



Travel your heart out

Media Kit

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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.





A story that's still being written

Once upon a time, 1990 to be exact, a young Bruce Poon Tip wanted to take a trip.

The only problem? The kind of trip he wanted didn't exist. So he decided to build it.

The banks thought that was a terrible idea – every single one of them. The whole industry did, really.

Tourism back then was something you watched from a bus window. Bruce didn't buy it. He wanted to tear up the script and build something you were actually part of.

So he maxed out two credit cards, rented a tiny garage in Toronto, lived on seventy-five-cent burritos, and paid his team in beer. (Different times.)

Then he got on a boat.

In a tiny Amazon village called Pimpilala, he met a young man named Delfin, who showed him medicine plants, hidden waterfalls, and a sky full of stars. Bruce thought: this is what travel is supposed to be. Before he left, Delfin's family agreed to host G's very first travellers.

Over thirty-five years later, they still call each other brothers, and that one relationship became the blueprint for everything that followed.

He wasn't trying to build the world's biggest travel company.

He was trying to prove

one stubborn little idea: that travel could be better.

Not bigger. Better.

Better for the traveller. Better for the guide. Better for the cook who invited you into their home. Better for the farmer, the driver, the artist, the kid waving from the side of the road.

Because the people who make a place special shouldn't just watch tourism happen. They should be part of it. They should benefit from it.

Some people thought that sounded naïve. Bruce thought it sounded obvious. So he kept going.

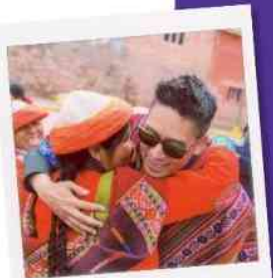
He got things wrong. He listened. He learned. He tried again.

Then something happened that no business plan could've predicted: people believed him.

Not because of a slogan or fancy marketing campaign, but because they felt it.

Travellers came home talking about people instead of places. Guides became lifelong friends. Communities became partners. Employees found a purpose.

Somewhere along the way, these trips stopped just changing the places people visited. They started



Before he knew it, this stopped being Bruce's idea.

**It became everyone else's.
We call that communityship.**

Today, millions of people have helped write this story. Not by selling trips. By opening doors. Sharing meals. Building friendships. Giving back. Laughing a little too hard on long bus rides.

And proving, over and over again, that the best part of travel has never been the destination. It's each other.

The most powerful thing we've built over the past 35 years isn't a product. It's a global community of kind, generous, compassionate people who have opened their hearts, shared their stories, and changed the way we see the world – and, if we're honest, the way plenty of us see ourselves too.

Bruce wrote the first page. The rest has been written by travellers, guides, communities, partners, and people all over the world who believed travel could be a force for good.

And the best part? We're nowhere near the ending. Because every time someone chooses curiosity over certainty, connection over convenience, people over postcards – a new chapter begins.

That's the story of G.

Still being written.

One adventure.

One community.

One human at a time.



Travel your heart out –
because the next chapter starts with you.

