

Inntravel

A person with long blonde hair tied in a ponytail, wearing a brown jacket and a grey backpack, is seen from behind. They are holding a smartphone up to take a photo of a vast, hazy mountain landscape under a clear sky. The scene is bathed in warm, golden light, suggesting sunrise or sunset.

Marketing

with Integrity

We created this ethical marketing policy to clearly express how we connect with our audiences. It's a simple set of guidelines to help us stay true to our values while communicating effectively with our partners and customers.



While we always meet legal standards for advertising and data use, we believe in going beyond compliance. We've shaped this policy to cover all sales and marketing content, channels, and suppliers, ensuring complete transparency and clarity about how we want to work and how we want people and businesses to engage with us - with integrity and respect.

Our values inspire us to be thoughtful about the way we communicate, how we use resources wisely, the people and ideals we reflect in our imagery, and the partnerships we form.

This policy ensures we stay aligned with those principles. Inntravel has always been committed to sustainability - but we can always do more and we know we can achieve great things with a plan that holds us to account.

Agreed by: Abigail Limbert and Inntravel GMT
22 June 2026



Some examples of steps we have taken:

Reduce

Every year, we conduct a brochure requalification process to remove anyone who's not interested in receiving a printed brochure. We also look for ways to reduce the size of our brochures so we use less paper.

Reuse

We have committed to using 100% FSC certified paper for mailings and have begun working with a printer that has set science-based targets, validated by the SBTI. This means they have set targets to reduce their greenhouse emissions, in line with what is needed to prevent the worst effects of climate change. They also offset their operational emissions with the World Land Trust.

Recycle

We've produced a new exhibition stand that uses recycled materials and reuses discarded items that were destined for landfill. We will reuse the stand every year to ensure we're not wasting more resources.

Refuse

We aim not to create single-use branded items, instead choosing items that have a long-term practical use. When ordering these items, we choose businesses whose supply chains have integrity as well as the transparency to determine the origin of each product, allowing us to make informed decisions.



Honest about our impact

We recognise the impact international travel has on the climate crisis and are committed to addressing it openly. Our goal is to make our trips a force for good by reducing our environmental footprint and supporting the communities we visit.

We're honest about our impact and will always check our sustainability claims against the CMA Green Claims Code. We never greenwash and we take care to ensure our claims reflect the scale and impact of our actions. We'll share our progress – both successes and challenges – along with our methods, to help the wider industry learn and take responsibility, encouraging open and honest communication. And we'll actively seek partners who can help us drive positive change, prioritising B Corp companies when possible. We will challenge briefs, suppliers, or partners where work does not meet our standards.

Fairness and credibility



We believe customers should have all the information they need to make informed decisions, so we're always transparent about our environmental impact and scope of our claims, ensuring they accurately reflect the areas of our business or activity they relate to, and are relevant to our overall impact.

When available, we'll provide clear, credible evidence to support our claims, along with the methods we use. We avoid jargon or confusing language, focusing on engaging rather than pressuring people into action.

As new technologies evolve, we take a responsible approach to how they are used, ensuring all marketing content is accurate, considered and transparently created.

We partner with suppliers who share our values and are committed to protecting customer data – not just because of GDPR, but because we believe in treating others how we'd like to be treated.

Doing the right thing

We're committed to ensuring our holiday descriptions and content are accurate and meet the standards of the ASA and CMA Green Claims Code. Our marketing and trips reflect the true essence of each destination, its people, and its culture.

We care deeply about the well-being and privacy of both local communities and our guests, and we always prioritise respect and confidentiality.

While we value diversity, we know our trips aren't for everyone. We're upfront about who they're suitable for and never mis-sell to those who might find them unsuitable. We aim to represent people, cultures, and destinations respectfully, accurately, and inclusively across all of our content, and we believe that diversity should be celebrated, both within the business and the experiences we share.

Attention to detail

We regularly review our content to ensure it accurately reflects the holidays we offer and highlights our key selling points and calls to action. We present our products, pricing, and purpose truthfully across our websites and digital platforms.

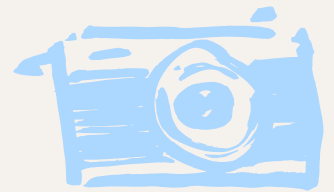
When we use statistics and data, we ensure the source of this information is easy to find and not misleading.

