

HOW WE TREAD RIGHT

The Travel Corporation's Sustainability Strategy

*Released 2020
Updated 2022*

MAKE TRAVEL MATTER[®]
EXPERIENCE



WE SUPPORT THE SUSTAINABLE DEVELOPMENT GOALS





MAKE TRAVEL TREADRIGHT MATTER™

CONTENTS

INTRODUCTION

Chief Executive Message	1
Sustainability at TTC	2
Our Family of Brands	3
Our Story	4
The Global Goals	5
The Travel Experience & TTC	6
HWTR Goals	7
Our 2025 Commitments	8

PLANET

Planet Achievements	10
Planet Goals	11 / 12 / 13
Planet Commitment	14

PEOPLE

People Achievements	16
People Goals	17 / 18
People Commitment	19

WILDLIFE

Wildlife Achievements	21
Wildlife Goal	22
Wildlife Commitment	23

OUR DNA

Tread The Pledge Fund	25
Annual Updates	26

WELCOME

The Travel Corporation, a family of award-winning travel brands, marked its 100th year of operations in 2020. One would be remiss in not acknowledging the tumultuous time for the world and our industry that 2020 will forever be remembered by, which is the deeply impactful introduction of COVID-19 into our communities worldwide. This is a crisis which will continue to be felt around the world for years to come. To me, COVID-19 is in part a consequence of our cumulative poor treatment of our world and its resources, making this strategy and our focus on how we tread right in the future more critical now.

Prior to the global cessation of travel in March, many in the travel industry and the traveling public were becoming keenly aware that change was long past due. COVID-19 indeed grounded us all, however I believe, as many do, that great challenges bring great innovation. What this means for our TTC leadership team is that now is absolutely not the time to set aside matters regarding the sustainable development of travel and indeed all industries. Rather the opposite is true. With our millions of guests across our brands, we will rebuild and do so better. How We Tread Right is TTC's blueprint for us to get there. And in the meantime, we have continued to fund all TreadRight projects during this crisis, appreciating how important such funding is, at such a difficult time, to the local communities we support.

TTC is comprised of award-winning travel brands all specializing in niche, highly immersive and responsible travel experiences. Our travel brands cater to almost every demographic, offering multiple travel styles. We are a family owned business who has proudly welcomed our fourth generation to the company, their futures are tied to our future. Collectively at TTC, we are committed to doing right by our future generations.

In 2008, also a period of great change in the world, we recognised a clear shift in our industry and that we had a role to play. In response we created our TreadRight Foundation, which we saw as a vehicle to enable us to support some of the destinations and local communities that are the single most critical component of our travel experiences, the reason we are in business.

Since that time, TreadRight has evolved to become central to our business. As key members of our How We Tread Right Steering Committee, the team sets the mandate on sustainability within our brands and oversees the efforts of our Foundation. We will see more change in the world, however I guarantee our commitment to sustainability will remain constant.

To ensure we are on the right path, How We Tread Right is built around the Global Goals (officially known as the Sustainable Development Goals or SDGs). Launched in 2015 by the United Nations, these 17 Global Goals provide an interwoven response to some of the most critical challenges our world is currently faced with, and a set of functional targets to guide us towards progress. The goals offer a guide for us all to follow, a path towards greater impact upon the world we live in. We are proud and humbled that the UN has recognised our efforts, granting usage of their official logo.

I invite you to read on and learn about how we tread right. We look forward to providing annual updates on our progress to achieve our How We Tread Right goals set forth in this strategy.

Sincerely,



Brett Tollman
Chief Executive - TTC





THE TRAVEL CORPORATION



Treadright Foundation projects are directly supported by TTC and its brands.



GUIDED TRAVEL BRANDS



HOTEL & SHIP BRANDS



TRAVEL AGENCY BRANDS



SPECIALIST & FIT BRANDS



B2B BRANDS





FAMILY OWNED • FAMILY RUN
DRIVEN BY SERVICE

TREADRIGHT

MAKE TRAVEL MATTER

PLANET

PEOPLE

WILDLIFE



TREADRIGHT
FOUNDATION
THE TRAVEL CORPORATION

2008

The Travel Corporation Conservation Foundation (TTC-CF) is launched.

2009

TTC-CF announces inaugural sustainable tourism projects.

2009 CONTINUED

Venice in Peril
Supported the restoration of Venice's historic Basilica di Santa Maria Gloriosa dei Frari church, damaged by the changing climate and over crowding.

2010

Mesoamerican Reef Leadership Program
Encouraged communities to work together to protect the Mesoamerican Reef through community based tourism initiatives.

2011

TTC-CF hires full-time Program Director.

The Travel Foundation
Launched 'Environmental Sustainability for River Cruising: A Guide to Best Practice' in partnership with Uniworld & The Travel Foundation.

2012

TTC-CF re-launches as the TreadRight Foundation, launches treadright.org

2013

Shark Savers
Supported the SharksCount program, enabling travellers to participate in shark conservation through citizen science.

