



Case Study

# BOAT BIKE TOURS

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# CONTEXT

*Boat Bike Tours is a river-cruise operator offering unique boat and bike tours throughout Europe.*



Sea Going Green signed Boat Bike Tours as a recurring client in 2018 to begin a custom “Green Transition Strategy”. The strategy began with a pilot project of 3 ships (small, medium and large) to establish a baseline of the fleet's environmental impact.

As a next step, a full carbon footprint and material flow analysis were conducted for the entire fleet followed by strategies to lower their impact and set milestones for enhancing their environmental performance.

Having standardized data for the fleet, we are now continuing to work with them, conducting yearly analyses to help them maintain their status of being carbon-neutral which they attained as of 2022.

## THE CHALLENGE

Boat Bike Tours (BBT) chose to start their Green Transition Strategy with Sea Going Green to take an active role in the conservation of the rich natural beauty that Europe and the river ecosystems that they operate in. Biodiversity and the surroundings of which their tourism offerings depend on, especially their Tulip and river-side cycling tours.

The main challenge that Boat Bike Tours faced was the size of their fleet and their CO2 emissions. Offering tours on a diverse range of ships (sailing ships to large vessels) combined with meeting the expectations of different captains meant that detailed custom analyses and meetings with captains were needed to understand the context around each ship.

Boat Bike Tours has committed to continue their sustainability strategy in light of the COVID-19 pandemic. They remain on track to reach CO2 neutrality by the 2022 season.



## COMPANY FACTS

- 📍 **Location:** Netherlands
- 👥 **BBT Office:** 22 Employees
- 🚢 **Fleet size:** 21 ships
- 👤 **Yearly guests:** 15,000+
- 📅 **During the COVID-19 pandemic,** BBT was a front runner in terms of their COVID-19 safety measures and regulations amongst tour operators.

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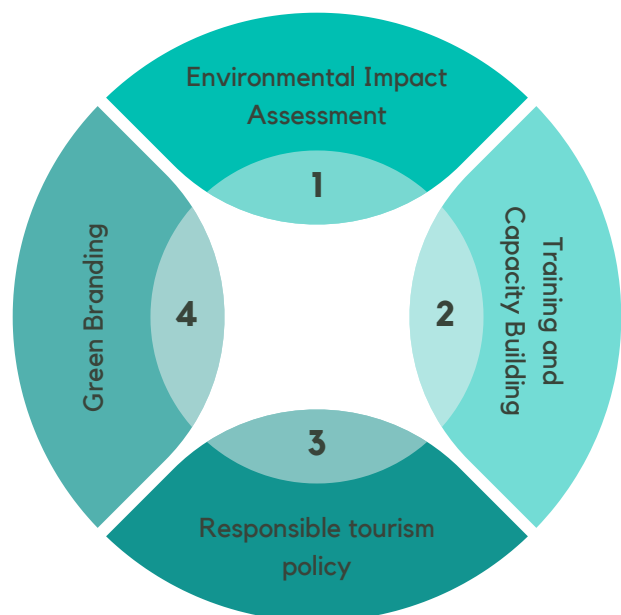


## OUR SOLUTION

After an initial scan of Boat Bike Tour's biggest environmental challenges, Sea Going Green helped the river cruise liner get on track with a custom-made Green Transition Strategy.

The strategy was developed with a four pronged approach to provide an initial baseline underlining their most significant areas for improvement.

From this, strategies were developed in collaboration with the management team to lower resource consumption, adopt sustainable operational practices and facilitate strategic partnerships with suppliers of biofuels, water saving devices and offsetting projects.





## ENVIRONMENTAL IMPACT ASSESSMENT

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Carbon footprint and waste flow analyses have been done, resulting in a baseline for the Boat Bike Tour's fleet. The study confirmed the three biggest areas of impact on their tours: (1) fuel consumption/carbon emissions to power boats and provide electricity on board, (2) water consumption/waste water from laundry, guest usage and food preparation, and (3) meals, in particular meat consumption. New data is monitored on a yearly basis in order for them to meet their milestone of CO2 neutrality by 2022.



## RESPONSIBLE TOURISM POLICY

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Based on the environmental impact assessments, short-, medium- and long term solutions have been provided by Sea Going Green's experts in order to avoid, mitigate and compensate potential adverse impacts on the environment and optimize their services.



## GREEN BRANDING

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As a next step, Boat Bike Tours created a sustainability webpage where their goals and efforts are being shared and annual reports are uploaded, in order to involve guests with the Green Transition of the river-cruise operator.



## TRAINING & CAPACITY BUILDING

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In order to focus more on reaching their sustainability goals internally, Boat Bike Tours also appointed a Sustainability Coordinator within the organization with the goal of building more capacity.



**Margriet Lakeman -  
Sustainability  
coordinator at BBT**

“For a couple of years now we have been working together with Ally and her team on our sustainability strategy. We started off with a pilot, focusing on three ships, and later we included the entire fleet (20 ships) in the strategy. They contribute their thoughts on how we can improve our environmental performance and keep us updated on the latest sustainable innovations. Sea Going Green has an extensive network and regularly puts us in contact with other parties. Sea Going Green’s approach is very professional and of high quality. Our contact with them has been really accessible. Ally as well as her colleagues are very approachable.”






## OBJECTIVES MET



I WANT THIS FOR MY COMPANY





Do you have questions that  
you'd like to discuss with us? -  
Get in touch!

## **Sea Going Green**

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