

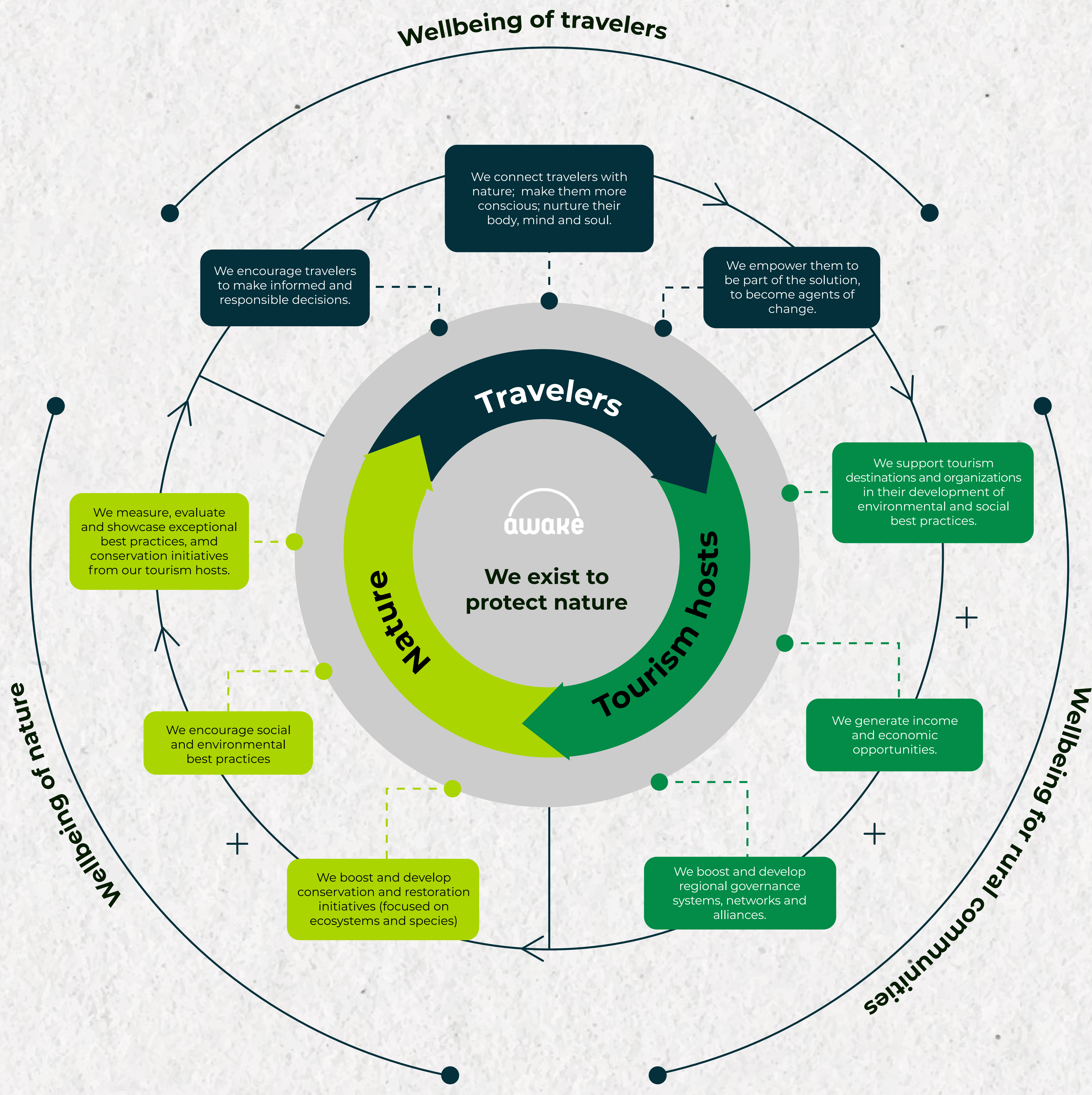
OUR PURPOSE

We exist to protect nature.

We are a business that thrives towards conservation, restoration and a sustainable use of biodiversity. We connect travelers with nature through our local hosts, we empower tourism ventures, and boost initiatives that contribute to social and environmental wellbeing.



HOW DO WE DO IT?



TRAVELERS



We encourage travelers to make informed and responsible decisions.



We connect travelers with nature; make them more conscious; nurture their body, mind and soul.



We empower them to be part of the solution, to become agents of change.

TOURISM HOSTS



We support tourism destinations and organizations in their development of environmental and social best practices.

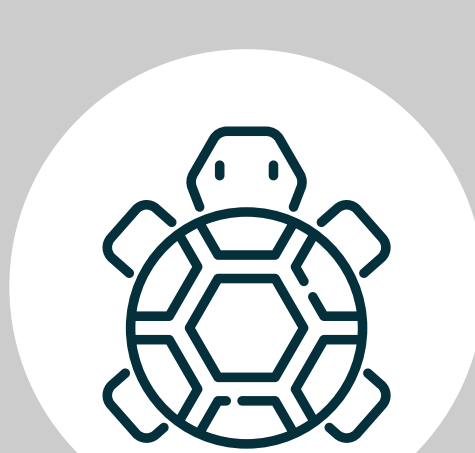


We generate income and economic opportunities.



