



GOODTravel

2019 IMPACT REPORT

good-travel.org

INTRODUCTION

Transforming the tourism industry into a force for GOOD

2019.

The year our co-founder was a finalist for the New Zealand Women of Influence Awards.

The year our research with the University of Otago was featured on the United Nations Tourism4SDGs platform.

The year we joined Impact Travel Alliance's New Zealand chapter and launched our New Zealand trips.

The year we got vocal about increasing gender equality in tourism through blogging, webinars and events.

The year we were featured as one of the best sustainable travel companies by global blogger and influencer, Thirdeyemom.

There are so many things to celebrate this year, but most of all this report is about celebrating you: our travellers, partners and supporters who make our work possible. Thank you.

~ The GOOD Travel Team



2019 SNAPSHOT

Key achievements from 2019 in numbers



182,000

PEOPLE REACHED

Through our website, social media and events, we reached an estimated **182,000 people** with key messages about sustainable, ethical and responsible tourism.

NZ\$166,000

SPENT AT GOOD BUSINESSES

We spent over **\$166,000** at GOOD businesses ranging from an eco-village in Iceland to a solar-powered hotel in New Zealand.

NZ\$7,000

DONATED

We directly donated over **\$7,000** to support sustainable development initiatives, including an entrepreneurship programme in Tanzania and a learning centre for Burmese migrants in Thailand.

65

TRIP PARTICIPANTS

We designed and ran trips to Cambodia, Thailand, Bali, Fiji, Iceland, Tanzania and New Zealand enabling **65 trip participants** to experience travelling GOOD.

11

BLOG ARTICLES

We published **11 blog articles** on topics ranging from gender equality to slum tourism, reaching over **9,500 readers**.

9

RESEARCH PROJECTS

We supported **nine research projects** and presented at **eight events** working in partnership with universities, United Nations agencies and tourism businesses around the world

2019 SNAPSHOT

Key achievements from 2019 in images



Our #wastefreeflyer campaign reached new heights, inspiring travellers globally to say 'No' to plastic cups, headphones and cutlery.



Our trips built friendships across diverse nationalities, backgrounds and ages, reminding us that we are more alike than we are different.



We worked with the University of Otago to carry out research into tourist pledges in New Zealand, Palau, Finland, Hawai'i and Iceland.



Our co-founder was a finalist in the global category for the New Zealand Women of Influence Awards.

2019 SNAPSHOT

Key achievements from 2019 in words



"I would describe the trip as transformative. If you're a fan of Anthony Bourdain, the late chef, author and travel documentarian, you will especially appreciate this Thailand experience for the way that it honors Thai people and their culture. If creature comforts inspire you, this trip will keep you inspired. If rustic culture calls you forth, this trip will elevate your thinking, regardless of what you think right now. It's the kind of trip that I will be talking about for years to come."
~ Thailand trip participant



"The ecovillage provided a big impact on me. Margarita, the manager of the village, was most informative about how it operates. I am now even more committed to organic produce and reducing my carbon footprint."
~ Iceland trip participant



"Our trip to Fiji was fun and educational for the kids as well as character building and deeply moving. I have been inspired to continue to travel in a way that will make a positive impact through sustainable and responsible travel and I have found I can only do that well with GOOD Travel. What a beautiful thing to teach my girls. Thank you."
~ Fiji trip participant



"I felt so privileged to spend time with this group as they are such amazing people :) I just wanted to say thank you for what you do with GOOD Travel, your groups are absolutely amazing!"
~ Thailand partner organisation

TRIP HIGHLIGHTS

Investing in GOOD tourism businesses and supporting local non-profits

BizVenture, Thailand

We were proud to lead the local coordination of the BizVenture programme with the Southeast Asia Centre of Asia-Pacific Excellence (SEA CAPE) and Young Enterprise (YES). The aim of this week long challenge in Bangkok was to showcase sustainability within the business environment in Thailand to young Kiwi entrepreneurs. Each group of Kiwi entrepreneurs was joined by a Thai student from Shrewsbury International School to build local friendships and cultural knowledge.

The Iceland Experience

We were excited to return to Iceland for our second Iceland Experience in partnership with artist and leadership development expert Baron Wright. Every step of this trip was designed to have a positive impact on the places we visited. We were especially happy to be able to return to Solheimar Eco Village and donate a further NZ\$1,100 to support their work. Solheimar is renowned for its ecological, artistic, and international community, and is one of the oldest eco villages in the world.



