Newmarket HOLIDAYS

2025 Impact Report



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Award-winning holidays & service

WINNER BRITISH TRAVEL AWARDS 2025 — WINNER 13 YEARS IN A ROW!

Trustpilot ★★★★★
Excellent Based on more than 20,000 reviews

Welcome to Newmarket Holidays





When I think about why we do what we do, it always comes back to the same thing: group travel, done well, makes people's lives better. That belief sits at the heart of everything we've built at Newmarket Holidays, and it shapes how I read this report.

2025 was a year of asking uncomfortable questions. We measured more carefully, tried to be honest about where we're falling short, and pushed ourselves to do more. One area I'm particularly proud of is our investment in peatland restoration: helping reduce carbon emissions, holding back floodwater, giving nature room to recover. I'm proud of the progress in these pages, but clear-eyed about how much further we have to go.

The tension we navigate is real. We believe in the transformative power of travel, in the wellbeing it brings our customers, and the economic and cultural value it brings to the communities we visit. We also cannot ignore the environmental cost of getting people to the far corners of the world. We don't think the answer is to stop. We think it's to keep doing it better, more thoughtfully, and with greater accountability.

To our customers, our team, our partners, and our communities: thank you for being part of this journey with us.

Niel Alobaidi

Chief Executive, Newmarket Holidays

About us

Our *values*

Responsibility is one of the core values of the Newmarket Holidays' spirit, the principles that guide how every member of our team thinks, works, and travels. At Newmarket Holidays, every member of our team takes responsibility for their own wellbeing and the wellbeing of those around them. We hold ourselves accountable for our customers, our environment, and for championing improvements across everything we do. We share knowledge and stories openly, because we believe that's how we grow together.







Our *vision*

To be widely recognised as a leader in wish-list holidays, providing incredible shared experiences for groups of like-minded travellers.

Our *mission*

To enrich lives and improve wellbeing through travel.

Our *commitment*

Helping our customers explore both close-to-home and far-flung corners of the world is a privilege, one that we don't take lightly or for granted. We're aware that there will be a social and environmental impact from each tour or event that we operate.

We understand that travelling around the globe can have a negative impact on the planet, and as a company and industry, there's a long way to go. However, as eager travellers ourselves, we want to venture forward with a conscientious mindset in our everyday lives and beyond while inviting our customers to join us in that intention.

At Newmarket Holidays, our mission is to enrich lives and improve wellbeing through travel. At the heart of that are our Travel for Good pillars, Newmarket Holidays' ESG framework.

ESG stands for Environmental, Social, and Governance. We use this framework to understand and manage our impact on the world around us. For us at Newmarket Holidays, ESG means reducing our environmental footprint, supporting the wellbeing of people and communities we engage with, and operating with transparency, fairness, and integrity across our business.







Our *Travel for Good* pillars

These four pillars guide how we aim to become a more responsible business. They reflect areas where it's important that we do more and where we're committed to improving. We have aligned our Travel for Good strategy with nine of the 17 UN Sustainable Development Goals (SDGs) which, provide a global blueprint for a better, fairer future, one where people and planet can thrive together.



Climate action

We're mindful of the impact of travel and continue to take steps that respect and protect the world we explore. We have started to take steps to reduce our carbon footprint such as measuring the carbon intensity of our tours to better understand where we can make improvements. In 2025, we began formalising our ABTA-aligned animal welfare policy to guide how we engage with wildlife-based experiences across our tours.

Aligned with nine UN Sustainable Development Goals

- SDG 12: Responsible Consumption and Production
- SDG 13: Climate Action
- SDG 15: Life on Land



Investing in places

We support the destinations and communities that welcome us, helping them to thrive through meaningful partnerships and contribution. Empowering communities in the destinations where we operate, we strive to see that the benefits of travel reach the places we visit.

