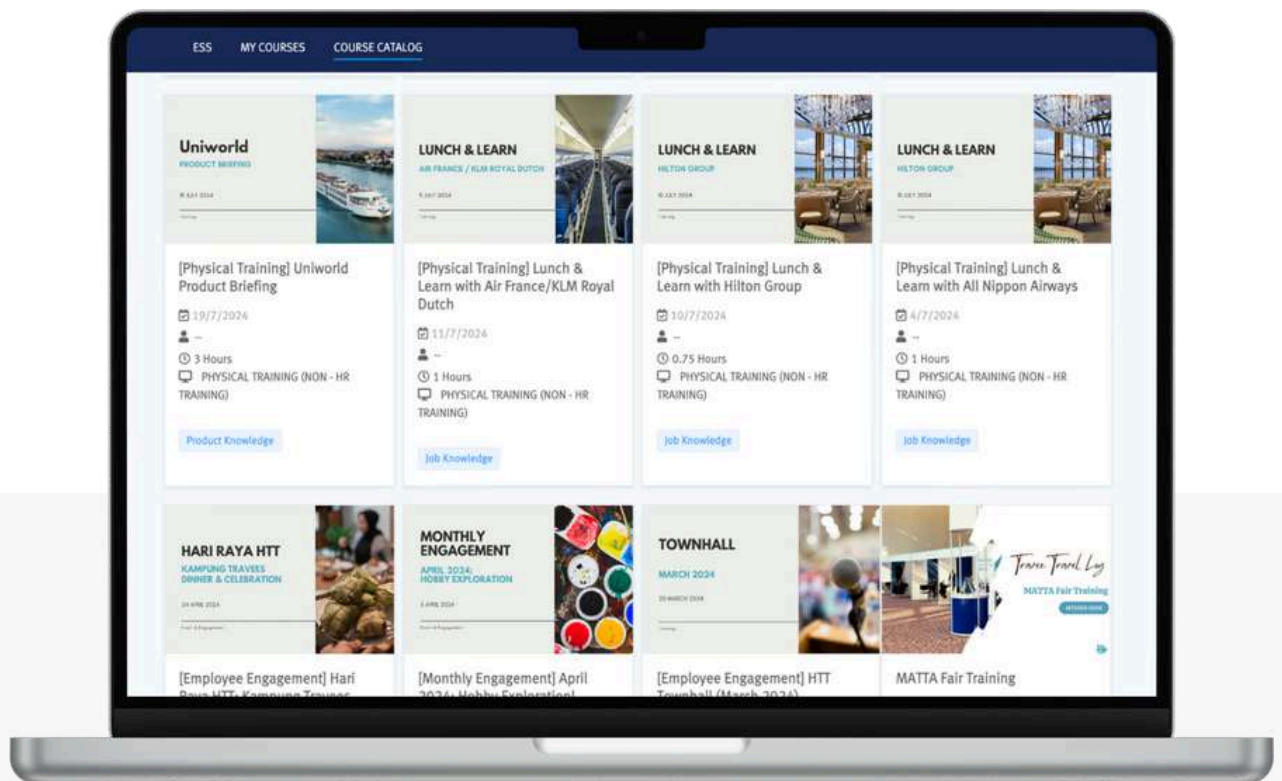
By streamlining processes and reducing reliance on paper-based transactions, Holiday Tours has significantly minimised its environmental footprint and carbon emissions. Amongst some of the efforts are:

### DAY-TO-DAY OPERATIONS

- Implement Talentcloud across the company for seamless facilitation of internal recordkeeping, reporting, e-training, onboarding and more.
- Facilitate virtual discussions and meetings with Teams.
- Implementation of Microsoft Sharepoint company-wide for ease of sharing documents.

### SUPPLY CHAIN

- Utilising IoT and data analytics in supply chain management.
- Optimised resource utilisation, shrinking the company's environmental footprint.



