

Travel your heart out

Media Kit

Travel your *heart out*

For us, it's more than a tagline – it's a rallying cry for a different kind of travel. One that connects people instead of just moving them, uplifts communities instead of bypassing them, and leaves the world stronger with every trip.

For more than 35 years, we've been leading the way in small group adventures powered by community tourism. But we know we can't do it alone. Our community is big – it includes our travellers, our guides, our partners on the ground, our employees around the world... and you.

When you tell our story, you help show the world what travel can be: immersive, human, purposeful, and transformative. You help travellers say yes to experiences that don't just change their lives, but ripple outward to change communities too.

So thank you for being part of this movement. For helping us amplify the impact of community-powered travel. And for showing the world what it really means to travel your heart out.





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 1000 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 for Good projects that strengthen the communities they encounter with us.

Meet Bruce

Entrepreneur, leader, and philanthropist Bruce Poon Tip is the founder of adventure travel company and social enterprise G Adventures.

Passionate about travel's power to change the world for the better, Bruce has become a global leader on community tourism, social entrepreneurship, leadership, immersive travel, and innovation, and has delivered keynote speeches for the United Nations and the World Bank, and at TED events and entrepreneurship conferences globally.

Bruce's first book, *Looptail: How One Company Changed the World by Reinventing Business*, was a New York Times bestseller, and at the start of the pandemic he wrote a free 'instabook' called *Unlearn: The Year the Earth Stood Still*, which looks at the opportunities for how travel can be done better in the future.

In 2018, Bruce was inducted into the British Travel and Hospitality Hall of Fame, and was named as one of AFAR Magazine Travel Vanguard – a visionary travel industry leader who is changing the face of travel for the better. He was also honoured as one of Canada's Most Admired CEOs in the category of social entrepreneurship and has received three honorary doctorates in Canada and the U.S.

In 2022, he acted as the executive producer of *The Last Tourist*, a feature-length documentary exploring how travel can be a force for good. *The Last Tourist* is currently available in the United States, Canada, UK, Ireland, Australia and New Zealand on Apple and other major streaming platforms.

In 2023, Bruce received the Order of Canada in recognition of his extraordinary contributions to Canada and the world. This makes him the first person in the industry to receive this title in 34 years.

A photograph of Bruce Poon Tip, founder of G Adventures, wearing sunglasses and a red shirt, hugging a woman in traditional Peruvian attire, including a red and orange hat and a colorful patterned shawl. Another person in similar attire is visible in the background.

"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

Us over the years

1990

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

1996

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

2003

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

2009

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

2011

G.A.P. Adventures rebrands as G Adventures.

1992

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

2002

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

2006

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

2010

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

2013

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

2016

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.

2018

G Adventures acquires British youth specialist, TruTravels.

2021

G Adventures partners with Hostelworld to create Roamies: a new collection of hostel-based trips for 18 to 35-year-old travellers.

2023

G Adventures partners with Planeterra and Reforest to launch Trees for Days – an initiative in which a tree is grown for each day a traveller spends on tour. In partnership with Planeterra, G Adventures hosts the inaugural GX World Community Tourism Summit in Peru.

2015

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

2017

G Adventures acquires established British brands Travelsphere and Just You.

2020

While in isolation, Bruce writes Unlearn: The Year the Earth Stood Still, an instabook on reshaping how we travel after the pandemic.

2022

G Adventures creates The Last Tourist, a documentary on the consequences of over-tourism and the power responsible travel has to change the world.

2025

Launch of Solo-ish Adventures, G Adventures' fastest-growing Travel Style. Built exclusively for solo travellers, it's all about travelling for yourself, not by yourself.

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.

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.

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 marks. Get set. Go Active.

Wellness

Travel connects us – to our planet, to its people, and to ourselves. Wellness travel was created to recharge the body and nourish the mind, our new Wellness tours offer the perfect balance of awe-inspiring destinations, rejuvenating activities, and healthy food experiences, helping you return home feeling even better than when you left.

18-to-Thirtysomethings

Youth is a limited-time offer. Get more out of yours with 18-to-Thirtysomethings – 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.

Roamies by Hostelworld + G Adventures

The thrill of adventure. The awesomeness of hostels. Get 'em both with Roamies by Hostelworld and G Adventures: ridiculously immersive small group trips for 18 to 35-year-old travellers that'll have you exploring iconic destinations and staying in some of the best hostels the world has to offer.

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 four 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.

The Jane Goodall Collection

Our Jane Goodall Collection is a selection of incredible wildlife-centric tours in the world's most remarkable destinations. This collection brings curious travellers into close contact with our planet's most fascinating creatures in a manner that respects their freedom.

