



G Adventures

Our world deserves more you.

MEDIA KIT

Our world deserves more you.

Because it's yours. The quirks, the friendlies, the curious, and of course the kind. Our world belongs to the people who get out there and see every part of it — its good, its misunderstood, its unbelievably awe-inspiring. It belongs to the people who live it, taste it, try it, learn from it, and bring what they offer to it. Our tours bring you closer to our world, its people, their culture, and their way of life. If you want to be part of where our world is headed, go and see where the rest of it is going. Our world deserves more. Our world deserves more you.







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, independently-owned, small group adventure travel company, with more than 750 tours on all seven continents. Built on a foundation of strong shared core values, G Adventures creates tours that support small businesses and help local 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 Planeterra projects that strengthen the communities they encounter and explore 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. He has addressed the United Nations and the World Bank, spoken at Apple and Google, and delivered keynote speeches 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. 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.

In 2018, Bruce was inducted into the British Travel and Hospitality Hall of Fame, and 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.



“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



OUR FIRST 29 YEARS

'90

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

'96

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

'03

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

'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.

'92

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

'02

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

'06

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

'10

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



'11

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

'14

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

'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.

'18

G Adventures opens its first office in Berlin, Germany and acquires British youth specialist, TruTravels.

'13

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

'15

G Adventures celebrates its 25th anniversary by launching a new program of trips with National Geographic, called National Geographic Journeys.

'17

G Adventures acquires established British brands Travelsphere and Just You.

'19

G Adventures launches three new Travel Styles: Wellness, TailorMade, and National Geographic Family Journeys. Boston, U.S. is named as the company's second headquarters.

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, moments that make your trip memorable.

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.

ACTIVE

Active adventures get you closer to the destination by letting you hike, bike, and kayak your way through it. We provide the equipment, the experts, and the opportunity; you provide the energy.

MARINE

There's adventure 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

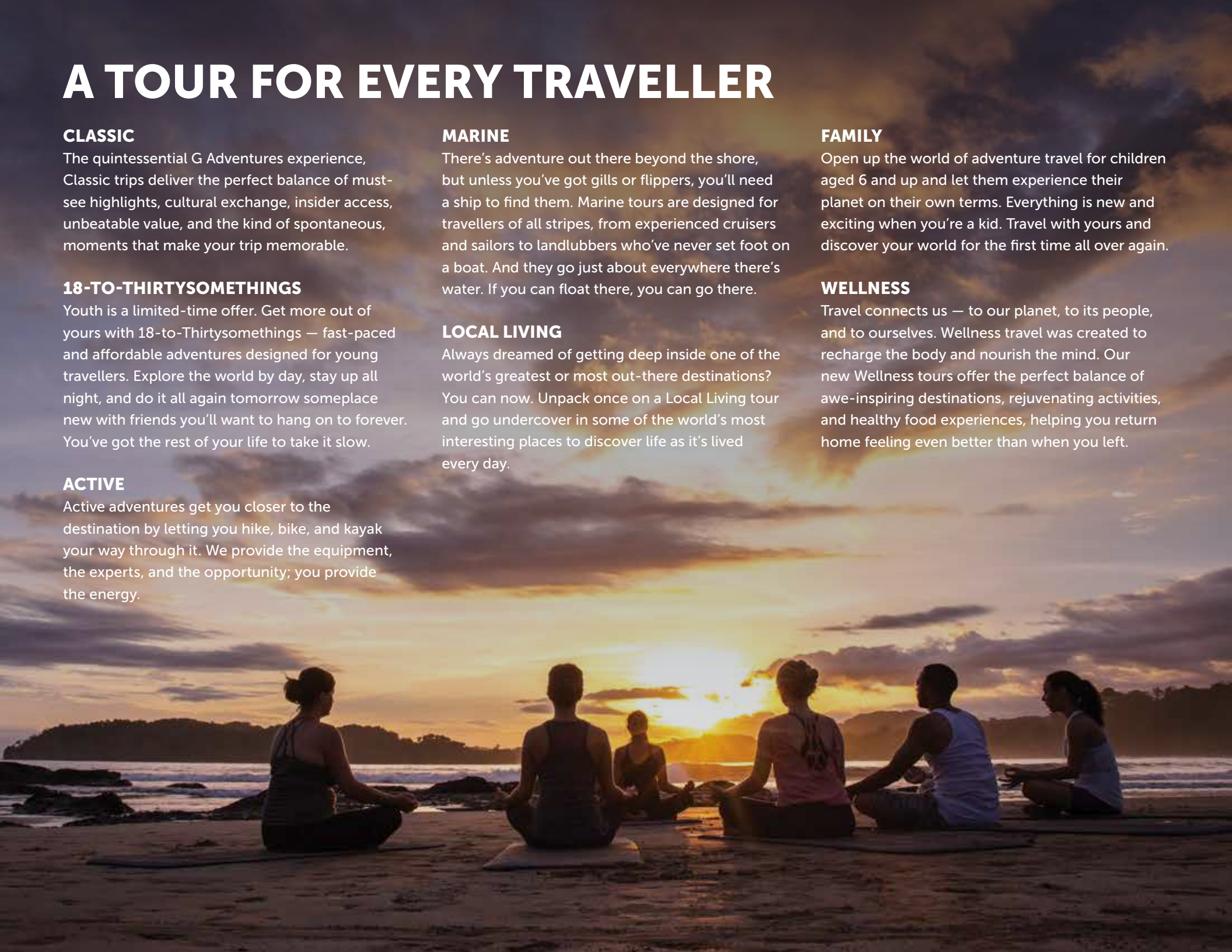
Always dreamed of getting deep inside one of the world's greatest or most out-there destinations? You can now. Unpack once on a Local Living tour and go undercover in some of the world's most interesting places to discover life as it's lived every day.

