

THE
BEYOND
TOURISM Co.



2023 - 2025
Impact Report





In 2023 The Beyond Tourism Co. was awarded Travelife Partner recognition. The Travelife Partner award is a recognition of our commitment towards social and environmental sustainability. We comply with more than 100 criteria related to sustainability management, office operations, working with suppliers and customer communication. We are working towards further improvements aiming to eventually reach the Travelife Certified stage.

“Travelife is a three-stage certification program for tour operators and travel agents: (1) Travelife Engaged; (2) Travelife Partner and (3) Travelife Certified. We are at stage 2 – Travelife Partner. We are working to move forward to stage 3 - Travelife Certified.”

What we do:

We've always believed that tourism can be a powerful force for good. The right kind of tourism can create social, economic and environmental benefits and provide an alternative that keeps destructive development, like fossil fuels or palm oil, at bay. For us, responsible travel is not a nice add-on, it's at the core of what we do.

We also believe that making tourism responsible shouldn't be at the expense of travellers' enjoyment. Apart from anything else, holidays that are more worthy than fun have less appeal to the average traveller - a problem that has dogged community-based tourism in particular for a long time.

Responsible travel shouldn't be limiting, it should take you on an adventure and inspire you whilst still being comfortable, flexible and seamlessly-run.

We seek out unforgettable experiences that bring tangible benefits to local people but crucially also enhance your holiday. We look for "win-win" ways to travel, immersing you in authentic experiences that mutually benefit locals and visitors. We aim for "once-in-a-lifetime" and all the other superlatives people grasp for when trying to describe a magical holiday.

2023/2024 New Initiatives



World Land Trust Donations:

Through our £10 per person booked donation we raised £3060 for the World Land Trust. £900 of this was doubled by the World Land Trust

2025/2026 goals: This number will rise with our increased booking numbers, however we also aim to grow people's interest in interacting with WLT post trip

Water to Go Partnership and Water Bottles:

Single-use plastic from the travel industry is one of the largest pollutants in our oceans. With 80% of tourist destinations situated in coastal areas, during the height of the season, many can see a rise of up to 40% in plastic pollution. The difficulty most of these locations face is that they lack the waste management systems to cope with such an influx.

At Beyond Tourism, our mission is to mitigate the impact tourism has and ensure that the communities and environments of our destinations are safeguarded. For this reason, at the end of 2024 we implemented a new policy where we now supply every person who books a Beyond Tourism Holiday a free filtered water bottle from Water to Go. Water-to-Go fully aligns with our ethos by using fully recyclable materials and preventing travellers from buying unnecessary single-use plastic. The unique Water-to-Go filter targets bacteria, viruses, waterborne disease, protozoa, heavy metals and harmful chemicals. Most filters are unable to achieve this level of efficiency.

Unlike other companies that recommend these bottles to their clients we include one for every single person that books a trip with us.

Paperless Office:

Whilst with only the 2 founders there is not always a lot to be done to cut down our UK emissions relating to the business there are always steps we can take. One of these is the decision to go 100% paperless. This requires us to email all documents, create digital marketing materials only and use mobile technology when in need to passes and travel tickets.



Product Work

Through 2023/2024 we have continued to develop responsible experiences in all of our destinations and both include them in itineraries and promote them separately. We've hand-picked these short tours to bring an extra dimension to our holidays to help our customers connect with the places they'll visit and the people they'll meet.

Since the beginning of 2023 we have added/updated the following experiences to our website that have a direct environmental, social or financial benefit to the families, communities, projects and National Parks below. Each beneficiary listed below is related to a specific experience we offer and promote.