TTC adopts its first 5 year sustainability strategy.

2014

TreadRight launches its Wildlife Initiative with WildAid and the Wilderness Foundation.

TreadRight launches its Heritage Initiative with the Alliance for Artisan Enterprise, supporting artisan projects in Peru, Italy and Greece.

TTC hires its first Corporate Social Responsibility Manager.

2015

Céline Cousteau is named TreadRight Ambassador.

TreadRight establishes its first Animal Welfare Policy and TTC brands stop offering elephant rides on all trips.

2016

Manitobah Muklusk Storyboot School
Supports the revival of Indigenous arts in Canada, by establishing a mukluk and moccasin school at Toronto's Bata Shoe Museum.

2017

TreadRight launches its Ethical Elephant Experiences guide.

TTC introduces its E-docs initiative in partnership with One Tree Planted in an effort to reduce oriented materials.

2018

TreadRight celebrates its 10th anniversary by introducing #MakeTravelMatter and unveils the three pillars of TreadRight: Planet, People and Wildlife.

Iraq Al Amir Women's Co-op
Supports job creation for women in Amman, Jordan, in support of cultural heritage.

TTC commits to eliminating all unnecessary single-use plastics across its offices.

TTC stops selling entrance to bull running in Pamplona on its trips.

TTC signs the WTTC Buenos Aires Declaration on Travel & Tourism Illegal Wildlife Trade

TTC joins the Coalition for the Ethical Treatment of Wildlife

2019

TreadRight welcomes Sarain Fox as its first People Ambassador.

TreadRight's Refuse To Ride video is recognized at ITB for best sustainable tourism video and wins a Travel Weekly Magellan Award.

TTC launches its **Make Travel Matter Pledge**.

2019 CONTINUED

TTC welcomes its first Chief TreadRight & Sustainability Officer to its Executive Team.

TTC joins the WTTC in committing to carbon neutrality by 2050

TTC announces removal of single-use plastics from TTC operations, including all trips.

2020

TreadRight welcomes Ami Vitale as its Wildlife Ambassador.

TreadRight launches its 'Tread the Pledge Fund' to support projects nominated by TTC's community of travel directors.

TreadRight and TTC launch an updated Animal Welfare Policy.

TTC launches TTC IDEA, its business resource group

TTC joins the Future of Tourism Coalition

2020 CONTINUED

TreadRight becomes a Founding Champion of the End Wildlife Crime network

TTC signs the UN Climate Neutral Now pledge

TTC launches its new sustainability strategy, **How We Tread Right 2025**.

TTC launches Make Travel Matter Experiences

Red Carnation Hotels completes renovation of Xigera Safari Lodge, nearly 100% solar powered.

THE GLOBAL GOALS

The Global Goals were established by the United Nations in 2015 as a blueprint to achieve sustainable development now and into the future.

Governments, businesses and society all have a role to play in advancing these goals. At TTC, we used the lens of the Global Goals to identify sustainability issues within our business that we could positively impact through our brand operations and through our TreadRight

Foundation. While recognizing the interconnectedness and importance of achieving all the Global Goals, we identified 11 Global Goals where we can have the most impact as a travel company.

Throughout this strategy we have made conscious efforts to align our own How We Tread Right (HWTR) goals with the Global Goals in order to support greater global impact. We have committed to annually reviewing all 17 Global Goals against our sustainability strategy and revise or reprioritize where necessary.

GLOBAL GOALS: OUR PRIORITIES



We are committed to tracking our impacts and advancing these 11 Global Goals through our operations, experiences and our TreadRight Foundation.

THE TRAVEL EXPERIENCE & TTC

At TTC and our family of brands, sustainability is woven into our core business functions. Our goal is to advance the Global Goals at each step of our travel and hospitality experiences delivery. This starts from the moment our guests begin dreaming of their next trip, to when they return to share their stories with friends and begin dreaming of their next journey.

1

DREAMING

Across our family of brands, there's an experience for everyone. Our work at TreadRight is to educate travelers about the impact of their travel choices, while empowering them to travel with a smaller footprint.



2

PLANNING

We ensure that guest experiences positively impact people, planet and wildlife. We offer local culinary experiences to support small businesses, we align our wildlife experiences to our Animal Welfare Policy, and we're committed to removing unnecessary single-use plastics to ensure we create positive impacts.



3

BOOKING

When our guests choose to travel with our family of brands, they become just that - family - and we treat our employees just the same. We invest in our teams to help them excel in life-long careers with fair and equal opportunities. We invest in our offices to reduce environmental impacts.



4

EXPERIENCE

We ensure our destinations benefit just as greatly by supporting local businesses, hiring local guides and investing in communities through our TreadRight Foundation.



5

SHARING

Our guests depart with a renewed sense of wonder and a strong connection to a new place or a new group of people. Taking all that they've learned on their trip - the world is now in their hands to make for a more sustainable tomorrow.