We boost and develop regional governance systems, networks and alliances.

NATURE



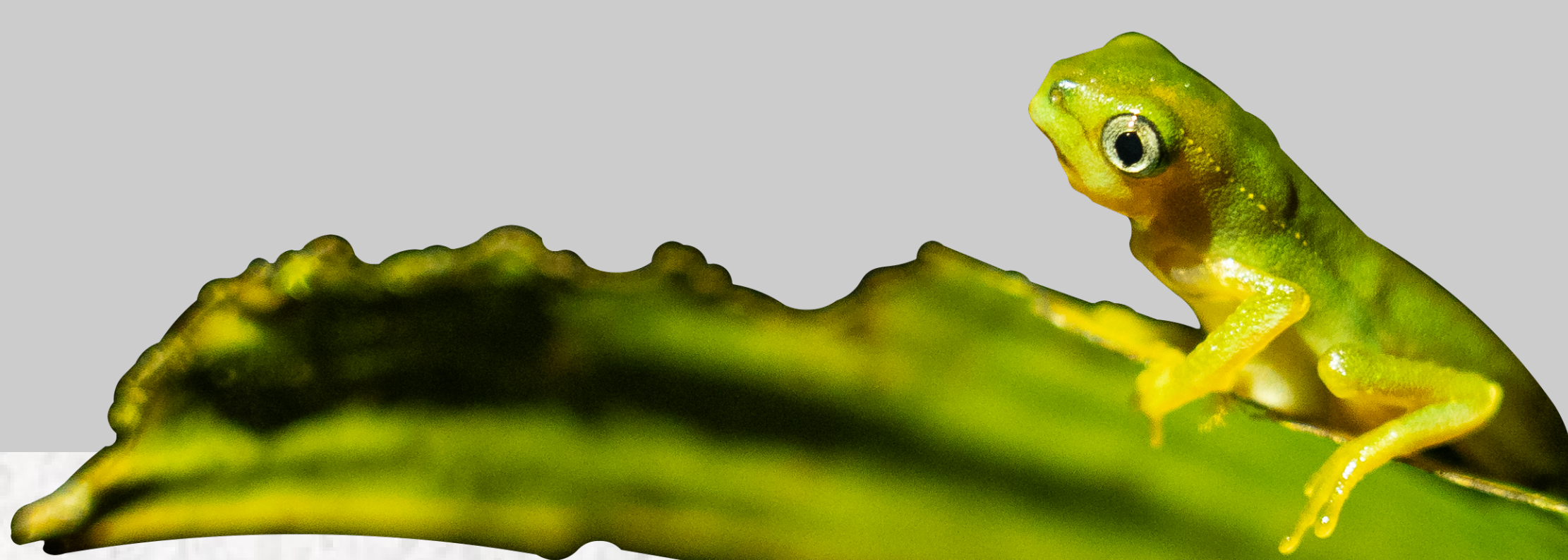
We boost and develop conservation and restoration initiatives (focused on ecosystems and species)



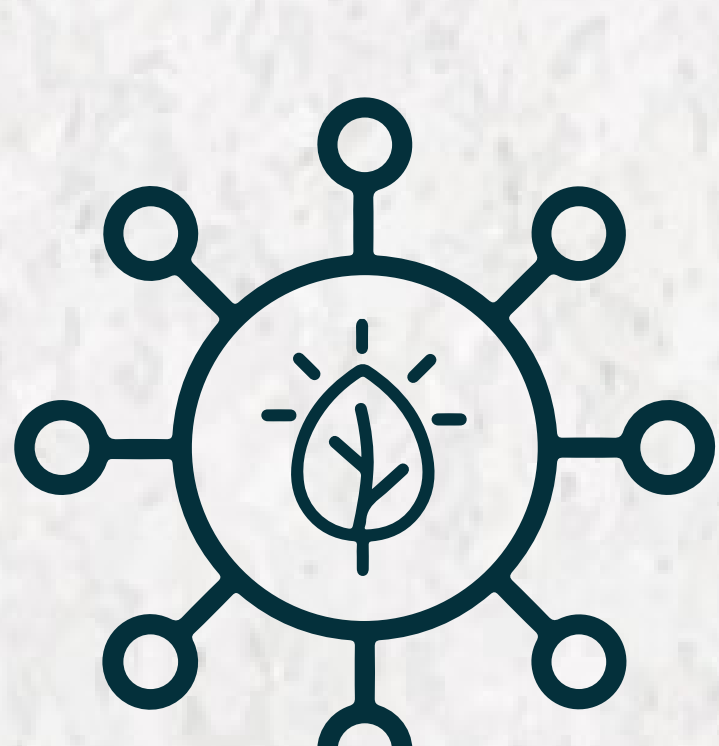
We encourage social and environmental best practices.



We measure, evaluate and showcase exceptional best practices, and conservation initiatives from our tourism hosts.



HOW DO WE ENSURE OUR IMPACT?



Our purpose is at the heart of everything we do.



We have a system that measures and monitors our impact, using technology, data and networking.



We have a team fully dedicated to measuring, evaluating and elevating our impact.