- SDG 5: Gender Equality
- SDG 8: Decent Work and Economic Growth
- SDG 6: Clean Water and Sanitation
- SDG 17: Partnerships for the Goals



Supporting our people

We invest in the wellbeing and development of our teams, valuing the people who make our journeys possible. Through our internal Greenmakers team, members contribute to sustainability efforts and personal development. The team also hosts internal events to sponsor local charities.

- SDG 3: Good Health and Wellbeing
- SDG 4: Quality Education



Putting you first

Our customers are at the heart of everything we do. We aim to provide enriching, thoughtful experiences that put your needs front and centre. Travel has the power to uplift and inspire, and our job is to ensure your long-anticipated wish-list holiday is just as special as you'd hoped.

- SDG 3: Good Health and Wellbeing
- SDG 4: Quality Education

2025 in *numbers*

159 *employees*

Team growth—our workforce in our UK offices expanded to 159 employees at the end of 2025.

4.8/5 on Trustpilot

We proudly achieved a Trustpilot score of 4.8 out of 5 (based on 20,000+ reviews), reflecting our commitment to high-quality service and unforgettable experiences.

59 *countries* & 9 *continents*

25 new tours

In 2025, we added 25 new tours to our collection. Each new tour was designed with our core belief in mind - travel should be a genuinely transformative experience, not just a trip.

213 *tours*

110 *tour managers*

delivering tours worldwide, Including 65 locally based in-destination guides.

Over 47,500 *travellers*

departed with us worldwide, exploring sought-after destinations.

£46,000+ donated to support peatland restoration

As part of our Travel for Good commitment, we donated £1 for every customer who travelled with us in 2025 to support nature restoration in the UK. In 2025, we contributed £46,342 to the North Pennines Peatland Restoration Programme.

Our supported initiatives around *the world*

We believe travel should make a positive impact. Through our partnerships with charities and communities, we aim to protect the environment, support people, and build lasting change wherever our customers journey. Here is a snapshot of what this impact does.



Ecuador: Sacha Warmikuna Community Tourism

In the Andean village of Pijal, the women-led Sacha Warmikuna project continued offering travellers authentic cultural experiences—traditional weaving, local food, and genuine community connection.

Argentina: APROPDIS

For every customer travelling to Argentina, Newmarket Holidays donates $2 to APROPDIS, supporting dignified employment for people with disabilities through traditional alpargata shoe-making.

UK: Peatlands restoration

Through our partnership with the North Pennines National Landscape and their peatland restoration programme, we have helped support the restoration of 124 hectares of damaged peatland in the North Pennines.

UK: DLAG food donations & volunteering

Through our partnership with DLAG, a food charity in Wimbledon, our team contributes with food donations and employee contributed days, helping to address local food poverty.

India: Just a Drop Daha village

In partnership with Just a Drop in 2025, we provided clean water access to 70 households in Daha Village, Madhya Pradesh, India, as well as improved the sanitation facilities at a local school.

India: TOFTigers collaboration & conservation

Distinct Destinations, one of our key destination management partners, are part of the collective action campaign TOFT India that supports rural enterprises and communities living near tiger reserves to thrive, whilst balancing wildlife conservation with local livelihoods.

South Africa and Zimbabwe: Anti-poaching and conservation

Across our Africa portfolio, customers engage directly with some of the continent's most pressing conservation challenges from anti-poaching talks and bush walks at South Africa's Karongwe Private Game Reserve, to visiting the Painted Dog Conservation Centre in Zimbabwe's Hwange.

Climate contributions

Travel has an environment cost, and we're under no illusion that what's on this page comes close to balancing it. But it's where we are, and we think it's worth being clear about both.

2025 contribution to nature restoration

In 2025, Newmarket Holidays contributed £46,342 to the North Pennines Peatland Restoration Programme. This is part of our climate action commitment. Since 2024 we have contributed over £85,000 to peatland restoration in the UK.