FAMILY

Open up the world of adventure travel for children aged 6 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.

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.





JOURNEYS

with **G Adventures**



NATIONAL GEOGRAPHIC | FAMILY

JOURNEYS

with **G Adventures**

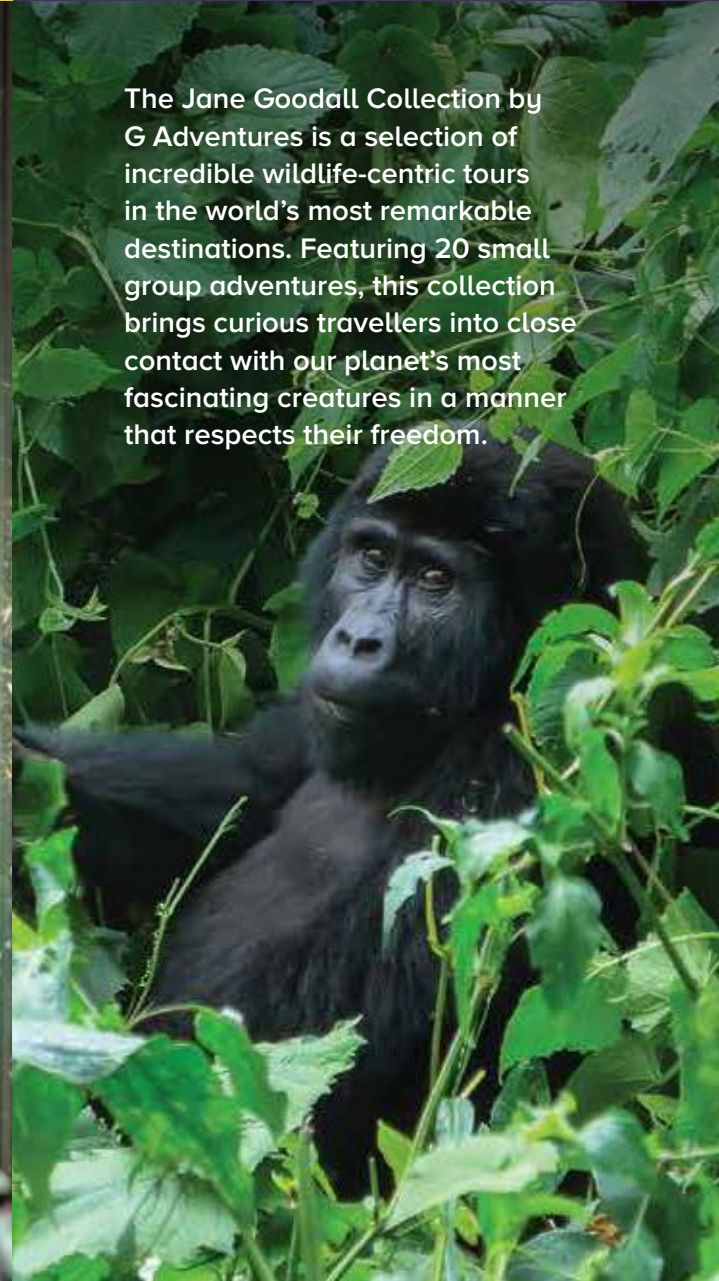


JANE GOODALL COLLECTION

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 than other G Adventures tours, 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.

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.

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.