HOW WE TREAD RIGHT

HWTR GOALS

Our HWTR goals were developed as a result of identifying how we could positively impact the 11 Global Goals we've prioritized.

Through consultations with 30+ TTC brand and business leaders, we developed our HWTR goals to create the greatest possible impact for us while ensuring that every brand and region has a clear role to play in achieving our goals.

We also consulted our MAKE TRAVEL MATTER® Team, a particularly passionate group of our team tasked with embedding sustainability at our offices and within our operations.

Based on these consultations we further refined our action plan to achieve our HWTR Goals in the coming years.

PLANET

By 2025 TreadRight commits to ensuring that no less than 20% of its total project contributions are committed to Planet projects.

GOAL 1.

Reach net zero GHG emissions across the value chain by 2050 from a 2019 baseline year

[Learn how](#)



GOAL 3.

Reduce food waste by 50% across all hotels and ships by 2025.



GOAL 5.

Reduce printed brochures by 50% by 2025.



GOAL 2.

Source 50% of our electricity from renewable sources by 2025.



GOAL 4.

Increase use of local & organic food products by our supply chain by 2025.



GOAL 6.

Eliminate as many unnecessary single use plastics from our operations and itineraries by 2022.



PEOPLE

By 2025 TreadRight commits to ensuring that no less than 50% of its total project contributions are committed to People projects.

GOAL 7.

Include at least 1 MAKE TRAVEL MATTER® Experience on 50% of TTC itineraries by 2025.



GOAL 8.

Achieve a 20% increase of itineraries visiting developing regions for select specialist brands by 2025.



GOAL 9.

Increase employee and market sentiment regarding diversity and inclusion across our brands.



GOAL 10.

Complete 30,000 volunteer hours by 2025.



WILDLIFE

By 2025 TreadRight commits to ensuring that no less than 30% of its total project contributions are committed to Wildlife projects.

GOAL 11.

Ensure all wildlife experiences across TTC brands adhere to our Animal Welfare Policy by 2021.



PLANET

Travel inspires us to have a greater appreciation for the planet. We've been providing travel experiences for four generations and believe that reducing our environmental footprint will strengthen travel for generations to come. This responsibility is not something we take lightly, nor something we can undertake alone.

We recognise we do not operate in a silo, nor can we solve the world's many current challenges that way. Through partnerships with others our goals are within reach. These goals focus on the most pressing environmental issues to our business today: climate change, sustainable food production, and the responsible use of products and resources, including single-use plastics and paper.



Stopped selling
PLASTIC WATER BOTTLES
on coach trips in 2019



Reforested
500+ ACRES
through our E-docs initiative, in
partnership with One Tree Planted

2018 - Committed to remove unnecessary
SINGLE-USE PLASTICS
across our offices and operations by 2022

TREADRIGHT FOUNDATION



The TreadRight Foundation worked
with The Travel Foundation to develop
a 'Sustainable River Cruising Pack', to help
monitor and reduce, river cruising's environmental impact

\$1.27 MILLION
donated to Planet
projects since 2008

3 MILLION HECTARES of the Atlantic Forest
protected and managed by Conservation International
through our "Mosaics of Protected Areas" project



7KM of cliff stretch preserved at the White
Cliffs of Dover and Giant's Causeway

15
Planet
projects
supported
since
2008



60+
TYPES of single-
use plastics
removed
from our
operations

PLANET

SUSTAINABILITY & CONSERVATION

OUR BRANDS

10+ years of national
park clean ups by
the Destination
America team

Brendan Vacations ship their brochures in
COMPOSTABLE BAGS

AAT Kings provides
BOXED WATER
with recyclable packaging



**660 LBS
OF HONEY**
harvested from
beehives across
Red Carnation
Hotels

100%
plastic-free
toiletries given to
Uniwold guests

TTC brands working alongside
2,000+ suppliers to
eliminate single
use plastics

Cullinan companies provides biodegradable,
plant-based water bottles



1,700 garments diverted from landfill
through Contiki's Holiday Wardrobe
Clothing Swap



All owned coaches in Europe
operate Euro 6 engines, the most
efficient on the road

Evan Evans divert
200,000+ single-use plastic headsets from landfill
annually through a recycle and reuse program



CLIMATE CHANGE

We know climate change is real and its effects will change how and where we travel. In early 2020 we saw intense and devastating bushfires burn through parts of Australia’s outback. The affected communities continue to grapple with lost lives, destroyed homes and crippled ecosystems with calamitous consequences for wildlife. In response, [AAT Kings](#) launched Bushfire Recovery Giveback trips to support the local communities affected and our teams in Australia continue to volunteer with habitat restoration projects.

We continue to stand in solidarity with Australia and recognize that other regions and countries will face similar challenges as a result of a climate change. Climate change is directly linked to an increase in greenhouse gas (GHG) emissions in the atmosphere, and as a travel company reliant on air travel and other forms of transport, we have a responsibility to reduce our emissions and support the transition to a low-carbon future.

