



# Planeterra

Foundation



# PLANETERRA'S MISSION

To improve people's lives by creating and supporting social enterprises that bring underserved communities into the tourism value chain.



A close-up photograph of a woman with a joyful expression, wearing traditional African beaded jewelry and a white beaded shawl. The image is framed by a thick red border. The text 'TRADE NOT AID MODEL' is overlaid on the right side of the image.

# “TRADE NOT AID” MODEL

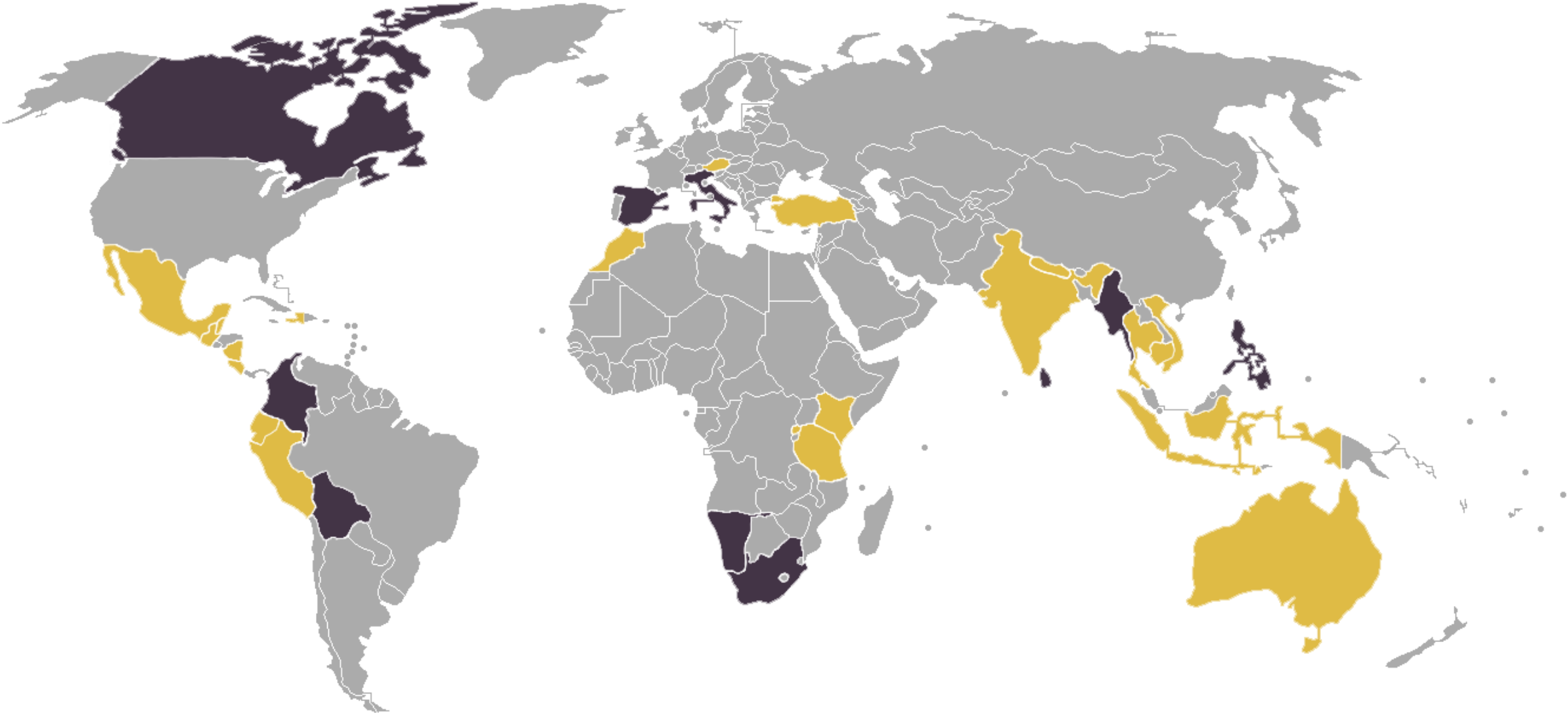
- Different from traditional charities
- Creating Opportunity
- Self-sustaining programs
- Getting at the root of poverty

# WHERE DO WE FOCUS OUR PROJECT DEVELOPMENT?



# Where we work

36 Projects at end of 2016  
50 2017 project locations



# 50 in 5 in 2016



More than  
**415,000**  
travellers have visited  
Planeterra Foundation  
projects.  
**72,000+**  
in 2016 alone.