Meet Bruce

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

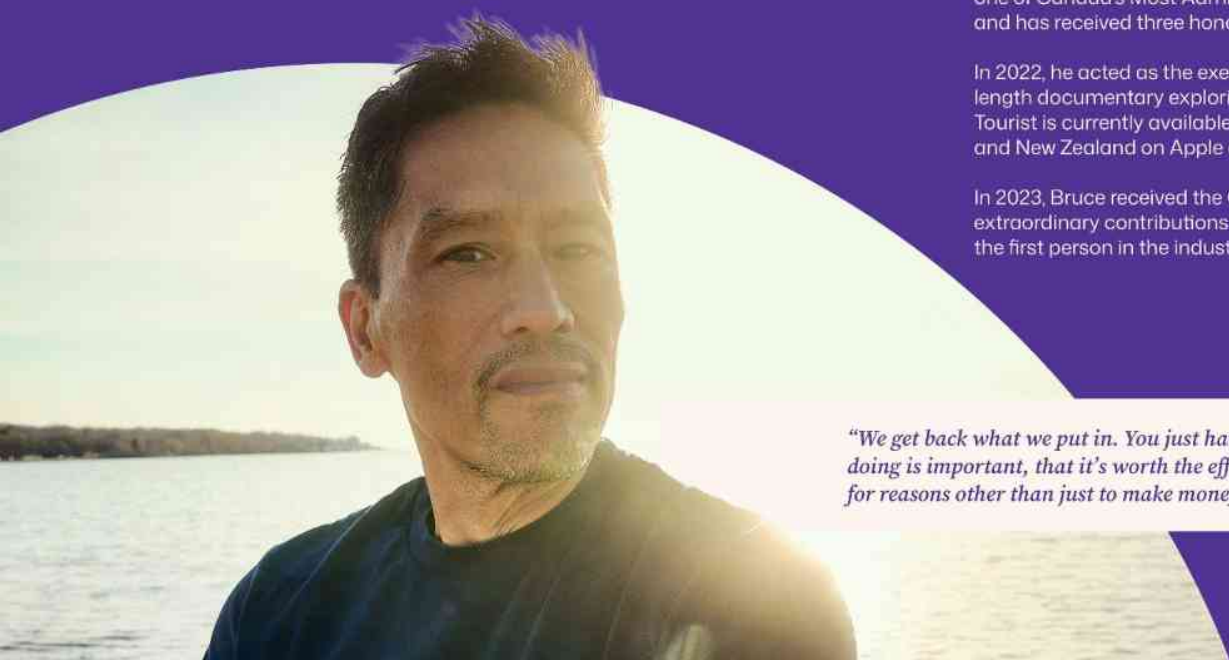
Passionate about travel's power to change the world for the better, Bruce has become a global leader on community tourism, social entrepreneurship, leadership, immersive travel, and innovation, and has delivered keynote speeches for the United Nations and the World Bank, and at TED events and entrepreneurship 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 portrait of Bruce Poon Tip, a man with short dark hair and a goatee, wearing a dark blue t-shirt. He is looking slightly to the right with a calm expression. The background is a bright, hazy outdoor scene with water and a distant shoreline under a bright sky. The portrait is partially framed by a white circular shape on the left side of the page.

"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



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.

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.



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.

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.

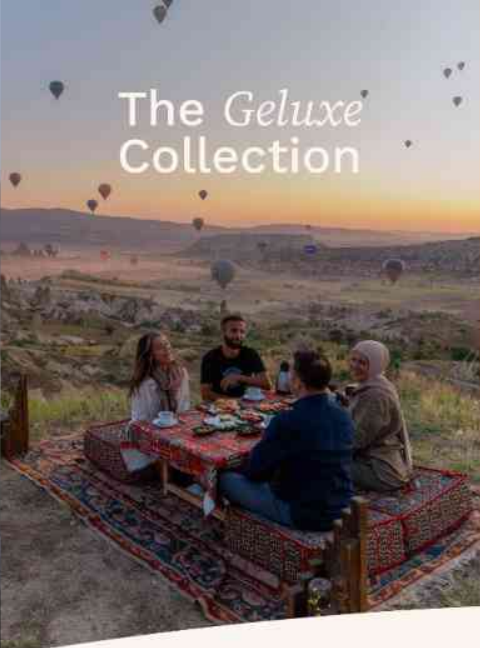
Expeditions | This isn't just a cruise – it's a true expedition to the edges of the Earth. Antarctica and Arctic with G Adventures means more landings, more wildlife, and way more time off the ship exploring these legendary frozen frontiers.



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 | G Adventures

EXPEDITIONS

National Geographic Expeditions

Two pioneers, one shared mission: to explore the world and leave it better than we found it. Merging National Geographic's legacy of science and storytelling with G Adventures' leadership in community tourism. Whether you're drawn to the elevated access of Signature, the immersive depth of Journeys, or the shared wonder of Family Journeys, this is travel with a deeper purpose – creating change, in you and the world, that ripples for generations to come.



NATIONAL GEOGRAPHIC | G Adventures

EXPEDITIONS SIGNATURE

National Geographic Signature

Discover National Geographic Signature with G Adventures – a curated collection of global itineraries where unparalleled expertise and access converge with exceptional hospitality. Rooted in a shared legacy of discovery, these expeditions offer a deeper, more purpose-driven way to experience the world, the world and each other.

Our Collections

Some trips share a common theme: football, a total eclipse, a storied legacy. Find yours in our Collections, and go straight for what you love.

Jane Goodall Collection

Step deeper into the animal kingdom with our incredible collection of wildlife-focused tours endorsed by the world-renowned ethologist.

Rail Collection

Iconic rail routes meet locally led exploration on these train-based adventures where the journey itself is one of the stars of the show.

Away Games

Live the ultimate football experience at Europe's biggest clubs, with VIP matchday access and itineraries that explore the cities beyond the stadiums.