Peatlands are essential for people and the planet. Often called the UK's "national rainforests," they're the largest natural carbon store in the country, making them crucial in the fight against climate change. Healthy peatlands capture and store carbon, but when damaged, they release significant amounts of carbon into the atmosphere. Damaged peatlands currently contribute to 3.5% of the UK's greenhouse gas emissions. Restoring these fragile ecosystems not only reduces carbon emissions but also helps prevent flooding, lowers wildfire risks, and provides habitats for rare and endangered species.

Our 2025 contribution supported the restoration of 124 hectares of severely damaged peatland in the North Pennines, as part of a wider £456,000 blended finance project estimated to prevent 17,160 tonnes of CO_2 from being released over 50 years.

WORLD LAND TRUST

North Pennines National Landscape



Our brochure & World Land Trust

Our brochures are made from 100% biodegradable materials, with unused copies fully recycled to minimise waste. Since 2019, we've reduced paper use in brochure production by 45% and remain committed to further reductions over the next year. We also offset all brochure-related emissions through our partnership with the World Land Trust, which protects threatened habitats and restores degraded ecosystems. Since 2015, our support has preserved over 97,000 square metres of tropical forest across Africa, Asia, and the Americas, capturing more than 1,900 tonnes of CO_2 and funding land acquisition, tree planting, and regeneration projects.



Measuring *our emissions*

Carbon Emissions: Measurement & progress

In 2024, we completed our first-ever measurement of greenhouse gas emissions from our escorted tours. In 2025, we built on that foundation by sharpening our methodology, improving data quality and taking our first steps towards reduction.

Deepening Our understanding: Carbon Intensity

A key focus in 2025 was calculating the Carbon intensity of each tour: how much CO_2e does each passenger day actually produce? This metric allows us to compare tours of different lengths and sizes on a like-for-like basis, revealing which itineraries are most emissions-heavy relative to the experience they deliver.

By building this picture tour by tour, we've been able to identify where the greatest impacts lie, whether that's a long-haul flight to a destination, a transport-heavy itinerary, or a short trip with a disproportionately high footprint.

2025 EMISSIONS FROM TOURS IN TONNES CO_2e

31,763 TCO_2e

total carbon footprint from all tours



What we're measuring

Our initial emissions estimates include the following tour components:

Flights **Ground Transport**

Meals **Accommodation**

Our emissions estimates now cover flights, accommodation, ground transport, and meals. Crucially, calculating emissions at the individual tour level has also made our Scope 3 reporting significantly more accurate; rather than relying on broad averages we're now attributing emissions directly from the actual components of each trip. This approach gives us greater confidence in our figures and a clearer baseline from which to measure progress.

Here is a snapshot of the daily carbon intensity of a few of our top-selling tours in 2025:

On Safari in South Africa *Elephant Lodge*



167.9

$KGCO_2e$ per customer / per day (incl. flights)



Portofino, Florence & Tuscany



46.59

$KGCO_2e$ per customer / per day (incl. flights)

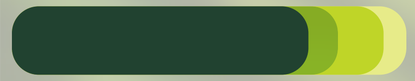


Seville, Granada & Classic Spain



51.91

$KGCO_2e$ per customer / per day (incl. flights)



Lapland Santa Experience Day Trip



395.02

$KGCO_2e$ per customer / per day (incl. flights)