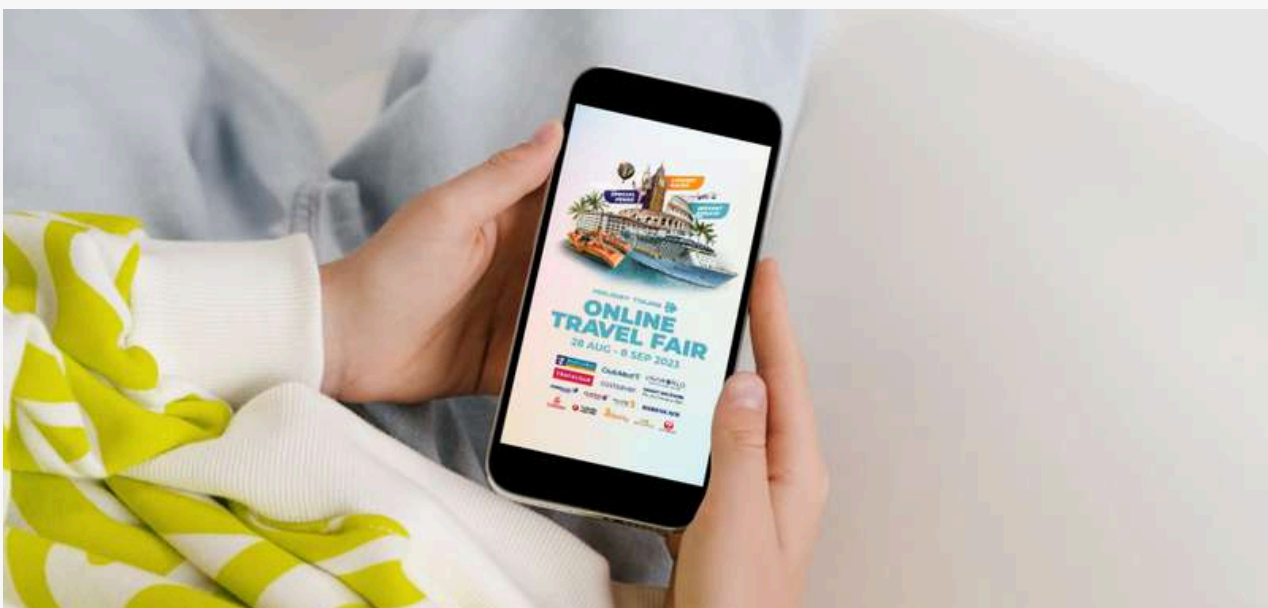
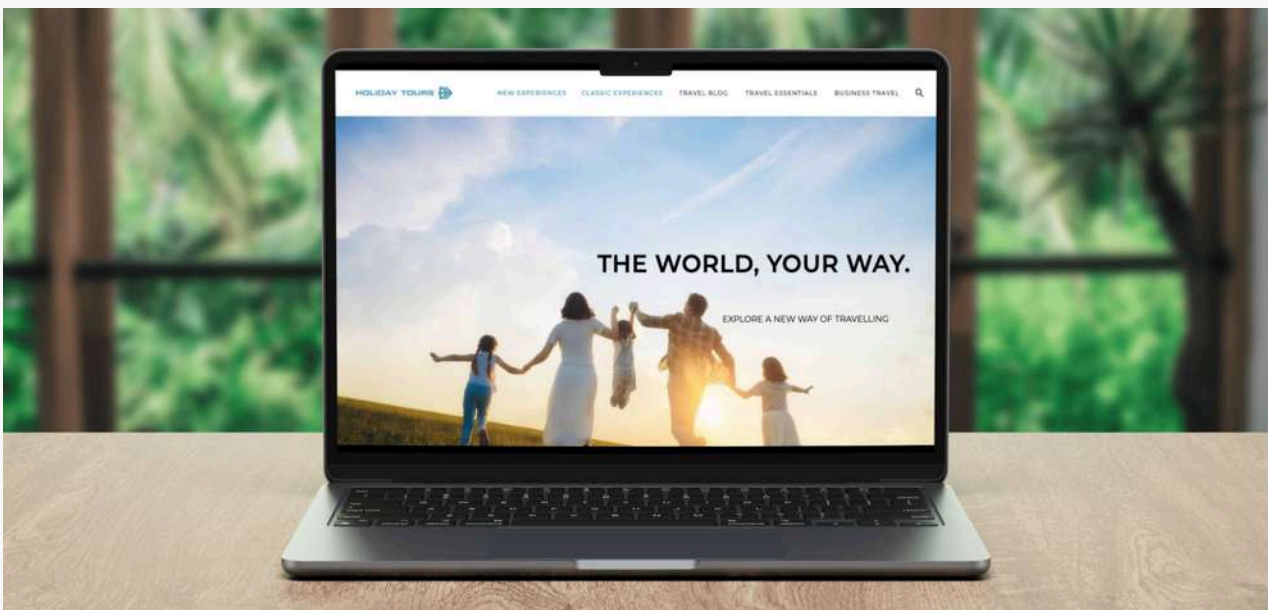


## MARKETING

- Converted MATTA Fair September 2023 into an online travel fair, thus reducing carbon footprints and minimising the need for physical travel.
- Utilised our proprietary queue system and online travel talk platform for efficient communication with clients.
- Utilising social media and digital advertisements to promote products and branding.

