

Walkers Tours  
**Sustainability Report**  
**2022- 2023**

Date:  
August 19, 2023





# Shaping a greener future with Walkers Tours

In the realm of travel and tourism, our company stands apart, dedicated to crafting exceptional and unforgettable experiences for our esteemed global clientele. But our mission extends beyond creating cherished memories; we are committed to positively impacting the world around us. At the core of our operations lies a deep-rooted concern for both our people and the environment. With an unwavering dedication to nurturing a sustainable future, we strive to develop our community while delivering superior travel experiences.

### *Decades of Expertise:*

For over 53 years, Walkers Tours Limited has been a leading force in the travel industry, continuously pushing boundaries and setting new standards. With our wealth of experience, we have honed our skills and expertise to ensure that each journey we curate surpasses expectations, leaving a lasting impression on our discerning clients.

### *Aligned with the Global Compact:*

As proud subsidiaries of the prestigious JKH Group, we stand alongside an organization that actively participates in the United Nations Global Compact (UNGC). This affiliation reinforces our commitment to aligning our business activities with sustainable development goals. By adhering to UNGC's ten principles, which encompass human rights, labor, environment, and anti-corruption, we aim to set an example for the industry while contributing to a better world.

### *Fulfilling Sustainable Development Goals:*

We understand that true sustainability goes beyond mere rhetoric. That is why, in addition to embracing UNGC's principles, we wholeheartedly support the United Nations' Sustainable Development Goals (SDGs). These globally recognized goals form the blueprint for a more sustainable and equitable future. By incorporating these goals into our operations, we are actively working towards fostering positive change in our local and global communities.

### *Our Approach to Sustainable Tourism:*

We have implemented a comprehensive approach to sustainable tourism with sustainability as our guiding principle. This encompasses responsible resource management, minimizing environmental impact, empowering local communities, promoting cultural preservation, and fostering economic growth. Combining these elements ensures that each traveller's journey leaves a positive and lasting legacy.

In this report, we delve deep into the remarkable journey of Walkers Tours Limited and our relentless pursuit of sustainable tourism. We invite you to explore our innovative initiatives, witness the positive outcomes of our actions, and gain insights into the transformative power of responsible travel. Join us as we shape the future of the travel industry, one unforgettable experience at a time, all while leaving a lasting impact on the communities we touch.







# CEO's Message

Celebrating our 54th year, Walkers Tours, a proud member of the John Keells group, stands as a trailblazer in the destination management industry. Despite our long-standing history, we approach each day with youthful vigor, embracing an agile mindset that revolves around flexibility, innovation, and collaborative teamwork.

At John Keells, our commitment to sustainability extends beyond mere words; it is a core value that forms the foundation of all our operational aspects. We are steadfast in our dedication to responsible business practices that prioritize the wellbeing of our people, the communities we serve, and the health of our planet. In our pursuit of sustainable excellence, Walkers Tours has seamlessly integrated into the group's standards, holding steadfast compliance with the ISO 9001:2015 and ISO 14001:2015 International Standards since 2010.

A testament to our eco-conscious ethos, our vehicle fleet has proudly maintained carbon neutrality since 2012, reflecting our unwavering commitment to reducing our environmental footprint. In 2022, we achieved a significant milestone by attaining Travellife partnership status—an acknowledgment of our ongoing efforts to create positive impacts within the travel industry.

As we reflect on our journey, we remain optimistic, humble, and proud of our achievements. With sustainability at the forefront, we look forward to continuing our mission of responsible tourism, contributing to a brighter, more eco-friendly future for all.

**CEO - Mr Nalaka Amaratunga**

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# Our Journey





# Our Impact

## Carbon Strategy

Navigating towards greener horizons, our Carbon Strategy fuels our commitment to minimize travel's carbon footprint, creating a more sustainable journey for both explorers and the planet.

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## Supply Chain Management

Behind the scenes, our Supply Chain Management weaves an eco-conscious tapestry, ensuring that every thread of our operations reflects ethical sourcing, reduced waste, and a brighter future for all.

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## Training

Empowering change, our Training initiatives cultivate a green-minded culture among our team, fostering expertise that harmonizes responsible tourism with memorable experiences for our valued travelers.

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## Our Projects and Involvement

Together, we reforest, renew, and revitalize. Our Projects embrace local communities, preserving biodiversity and cultures, crafting meaningful legacies that transcend borders and time.





FIGHT TODAY  
FOR A BETTER  
MORROW

Impact #1

# Carbon Strategy



# Pioneering carbon harmony...

Envisioning a world where exploration harmonizes with preservation, our Carbon Strategy stands as a beacon of responsible travel. By meticulously measuring, mitigating, and offsetting carbon emissions, we pioneer a path towards sustainable journeys. Our commitment extends beyond offsetting – we invest in renewable energy sources, adopt eco-friendly technologies, and collaborate with local communities to make every step count towards a greener future.





**This company is committed to minimizing its environmental impact by owning a CarbonNeutral® fleet of vehicles and offsetting greenhouse gas emissions since 2012, demonstrating a decade-long dedication to sustainability.**



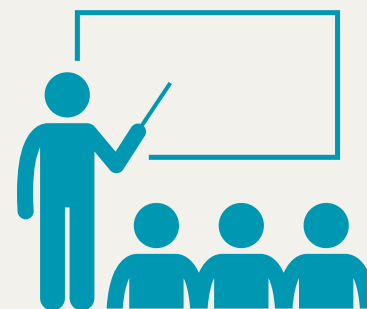
**We demotivate the use of single-use plastic bottles and promote reusable ones for clients to achieve a 75% adoption rate. This ongoing initiative aligns with environmental and economic sustainability goals, involving employees and customers, and is monitored quarterly for progress.**