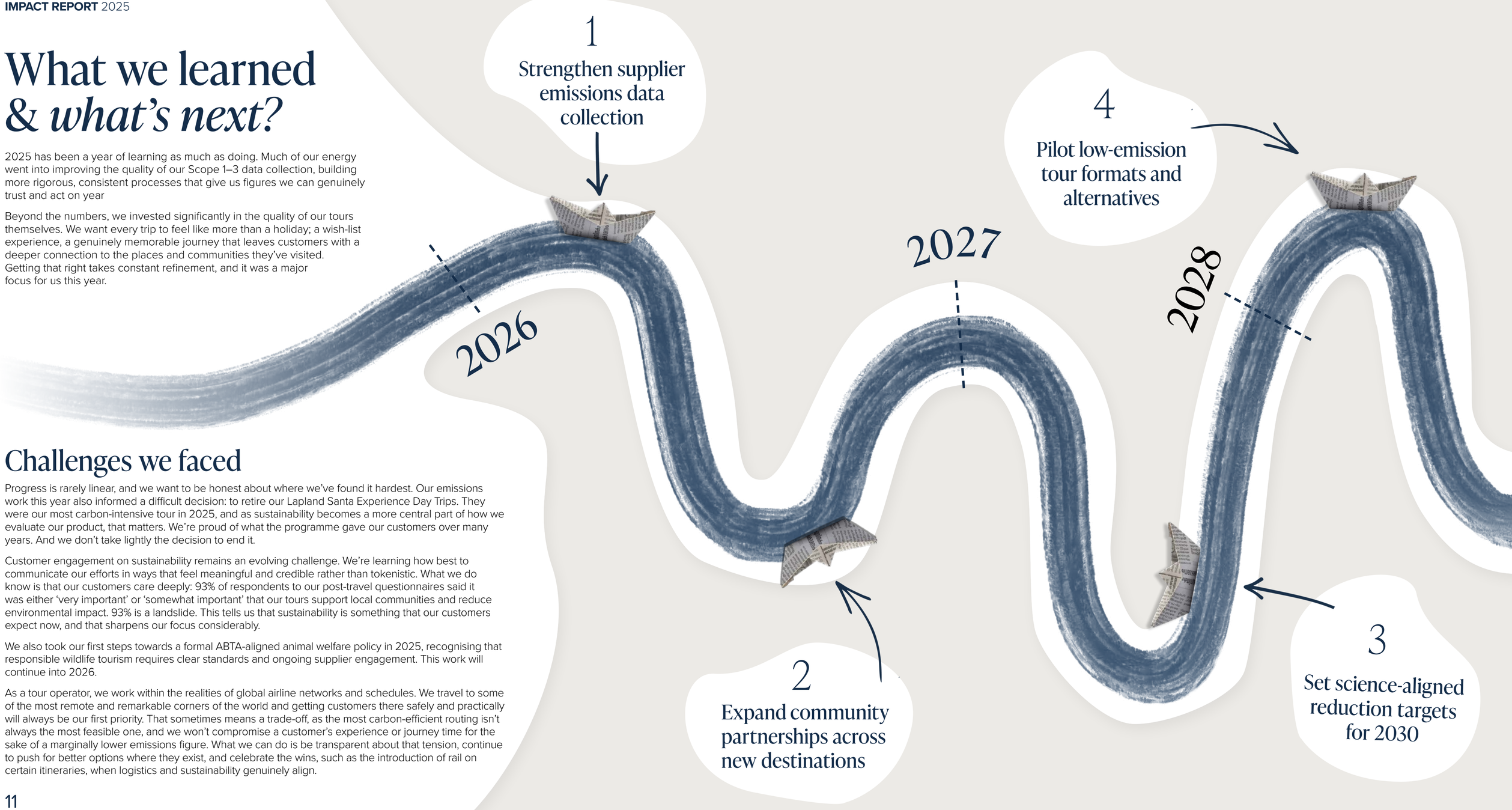


Flights Accommodation Food Ground travel

What we learned & *what's next?*

2025 has been a year of learning as much as doing. Much of our energy went into improving the quality of our Scope 1–3 data collection, building more rigorous, consistent processes that give us figures we can genuinely trust and act on year

Beyond the numbers, we invested significantly in the quality of our tours themselves. We want every trip to feel like more than a holiday; a wish-list experience, a genuinely memorable journey that leaves customers with a deeper connection to the places and communities they've visited. Getting that right takes constant refinement, and it was a major focus for us this year.



Challenges we faced

Progress is rarely linear, and we want to be honest about where we've found it hardest. Our emissions work this year also informed a difficult decision: to retire our Lapland Santa Experience Day Trips. They were our most carbon-intensive tour in 2025, and as sustainability becomes a more central part of how we evaluate our product, that matters. We're proud of what the programme gave our customers over many years. And we don't take lightly the decision to end it.