Our approach to sales

While enthusiastic advocates, our sales consultants are not coercive, and they complete regular training to ensure they can share information about our trips that helps the customer to choose the right holiday for them.



Ethical marketing



Print marketing

We prioritise digital communication over printed materials and recently encouraged customers receiving mail by post to switch to email as part of our commitment to reducing direct mail.

We only partner with suppliers who share our sustainability values, requiring them to submit their policies and sign Data Processing Agreements before starting work. We also regularly review our suppliers to ensure they align with our planet goals and prioritise long-term brand trust over short-term performance gains.

To reduce waste, we calculate the materials we need, preferring to run out rather than over print. Our print process aims to use the most sustainable materials available, including plant-based inks, FSC/PEFC paper, water-based glue, and minimal packaging.

We continuously explore new ways to reduce our environmental impact and always offer a digital alternative to printed brochures.

Authentic photography and video

We're committed to showing the diversity of society in all our photography and videography. We're also planning new shoots to expand the diversity in our photo and video library and – where possible – use our original photography rather than stock from image libraries so we can be confident in its authenticity.

We don't use heavily filtered, AI-generated, or altered images to promote our trips. We always credit photographers when using their work.

Every image featuring people has their signed GDPR consent, and we ensure all photos have proper origin tags and usage rights. If a copyright tag is required, we display it as requested.

Protecting customer data

We're open about why we collect data and how we use and store it. Our customers have complete control over the data we keep, how we use it, and what communications are received. We review and clean our data annually, keeping it only as long as necessary for analysis or communication.

We always obtain informed consent for research, marketing, or advocacy use and respect requests for anonymity and the right to be forgotten.

All data is stored securely and never shared with third parties without permission. We process cookie data only with explicit consent and update our cookie policy quarterly to reflect any changes.

Our Privacy policy is publicly displayed on our website.

Listening to our customers

Inntravel has been in business for over 40 years and our success has been built on listening and responding to the changing needs of our customers. We have a customer panel who we engage with via online surveys, focus groups, and in-person events to understand first-hand what we can do to attract people to the brand and improve our holidays and service.

We also have regular touchpoints in the booking process to get direct feedback – a customer satisfaction survey in our phone system and a post-holiday feedback form. Our Customer Experience team reads all the feedback and shares it internally to ensure we are always learning, and responds appropriately to each customer.

We also take particular care when communicating sensitive topics externally, including environmental impact, cultural representation, and personal experiences, ensuring that content is handled respectfully, accurately, and with appropriate context.



Event marketing

We work with suppliers who share our values towards people and the planet, and we try to use smaller, local businesses rather than big international companies.

We challenge issues with venues and organisers where we see them, and believe that asking questions and keeping the conversation open can help move the dial little by little.

We are committed to using repurposed, recycled, and reusable materials wherever possible in our exhibition stands.

We create stands for long-term use, not single use.

When we collect data as part of an event, we are GDPR-compliant and committed to permission-based marketing and data privacy.

We do not give away single-use merchandise at events. Anything we do give away has a long-term purpose and is ethically sourced, prioritising reusable and durable materials.

In-person events are important, but we carefully consider what we do in-person vs digitally.





