

SUSTAINABILITY PROGRESS REPORT 2024

TIGER TRAIL



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Vision and Goals

Introduction:

This report outlines the current progress and initiatives related to sustainability at Tiger Trail Travel. It encompasses various aspects, including policy implementation, staff training, marketing strategies, and accommodation partnerships.

Vision:

"Laos is the jewel of Southeast Asia. We strive to make it a prime destination for sustainable tourism, that keeps the environment intact, benefits local communities and is in accordance with the centuries old traditions while offering once-in-a-lifetime experiences for our customers."

Key Goals:

- Minimize environmental impact, including reducing single-use plastics.
- Promote gender equality in the communities we work with.
- Implement sustainability and Travelife criteria into the company.
- Improve communication and agreements with customers and suppliers regarding sustainability.

Sustainability Policies & Practices

In 2024 we reviewed sustainability across the company and became a Travel Partner. We developed and began to more officially implement policies to improve sustainability. We are actively working on implementing sustainability and Travelife criteria into the company. Key tasks include:

- Reviewing tours to identify areas for improvement in sustainability. We have a qualified graduate from Switzerland starting in July to focus further on this area. We are specifically working on:
 - Reviewing and working with suppliers on sustainability policies.
 - Reviewing customer communication to incorporate sustainability messages.
 - Identifying areas for improvement in tour products.




- Training staff on environmental practices.
- Monitoring waste management practices.
- Incorporating further sustainability metrics into customer feedback.
- Improving staff understanding of sustainability through regular meetings and communication.
- Improving product management and development with a focus on sustainability by reviewing our products and the information we provide to clients and partners, including a pre-departure information pack.
- Utilizing online training platforms such as Travelife to educate staff on environmental practices.

Waste Management Practices:

Strategies for recycling and waste management are being reviewed and communicated within the organization. In the office we minimize the use of plastic. On tours all customers are offered no plastic options or options to reduce their plastic consumption.

This policy focuses on minimizing environmental impact through waste reduction and recycling. It is guided by the 5R principle: Refuse, Reduce, Reuse, Repair, and Recycle. Key guidelines include:

- **Purchasing:** Prioritizing recyclable and refillable products, purchasing in bulk, and avoiding excessive packaging.
- **Waste Reduction:** Reducing printing, using digital communication, utilizing reusable items, offering reusable tote bags to customers, and encouraging customers to use refillable drinking bottles.
- **Recycling and Composting:** Establishing labeled recycling bins and composting organic waste.
- **E-Waste Management:** Disposing of electronic equipment responsibly.
- **Employee Engagement:** Educating employees about the policy and encouraging participation in waste reduction efforts.
- **Monitoring and Review:** Tracking waste generation and recycling rates.
- **Targets and Goals:** Setting specific targets for plastic bag reduction, recycling, waste reduction, and double-sided printing.

20L Refill bottle with own refill bottle	20L Refill bottle with 1x600ml plastic bottle to refill	Only 600ml plastic water bottles
		

Our full policy is available [here](#).

Sustainability Policy for Accommodation Partners:

We defined a "Sustainability Policy Accommodation" that focuses on:

- **Fair Business:** Adherence to law, human rights, and economic/social equity.
- **Environmental Impact Minimization:** Prioritizing sustainable practices.
- **Working Conditions:** Ensuring fair wages, reasonable working times, and compliance with national labor laws.
- **Waste Management:** Encouraging separation of organic waste for composting and plastic for recycling.
- **Energy Efficiency:** Promoting energy-saving practices.
- **Water Efficiency:** Encouraging water-saving systems.
- **Child Protection:** Taking measures to protect children from exploitation and abuse.
- **Local Supplies:** Stimulating the use of local food products.
- **Biodiversity Care:** Limiting negative impact on local and global biodiversity.

A full copy of the policy is [here](#).

Travel Code of Conduct For Staff and Partners:

This code of conduct outlines Tiger Trail Travel's commitment to sustainability, community empowerment, and environmental conservation. It's based on international declarations and principles like ILO Rights at Work, the Rio Declaration, UN Sustainable Development Goals, and the UNWTO Global Code of Ethics for Tourism. Key points include:

- **Ethical Business Conduct:** Adherence to laws, human rights, and ethical practices.
- **Sustainable Local Development:** Supporting local economies and respecting cultures.
- **Wildlife Protection:** Rejecting businesses that exploit wild animals and discouraging the purchase of products from endangered species.
- **Accessible Tourism:** Ensuring all customers are welcomed and served appropriately.
- **Child Welfare and Labor:** Protecting children from exploitation and abuse, prohibiting child labor, and providing training on child protection.
- **Environmental Issues and Ecological Ethos:** Reducing environmental impact and promoting sustainable practices.
- **Health & Safety Compliance:** Ensuring compliance with health and safety laws and providing necessary training and equipment.
- **Exotic Foods:** Discouraging the consumption of exotic foods involving endangered animals.