## WEBSITE AND CRM

- Developing three websites to target segregated target markets efficiently.
- Using an online booking platform and e-receipt to reduce the need for clients to visit the office in person and minimise paperwork.
- Using digital CRM systems to enhance customer service through personalised marketing and automated communication, nurturing sustainable relationships.



## Energy & Water

Small but meaningful changes were also done and enforced within our office spaces.

### POWER MANAGEMENT

Lights and air-cons are turned off when not needed, reducing unnecessary energy use.

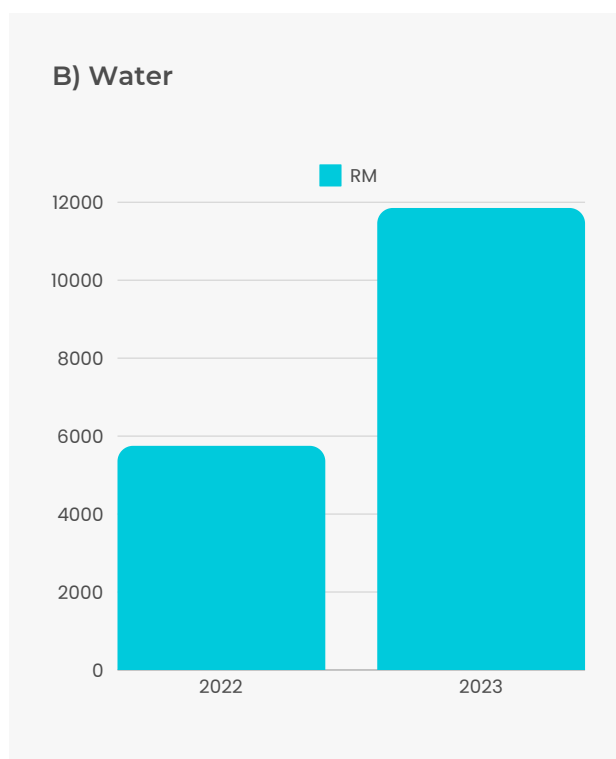
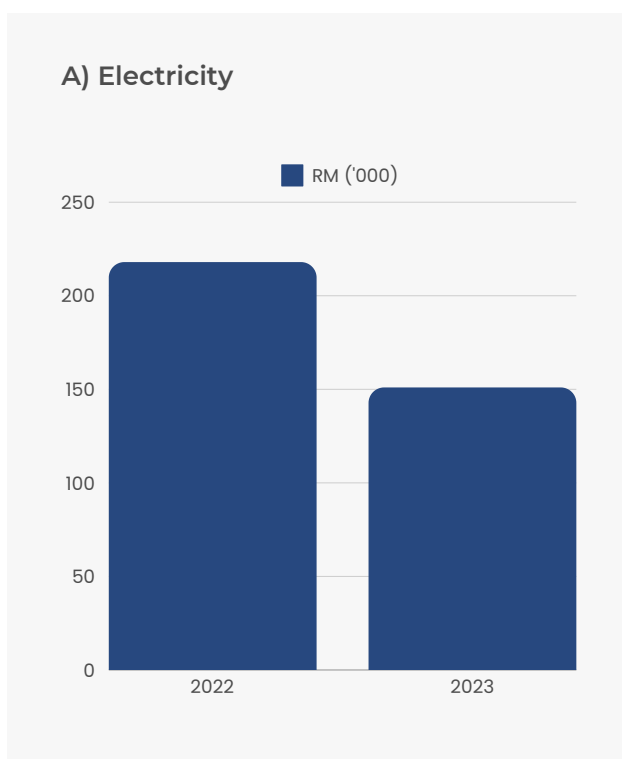
### DEVICE OPTIMISATION

Computers and copiers go into "sleep mode" or get switched off when idle, saving energy and equipment lifespan.

### LED LIGHTING

We use LED lights extensively—they're efficient and long-lasting, shrinking our environmental footprint.

The graphs display our energy and water expenses from 2022 to 2023, providing a quantitative indication for measurements and improvements of our energy efficiency.