Digital marketing



Social media

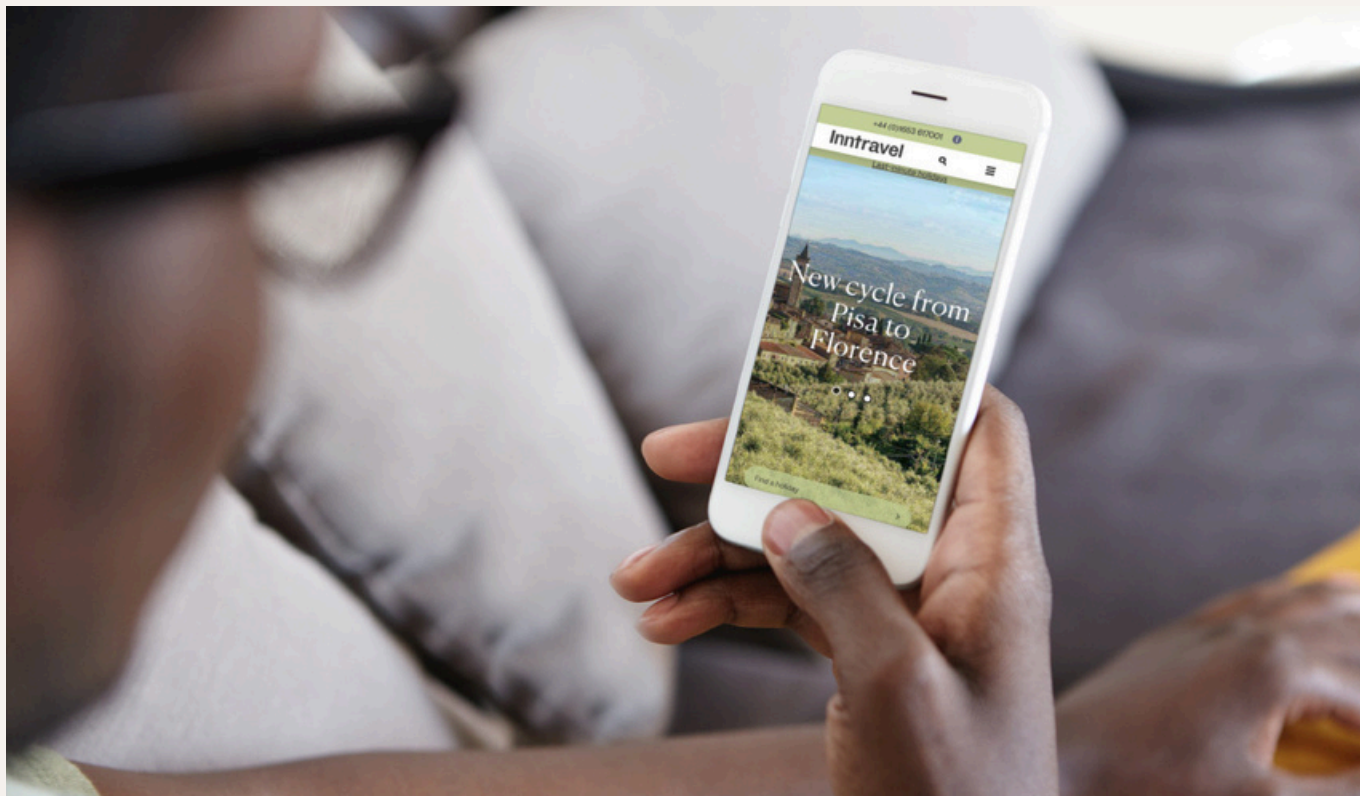
At Intravel, we respect content creators. We'll never post users' words, images, or videos without full consent from the creator and anyone featured.

When we quote social media posts or reviews, we ensure the individual has consented to their use and is comfortable with how their name is referenced.

Search engine marketing

Our search engine strategy focuses on building authentic relationships and partnerships, and we avoid unethical practices like purchasing links, as outlined in Google's Search Essentials. We prioritise relevance and quality over volume in both SEO and paid media.





Ways we can improve

Tracking carbon emissions from digital advertising

We're working with our digital agency to tackle carbon emissions from our digital ads. Our approach considers the carbon footprint of users' devices when downloading and viewing our ads.

By estimating file sizes for each creative type, we can better calculate emissions and implement strategies to minimise our environmental impact while still delivering effective campaigns.

Advertising

We care deeply about making responsible choices when it comes to where we advertise, but we recognise it's not always easy to get it right. Our decisions are largely influenced by the media our customers engage with, and while we strive to align with platforms that reflect our values, the landscape is complex. We're committed to improving and are actively seeking guidance from the ASA to help us make more ethical choices. We also welcome feedback and support from our customers and partners as we continue to refine our approach.

How you can help

While we've never knowingly breached any of our ethical marketing codes, please let us know if you see anything that doesn't look right – on our website, in our brochure, or indeed on a trip.

Get in touch at marketing@inntravel.co.uk.

Accountability and review

This policy applies to our marketing and digital teams, wider departments, and suppliers. We commit to reviewing this document annually and we welcome feedback on it. Going forward, we will also continue to be transparent about our progress, changes, and challenges.





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