NET ZERO

Our primary focus is to decarbonize, the most effective means to address climate change. To enable that, The Travel Corporation has established science-based targets, validated by the Science Based Targets initiative (SBTi).

Read our [Climate Action Plan](#) to learn more.

GOAL 1.
Reach net zero GHG emissions across the value chain by 2050 from a 2019 baseline year

Since the launch of this sustainability strategy, global action on the world’s response to climate change has continued to advance. In 2022, we

reset our goal to the more ambitious goal of net zero by 2050. This replaces our original goal to become carbon neutral by 2030.

In 2021 we became a launch signatory of the [Glasgow Declaration](#), launched at COP26 and obliging us to commit to net zero. In November 2022 to reflect our path to net zero, we reset our Climate Action Plan with the approval of our science-based targets by the Science Based Targets initiative (SBTi) and the launch of our Carbon Fund. Our Climate Action Plan is not marked by one quick fix, because we do not believe there is only one. It is marked with a need to act now coupled with our commitment to learn and adapt as technology and innovation help us in our transition to a low-carbon business, both at our facilities as well as on our trips. Our plan builds on progress made to date and evaluates how we become a part of the global effort to reach net-zero emissions by mid-century, as outlined by the [International Panel on Climate Change](#).

Our Climate Action Plan commits us to Measure, Reduce, Restore and Evolve, and outlines how we will reach net zero GHG emissions across the value chain by 2050 from a 2019 baseline year, with accompanying short-term and long-term targets that are validated by the Science Based Target initiative (SBTi). Our primary focus is to decarbonize, the most effective means to address climate change. To enable that, we have established the following science-based targets, validated by the Science Based Targets initiative (SBTi):

Net Zero Target

- ◆ Reach net zero GHG emissions across the value chain by 2050 from a 2019 baseline year

Short Term Targets

- ◆ Reduce absolute scope 1 and 2 GHG emissions 46.2% by 2030 from a 2019 base year*
- ◆ Reduce absolute scope 3 GHG emissions from purchased goods and services, business travel, and use of sold products 27.5% within the same timeframe

Long Term Target

- ◆ Reduce absolute scope 1, 2 and 3 GHG emissions 90% by 2050 from a 2019 base year*

**The target boundary includes land-related emissions and removals from bioenergy feedstocks*

To cement our commitment to decarbonize, in 2022 we launched a Carbon Fund – a fund dedicated to financing initiatives to reduce the carbon emissions of our business. This fund is a bold step towards prioritizing the planet and will be used solely for initiatives that contribute to our net zero journey and help restore our planet. Progress made by this fund will be reported on in future [Impact Reports](#).

To further support our journey to net zero, our [TreadRight Foundation](#) will prioritize and invest in nature-based solutions developed to address climate change and the rapid loss of biodiversity.

GOAL 2.

Source 50% of our electricity from renewable sources by 2025

A clear opportunity to mitigate climate change is to reduce our reliance on fossil fuels and transition to clean and renewable energy. Over the next five years we will assess and invest in opportunities to diversify our energy mix and procure and generate renewable energy. Our [Red Carnation Hotels](#) are leading the way by procuring renewable energy for their properties.

SUSTAINABLE FOOD PRODUCTION

The local cuisine of a destination is perhaps the most popular and impactful way to get to know a new place. It is also a critical way for travelers and travel businesses to support a destination. That's why at TTC, we want to ensure ingredients are both procured and disposed in a responsible manner. This means encouraging our supply chain to source local and organic food across our itineraries and reducing food waste at our hotel and ship brands. Not only are these efforts beneficial for our guests and the planet, but sustainable agriculture practices and responsible food waste management contribute to greater food security in the local communities we visit.

GOAL 3.

Reduce food waste by 50% across all hotels and ships by 2025

Our luxury hotel and ship brands, Red Carnation Hotels, and [Uniworld](#), take pride in providing the finest dining experiences for our guests. They will continue to offer these experiences while employing innovative initiatives to continue to reduce their food waste. In 2020 Red Carnation Hotels selected a food waste management company to support them in this endeavour. Learning from this partnership we will evaluate how to reduce food waste across Uniworld. We will also share these learnings with our own properties, including Contiki Chateau, Contiki Gasthof, and Radical Travel's Skye Inn and Morag's Lodge.

GOAL 4.

Increase use of local & organic food products by our supply chain by 2025

Supporting local farmers and sustainable food production encourages the destinations we visit to develop resilient agricultural practices that combat food insecurity. This support, in turn,

enhances the authentic travel experience. Our coach and FIT brands work with thousands of accommodations and meal suppliers and we have a responsibility to ask for and encourage local and organic food production where possible. At TTC we define "local" as any food sourced within 30-50 miles of where it is prepared, and "organic" as any produce or meat sourced without the use of pesticides or GMOs; or sustainably sourced seafood. Our suppliers must source at least 25% of their menu either locally or organically in order to be considered a local or organic supplier.

