



G-Adventures

MEDIA KIT



OUR STORY



It began with one man...

In 1990, Bruce Poon Tip was living in a garage apartment in Toronto when he had an idea to change the face of travel – a small-group adventure company that bridged the divide between backpacking and coach tours. He wanted to develop tours that got to the heart of a destination and met the people who live there. At a time when the concept of sustainable travel didn't yet exist, Bruce was about to become one of travel's first disruptive innovators.

...and two credit cards

When no bank was willing to provide him with a loan, Bruce funded his startup by maxing out two credit cards. From there, two tours were launched in Ecuador and Belize, and the stage was set for a new style of travel that gave travellers the opportunity to explore the world with like-minded people and interact with locals in the countries they visited.

Now it's a global social enterprise

G Adventures is now the world's largest small-group adventure travel company, with more than 700 tours on all seven continents. Built on a foundation of strong core values, G Adventures creates tours that support small businesses and help communities to help themselves.

And we're just getting started

It's our mission to help travel become the greatest form of wealth redistribution the world has ever seen. Our travellers contribute to local economies, support small businesses, and fund the development of G Adventures for Good projects that strengthen the communities they encounter with us.



“We get back what we put in. You just have to believe that what you’re doing is important, that it’s worth the effort, and you’re doing it for reasons other than just to make money.”

– Bruce Poon Tip, Founder, G Adventures



MEET BRUCE

Entrepreneur, leader, and philanthropist Bruce Poon Tip is the founder of adventure travel company and social enterprise G Adventures. Following a transformational backpacking trip to Asia, Bruce had an idea to change the face of travel. At the age of 22, on two maxed-out credit cards, he started G Adventures, a small-group adventure company that would bridge the divide between backpacking and mainstream travel to give travellers the opportunity to foster meaningful connections with local communities.

Passionate about travel's power to change the world for the better, Bruce has become a global leader on social entrepreneurship, leadership, immersive travel, and innovation.

He has addressed the United Nations and the World Bank, spoken at the headquarters of Apple and Google, and delivered keynote speeches at TED events and entrepreneurship conferences around the world. In 2016 Bruce was honoured with an EY Entrepreneur of the Year Award.

Bruce's first book, *Looptail: How One Company Changed the World by Reinventing Business*, was a New York Times bestseller. His second book, *Do Big Small Things*, is an inspirational look at life and travel, and how doing big, small things can lead to happiness.





OUR FIRST 28 YEARS

'90

G.A.P Adventures founded by Bruce Poon Tip in Toronto, Canada.

'92

Bruce exports concept of sustainable small-group travel to an international audience at World Travel Market in London, UK.

'96

Bruce presents at the World Bank in Washington as a recognized ecotourism expert, and launches the first Ecotourism Tour Operator Standards.

'02

Bruce delivers a speech to the UN General Assembly to support the UN Year of Sustainable Tourism.

'03

The company's non-profit organization, Planeterra, is established.

'06

New offices are opened in London, Buenos Aires, Nairobi, and Melbourne.

'09

Bruce gives up his title of CEO and awards it to the company's tour guides, who are now known as Chief Experience Officers.

'10

The HR department is eliminated and the Talent Agency is created. Company surpasses \$150 million in sales.

'11

G.A.P. Adventures is rebranded G Adventures.

'13

Bruce releases his first book, Looptail: How One Company Changed the World by Reinventing Business.

'14

G Adventures becomes first travel company to launch tours in Haiti following the 2010 earthquake.

'15

G Adventures celebrates its 25th anniversary by launching a new programme of trips in partnership with National Geographic.

'16

A partnership with the Jane Goodall Institute is announced to form the Jane Goodall Collection of wildlife tours, and the company's animal welfare guidelines are published.

'17

G Adventures acquires established British brands Travelsphere and Just You.

'18

Opens a new office in Berlin, Germany, its 28th worldwide.

