2017 IMPACT REPORT

good-travel.org
2017 was the biggest year yet for GOOD Travel. In addition to our growing number of GOOD trips, 2017 saw an increasing focus on our advocacy work. Through events, media, conferences and advisory work, we challenged people globally to rethink the tourism industry. 2017 also saw the launch of the GOOD Travel Community, a global community of travellers with a shared passion for creating a more sustainable, equitable and ethical tourism industry.

2018 will see a number of firsts for GOOD Travel. We’ll be leading our first Moms and Daughters trip to Peru, our inaugural Iceland Experience, our first retreat to Thailand and our biggest adventure yet - to Virunga National Park in the Democratic Republic of the Congo. We’ll also be reconnecting with old friends during our trip to Fiji where we’ll be supporting a solar power project, and we’ll continue to expand our advocacy work both in New Zealand and internationally.

We are grateful to our staff, advisers, interns and partners around the world who have enabled us to achieve so much in 2017. We also wish to acknowledge each and every traveller who has joined one of our trips, taken the time to read our blog, attended one of our events or followed us on social media. GOOD Travel is a community and a movement, and we would not exist without the support of so many individuals around the world who believe in our vision. Thank you!

Eliza, Caitie, Shelley & Heidy, GOOD Travel Co-Founders
2017 SNAPSHOT

Key achievements from 2017

16 EVENTS

We presented at 16 events in locations ranging from Malaysia to Papua New Guinea where we facilitated discussions around the future of the tourism industry with over 1,600 travellers, academics, industry professionals and students.

NZ$9,000 DONATED

We directly donated over NZ$9,000 to support sustainable development initiatives, including a water tower project in Zanzibar and a youth empowerment programme in South Africa.

200,000 PEOPLE REACHED

Through our website and social media, we reached over 200,000 people with key messages about sustainable, ethical and responsible tourism.

10 RESEARCH PROJECTS

We were directly involved in ten research projects working in partnership with universities and tourism businesses globally.

27 BLOG ARTICLES

We published 27 blog articles on topics ranging from voluntourism to social media.
GOOD & Well Retreat, Tanzania

In March 2017, 19 GOOD travellers headed to Tanzania for our inaugural GOOD & Well Retreat. This retreat was organised in partnership with JenTex Training & Consulting and combined GOOD Travel experiences with JenTex workshops. We worked with several inspiring in-country partners, including Investours which uses tourism to empower micro-entrepreneurs in Dar es Salaam. This trip also funded the construction of a water tower in Kizimkazi village, Zanzibar.

Possibilitarian Retreat, South Africa

In August 2017, 21 GOOD travellers spent a week in South Africa. This retreat was organised in partnership with Vallori Thomas of WOW Coaching & Consulting. Each day began with a reflective workshop led by Vallori Thomas. The highlight of this trip was visiting the Kliptown Youth Program (KYP), a non-profit organisation that we have worked with for many years in Soweto. We subsequently helped to organise a tour for KYP youth to Vietnam and Thailand.
Asia-Pacific Economic Cooperation (APEC) Voluntourism Workshop

Following our involvement with research being carried out by the New Zealand Tourism Research Institute at the Auckland University of Technology, we were invited to speak at the 51st APEC Tourism Working Group Meeting & Workshop on Voluntourism in Malaysia. As a guest speaker and member of the panel, we shared our expertise on good practice in the voluntourism sector and provided an alternative approach to commodified voluntourism.

West New Britain Tourism Policy Development Workshop

We were invited to participate in the Papua New Guinea West New Britain (WNB) Tourism Policy Forum in Kimbe. WNB is focused on growing tourism in the region in a sustainable way that creates an alternative revenue stream for the community. The forum included community leaders, representatives from the Tourism Promotion Authority, WWF, Destination Marketing Store, James Cook University and tourism businesses from the area.
EVENT HIGHLIGHTS

Learning, connecting and sharing with tourism influencers

Travel+Social Good Summit, United Nations, New York

Our co-founder Caitie Goddard and adviser Vincie Ho represented GOOD Travel at the United Nations in New York in November. As delegates of the Travel+SocialGood Summit, they had the opportunity to connect with and learn from key influencers in the world of sustainable tourism, including the Permanent Delegates to the UN from Uganda, Rwanda, Botswana, Kenya, Israel, and Zambia.

Human Rights Day, United Nations Association New Zealand

We were invited to speak at an event held by the United Nations Association New Zealand (UNANZ) to mark Human Rights Day. The event explored the links between the Sustainable Development Goals, sustainable tourism and human rights. GOOD Travel provided a global perspective and spoke on the role of individual travellers in changing the future of the tourism industry.
MEDIA HIGHLIGHTS

Inspiring and enabling travellers to have a positive impact

How to travel with a difference
Radio New Zealand

Top tips for ensuring you have a positive impact when you travel
RadioLive

How to travel responsibly in Thailand
Asia Media Centre

3 Ways to Leave No Trace
Stamp Travel
http://www.stamptraveltips.com/experiences/leave-no-trace

Social Enterprise Story: GOOD Travel
Akina Foundation
ADVOCACY HIGHLIGHTS

Contributing to sustainable tourism research and campaigns

Child Welfare in Tourism Guidelines

We were invited to be part of the review process for new global guidelines being developed to protect child welfare in tourism. The guidelines will provide a common understanding of child welfare issues throughout the travel industry and minimum standards that any tourism business should aspire to reach. GOOD Travel provided an industry perspective and advised the working group on how to ensure the greatest possible uptake of the guidelines among tourism businesses.

New Zealand Sustainable Tourism Project

The Sustainable Tourism Project is being led by the Sustainable Business Network and other key stakeholders in the New Zealand tourism industry. As a member of the advisory group, GOOD Travel was involved in the pitch development for this project and shared examples of good practice from global campaigns and research. The project will result in a KiwiPledge and associated campaign to inspire and enable visitors to New Zealand to have a positive impact on the places they visit.
**Water Tower, Tanzania**
Through our GOOD & Well Retreat to Tanzania, we funded a water tower project in Kizimkazi village in Zanzibar. The project benefited an estimated 150 village residents by providing a larger and more reliable source of water.

**Kliptown Youth Program, South Africa**
Through our Possibilitarian Retreat to South Africa, we donated NZ$2,400 to support educational programmes at the Kliptown Youth Program (KYP) in Soweto.

**Kliptown Youth Program, Uganda**
We sponsored a group of performers from Kliptown Youth Program (KYP) in South Africa to attend the Mileage Music Festival in Entebbe, Uganda. The festival is focused on the celebration and preservation of arts, culture and community.

**Other**
We donated baseball supplies to the community of Viñales in Cuba through Discover Viñales and supported Puerto Rico Hurricane Relief through our Washington DC World Tourism Day event.
THANK YOU