Due to a halt in business operations as a result of COVID-19, we will begin working towards this goal in 2021. At this time, we will identify a target to achieve by 2025 and update our goal.

RESPONSIBLE CONSUMPTION

In an increasingly resource-constrained world we must be conscious of the waste we produce and identify ways to reduce our impacts and eliminate waste where possible. At TTC, we've identified many opportunities to reduce harmful unnecessary single-use plastics and have transitioned to providing entirely electronic guest documents.

OUR PLEDGE

In 2019, TTC and its family of brands launched the MAKE TRAVEL MATTER® Pledge to stand up and commit to a sustainable way forward for travel. Our How We Tread Right strategy lays out how we will work collectively to do just that.



GOAL 5.

Reduce printed brochures by 50% by 2025

Across our travel brands we have a considerable footprint resulting from the printing of annual brochures. Through collaboration with our travel partners we will reduce printed brochures by 50% from 2020 by leveraging e-brochures where possible, innovating new digital offerings, encouraging our industry to remove paper brochures and assessing brochure use within the travel trade. At our offices and [Red Carnation Hotels](#) we're tracking the amount of paper purchased and implementing initiatives to reduce our paper use. We've moved to providing travel documents entirely electronically and in partnership with One Tree Planted, we will plant a tree for each guest receiving e-docs with participating brands.

GOAL 6.

Eliminate as many unnecessary single-use plastics as possible from our operations and itineraries by 2022

The most impactful way to limit microplastics in our waterways and oceans, is to limit production at source.

In 2018 we committed to eliminating unnecessary single-use plastics from our offices and trips worldwide by 2022. We remain committed to this goal with a focus on eliminating single-use plastic convenience items. The onset of COVID-19 and the resulting need for enhanced hygiene measures and the use of personal protective equipment has forced us to slightly adjust this goal. Our guests' safety and wellbeing remains paramount and we will aim to remove single-use plastics from our operations that are not required due to regulation or health, safety, and/or hygiene purposes, and source the most sustainable solutions whenever possible. We will also continue to seek out opportunities to collaborate as an industry to identify best practices to eliminate unnecessary single-use plastics and address plastic pollution in our oceans and the destinations we visit.

Our Red Carnation Hotels and [Uniworld](#) ships partnered with Premium Purity to begin implementing electrostatic spray cleaning in response to COVID-19. This type of cleaning is proven to reduce microbes such as bacteria and viruses without using toxic chemicals or single-use plastics.

A man with a backpack is standing on a rocky ledge, looking out over a city at night. The city lights are blurred, creating a bokeh effect. The man is wearing a white t-shirt, dark pants, and a brown backpack. The background is a dense urban area with many lights, suggesting a large city.

TREADRIGHT / PLANET COMMITMENT

By 2025 TreadRight commits to ensuring that no less than 20% of its total project contributions are committed to Planet projects. Our Planet projects aim to reduce tourism's environmental footprint and promote responsible consumption. Many of our initiatives require partnerships with local stakeholders and our peers to ensure a sustainable future for all.

PEOPLE

Food, culture, history, art, architecture and stories; a few of the human elements that define a place and characterize its people. Exposure to new cultures and communities is eye-opening for visitors, but more importantly the communities we visit are home to those who live there. These critical cultural components benefit both a community and its visitors and form the basis of the visitor economy.

With the rapid growth of our sector, up until 2020's travel halt, travel and tourism were facing a number of challenges that had remained previously unaddressed. The true cost of unmitigated travel growth was being felt in some of the world's most popular destinations, resulting in a myriad of issues due to the number of visitors and residents being out of balance. Arguably the most consequential symptom of tourism growth remains the very uneven distribution of the social and economic benefit of travel at the destination level.

The critical conversations surrounding racism and diversity and inclusion are also ongoing within TTC and our brands. We must consider our own teams and guests as we strive to break down barriers for every person to feel welcome and accepted both in our offices and on our trips. Our goals focus on prioritizing resiliency and success – both for the destinations we visit and for our own teams. We pledge to support and grow travel experiences that demonstrate a genuine community benefit and put diversity and inclusivity at the forefront.



TTC 14,718 volunteer hours completed by our global teams in 2019

56%
of TTC employees are female



50%
of leadership positions are
HELD BY FEMALES



75+ MEMBERS ADVANCING DIVERSITY & INCLUSION
at our offices through TTC Idea



Began a Silver-level partnership with the
INTERNATIONAL LGBTQ+ TRAVEL ASSOCIATION
in 2019

ZERO-TOLERANCE
policy against racism, discrimination and harassment in the workplace

TREADRIGHT FOUNDATION

150 FEMALE ARTISANS

Supported in Jordan through our Iraq Al-Amir Women's Cooperative project

\$1.43 MILLION
donated to People projects since 2008



15
People projects supported since 2008

8 scholarships awarded through the Cristina Heeren Foundation to learn the traditional Flamenco dance