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%

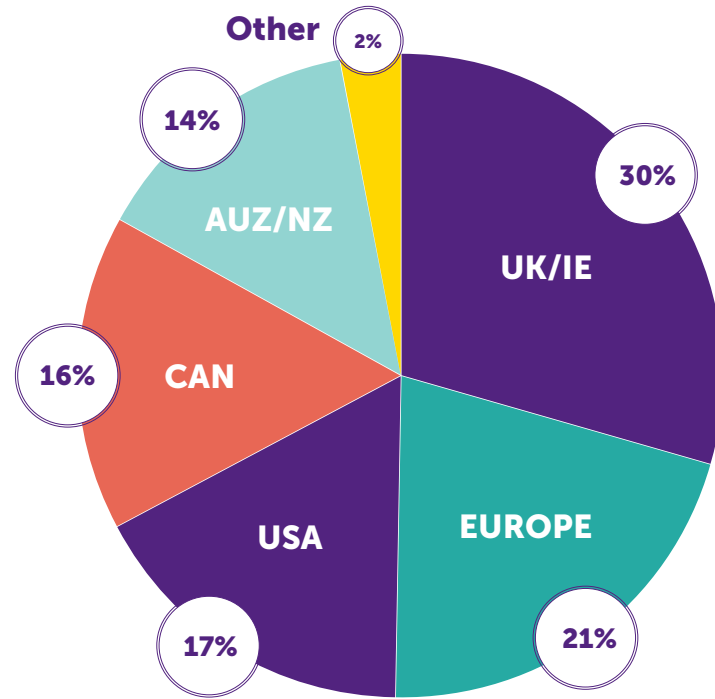
Percentage of the developing world for which tourism is the principal export earner

G ADVENTURES — A GLOBAL GLANCE

200,000
travellers from
160 countries

We operate more than
750
tours in 100+ countries

28 offices
worldwide 
2,200 employees



Our travellers by home region

*Based G Adventures data during calendar year 2018

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.

LOVE
LEAD
EMBRACE
CREATE
DO





MEET OUR CEOs

At G Adventures, we don't have a single CEO. We have more than 1,500 CEOs powering our business. 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 30 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. Planeterra's 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 our 50 in 5 campaign. Now we're increasing our commitment to local communities with Project 100.

The original goal with 50 in 5 was to launch and support 75 Planeterra projects around the world by 2020, giving us five years to create new life-changing experiences. Thanks to the dedication of our non-profit partner the Planeterra Foundation, we achieved this goal a year and a half early, with a total of 75 projects in 2019.

With Project 100, a part of G for Good, we have increased our commitment

to benefiting local communities through tourism with a total goal of 100 global projects by the end of 2020. This increase would enable 90% of G Adventures' travellers to visit a community tourism project.

Planeterra projects help empower local communities by focusing on supporting: women, children, Indigenous culture, and environmental conservation. To create these projects Planeterra works with social enterprises around the world where these groups are disadvantaged due to barriers such as lack of education, income opportunities, or gender equality. With G Adventures, Planeterra selects projects that can benefit from our tours, creating experiences that are equally beneficial for the locals involved in the project, and travellers who visit.

OUR NEW PLANETERRA PROJECTS

Al Numeira Environmental Association South Ghour, Jordan

This community, just south of the Dead Sea, suffers from one of the most significant water shortages on earth. Through its partnership with Planeterra, the Al Numeira Environmental Association has been able to rebuild their community centre kitchen that was destroyed following a devastating fire, and provide training on tourism and hospitality that allows them to grow their social enterprise café. This has led to the hiring of more people at the community centre, and additional investment in their environmental initiatives.

- › 560 community members benefiting
- › 1,600 G Adventures travellers will visit each year

Lusumpuko Women's Club Victoria Falls, Zimbabwe

Planeterra 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.

- › 140 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. Planeterra 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 for Good around the world.

ANIMAL WELFARE

G Adventures recognizes the importance of animal welfare. That's why we have adopted guidelines built in conjunction with World Animal Protection, 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.

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.

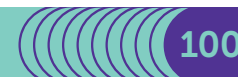
Visit gadventures.com/responsible-travel for more information.

Ripple Score

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.**

Ripple Score



*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. 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.



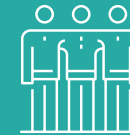
GLOBAL

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.



THE G DIFFERENCE

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 daily.

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.

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.

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 to ensure they pay the same as everyone else, or travellers can choose the My Own Room option on request.

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 almost two dozen 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 consistent from start to finish.

PRIVATE TRAVEL

To make a private tour perfect, you're going to need choices. With our Private Travel options, you can take one of our tours and bring along only the group you choose, or you can customize customize an affinity group entirely for you. This year, we launched TailorMade, where travellers can customize sample itineraries to whatever they would like.

CONTACT US

For media inquiries, 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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