Costa Rica:

- Community of Providencia
- Los Campesinos Community
- Turtle Nesting/Hatching in Costa Rica
- Arenal Oasis Sloth Reserve
- Cerro Escondido Lodge

Peru:

- Huayllafara Community
- Juana & Family
- Julia, Alejandro & Families
- Amantani Homestay Cooperative
- Coporaque Community

Belize:

- The Scarlet Macaw Conservation Project
- Turneffe Atol Marine Reserve
- San Antonio Women's Cooperative
- Juan & Abelina Ixcacao Chocolate
- Palmeto Grove Garifuna Community

Vietnam:

- Hoi An Experiences
- Kim Bong Wood Carving Village
- Ha Long Bay low impact cruise
- Cuc Phuong National Park
- Vocational Training Restaurants
- Less visited villages of North East Vietnam
- Duong Lam Ancient Village

Thailand:

- Lahu Community
- Ethically Run Elephant Sanctuaries
- Kaeng Krachan National Park
- Kui Buri Local Communities

Sri Lanka

- Responsible Whale Watching
- Local Fishing Communities
- Diyakapilla Community
- Yala National Park Over Tourism

Our Product Aims for 2025/2026:

Whilst we are proud to continue to develop these experiences we also recognize the importance of being able to provide a more detailed and analytical understanding of the benefits our trips are creating. We are working with travelife as to the best way forward on this which will hopefully be implemented in 2025 - 2027.

We have developed similar experiences for the other countries we work in, they just need to be uploaded onto our website for promotion. This should almost double the overall experiences on the site

Other Impacts for 2023-2025

Responsibly Run Hotels:

In 2023/2024 we started adding hotels to our site that we are proud to work with. These hotels all meet our minimum requirements as well as many going above and beyond. For each hotel we promote on our site we have included some essential information and a separate section on why we have chosen to work with them. This section is based on the hotel's responsible credentials. Here is an example from Costa Rica

For 2025/2026 we aim to expand our hotel portfolio, of which we have a lot more to include on our site.

Other Impacts for 2023-2025

Overtourism:

In 2024 we have been developing new itineraries and experiences to help with the overtourism issue facing many destinations. For instance

- Our new **Vietnam** itineraries being developed include: Southern Highlands (Kon Tum) Instead of Sapa and little visited areas like Ha Giang, Cao Bang, Da Bac district
- **Cambodia** new itineraries to go to northeast to Rattanakiri - where you can find adventure, community, wildlife. The aim of this is to take people away from the Siem Reap honeypot.
- In **Sri Lanka** we promote the northern section of Yala National Park. Leopard sightings are not as common, however the overcrowding problems of the southern sections means we want people to explore the less visited areas, helping conservation efforts in the park.
- In **Peru** we have been excited to offer the updated Alternative coffee route to Machu Picchu. This is an amazing route that takes you to stay with some local farmers who live in the foothills below Machu Picchu and a great alternative to the overused Inca Trail.

Other Impacts for 2023-2025

Responsible Elephant Sanctuaries in Thailand

Since the inception of The Beyond Tourism Co. we have only ever strived to work with the most ethically run Elephant Sanctuaries. However with progression of science and research the understanding of Elephant behaviour and the understanding of what is acceptable for the welfare of these magnificent creatures is an ever developing issue, one that we aim to always keep on top of.

With this in mind, as of 2023, we ended the sale of holidays that included elephant bathing experiences. This is a change in our policy prompted by feedback from travellers, as well as consultation with NGOs, sanctuaries and our partners. We accept that elephant bathing can be done responsibly, and we acknowledge that the vast majority of sanctuaries and mahouts care deeply about their elephants. But the fact remains that you cannot safely have members of the public close to these huge and powerful animals, especially in water, without there being an element of control. And control usually involves the elephant knowing that if it misbehaves it will be punished. We recommend that travellers seek out 'no touch', observation-only sanctuaries instead.

Other Impacts for 2023-2025

Trial on Shared Transfers Only

In 2024/2025 we have been trialing a system in Costa Rica to help us reduce our clients Co2 output. This involves only selling the use of shared transfers throughout the country. These are forms of transport that are shared between 7 and 10 people. It is better financially and also environmentally. The only exceptions are in areas where these shared transfers are not available and also if the clients have specific needs that require the use of private transfers. It is a small step however one that, we feel, could have far reaching consequences for the operation of our business.

Working with Exo on Hotel List

Through 2023/2024 we have been working closely with Exo Travel in Thailand, helping them with the development of the Hotel Resilient Platform that aims to be a platform to promote sustainably run hotels.