Customer engagement on sustainability remains an evolving challenge. We're learning how best to communicate our efforts in ways that feel meaningful and credible rather than tokenistic. What we do know is that our customers care deeply: 93% of respondents to our post-travel questionnaires said it was either 'very important' or 'somewhat important' that our tours support local communities and reduce environmental impact. 93% is a landslide. This tells us that sustainability is something that our customers expect now, and that sharpens our focus considerably.

We also took our first steps towards a formal ABTA-aligned animal welfare policy in 2025, recognising that responsible wildlife tourism requires clear standards and ongoing supplier engagement. This work will continue into 2026.

As a tour operator, we work within the realities of global airline networks and schedules. We travel to some of the most remote and remarkable corners of the world and getting customers there safely and practically will always be our first priority. That sometimes means a trade-off, as the most carbon-efficient routing isn't always the most feasible one, and we won't compromise a customer's experience or journey time for the sake of a marginally lower emissions figure. What we can do is be transparent about that tension, continue to push for better options where they exist, and celebrate the wins, such as the introduction of rail on certain itineraries, when logistics and sustainability genuinely align.

Our *people*

At Newmarket Holidays, we know that meaningful change starts from within. Our people are at the heart of everything we do, from designing the tours our customers love to championing environmental and social responsibility across the business.



Our Quantanite team in South Africa

Listening, engaging, improving

In 2025, we maintained strong staff engagement with a score of 4.2 out of 5, up from 4.15 in 2024. Our Employee Net Promoter Score (ENPS) fell from 40.5 in 2024 to 40 in 2025.

Supporting future talent

We continued our commitment to nurturing the next generation of travel professionals in 2025:

- Six students welcomed on work placements.
- Two apprenticeships supported as part of our ongoing early careers investment.

We continue to invest in our long-standing partnership with Quantanite, a South African based BPO, who service our customers 24 hours a day, seven days a week, 365 days a year, creating employment opportunities in one of our largest destinations for our customers.

Volunteering & giving back

Across 2025, our teams continued to step up and give back. Each of our employees is entitled to two paid volunteering days a year, and last year our colleagues made the most of them. From fundraising challenges to volunteering with community partners, they showed what it means to make a difference beyond the office.

First-hand experience: Fam trips

In 2025, 26 of our team members took part in 26 familiarisation trips across a range of destinations, helping our colleagues experience our tours first-hand and deliver more informed, personalised service to customers.



The *Greenmakers*

Our Greenmakers are an employee-led group with a mission to support the wellbeing of our colleagues and to increase engagement with environmental and social initiatives. In 2025, they organised fundraisers, coordinated volunteering days, and ran wellbeing initiatives, bringing colleagues together around causes that matter beyond the day job.



Highlights of 2025

The Greenmakers put on their wellies and headed up to the North Pennines to see firsthand the peatland restoration work that Newmarket Holidays has been funding, even getting stuck in to plant sphagnum mosses on site.

The team raised approximately £5,500 for Just a Drop in 2025, contributing to a water supply project in Daha Village, Madhya Pradesh, which brought clean water access to 323 residents for the first time.

They continued to promote and take part in volunteering days with the Dons Local Action Group, packing and delivering food parcels to communities across Kingston, Merton and Wandsworth.
To champion wellbeing, the team hosted walking clubs and a summer BBQ, raising money and awareness for mental health, as well as holding regular gardening days to tend to the much-loved office garden.

The team also partnered with the Paul Alan Project, a local charity founded to prevent cardiac arrest deaths in the UK, to offer CPR taster sessions open to all staff. Colleagues learned how to spot the signs of a cardiac arrest, perform CPR, and use a defibrillator confidently.

Reflections on 2025

Our work in 2025 has been about turning intent into habit. We have better data than we did a year ago, stronger partnerships, and a clearer sense of where the biggest opportunities
actually are.