Energy Reduction And Management Policy

This policy aims to reduce energy consumption and promote responsible energy management. Key objectives and actions include:

- **Reducing Energy Consumption:** Focusing on heating, ventilation, lighting, and technical equipment.
- **Investing in Sustainable Technology:** Using energy-efficient equipment.
- **Raising Staff Awareness:** Educating staff on energy-efficient practices.
- **Heating and Ventilation:** Optimizing systems, setting schedules, and maintaining equipment.
- **Lighting:** Maximizing natural daylight, using energy-saving bulbs, and using dimmers and sensors.
- **Technical Equipment:** Prioritizing energy-efficient options, setting equipment to standby mode, and using on/off switches.

- **Emails:** Promoting short and simple emails, using links instead of attachments, and efficient server management.
- **Monitoring and Reporting:** Tracking progress and collaborating with eco-conscious partners.

Home Stay and Village Guidelines

This policy focuses on child protection guidelines for interactions in villages. Key points include:

- **Respecting the Home:** Refraining from loud noises and gestures.
- **Avoiding One-on-One Interactions:** Never being alone with a child.
- **Limiting Physical Contact:** Not holding, carrying, or hugging children.
- **Treating Children with Respect:** Engaging as with anyone else and speaking at the child's level.
- **School Visits:** Not visiting or interrupting class time.
- **Supervised Interactions:** Ensuring interactions are in the open and supervised by a community member.
- **Gift Policy:** Not giving candies, drinks, or flamboyant gifts.
- **Donations:** Handling donations through the Fairtrek team.
- **Photography:** Focusing on group images rather than individual ones.
- **Assisting Children in Distress:** Drawing attention to a community member or guide.

All sustainability policies are available [here](#).

Marketing & Customer Engagement

Sustainable Marketing Strategy:

A framework template for a Sustainable Marketing Program has been developed. This includes steps for:

- Understanding the 'Why' behind sustainability efforts.
- Defining the 'What' of our sustainable practices.
- Navigating the 'Where' to communicate sustainability effectively.
- Mastering the 'How' of implementation.

Ideal Customer:

Our ideal customer is described as someone who appreciates a combination of adventure and culture, seeks immersion in local communities, values high-quality accommodation, and is price-conscious.

Staff completed a course in Sustainable Marketing in May 2024.



Raising Awareness:

We aim to raise awareness about sustainability issues, such as the lack of waste management systems in rural areas of Laos. We are educating customers and providing them with reusable shopping bags and water bottles made from Bamboo (Our [Jungle Jar program](#)). We encourage travelers to contribute by using reusable items and participating in community-based tourism activities.

Website & Communication:

We are reviewing our website content to ensure it clearly communicates our sustainability efforts. We plan to integrate sustainability into our monthly newsletter and social media marketing by highlighting community-based tourism, environmental initiatives, and customer contributions.

Future Steps for 2025:

- Continue implementing Travelife criteria and staff training.
- Enhance communication of sustainability efforts through all marketing channels.
- Further develop and refine the sustainable marketing strategy.
- Strengthen partnerships with accommodation providers that adhere to sustainable practices.
- Monitor and evaluate the impact of sustainability initiatives.
- Expand community-based tourism activities and support local projects.

Some action items in our 2025 sustainability action plan include

- Participate in external forums and work groups related to sustainability in tourism.
- Share sustainability experiences, training materials, and best practices through media and events.
- Check staff contracts and ensure understanding of terms.
- Continue to communicate and review recycling and waste management.
- Use online training to educate staff on environmental practices and record details.
- Provide partner agencies access to Travelife training and reporting tools.
- Inform key partner agencies about the company's sustainability policy.

- Include sustainability clauses in contracts with partners and encourage sustainability training.
- Establish written contracts with partner agencies covering sexual exploitation and labor conditions.
- Give preference to sustainable accommodations and create a list.
- Include sustainability clauses in accommodation contracts.
- Include clauses in accommodation contracts to prevent sexual exploitation of children.
- Inventory sensitive excursions, communicate sustainability objectives, and distribute codes of conduct to suppliers.
- Include sustainability aspects and issues in tour quotations.

This report provides an overview of the current sustainability progress at Tiger Trail Travel. We are committed to continuous improvement and further integrating sustainability into all aspects of our operations.

All sustainability policies are available [here](#).