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**370**

YOUTH  
receiving training in the  
hospitality industry



**1,529**

WOMEN  
pursuing new economic  
opportunities in tourism



**888**

COMMUNITY MEMBERS  
directly engaged in tourism  
programs



# 5 PROJECT



Handicrafts



Tours & Experiences



Accommodation



Meals & Food



Transportation



## MOSHI MAMAS

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60  
families  
benefitting





## OODLES OF NOODLES

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30  
students trained  
annually





MAE HONG SON  
HILLTRIBE TREK



1,120  
lives impacted







PARWA  
RESTAURANT



260  
lives impacted







## WOMEN ON WHEELS

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92  
female drivers  
employed





# | Methodology



## RESEARCH OBJECTIVE

The objective of this survey was to understand travellers' perspective on 'sustainable travel' and how they prefer to connect to local communities when travelling. Secondary objectives included gauging awareness of Planeterra/G for Good projects and how their inclusion on tours influences their decision making.



## DEPLOYMENT

Responses were collected between February 3rd to 12th, 2017  
~5-7 minute survey deployed to G Adventures' Virtual Advisory Panel via Qualtrics



## SAMPLE SIZE

Total number of respondents whom completed the survey: 3,773  
Total number of respondents by country: CA 34%; US 29%; GB/IE 14%; AU/NZ 12% ;  
Europe 8%; Other 3%

# Phrases Resonating with ‘Good Travel Practices’

‘Responsible Travel’ is the phrase that resonates most with travellers with ‘Sustainable’ options roughly 20 points lower

Based on your idea of good travel practices, what key phrases resonate the most?



*‘Authentic Experience’ resonates even more so with Canadian and American travellers.*



#### Sustainable travel

Help make our world a little bit better, one adventure at a time.