TOURISM: A FORCE FOR GLOBAL GOOD

67%

Percentage of countries surveyed* in which tourism is growing more rapidly than the economy as a whole

*by the WEF & WTTC

227M

Number of tourism-related jobs in the world. That's 1 in 11 of the world's total

\$200B

Amount of US dollars directed into emerging market countries every year thanks to tourism

10%

Percentage of global GDP fuelled by travel and tourism (totalling US\$7.6-trillion/year)

66M

Number of women tourism employs worldwide

83%

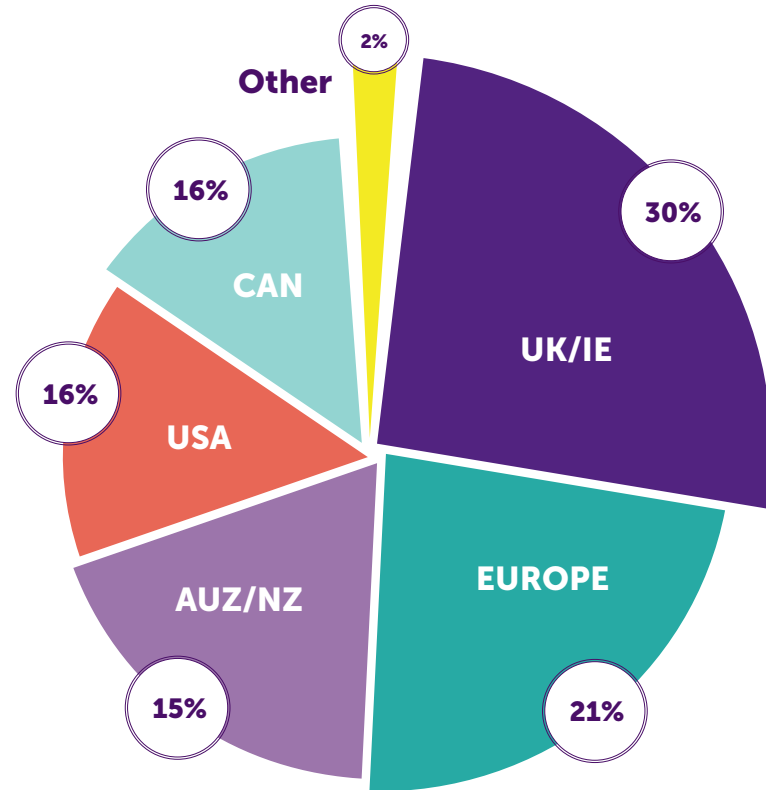
Percentage of the developing world for which tourism is the principal export earner

G ADVENTURES – A GLOBAL GLANCE

200,000
travellers from
160 countries

We operate more than
700
tours in 100+ countries

28 offices
worldwide 
2,200 employees



Our travellers by home region

*Based G Adventures data during calendar year 2017

THE G DIFFERENCE

Changing the travel business, one great idea at a time



As small-group adventure travel pioneers, we've always done things a little bit differently. To us, there's no such thing as "outside-the-box" thinking because we don't believe in boxes. Check out a few of the ways we live the G Difference.

NO SINGLE SUPPLEMENTS

If a traveller is going solo, we believe they shouldn't have to pay extra for making new friends and having the time of their life. That's why we don't charge single supplement fees. We'll partner them up with a same-sex roommate (or several for multi-share accommodation) to ensure they pay the same as everyone else.

CHOICE

Not to toot our own horn or anything, but we offer the widest variety of destinations, departure dates, Travel Styles, and Service Levels in the business. No matter where, when, how, or why someone wants to travel, we've got the trip of a lifetime for them. Toot.

VALUE

What a traveller saw and did should be the most memorable part of their trip, not the price they paid for it. We offer unforgettable travel experiences at the most competitive prices you'll find anywhere. How? By following an approach to travel that keeps operating costs low and savings high.

SATISFACTION

We're pretty proud of our customer satisfaction record. A whopping 99% of our travellers report satisfaction with our service on their tour. How do we do that? By listening. We keep what passengers love, and tweak whatever just didn't hit the mark. It's just one of the many ways we lead with service.

GLOBAL NETWORK

There's a great big world out there, and with 28 sales and operations offices worldwide, you're never far from one. And with a fleet of exclusive boats, lodges and vehicles at our disposal, we can deliver an experience that's consistently G Adventures from start to finish.

PRIVATE GROUPS

Group tours are a great way to meet people, but sometimes travellers just want to keep the experience between family and friends. Some travel companies will only arrange private tours for groups of 12 or more, but we'll happily arrange one for smaller groups.

100% GUARANTEED DEPARTURES

Every G Adventures departure is guaranteed to run, meaning once a traveller is booked and paid, they're going. A trip won't be cancelled by us for any reason (beyond harsh weather or safety issues).

LIFETIME DEPOSITS™

Our Lifetime Deposit policy protects travellers from unexpected events that may cause them (for any reason) to cancel or delay their trip. Whether they opt to use it again for the same trip, transfer it to another one, or just hold onto it for now, we've got them covered. They can even pass it on to a friend or donate it to Planeterra for a G Adventures for Good initiative.