RESEARCH HIGHLIGHTS

Exploring best practice in sustainable tourism

Tourist Pledges

Our co-founder, Eliza Raymond, has spent the past six months working with Dr Julia Albrecht from the University of Otago to explore tourist pledges ranging from the Icelandic Pledge to the Tiaki Promise in New Zealand. Their research explored the motivations, strategies and impact of the pledges from the perspective of 19 experts involved in the development and implementation of the pledges.

The results of the research have been shared widely, including by the UN World Tourism Organisation #Tourism4SDGs platform.

Orphanage Divestment Strategy

We are providing an industry perspective to support the work of the Better Care Network in developing a practical divestment resource to empower the tourism industry in responsibly transitioning away from relationships with orphanages.

This project involves mapping the global travel and voluntourism sector and convening a global task force of travel and volunteering sector leaders. This task force is working to share learning and create resources to equip travel and volunteering operators with the information they need to transition responsibly from relationships with orphanages.



EVENT HIGHLIGHTS

Learning, connecting and sharing with tourism influencers

University for Peace, Costa Rica

In March, we were pleased to be invited by Professor Alonso Muñoz from the University for Peace in Costa Rica to present to his students about our work. The University for Peace was created by UN General Assembly Resolution 35/55 and has been training leaders for peace from around the world for the past four decades. During our presentation, we provided an introduction to GOOD Travel and shared the lessons we have learnt on our journey of social entrepreneurship.

Virginia Tech, United States

In October, GOOD Travel was invited to Virginia Tech University in Blacksburg, Virginia to discuss the growing momentum around sustainable tourism. GOOD Travel's Caitie Goddard shared the inspiration behind starting GOOD Travel, the increasing problem of over tourism, and the potential for the industry to be a powerful driver of positive social, environmental, and economic impact. A huge thanks to tourism experts and leaders Dr. Lamoureux and Professor Joelle Soulard for the invitation!



MEDIA HIGHLIGHTS

Inspiring and enabling travellers to have a positive impact

Empowering travellers and tourism businesses

Rethink Orphanages

<https://rethinkorphanages.org/stories/empowering-travellers-and-tourism-businesses>

Making a sustainable future for the tourism industry

95bfm Radio

<http://95bfm.com/bcast/the-green-desk-november-12-2019>

Community-led travel

MSMan Magazine

[View article by clicking here](#)

The best sustainable travel and adventure companies

Thirdeyemom

<https://thirdeyemom.com/2019/10/30/the-best-sustainable-travel-and-adventure-companies/>

9 tips for sustainable travel

Hello Homestead

<https://hellohomestead.com/9-tips-for-sustainable-travel/>

Tiaki could attract more responsible visitors

Scoop

<http://www.scoop.co.nz/stories/BU1911/S00179/tiaki-could-attract-more-responsible-visitors.htm>



ADVOCACY HIGHLIGHTS

Contributing to sustainable tourism projects and campaigns

#Wastefreeflyer campaign

2019 saw our #wastefreeflyer campaign reach new heights. From reusable water bottles to headphones, we inspired travellers across the globe to reduce the amount of single-use plastics generated on flights.

To date, the campaign has engaged organisations and individuals globally, including former New Zealand Prime Minister Helen Clark. In 2020, we'll be adding a series of new campaigns to our portfolio to inspire additional actions that can be taken by GOOD travellers.

Gender equality and tourism

Did you know that women are nearly twice as likely to be entrepreneurs in the tourism sector than in any other sector?

2019 marked the year that we got vocal about increasing gender equality in the tourism industry. Through research, events and blogs, we worked hard to raise awareness about the potential for the tourism sector to take the lead in achieving gender equality and the role that individual travellers can play to empower women.



PROJECT HIGHLIGHTS

Investing in international development projects

Solheimar Eco-Village, Iceland

We were proud to support the first eco-village in the world with a donation of NZ\$1,100 through our second Iceland Experience organised in partnership with Baron Wright.

Bali Kumara Yayasan, Bali

Through our Possibilitarian Retreat to Bali with life-coach Vallori Thomas, we donated over NZ\$1,600 to a fantastic project providing much-needed assistance to children and their families in the East Bali area.

Investours, Tanzania

A group of four GOOD travellers on safari with us in Tanzania enabled us to donate NZ\$595 to support two entrepreneurs in Tanzania through Investours.

Burmese Learning Center, Thailand

Thanks to three trips to Thailand this year, we donated over NZ\$2,900 to the Burmese Learning Center in Thailand, contributing to their important work to provide an education to migrant children.





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THANK
YOU

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