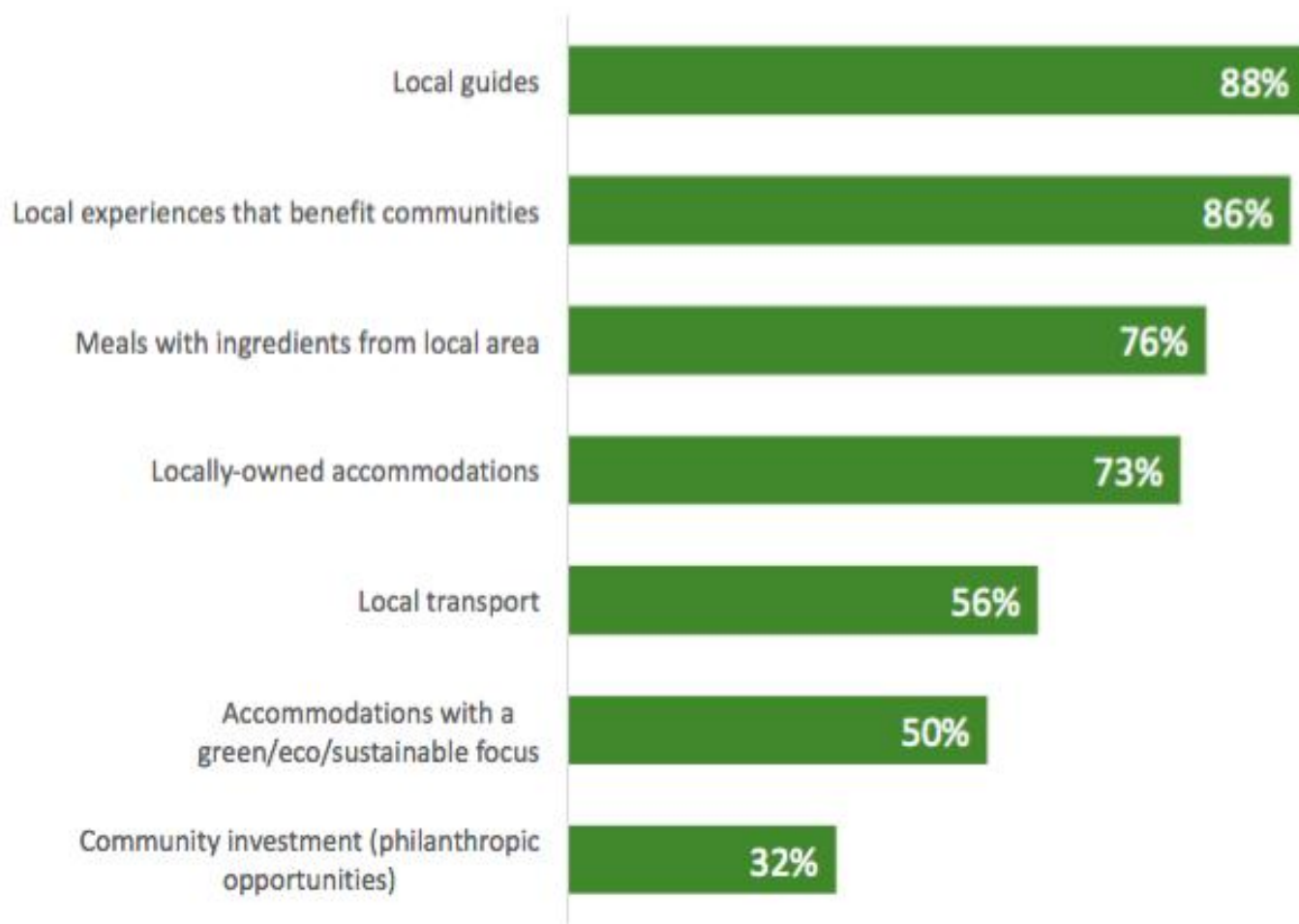
[Learn More](#)

*‘Sustainable Travel’ only ranks 5<sup>th</sup> of the 7 available to choose from*

# Sustainable Practices On Tour

When on tour, travellers want to experience 'local' which allows them to authentically experience the destination with minimal impact

## On Tour Sustainable Practices That Are Important To Travellers



According to travellers, *Sustainable Tourism* means trying to avoid activities that would negatively impact the economy, environment, or culture of the destination, in addition to getting real local experiences.

*"Tourism that leaves very little environmental impact (e.g. minimal waste on hiking trails) but also interacts with the local community in a way that impacts both the local and the tourist (i.e. we're not just there to see sites and leave, but also to respect local cultures)." - Christina*

# Choosing Travel Companies

The top sustainable business practices that are important to travellers relate directly to human and environmental welfare

## Most Important Sustainable Business Practices When Choosing a Travel Company





# G for Good Important Aspects

Experiencing a new culture is by far the most meaningful aspect of the tour with 91% including that in their top 3 choices

## Top 3

**Most meaningful aspects of a G Adventures tour  
that would influence repeat travel**

**91% Experiencing a new culture**

**65% Interacting with local people**

**56% Experience on tour (i.e. an  
included visit to a Planeterra project)**

**Most important aspects of a G Adventures tour**

**62% Tour Leader**

**56% Activities**

**53% Local Interaction**

*Those 18-34 years old were more likely to have "meeting new people" and "going beyond my comfort zone" and less likely to have "interacting with local people" in their top 3 choices.*

# Contact Us

 Planeterra Foundation

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[www.planeterra.org](http://www.planeterra.org)

  
Planeterra  
Foundation

Jamie Sweeting

[jamies@planeterra.org](mailto:jamies@planeterra.org)

1 413 325 3391