**For the physical year 2022, Walker's Tours has documented a carbon footprint totaling 1750 metric tons.**



**Walker Tours initiated crucial supplier training for over 250 suppliers in hospitality across 16 days in response to COVID-19 challenges, emphasizing sustainability and compliance with evolving regulations. It spans economic, environmental, and social aspects, involving**



**75% of office taps have water-saving features, and the office complies with pollution regulations by discharging wastewater to the municipal drainage system.**



**Energy-efficient light bulbs have been installed throughout our office premises, significantly reducing electricity consumption and contributing to our environmental sustainability efforts.**





**Walkers Tours aimed for an 18% reduction in paper consumption and 90% paper recycling. Partnering with Cleantech, they achieved remarkable reductions: 35%, 20%, 50%, and 21% reductions in paper use from 2018-2019 to 2022-2023, effectively meeting their sustainability objectives and reducing paper per client significantly.**



**A fundamental pillar of our operations revolves around the promotion of community-based tourism. We prioritize the inclusion of locally sourced businesses and services when crafting our itineraries. Furthermore, we actively involve our guests in engaging with sustainable projects that not only aim to preserve the natural environment but also extend support to the local communities they visit. Our commitment to fostering meaningful connections between travelers and the places they explore underscores our dedication to responsible and sustainable travel experiences.**

# **A Responsible Future with Ethical Partners...**



Crafting experiences goes hand-in-hand with crafting a responsible future. Our Supply Chain Management orchestrates a symphony of sustainable practices, sourcing from ethical partners, reducing waste, and championing fair labor practices. From selecting accommodations aligned with our values to supporting local artisans, we weave a tapestry that connects the dots between responsible choices and unforgettable memories.



# Our Projects and Involvement

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## Reduce Plastic Pollution

We have partnered with ‘Plasticcycle’ and sponsored 48 bins placed in the southern expressway, which recycles the plastic waste in the country. (Last year’s collection 122kg)

We have replaced one-time-use plastic water bottles with reusable water bottles. (over 1500 reusable bottles were provided for clients last year approximately equal to saving 30,000 one-time use bottles)



**plasticcycle**  
A John Keells Group Initiative



02



## Coral Restoration

A coral restoration program was carried out in collaboration with the Special Forces Combat Diving Training School and 2 SF Headquarters Nayaru, Mullaitivu, at Nayaru beach area. The program was a request from 2SF as a restoration establishment in Mullattivu and a biodiversity enhancement project. A diverse 6 members team of together with 2SF unit surveyed the seabed for a possible coral establishment with a program to create an in-situ coral habitat at a depth of 20ft (6m).



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## Coastal clean-up

A team of 6 staff members volunteered to clean Crow Island Beach for International Coastal Clean-up Day 2022.



# Our Projects and Involvement

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## Rainforest Restoration Project

·The Cinnamon Rainforest Restoration Project successfully held its first tree planning session on May 21, 2022, at Kalawana, near the Sinharaja rainforest, a UNESCO world heritage site. The event involved 10 passionate staff from Walkers Tours and 30 volunteers from the parent company, John Keells Holdings, who transported and planted saplings under expert supervision. Walkers Tours committed to maintaining a 5-acre plot of land until March 2024 and aims to involve international clients in the project for sustainability collaborations.



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## CSR event

Waste to Christmas tree decoration in partnership with Cinnamon Lakeside



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## Green code agent for change – 2022





# Our Projects and Involvement

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## Responsible Travel Tips

The responsible Travel Tips document was developed and published on the company website.



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## Accessible Tourism

Walkers Tours is the first DMC to promote Sri Lanka as an accessible country and create accessible wheelchair vehicles, including an all-terrain wheelchair for hiking and beach experiences on rough terrains.

The latest addition to the portfolio is the all-terrain wheelchair which allows determined travelers to explore hiking and beach experiences overcoming rough terrains.



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## Participation at the Safe and Honourable Tourism Workshop

EffecSafe and Honourable Tourism Programme with participants from Walkers Tours, including several individuals and 40 Chauffeur Guides, focused on effectively identifying, referring, and protecting victims of trafficking





# Our Projects and Involvement

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## Training, development, and Quality Audits

Training on sustainable best practices and safety audits was carried out in 16 areas in the country



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## Child Protection In Voluntourism

We are very pleased that we were able to attend a very productive National Consultation on Voluntourism in August, resulting in a comprehensive plan of action for early 2023, and the collaboration with new partners in fighting child abuse, to working hard on fulfilling our obligations to donors on behalf of children at risk of abuse.



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## Sustainable Community Tourism Promotion

Participation and product development FAM Tour Eastern Province organized by Skills for inclusive growth and Sevalanka Foundation





# Our Projects and Involvement

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## ONE JKH and Diversity, Equity, and Inclusion Initiative

- Goal to increase female participation in the workforce to 50 percent by 2030. As of 31 March 2022, this stood at 33 percent.
- Focus on recruiting differently able employees
- First company in Sri Lanka to introduce equal paternity leave and maternity leave of 100 days.
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- JKH entered into an agreement to provide all female employees of the John Keells Group with sanitary napkins free of charge.



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## Mental Detox Workshop

The unavoidable presence of hardships in private, professional or social life could be handled well if we develop our psychological immunity, resilience. The true essence of the importance of mental detoxing and developing mental strength was well experienced.



# Our Projects and Involvement

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## Responsible consumption and production /climate action

- Paperless in all operational tasks
- Infrastructure adaptation
- Energy savings - Bulbs
- 70% hybrid car fleet
- E-waste recycling
- Paper recycling
- Plasticcycle
- Nurdle Free Lanka
- Offsetting carbon footprint
- ECO friendly gifts for clients
- First Friday of every month – Zero waste day
- ECO Friendly welcome pack