Limited Edition

One-of-a-kind trips built around the world's rarest events, from solar eclipses to Day of the Dead, so you're there for the one moment it happens.



280,000

travellers from

150 countries

We operate more than

1000

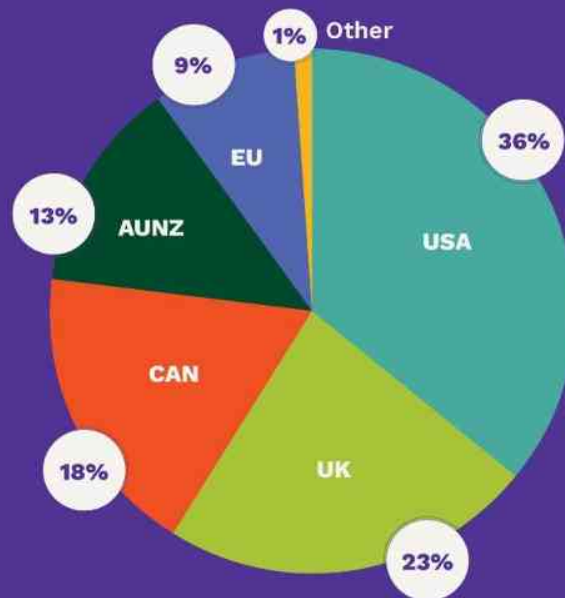
tours in 100+ countries

22 offices
worldwide



620 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.

Community Tourism

To us...Community Tourism means everyone has a seat at the table – and a reason to care.

From travel agents and our global team to local guides, partners, and communities, everyone plays a role. When we build travel together, everyone benefits – including the traveller.

The result is travel that's more authentic, connected, and meaningful.

When the traveller, community, and planet all win, that's Community Tourism. That's the G way.



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.



There's a certification out there that says a company is good if it passes someone else's checklist. We could have applied. Spoiler alert: we didn't. Because doing good shouldn't need permission. No box-ticking. No yellow tape. No gold star for meeting someone else's definition of good.

Here are six ways we're putting it into practice.

G for Good: Planeterra



Travel is at its most powerful when it benefits everyone touched by it. Since 2003, Planeterra has helped local communities – especially those led by women, youth, Indigenous peoples, and rural populations – build tourism businesses of their own, with training, mentorship, funding, and travellers ready to visit. That income turns into education, preserved traditions, protected land, and opportunities that ripple well into the future. That same approach is now the foundation of Project 300, Planeterra's goal to reach 300 communities by 2030.

Raise the World



This isn't charity – it's shared responsibility. Raise the World is our global fundraising movement powered by travellers, staff, partners, and CEOs who believe a community's success is everyone's success. Every donation flows straight to Planeterra, funding the training, mentorship, and tourism businesses these communities are building for themselves.

Ripple Score



We wanted proof, not promises. So we built the Ripple Score, a simple number, from 0 to 100, showing what percentage of your trip's local costs stay with locally owned businesses. From the accommodations we choose to the transportation we provide, we go local wherever we can. Created with Planeterra and Sustainable Travel International and recalculated every year, it means every dollar of your trip cost has a destination, and a purpose.

Trees for Days



Every day you spend on trip, we plant a tree in your name – one of millions taking root across 16 (and growing) reforestation projects worldwide. But it's never just a tree. We choose to work with local growers and community-run nurseries on purpose, so that tree becomes income for a family, work for a community, and a little more life growing back into the ground. That's the part most tree-planting programs skip, and the part we think matters most.

The Care Code



Some things are simply non-negotiable. The Care Code is our collection of guidelines, built with global experts including the Jane Goodall Institute, World Animal Protection, and Friends-International, setting our standards for animal welfare, child protection, respectful traveller conduct, and respect for the cultures and communities we visit – on every trip, in every destination, without exception. Visit our website to see the full code.

G Values Fund



Communities supporting communities isn't just something we do, it's who we are at our core, and that includes the very people who bring our trips to life. Our CEOs spend their careers helping travellers see the world, building connection and community wherever they go. The G Values Fund helps them build something of their own, offering CEOs low-interest loans and mentorship to turn a great idea into a real business that enhances the traveller experience and strengthens the G community.

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.

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.**

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.



*Created with (as 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.
**Airline was excluded from our calculations because airlines typically fit into two categories: multinational publicly traded companies or national government-owned businesses.

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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