## 02. SOCIAL

### People & Culture

Holiday Tours' value proposition prioritises a healthy work environment, community ties, responsible management, and environmental awareness. This approach strengthens relationships with stakeholders, fostering engagement and support.

#### DIVERSITY & EQUALITY

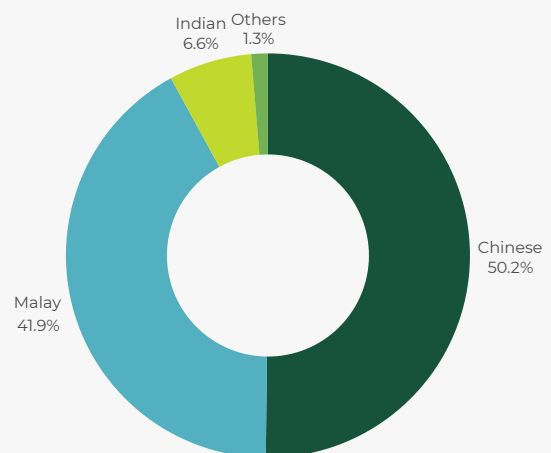
Holiday Tours is dedicated to fostering a workplace culture that embraces and celebrates the unique differences and backgrounds of individuals, encompassing race, gender, religion, sexual orientation, and more. We recognise the immense value of a diverse, equitable, and inclusive workforce, where every employee is empowered to leverage their strengths for driving innovation and propelling growth.

Our employees are 100% local talents:

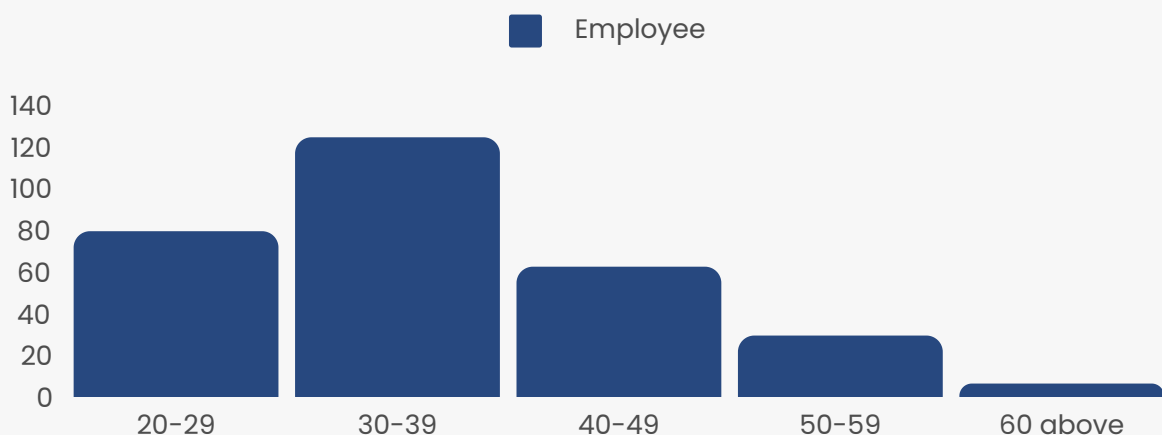
**EMPLOYEE DIVERSITY (GENDER)**  
WOMEN: 70% MEN: 30%



**EMPLOYEE DIVERSITY (ETHNICITY)**



**EMPLOYEE DIVERSITY (AGE GROUP)**





## TRAINING & UPSKILLING

Holiday Tours emphasises training and upskilling to advance growth efforts. Through comprehensive programs across travel, technology and product learning, employees gain the skills and knowledge to advance their careers and grow individually. This includes physical training sessions and government-supported claimable training. By investing in these initiatives, Holiday Tours empowers its workforce to contribute to sustainability goals, driving positive change within the organisation and the broader community.