24/7 SERVICE

When your business covers the whole world like ours does, you have to be available and accountable all the time. If a traveller's got a question about a tour – even if it's the one they're currently on – we're here to help. Always. We never sleep. Never.

OUR CULTURE

Other companies settle for mission statements. At G Adventures, we live by our five Core Values: We Love Changing People's Lives, Lead With Service, Embrace the Bizarre, Create Happiness & Community, and Do the Right Thing.

These values form the foundation of our strong company culture – known collectively as G Nation – and are designed to be embodied by all staff wherever they work: both inside and outside the company, with each other, our business partners, and our travellers.

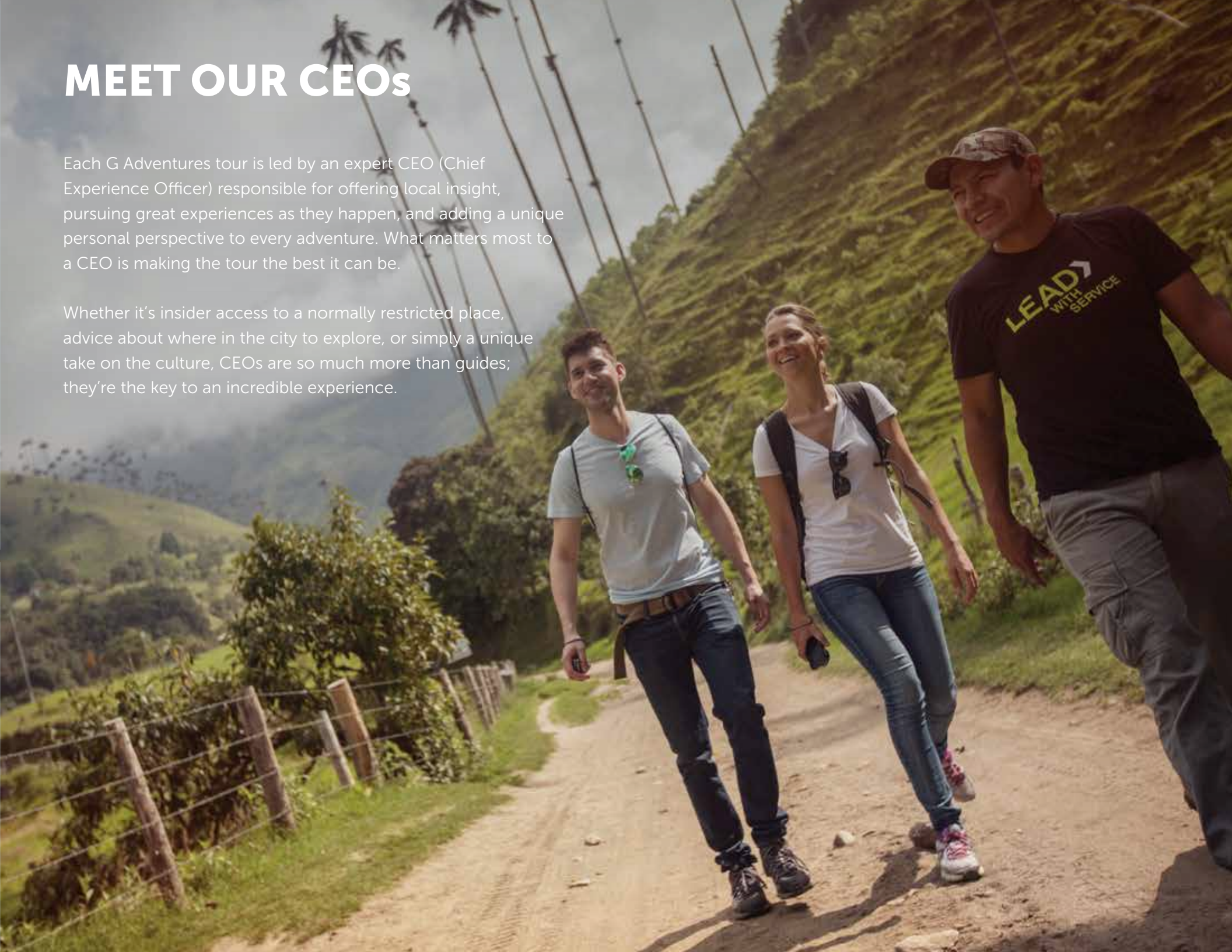
In 2009, we introduced the "Happiness Business Model" for our staff, a pivotal innovation that has fostered a global culture of happiness and freedom, creates a sense of community, and speaks to a higher purpose.