2 NEW INDIGENOUS TEACHERS hired to teach mukluk making at the Storyboot School

PEOPLE

SUPPORTING COMMUNITIES & CULTURES

OUR BRANDS

1,600+
pairs of socks donated through African Travel's Sexy Socks partnership



AAT Kings coaches in Central Australia feature traditional
INDIGENOUS DOT PAINTINGS

£100,000
raised by Contiki for Rainbow Trust to support sick children in the UK

2 brand new Insight Vacations itineraries for women only

100+
livelihoods protected through Trafalgar Be My Guest Experiences

OVERTOURISM

The topic of overtourism is well documented and understood to pose a risk to destination health and the visitor experience through a myriad of crowding driven symptoms. Crowding, however, must not be viewed simply as congestion in our towns, sites and other attractions, it must be understood for the pressure it places on local infrastructure, for the change it can impose upon the fabric of a community coupled with a destination's reliance on tourism as a means of employment and trade. As a travel provider, our opportunity to address the myriad of challenges posed by overtourism lies primarily in the way in which we operate, the places we operate and the experiences we provide.

GOAL 7.

Include at least 1 MAKE TRAVEL MATTER® Experience on 50% of all TTC itineraries

MAKE TRAVEL MATTER® Experiences were developed in response to the need for travel experiences that are mutually beneficial for both the guest and the host. Based on a robust set of criteria directly tied to the Global Goals, MAKE TRAVEL MATTER® Experiences seek to encourage the greatest community benefit from the visitor economy, while in turn educating guests across all our brands on the Global Goals and the way that daily action can support them.

Using our MAKE TRAVEL MATTER® E-Assessment, developed specifically for TTC, travel experiences will be rated against criteria in order to identify the way in which they materially advance the 11 Global Goals that How We Tread Right prioritizes. This is an effort to ensure that our brand travel experiences are chosen with great care, that our product and operations team appreciate the true positive impact potential of travel and tourism, and that this knowledge is passed onto our guests and travelers.

Our MAKE TRAVEL MATTER® E-Assessment is an online tool made available to all product and operations teams and tracked by the TreadRight team, enabling brands to identify qualifying experiences with the view to ensuring integration of at least one MAKE TRAVEL MATTER® Experience across 50% of all TTC itineraries by 2025.



Travelers can identify MAKE TRAVEL MATTER® Experiences across our brands by locating the MAKE TRAVEL MATTER® Experience seal.

GOAL 8.

Achieve a 20% increase of itineraries visiting developing regions for select specialist brands by 2025


TTC brands offer exceptional experiences in up-and-coming regions. Participating brands in this goal include: [AAT Kings](#), [Adventure World](#), [African Travel](#), [Brendan Vacations](#), [Contiki](#), [Lion World](#) and [Highland Explorer Tours](#). Using a baseline of trips to developing regions in 2019, we will aim to achieve a 20% increase in itineraries visiting developing regions by 2025. By introducing guests to developing regions, we can support a greater spread of tourism income within the destination, while offering compelling travel experiences. For the purposes of this goal TTC defines developing regions as:

- ◆ Those we haven't visited in 2019.
- ◆ Those with limited or no symptoms of overtourism.
- ◆ Those that support a greater spread of tourism, such as secondary cities.

OUR CULTURE

Our TTC team is a team of thousands across 15 countries. A diverse group of committed team members and passionate travelers, maintaining a strong community culture across all hotels, ships and offices is a long standing TTC commitment.

As a family owned and run business, support for one's team members runs deep. That's why in 2020 when the Black Lives Matter movement called for reflection from all companies to review their approach to diversity and inclusion, we took the time to listen, and seek input from our own teams. To be clear, TTC, The TreadRight Foundation and all of our member brands stand firmly against racism around the world, in all its forms. However, we humbly acknowledge that we can do better in our inclusivity initiatives. We have a motivated global team, TTC IDEA (Inclusion, Diversity, Equality Action) comprised of 75+ individuals across the company who will lead the change, share their experiences, and advocate for anti-racism and more inclusivity and diversity in the travel industry.



WE USED THE UNITED NATIONS GLOBAL GOALS TO ASSESS PRECISELY HOW OUR BRANDS CAN MAKE LONG LASTING, POSITIVE CHANGE AND REMAIN RESILIENT.

GOAL 9.

Increase employee and market sentiment regarding diversity and inclusion across our brands

Internal support, opportunity and mentorship within TTC teams and offices is strong, with a focus on developing internal team members. TTC's focus to date has been on building opportunity for female leaders in the group, and has succeeded at ensuring 50%+ of the executive leadership is female. The group's current focus is on ensuring that both internal teams as well as guests and travelers are represented equitably from within the LGBTQ+ and Black, Indigenous and people of color communities.