A glimpse into our physical training schedule (monthly basis):

March	April	May	June
<ol style="list-style-type: none"> <li>MATTA Fair Ready! - 6 Topics</li> <li>Sales Process Training - 3 Sessions</li> <li>HTT Concierge Training - 5 Topics</li> </ol>	<ol style="list-style-type: none"> <li>Amadeus AMOS Training - 4 Topics</li> <li>Destination New South Wales</li> <li>Celebrity Cruise</li> </ol>	<ol style="list-style-type: none"> <li>1U Travel Fair</li> </ol>	<ol style="list-style-type: none"> <li>Freshsales Training - 3 Sessions</li> <li>TTC Tour Brands (Trafalgar) Training</li> <li>HTT Concierge Training</li> <li>Sabre NDC (New Distribution Channel) Training</li> <li>Amadeus NDC Training - 9 Topics</li> <li>Deltapath Training - 3 Sessions</li> </ol>
July	August	September	
<ol style="list-style-type: none"> <li>Consumer Travel 101 - 16 Topics</li> </ol>	<ol style="list-style-type: none"> <li>T'ROKA Ready! - 24 Topics</li> <li>Powersuite Training</li> </ol>	<ol style="list-style-type: none"> <li>Advanced Sabre Training - 3 Sessions</li> </ol>	

No.	Training Title	Type of Training	Start Date	End Date	No. of pax
1	Service Foundation - 2 Days	In-House	4-Jan-2023	5-Jan-2023	24
2	Service Foundation - 2 Days	In-House	14-Feb-2023	15-Feb-2023	29
3	HIGH IMPACT PRESENTATION SKILLS FULL SUITE - 3 Days	In-House	27-Feb-2023	1-Mar-2023	19
4	Speak to Influence with Storytelling - 2 Days	In-House	15-Mar-2023	16-Mar-2023	13
5	AGILE LEADERSHIP - 1 day	In-House	28-Mar-2023	28-Mar-2023	18
6	Scaling Up Workshop 2023	Public	30-May-2023	1-Jun-2023	4
7	Service Foundation - 2 Days	Public	16-Aug-2023	17-Aug-2023	8
8	Scaling Up KL	Public	4-Oct-2023	5-Oct-2023	4
9	12th Annual Global HR Excellence Future of Work	Public	16-Oct-2023	19-Oct-2023	2
10	Scaling Up Leadership	In-House	31-Oct-2023	12-Dec-2023	21
<b>Total</b>					<b>142</b>



## EMPLOYEE ENGAGEMENT

Holiday Tours fosters robust employee engagement in its sustainability efforts by recognizing the vital role of recognition, organisational fit, and rewards. Through regular acknowledgement and incentives for exceptional commitment to sustainability, we aim to instil pride, motivation, and a sense of purpose among employees. We promote open communication and encourage employees to take ownership of their projects and decision-making, ensuring diverse perspectives and fostering collaboration.

In addition to that, a variety of fun and engaging activities are conducted on a monthly basis to foster comradery, teamwork and relaxation amongst the employees. By supporting employee-led sustainability projects and initiatives, Holiday Tours empowers its workforce to drive positive change and leverage their expertise to achieve meaningful progress toward sustainability goals.

## EMPLOYEE WELL-BEING

As an understanding and empathetic employer, Holiday Tours aims to provide flexible working arrangements to employees as and when needed. The objective is to create a supportive work environment that prioritises employee well-being, fosters work-life balance, and accommodates individual needs and circumstances. By offering flexible working arrangements, Holiday Tours seeks to enhance employee satisfaction, productivity, and retention while meeting organizational goals and maintaining operational effectiveness.



## 03. GOVERNANCE

### Emergency & Disaster Responses

Effective governance ensures clear decision-making processes, risk management, accountability, and transparency during crises, fostering adaptability and resilience to minimise disruptions and protect assets, preserving stakeholder trust and long-term sustainability.

#### **BUSINESS CONTINUITY PLAN**

Holiday Tours' Business Continuity Plan (BCP) is intricately designed to manage emergencies and disasters while prioritising sustainability across environmental, safety, health, and social aspects. During crises, we ensure the safety of our employees, clients and communities while minimising environmental harm through safety protocols, health resources, and collaboration with local authorities.

The BCP integrates sustainability principles, promoting resource efficiency, waste reduction, and community resilience. Covering scenarios like natural disasters, pandemics, and IT failures, the BCP aims to ensure business continuity and protect Holiday Tours from major disruptions. Regular drills and IT system testing ensure readiness, highlighting Holiday Tours's commitment to holistic well-being and responsibility.

### Code of Ethics & Conduct

The Code of Conduct and Ethics, introduced during onboarding, is detailed on our internal portal for all employees at Holiday Tours. It outlines our commitment to ethical conduct, covering anti-corruption measures, fair competition, confidentiality, conflict of interest management, open communication, and respect for individuals and the environment. We prohibit bribery and corruption, align with Malaysia's Anti-Corruption Commission Act, and encourage employees to maintain integrity, report violations, and prioritise trust and credibility. Our emphasis on fair competition, data integrity, health and safety, and asset protection underscores our dedication to responsible business practices.