MEET OUR CEOs

Each G Adventures tour is led by an expert CEO (Chief Experience Officer) responsible for offering local insight, pursuing great experiences as they happen, and adding a unique personal perspective to every adventure. What matters most to a CEO is making the tour the best it can be.

Whether it's insider access to a normally restricted place, advice about where in the city to explore, or simply a unique take on the culture, CEOs are so much more than guides; they're the key to an incredible experience.



RESPONSIBLE TRAVEL

Don't just see the world. Make it better.

Planet Earth is an amazing place, but it's far from perfect. Since the very beginning, G Adventures has operated with the belief that travel is an exchange, not a commodity. As a social enterprise, the planet is our product. Its social and environmental welfare is fundamentally important to us – not just as a business, but as human beings, too. When you travel with us, you're giving back as much – if not more – than what you take away, often in ways you'd never expect. We describe this feedback loop and the experiences that strengthen it: "G Adventures for Good". Here's how we spread G Adventures for Good around the world.

RESPONSIBLE TRAVEL WITH INDIGENOUS PEOPLE

Connecting curious travellers with Indigenous communities is an essential part of our identity at G Adventures. We are committed to respecting the rights, history, and culture of Indigenous people while ensuring that tourism supports their well-being.

ANIMAL WELFARE

G Adventures recognizes the importance of animal welfare. That's why we have adopted the guidelines developed by the Association of British Travel Agents (ABTA) in conjunction with the Born Free Foundation, a third-party organization whose mission is to protect animals from abuse.

CHILD WELFARE

G Adventures believes that it is critical that no child is ever harmed as a result of tourism. Travellers have the power to make a true impact in the communities they visit, and that's why we actively work to ensure child welfare is protected in the places we operate.

Visit gadventures.com/responsible-travel for more information.



EVERYWHERE IS LOCAL

Everywhere we go, from the biggest cities to the tiniest villages, we opt for local businesses and services whenever we can. Last year, we became the first travel company to conduct a supply chain assessment based on our core values – the G Local Survey – to study the real-world impact of our travellers on the communities we visit. The numbers speak for themselves.



112,000

Number of people employed globally by G Adventures' contracted service providers.



SUSTAINABILITY

97% of our on-tour suppliers employ sustainability practices in their operations.



SUPPORT

50% of our suppliers worldwide contribute to non-profit organizations or local groups.



FRESH

9/10 of our suppliers purchase more than half of their supplies from local producers, markets, and farms.



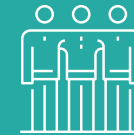
GLOBAL

Nearly 100 of our on-tour experiences in over 40 countries include visits to Indigenous communities.



LOCAL

91% of our on-tour hotels, restaurants, and tour providers are owned by local people.



LOCAL STAFF

83% of supplier management staff are local.



FAMILIES

On average, 3 family members are supported by each employee of our service providers.



FOOD

65% of included meals are based on local food and traditional cuisine.



ECONOMIC STIMULUS

For every \$1 spent locally, there is an economic stimulus of \$8.

All figures derived from G Adventures' global survey of suppliers conducted as part of G Local, a sustainability framework developed in partnership with Sustainable Travel International (STI) and the Planeterra Foundation to evaluate localized impacts and guide G Adventures' purchasing decisions.



G ADVENTURES FOR GOOD

Changing the world through travel

At its heart, travel is about exchange. That's why G Adventures ensures that the communities our travellers explore get something back from the experience, too. Since 1990, we've integrated 50 self-sustaining G Adventures for Good initiatives into more than 180 of our itineraries. These projects address local challenges, providing benefits for Indigenous people, empowering marginalized women, and granting disadvantaged youth access to education, employment, and brighter futures.

G Adventures for Good projects

G Adventures for Good projects are community development initiatives sponsored and supported by G Adventures and implemented by our not-for-profit partners, the Planeterra Foundation. Experiences at these initiatives are built into G Adventures tour itineraries, connecting the projects to an existing customer base and helping them become self-sustaining enterprises.

The 50 in 5 campaign

G Adventures is raising \$5 million to establish 50 new G Adventures for Good projects all over the world, growing our global project total to 75. By 2020, over 90% of our travellers will be connected to these vital community initiatives, allowing us to impact even more lives.

Visit gadventures.com/50-in-5 for more information.