But we remain clear-eyed about how much further there is to go. We also launched 25 new tours in 2025, expanding the range of experiences available to our customers and giving us further opportunities to embed sustainability considerations as we develop our product offering.

Looking ahead

We know meaningful change takes time, collaboration, and accountability. While we're still at the early stages of this journey, we're committed to learning, improving, and listening, especially to the voice of our customers.

As we build momentum, we remain focused on doing better, for the destinations we love, for the people who travel with us, and for the planet we all share.

As we look ahead to 2026, we are focused on setting clearer, more ambitious targets and building the operational systems needed to meet them.



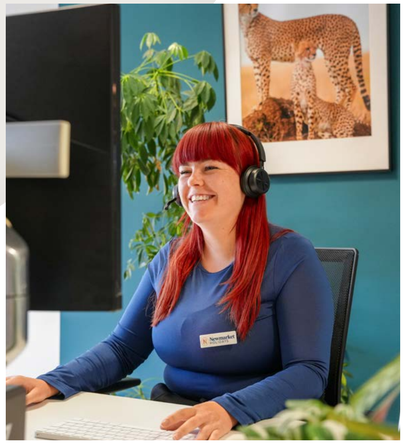
1. Listening to our customers

We'll continue adding sustainability questions to our NPS surveys and use customer insight to shape our product and communication strategies.



2. Setting reduction targets

We are committed to setting a science-aligned emissions reduction target for our tours portfolio. From 2027, we will begin modelling what a credible framework for this could look like, with progress reported in future Impact Reports.



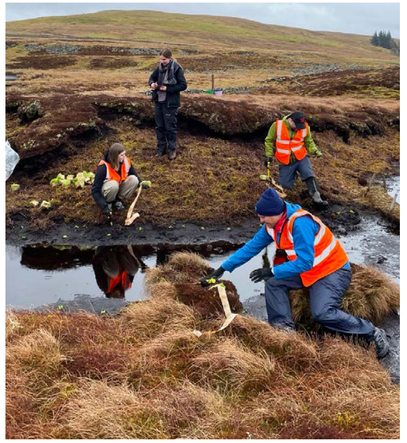
3. Evolving our tour design

We'll evolve how we build our products, designing new tours from the outset with both impact and experience in mind.



4. Forming new collaborations

We'll deepen relationships with expert sustainability partners and expand our community project footprint into new destinations.



5. Raising awareness

We'll continue championing nature-based solutions. We're particularly proud to champion peatland restoration in the UK, an often overlooked but powerful tool in the fight against climate change.

Appendix



References & Sources

UN Sustainable Development Goals: https://sdgs.un.org/goals

World Land Trust: https://www.worldlandtrust.org

DEFRA Emissions Factors: https://www.gov.uk/government/collections/government-conversion-factors-for-company-reporting

Scope 1–2 office data: Based on audit carried out by Sustainable Advantage carried out in 2025, based on data recorded in 2024.

Scope 1–3 tour data: Based on in-house measurement using 2025 travelled passenger data.

GHG Emissions Data (tCO_2e) 2024 – 2025

		2024	2025
GHG emissions	Total	**29,016.16**	**31,832.78**
	Offices	**72.66**	**72.66**
	Trips	**28,945.5**	**31,760.12**
Scope 1	Total	**30.76**	**30.76**
	Offices	**30.76**	**30.76**
	Trips	**0**	**0**
Scope 2	Total	**41.9**	**41.9**
	Offices	**41.9**	**41.9**
	Trips	**0**	**0**
Scope 3	Total	**28,945.5**	**31,760.12**
	Offices	**0**	**0**
	Trips	**28,945.5**	**31,760.12**

The Newmarket Sustainability Team

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Newmarket
HOLIDAYS

Help us to do better for the places *we visit* and the people *we meet.*

We would love to hear from you! Whether your suggestions are small and simple or colossal and complicated, we really are all ears.

If you've got something to share, please get in touch
travelforgood@newmarketholidays.co.uk