# Our 10 Code of Ethics & Conduct:

## 01

### Anti-Corruption & Anti-Bribery

- The MACC Act combats corruption in Malaysia.
- Holiday Tours prohibits bribery and corruption and adheres to MACC Act.
- Employees must report violations to their manager or People & Culture Department.

## 03

### Anti-Competition & Fair Dealing

- Holiday Tours advocates for fair and honest competition.
- Prohibits unethical practices like theft of proprietary information.
- Employees must treat clients, suppliers, competitors, and colleagues with respect and fairness.

## 05

### Health & Safety

- Employees must prioritize a safe and healthy workplace.
- Reporting accidents, injuries, and unsafe conditions is essential.
- Violence, threatening behaviors, and substance abuse are strictly prohibited.

## 07

### Record Keeping

- Accurate recording and reporting are vital for good decisions.
- Employees must follow Holiday Tours' record-keeping policies.
- Save documents in the department/company SharePoint OneDrive.
- For uncertainty or legal issues, consult the People & Culture department.

## 09

### Reporting of any Illegal or Unethical Behaviour

- Employees encouraged to report illegal or unethical behaviors to People & Culture department.
- Investigations into misconduct will be conducted in good faith.

## 02

### Build Trust & Credibility

- Holiday Tours prioritises trust and credibility.
- Employees should uphold commitments and display honesty.
- Integrity is crucial to safeguarding the company's goodwill.
- Honourable conduct contributes to Holiday Tours' success.

## 04

### Data Integrity & Corporate Information

- Holiday Tours is committed to protecting data confidentiality and integrity.
- Access to data is granted based on necessity.
- Employees must adhere to the company's Security Program.

## 06

### Protection & Proper Use of Assets

- Employees must protect company assets and use them efficiently.
- Prohibited actions include theft, carelessness, and waste.
- Intellectual property created during employment belongs exclusively to Holiday Tours.

## 08

### Compliance

- Address ethics systematically.
- Seek guidance from superiors.
- Follow chain of command.
- Report violations openly.
- No retaliation for reporting.

## 10

### Respect for the Individual & Environment

- Holiday Tours fosters respect and dignity for all employees.
- Encourages employees to reach their potential.
- Recognizes and reduces environmental impact.
- Integrates environmental considerations into business decisions.

# OUR PRIORITIES

Holiday Tour's inaugural Sustainability Statement 2023 are not just about reflecting on what worked and what didn't. It's also about looking forward and improving - the first brick on a road towards a better tomorrow. Sustainability initiatives are a continuous work in progress.



These are our priorities in the step towards sustainability:

## Enhanced Digital Tools

- Innovate with sustainable technology for operations and products.
- Continued enhancement of process digitisation for efficiency and reduced environmental impact.
- Utilise social media and digital marketing to further brand presence without carbon footprints.

## Reduce Environmental Footprint

- Mindful usage of paper and physical resources.
- Less waste via recycling, minimising, and sustainable packaging.
- Save resources through water and energy conservation and sustainable sourcing.

## Improve Stakeholder Relations

- Openly communicate progress, challenges, and initiatives.
- Involve stakeholders in decisions, seek feedback, and align values.
- Educate stakeholders on sustainability importance and initiatives
- Encourage and empower stakeholders contribution and ideas towards sustainability goals.

## Promote Social Responsibilities

- Support communities through initiatives and engagement.
- Promote diversity, equality, and inclusion in the workplace.
- Uphold ethical practices in all business operations and dealings.
- Continue collaborative efforts with ESG-friendly partners.



## CLOSING STATEMENT

As we embrace this journey, we are committed to transparency, innovation, and collaboration. Our focus is on reducing our carbon footprint, supporting local communities, and preserving the natural beauty of the destinations we cherish. By investing in eco-friendly technologies, promoting responsible travel practices, and engaging with stakeholders, we aim to create lasting positive impacts.

We understand that true sustainability requires a collective effort. Therefore, we invite our travellers, partners, and employees to join us in this mission. Together, we can ensure that future generations will continue to explore and enjoy the wonders of our world.

**Stay tuned for updates on our progress. Let's embark on this path to a greener, more sustainable future together.**





# HOLIDAY TOURS

The World, Your Way.

