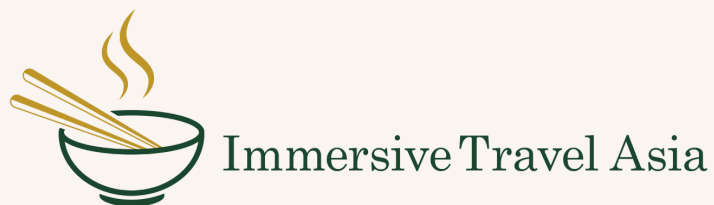


IMMERSIVE TRAVEL ASIA



Sustainability

OUR APPROACH TO RESPONSIBLE TRAVEL

INTERNAL & SUPPLIER STANDARD

FOREWORD

Why this matters to us

Travel changes the places it touches, for better or worse. We'd rather be honest about that than pretend a trip leaves no footprint at all.

We're based in Asia, working across countries where the balance between tourism and everyday life is often delicate, fragile ecosystems, communities with limited bargaining power, cultural traditions that can be worn thin by too much attention in too short a time. That gives us a responsibility we take seriously, not as a line in our marketing, but as a filter every itinerary passes through before it reaches a client.

This document sets out how we think about that responsibility, and what it actually looks like in the trips we build.

OUR APPROACH

Three areas, weighed against every itinerary

We organise our approach to responsible travel around three areas: protecting the natural world, respecting and preserving culture, and making sure the benefit of tourism reaches the people living alongside it. Every experience we consider for an itinerary is weighed against these three before it's offered to a client.

- 01** **Nature Positive.** Low-carbon travel, genuine wildlife and habitat protection, and experiences that support rather than strip the land they use.
- 02** **Cultural Heritage.** Protecting historic sites, supporting the people who keep traditions and crafts alive, and building encounters on consent rather than spectacle.
- 03** **Community Empowerment.** Making sure the money a trip generates actually reaches the households and communities it passes through.

NATURE POSITIVE

Protecting the natural world

Low carbon

Where a destination allows it, we build itineraries around walking, cycling, and public transport rather than defaulting to a private vehicle. Moving through a place slowly tends to reveal more of it, not less, quiet lanes, small workshops, the rhythm of a neighbourhood rather than a highway view of it.

Wildlife & habitat protection

We favour experiences where entrance and activity fees genuinely fund conservation, national parks, protected wetlands, accredited sanctuaries, rather than generic wildlife encounters dressed up as conservation. Our full position on animal welfare, including which species and interactions we won't offer under any circumstance, is set out separately in our Animal Welfare Codes of Conduct.

Organic & sustainable living

Farm-to-table meals, organic agriculture, and craft workshops that use local, seasonal materials reduce the distance between a trip and the place it's happening in, and tend to put money directly into smaller, local operations rather than larger supply chains that route spending elsewhere.

CULTURAL HERITAGE

Respecting and preserving culture

Heritage protection

We include visits to historic and heritage sites, including lesser-known ones away from the main circuit, where entry fees support the upkeep and preservation of the site itself rather than disappearing into general revenue.

Arts & craftsmanship

Workshops, performances, and studio visits are chosen because they put money directly into the hands of the people doing the work, weavers, potters, performers, not just the venues hosting them. We look for experiences that treat craft as a living practice rather than a display case.

Cultural diversity

Where an itinerary includes contact with an ethnic or indigenous community, that contact is built on consent and on terms the community sets, not on turning daily life into a spectacle for visitors. We favour experiences designed and run by the community itself wherever that option exists.

COMMUNITY EMPOWERMENT

Making sure tourism's benefit stays local

Homestays

A night with a local family, on their terms, does more for a household's income than the same night spent in a hotel that may not be locally owned at all. We choose homestay partners where the arrangement is clearly beneficial to the host, not just convenient for the itinerary.

Community-based tourism

Some of the most rewarding experiences we offer are run entirely by the community hosting them, with revenue shared across the group rather than captured by a single operator or middleman. We prioritise these where they exist and are genuinely community-led, rather than simply community-branded.

Philanthropy done properly

Where a trip includes an element of giving, it's channelled through organisations doing long-term, accountable work, not a one-off donation that photographs well and disappears from view afterward. We're wary of anything that turns generosity into a transaction with a child or a household on the other end of it.

REDUCING OUR FOOTPRINT

Plastic

Single-use plastic water bottles are one of the easiest things to remove from a trip, and one of the most visible, so it's where we start. We work with our supply chain to make it straightforward for travellers to refill a reusable bottle rather than buy a new one every day.

HOW WE MAKE REFILLING EASY

- **In-vehicle refill** — drivers and vehicles equipped to refill bottles during transfers and touring days
- **Hotel & restaurant refill** — partner properties that provide free refill points in lobbies, restaurants, and cafes
- **Public refill access** — pointing travellers to apps and networks that map free refill points while exploring independently

We ask travellers to bring a reusable bottle from home, and we make sure they're not left without an easy way to use it.

REDUCING OUR FOOTPRINT

Carbon & waste

Carbon

We favour low-impact transport where a trip allows it, walking, cycling, public transport, and we're honest with clients about the carbon cost of the alternative when it isn't practical. We don't currently offer formal carbon offsetting as standard, and we'd rather say that plainly than imply a certainty we can't back up.

Waste

We work with suppliers who manage waste properly, sorting, recycling, and reducing what ends up in landfill, and we steer away from experiences and accommodation that don't. Where we're choosing between two otherwise similar suppliers, waste management is part of that decision, not an afterthought.

CHOOSING OUR PARTNERS

Who we put on an itinerary, and why

Every hotel and supplier we work with is assessed against more than price and location. Before a property or operator is added to an itinerary, we look at:

WHAT WE ASSESS

- How staff are treated, wages, hours, and working conditions
- Where food, materials, and amenities are sourced from
- How waste and water are managed on site
- What the property actually contributes to the community around it, distinct from what it claims to in its own marketing

Where we can, we favour properties that have been through independent sustainability assessment rather than taking a marketing page at face value. Where a supplier falls short and shows no interest in improving, we look elsewhere, whatever the commercial relationship. The same standard applies to the excursions we sell, our position on animal welfare and child protection, covered in full in their own documents, sits underneath everything on this page.

OUR ETHICAL CODE

How we do business, not just what we sell

Sustainability isn't only environmental. How we conduct ourselves matters just as much, fair dealing with clients, suppliers, and competitors, no corruption, no favouritism, and equal treatment regardless of who's on the other side of a negotiation.

This applies to every member of our team, at every level, and it isn't optional or dependent on the size of a deal. We'd rather lose a piece of business than win it by cutting a corner we wouldn't want a client to know about.

TIPS FOR RESPONSIBLE TRAVELLERS

What we ask of the people travelling with us

We brief every traveller on a few simple principles before a trip begins.

WE ENCOURAGE

- Learning a few local phrases and dressing appropriately for the places you visit
- Shopping with local businesses rather than international chains where you can
- Staying on marked paths, respecting wildlife habitats, and following your guide's instructions when snorkelling or diving
- Reducing water and energy use just as you would at home
- Practising patience in crowded places, queues and pace of service vary by destination

WE CAUTION AGAINST

- Buying souvenirs made from endangered animals or plants
- Supporting activities that exploit children, directly or indirectly
- Treating a community's culture, or its poverty, as a photo opportunity
- Giving money or gifts directly to begging or working children
- Assuming patience and local custom don't apply to you



None of this makes a trip perfect, travel always leaves a footprint. What we can control is whether that footprint is one a destination is glad to have, or one it would rather have avoided.

That's the standard every itinerary is measured against before it reaches you.



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