Rail Collection

See the world differently on train-based adventures where the journey is part of the story. Iconic rail routes meet locally-led exploration for a more meaningful, responsible way to travel.





Solo-ish Adventures

Solo-ish Adventures

Solo group travel, reimagined with community at its core. Exclusively for solo travellers, get closer to your group-mates, and the world, right from day one on trips designed for instant connection.



The *Geluxe* Collection

The *Geluxe* Collection

Get moving and go deeper into your destination with our growing line of premium active adventures expertly curated to keep you feeling oh-so comfortable. Discover the one-of-a kind accommodations, elevated dining experiences, and perfectly paced itineraries that make these adventures, well, the grandest adventures on Earth.



NATIONAL GEOGRAPHIC JOURNEYS with *G Adventures*

National Geographic Journeys

National Geographic Journeys with G Adventures is a collection of unique tours designed to take you deeper into the cultures and habitats of the places we explore. They offer more inclusions, greater hands-on exploration, interactions with local experts, and the freedom to roam, all within the structure and security of travelling in a small group.



NATIONAL GEOGRAPHIC | FAMILY JOURNEYS with *G Adventures*

National Geographic Family Journeys

A new line of trips for adventure-loving families in search of a meaningful way to discover the world together. With itineraries inspired by National Geographic's expertise in photography and storytelling, wildlife, culture, history, and geography, these trips let families connect with the world and each other.

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

319M

Number of tourism-related
jobs in the world. That's
1 in 10 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 \$8.8 trillion USD/year)

66M

Number of women tourism
employs worldwide

83%

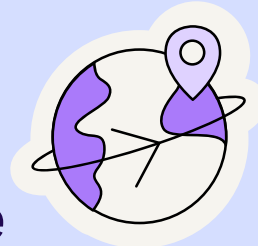
Percentage of the developing
world for which tourism is the
principal export earner

