

Liberty Adriatic DMC - Sustainable Policy

As a world leading Destination Management Company (DMC), we recognise that sustainable growth is considered the only relevant kind of growth.

We firmly believe that we can make choices how to travel and how to work together to create quality experiences that minimize negative impacts and maximize positive impacts.

Therefore we commit in the long term to:

- Comply with all applicable local, national and international legislation and regulations including, among others, health, safety, labour and environmental aspects.
- Provide information, training and support to our staff, gaining their commitment to taking action on sustainable development issues.
- Promote the ethical values common to humanity, with an attitude of tolerance and respect for the diversity of religious, philosophical and moral beliefs.
- Engage our clients to have a better experience in both tourism and business events, and involve the community to foster tourism on better terms.
- Respect the equality of men and women, to promote human rights and, more particularly, the individual rights of the most vulnerable groups, notably children, the elderly, the handicapped, ethnic minorities and indigenous peoples.
- Encourage travel for purposes of religion, health, education and cultural or linguistic exchanges.
- Include sustainable development principles into core business practices.
- Safeguard the natural environment with a view to achieving continuous and sustainable economic growth geared to satisfying equitably the needs and aspirations of present and future generations.
- Conduct activities with respect for the artistic, archaeological and cultural heritage, which we will protect and pass on to future generations. Particular care will devote to preserving and upgrading monuments, shrines and museums as well as archaeological and historic sites.
- Continually improve our environmental performance, specifically by reducing our carbon footprint and to offset the remaining emissions.
- Support environmentally preferable purchasing which gives preference to environmentally sustainable suppliers and products.
- Design tourism and business events activities in a way to protect the natural heritage composed of ecosystems and biodiversity and to preserve endangered species of wildlife.
- Encourage our customers to choose more sustainable travel options, and to take action to reduce their negative impacts and maximise their positive impacts in destinations.

Boštjan Horjak

CEO



For a better and more beautiful world