To achieve this, TTC has committed to completing a Diversity and Inclusion Strategy by Q1 2021. This strategy will address how brands and offices recruit from and communicate to previously underrepresented communities. It will focus on internal and external initiatives to increase our inclusivity. To understand whether we are on the right track, we will conduct annual employee and market surveys to gauge sentiment towards diversity and inclusion across our brands. Travel is one of the greatest tools to encourage and support cross cultural understanding, and it's critical that that understanding is shared with and felt by our teams worldwide.

Our commitment to diversity and inclusion extends to Indigenous peoples, the first travelers. We are in the process of working with various Indigenous travel associations and experts to develop a guidebook that will help our brands engage with Indigenous tour operators in a respectful and meaningful way that honours Indigenous heritage and lands.

GOAL 10.

Complete 30,000 volunteer hours by 2025

Initiated in 2009, all TTC team members receive two paid days a year which they can dedicate to volunteering in their local communities where they live and work. Volunteer time is to be used to support well-established organizations that work to promote the health of the environment, the health of people in our communities or community improvement in general. To encourage our offices participation in our communities, we have set a target of 30,000 total volunteer hours to be completed by 2025.



TREADRIGHT / PEOPLE COMMITMENT

By 2025 TreadRight commits to ensuring that no less than 50% of its total project contributions are committed to People projects. People and communities are critical to every travel experience offered by TTC, and this increase reflects our core experiences and the destinations in which we operate.

WILDLIFE

The Tollman family has deep roots in Africa, reaching back four generations. With these roots comes a deep and abiding commitment to wildlife. Our travelers have magnificent opportunities to view wildlife in its natural habitat. We are mindful that we are visiting their homes, and it is up to us to help care for and protect them, ensuring our impact on wildlife is positive.





Established our
**FIRST ANIMAL WELFARE
POLICY IN 2015**



60+

Wildlife experiences offered by our family of brands

**FIVE DOMAINS OF
ANIMAL WELFARE**

progressive framework the new TTC Animal Welfare Policy follows

**TREADRIGHT
FOUNDATION**



130 Kiwi Chicks that hatch each year at the National Kiwi Hatchery Aotearoa

150+

cotton top tamarins protected at Proyecto Titi

430 RHINOS

protected through our partnership with Wilderness Foundation Africa



\$500,000

donated to wildlife conservation and education efforts since 2008

15

wildlife projects supported since 2008

Partnered with

**WORLD
ANIMAL
PROTECTION FOR
5 YEARS**

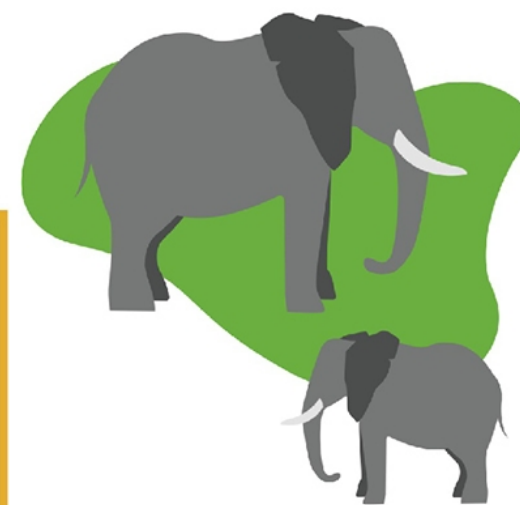


WILDLIFE
PROTECTION & AWARENESS

OUR BRANDS

2,600+ KOALAS

treated at Australia Zoo Wildlife Hospital since 2014 thanks to AAT Kings and the TreadRight Foundation



Since 2015 we've
**BANNED
ELEPHANT
RIDING**
on our trips

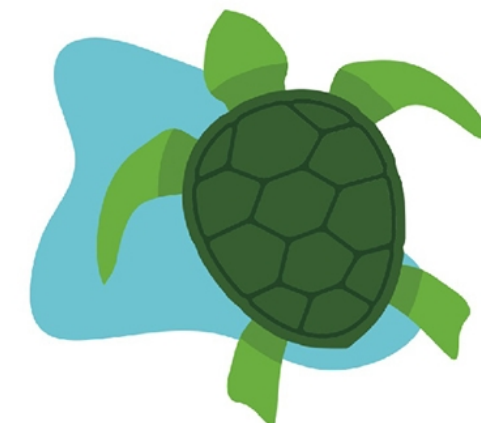
10,900

hectares of protected areas across Red Carnation Hotel properties

**DWANE
SEA TURTLE**

Siva Travel's adopted

recovering from an accident





OUR ROOTS

TTC's roots are in South Africa, and the health and wellbeing of the world's wildlife has always been a matter close to our hearts. We will continue to advocate for the ethical treatment of the world's wildlife.

ANIMAL WELFARE

Wildlife tourism is not new. Elephants, tigers, dolphins, big cats and more have been forced to give rides, perform for entertainment, and act as selfie-props for the "perfect photo" for decades. More than half a million wild animals are currently enduring lifetimes of suffering at tourist entertainment venues worldwide. However, with more influencers, travelers and travel companies sharing their encounters with exotic species through social media, wildlife experiences are quickly rising to the top of many bucket lists. As a responsible travel company, we need to ensure these experiences are as ethical as possible and respect the wellbeing of these animals.