200,000
travellers from
143 countries

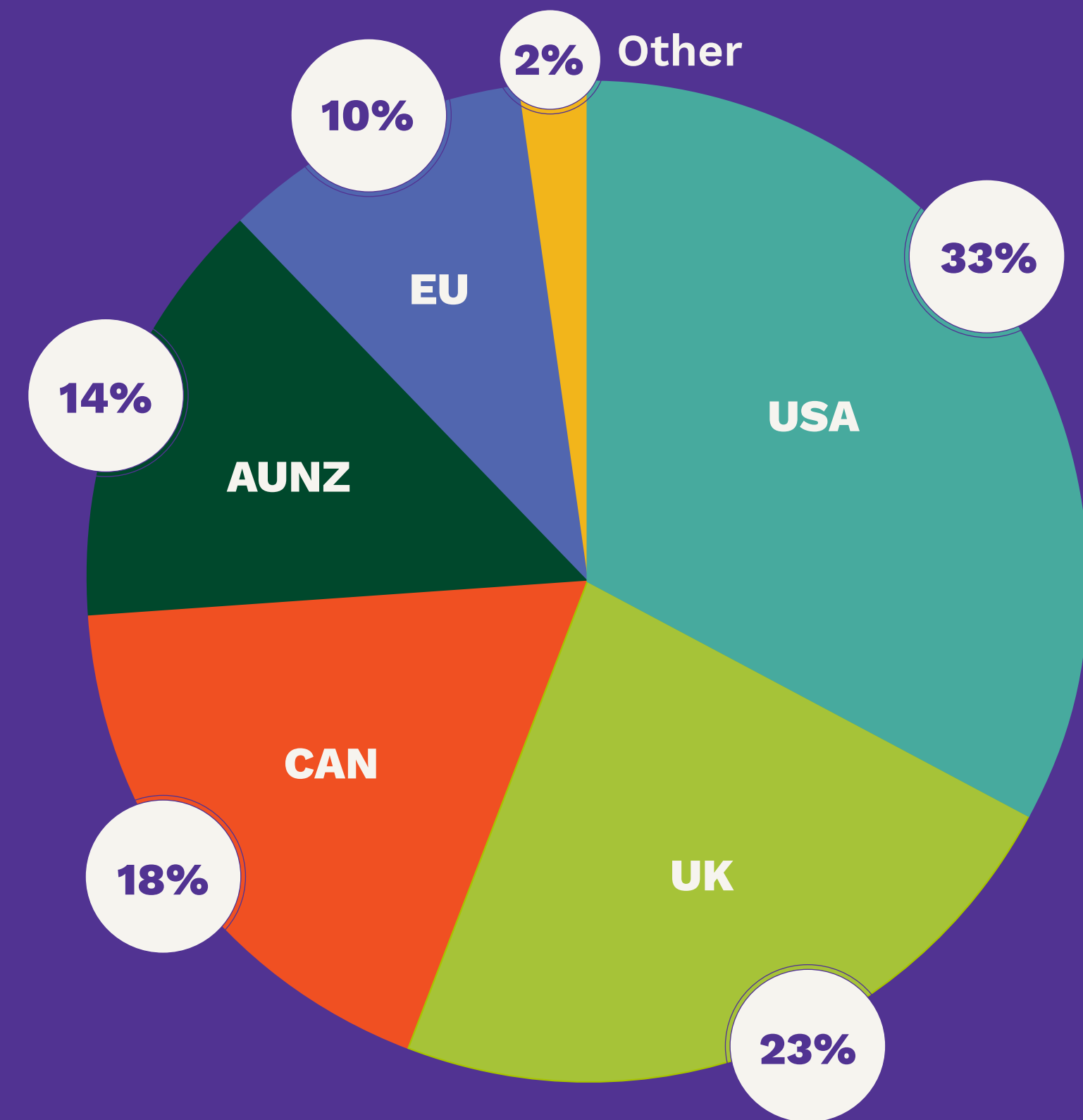
We operate more than

1000
tours in 100+ countries

23 offices
worldwide
600 employees



A global glance



Our travellers by home region



Love
Lead
Embrace
Create
Do

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.

Our core values also come to life in our approach to diversity, equity, and inclusion. We are committed to continuously improving diversity within all of our operations, as well as being transparent about our progress.



Meet our CEOs

At G Adventures, we don't have a single CEO. We have hundreds of CEOs powering our business. That's because each tour is led by an expert 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.

G FOR GOOD

**Making the world a better place
one commitment at a time.**

Responsible travel isn't just something we do. It's in everything we do. We change lives through travel, and after over 35 years of growing our philosophy, it's our company's DNA. Yes, life-changing experiences for our travellers are our obsession. But that's just half of the story. We're equally obsessed with the people and communities we visit, and how our tours enable us to establish life-changing initiatives globally. We call it G for Good and it includes all of the social, moral and ethical Good we undertake as a business. G for Good projects are a big part of this, as are industry firsts like our Ripple Score. They are examples of the things we do that help us travel better. G for Good is what makes us, us – and you, you. It lives in how we conduct our business, and ourselves, each and every day all around our beautiful world. It's how we're creating a better world one commitment at a time.

G for Good: Project 100

On January 1, 2016 we launched a campaign called 50 in 5, with a goal to increase the number of G for Good projects from 25 to 75 in the space of five years. We completed those 50 projects 18 months early, and announced an increased target of having 100 community tourism programmes built into our tours by 2020. Thanks to the dedication of our non-profit partner the Planeterra Foundation, and despite the impact of the global pandemic, we achieved this goal on time at the end of 2020.



Our newest G for Good projects

Beit Khayrat Souf Souf, Jordan

This women-owned café employs 20 women in daily management, service, and cooking. Some work from home, making preserves sold at Beit Khayrat Souf, boosting women's economic empowerment. Expanding the business creates more job opportunities, breaking the cycle of unemployment. The café also serves as a platform for local youth to volunteer and learn about diverse cultures.

Why Supporting Them Matters

Jordan faces a high rate of women's unemployment, prompting Sumia, a Jordanian woman, to address the issue by opening a cafe. Taking out a personal loan and embracing the associated risks, she aspires to empower more women in the years to come. While the cafe has received support from the Princess Alia Foundation and other nonprofits, Beit Khayrat Souf is still in the process of building a robust customer base for lasting success.

Our Involvement

Planterra connected Beit Khayrat Souf to a broader customer base through our travel partners at G Adventures. Since 2019, travellers with G Adventures have been visiting Beit Khayrat Souf for a traditional Jordanian food cooking class.

The impact of tourism on the community

As this business continues to grow, more women can access employment opportunities, breaking the cycle of persistent unemployment for women in the region. The café also serves as a launching pad for local youth interested in volunteering and learning about other cultures.



Lusumpuko Women's Club Victoria Falls, Zimbabwe

Planterra provided the Lusumpuko Women's Club with kickstarter funding and training to successfully launch a catering business geared towards the tourism industry in Victoria Falls. Once a co-operative focused on rearing chickens, today the group is thriving through preparing traditional meals, much like those their mothers and grandmothers used to prepare, for G Adventures travellers. The group proudly boasts that they are better equipped to care for their families and pay school fees for their children because of the increased income.