OUR NEWEST G ADVENTURES FOR GOOD PROJECTS

Wiwa Tours Sierra Nevada, Colombia

Since 2015, G Adventures has been working with Wiwa community leaders to identify economic opportunities in communities along the Lost City trekking route. A new community enterprise along the trail has led to a much-needed tourism boost. The Wiwa have a strong desire for tourism that upholds their cultural values and that's exactly what travellers get from this new touring business launched in early 2018, located just outside a Wiwa village.

- › 100 people who are directly employed
- › 1,000 G Adventures travellers will visit each year

Sthree Craft Shop and Café Kandy, Sri Lanka

Sthree Craft Shop and Café is a G Adventures-supported social enterprise created in partnership with The Women's Development Centre, an organization that supports training and work opportunities for local women and disabled youth from the Kandy area. "Sthree" means "women" in both Tamil and Sinhala – fitting as the shop and café is a place for local women to hone their hospitality skills, while selling handicrafts sourced from all over Sri Lanka.

- › 100 entrepreneurs with improved market access
- › 2,000 G Adventures travellers will visit each year

!Khwa ttu San Cultural Centre Cape Town North, South Africa

The San people of Southern Africa have historically faced centuries of political and cultural oppression. The !Khwa ttu San Culture and Education Centre provides tailor-made training for women and men of Southern Africa, and travellers can learn about San culture and history at the interpretive museum. Visits help trainees gain experience with international tourists while garnering support for the centre's efforts to preserve San culture and history.

- › 30 students in training annually
- › 150 community members benefiting



A TOUR FOR EVERY TRAVELLER

CLASSIC

The quintessential G Adventures experience, Classic trips deliver the perfect balance of must-see highlights, cultural exchange, insider access, unbeatable value, and the kind of spontaneous, you-really-had-to-be-there moments that make your trip memorable.

18-TO-THIRTY SOMETHINGS

Youth is a limited-time offer. Get more out of yours with 18-to-Thirtysomethings tours – fast-paced and affordable adventures designed for young travellers. Explore the world by day, stay up all night, and do it all again tomorrow someplace new with friends you'll want to hang on to forever. You've got the rest of your life to take it slow. Live fast now.

ACTIVE

Active adventures get you closer to the destination by letting you hike, bike, and multi-sport your way through it. We provide the equipment, the experts, and the opportunity, you provide the energy. On your mark. Get set. Go Active.

RAIL

Before we took to the skies, we rode the rails. The steam locomotive connected the world like no technology that came before it, linking isolated communities to the big cities. Climb aboard and see your world in a new way

MARINE

There's adventure aplenty out there beyond the shore, but unless you've got gills or flippers, you'll need a ship to find them. Marine tours are designed for travellers of all stripes, from experienced cruisers and sailors to landlubbers who've never set foot on a boat. And they go just about everywhere there's water. If you can float there, you can go there.

LOCAL LIVING

Always dreamed of getting deep inside one of the world's greatest or most out-there destinations? You can now. Unpack once on a Local Living tour and go undercover in some of the world's most interesting places in search of life as it's lived every day.

FAMILY

Open up the world of adventure travel for kids aged 4 and up and let them experience their planet on their own terms. Everything is new and exciting when you're a kid. Travel with yours and discover your world for the first time all over again.

IMAGINE A NEW WAY TO EXPERIENCE THE WORLD

National Geographic Journeys with G Adventures is an exclusive collection of small-group tours designed to take you deeper into the cultures and habitats of the world's greatest destinations.

These aren't just trips; they're opportunities to see the world through the eyes of National Geographic-supported wildlife researchers, historians, nature conservationists, and others. And with upgraded accommodation, privates transfers, and more inclusions than on other G Adventures tours, you won't sacrifice comfort when you're roaming the planet.

You've waited your whole life to explore the world like they do in *National Geographic* magazine. Now's your chance.

 NATIONAL
GEOGRAPHIC

JOURNEYS

with **G Adventures**



JANE GOODALL COLLECTION

Adventure begins where the wild things are

The Jane Goodall Collection by G Adventures is a selection of incredible wildlife-centric tours in the world's most remarkable destinations. Featuring 20 small-group adventures, this collection brings curious travellers into close contact with our planet's most fascinating creatures in a manner that respects their freedom.

CONTACT US

For media inquiries, image and logo requests, or to invite G Adventures founder Bruce Poon Tip or other company leaders to participate in a speaking engagement, contact us at the appropriate number below or email media@gadventures.com

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