GOAL 11.

Ensure all wildlife experiences across TTC brands adhere to our Animal Welfare Policy by 2021

In 2020 we updated our [Animal Welfare Policy](#) in cooperation with [World Animal Protection](#). The policy is one of the first to use the latest science-based framework for assessing animal welfare: The Five Domains model. The model enables a positive mental state for animals by considering the health, environment, nutrition and behaviour of the animals. In creating this new policy, TreadRight assessed the wildlife experiences across all TTC brands to ensure compliance.

We are in the process of phasing out inappropriate wildlife experiences on our trips by 2021. Going forward, our policy will be included in all contracts that include wildlife experiences.

We ask that our guests and teams email animalwelfare@treadright.org if they have an experience on a TTC trip that they feel does not meet our Animal Welfare Policy. TreadRight is committed to investigating these concerns and removing experiences that do not meet our policy. All wildlife experiences will be reviewed on an annual basis to ensure compliance.



TREADRIGHT / WILDLIFE COMMITMENT

By 2025 TreadRight commits to ensuring that no less than 30% of its total project contributions are committed to Wildlife projects. Wildlife is a core component of our experiences, and while it remains a clear priority, our greatest opportunity for positive change is through education and operational considerations. TreadRight will continue to focus on conservation efforts, wildlife research, and education.

EMBEDDING HOW WE TREAD RIGHT IN OUR DNA

We are a family-run company, and in the TTC family, everyone has a role to play. The ultimate goal of How We Tread Right is that our teams on the road and in our offices recognize the role they have to play to help accomplish our goals. They are meant to be shared across brands, regions and teams and individual roles so that we can ensure participation, share best practices and have a greater impact, together. By inspiring our people and the millions of travelers our brands touch around the world, this increases impact, not just in our travels but in our daily lives.

In order to ensure our brands and teams keep sustainability front of mind and work towards our goals, we are committed to the ongoing integration of sustainability into our company DNA. To accomplish this, we will utilize our cross-departmental Make Travel Matter Teams, and establish a How We Tread Right Steering Committee to oversee the implementation of this strategy. We will also undergo a review of our sustainability education for team members on and off the road, as well as keep them motivated through peer-recognized awards.

MAKE TRAVEL MATTER® TEAMS

Our MAKE TRAVEL MATTER® Teams (MT2) are groups of passionate team members integrating sustainability into our offices and products. They have a critical role to play in carrying out employee engagement opportunities and reporting on sustainability in their roles.

In future years, we will expand these teams to include our teams on the road. Our MT2 Operations and MT2 Marketing teams are critical to integrating sustainability into their day-to-day roles and communicating on sustainability initiatives.

HOW WE TREAD RIGHT STEERING COMMITTEE

The HWTR Steering Committee is a team of executive-level leaders in the business from various brands and regions. The TreadRight team are all members of the HWTR Steering Committee and they oversee, monitor and report on the strategy's progress across all brands. This committee has oversight to progress made on the HWTR goals and each individual acts as a point of contact for sustainability within their region or brand. The HWTR Steering Committee reports to the Chief Sustainability Officer, who in turn reports directly to TTC's Chief Executive.

LEARNING OPPORTUNITIES AND PEER-RECOGNIZED AWARDS

We will strengthen ongoing sustainability education for our team members through our MAKE TRAVEL MATTER® Teams, during product training and at our annual brand kickoff meetings. This education will extend to our guests where possible in order to create a larger movement of responsible travelers. We will also continue to support our peer-recognized awards, such as our TreadRight Champions who are team members from reservation agents to executives who empower TreadRight and its partner projects.

OUR DNA



TREAD THE PLEDGE FUND



TTC's family of Travel Directors, Travel Concierges and Trip Managers are not only the passionate people who bring the trips of our TTC brands to life, they're also world citizens who often give back and volunteer in their free time with the communities they live in or visit on the road. The Tread the Pledge Fund awards \$10,000 in grants to community and sustainable tourism development projects around the world. These projects that have been nominated by our Travel Directors, with new projects nominated and rewarded annually.



COMMITMENT TO ANNUAL UPDATES

We commit to publicly sharing our progress on these goals on an annual basis going forward. This transparency will hold us accountable and help us celebrate our teams' achievements as we work together to advance our goals. It will also help us identify areas where we are falling short, and where we need to put in extra work. We look forward to sharing our progress in future Impact Reports and demonstrating how we tread right.

MAKE
TRAVEL
THE TRAVEL CORPORATION
MATTER™

FOR ADDITIONAL INFORMATION ON HOW TTC, TREADRIGHT, AND OUR FAMILY OF BRANDS ARE MANAGING OUR IMPACT, VISIT US AT [IMPACT.TTC.COM](https://www.impact.ttc.com)