- 400 community members benefiting
- 1,430 G Adventures travellers will visit each year



Favela Experience Rio de Janeiro, Brazil

Working alongside our partners, Favela Experience, we developed a new social enterprise tour in Vidigal, one of Rio de Janeiro's many favelas. Planterra provided funds for training, infrastructure, and equipment for five micro-enterprises and community organizations, all of which benefit from the new tour. This tourism experience not only showcases the community and its entrepreneurs, but helps travellers see a different side of Rio de Janeiro while offering an income for the primarily youth population of Vidigal, who have been trained as guides and who are leading these new businesses.

- 161 community members benefiting
- 1,410 G Adventures travellers will visit each year

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. Here's how we spread G Adventures for Good around the world.

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 it is to protect animals from abuse. Our vision is to ensure that all animals encountered on our tours are treated humanely.

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.

Trees for Days

In partnership with Planeterra and Reforest, Trees for Days is our latest initiative to spread love with trees! For each and every day a traveller is on tour with us, we grow a tree in their name. Thanks to this effort, we've already grown over 4.6 million trees around the world – and that number just keeps on growing.

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.

In 2016, we completed the G Local Survey* to study the real-world impact of travelling on the communities we visit. The result? There was an obvious, positive ripple effect created by our small group adventure tours. It was a good start. But we knew we could do better.

We feel it's our responsibility to be as transparent as possible about how often we choose local businesses or services to bring each adventure to life. So we're assessing our tours with what's called a Ripple Score – a tour evaluation that lets you see the money spent locally by G Adventures on all the services it takes to run your tour – like accommodations, restaurants, and transportation.**

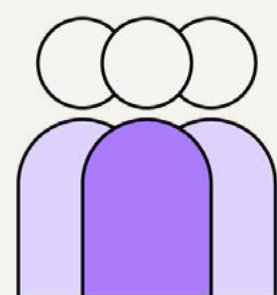


*Created with our non-profit partner Planeterra and Sustainable Travel International. More info and global results from our G Local supply chain assessment can be found at gadventures.com/about-us/responsible-travel/g-local

**Airlines were excluded from our calculations because airlines typically fit into two categories: multinational publicly traded companies or national, government-owned businesses.

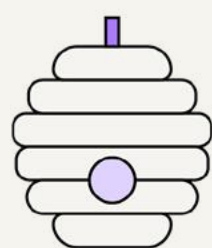
Everywhere is local

Everywhere we go, from the biggest cities to the tiniest villages, we opt for local businesses and services whenever we can. In 2016, 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

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



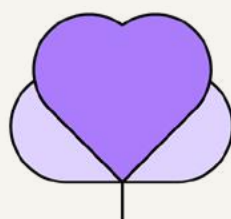
Fresh

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



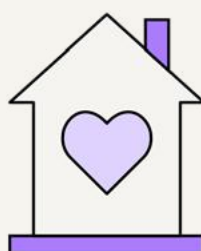
Global

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



Sustainability

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



Local

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



Child Welfare

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



Local Staff

83% of supplier management staff are local.



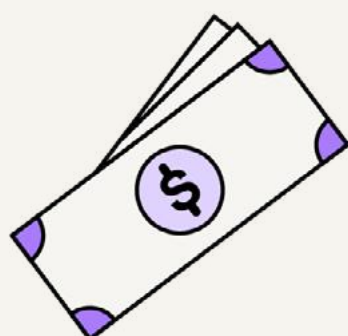
Families

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



Food

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



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 and the Planeterra Foundation to evaluate localized impacts and guide G Adventures' purchasing decisions.

Ideas as big as our world

What's made us the leaders in small group adventure travel since 1990? By listening to our travellers and giving them what they want. Check out how we're leading the world when it comes to travel.



Community Tourism to the max

Travel that helps people, places, and the planet – doing good has never been so fun.



Immersive experiences are how we roll

Get hands-on with culture, food, and local life. No sidelines, just full-on adventure.



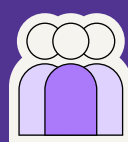
Guides so good we call them CEOs

Our Chief Experience Officers have local smarts, big energy, and serious skills to make your trip unforgettable.



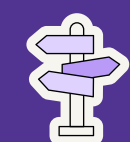
Book with all the confidence in the world

No stress here. Flexible bookings, 100% Guaranteed Departures, and 24/7 support.



Small groups, lots of passports

Small groups mean big connections. And with travellers from all over, every trip feels globally inspired.



Travel Styles galore

From seasoned explorers to first-timers, hostel-hoppers to families, our Travel Styles make finding the right trip oh-so easy.



As ungrouped as it gets

The safety of a group, with freedom to explore on your own terms.



Contact us

For media enquiries, images, and logo requests, or to invite G Adventures founder Bruce Poon Tip or other company leaders to participate in a speaking engagement, contact us below or email media@gadventures.com

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