



Impact report

April 2025 – March 2026

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Introduction

This year asked something different of us: not to push forward at full speed, but to hold our ground.

We said goodbye to some brilliant people who had been central to our sustainability work, and we felt that. Rather than paper over the gap, we made a deliberate choice to focus our energy on the commitments that matter most: measuring and reducing our carbon emissions, progressing our B Corp recertification, and continuing to support the sustainability and ethics work of our local partners.

Some things had to pause. Fund For Good was one of them, and we look forward to bringing it back when we can. It felt important to us that we continue our partnerships with the charities we support, by giving them a voice on our platform even when we couldn't contribute financially.

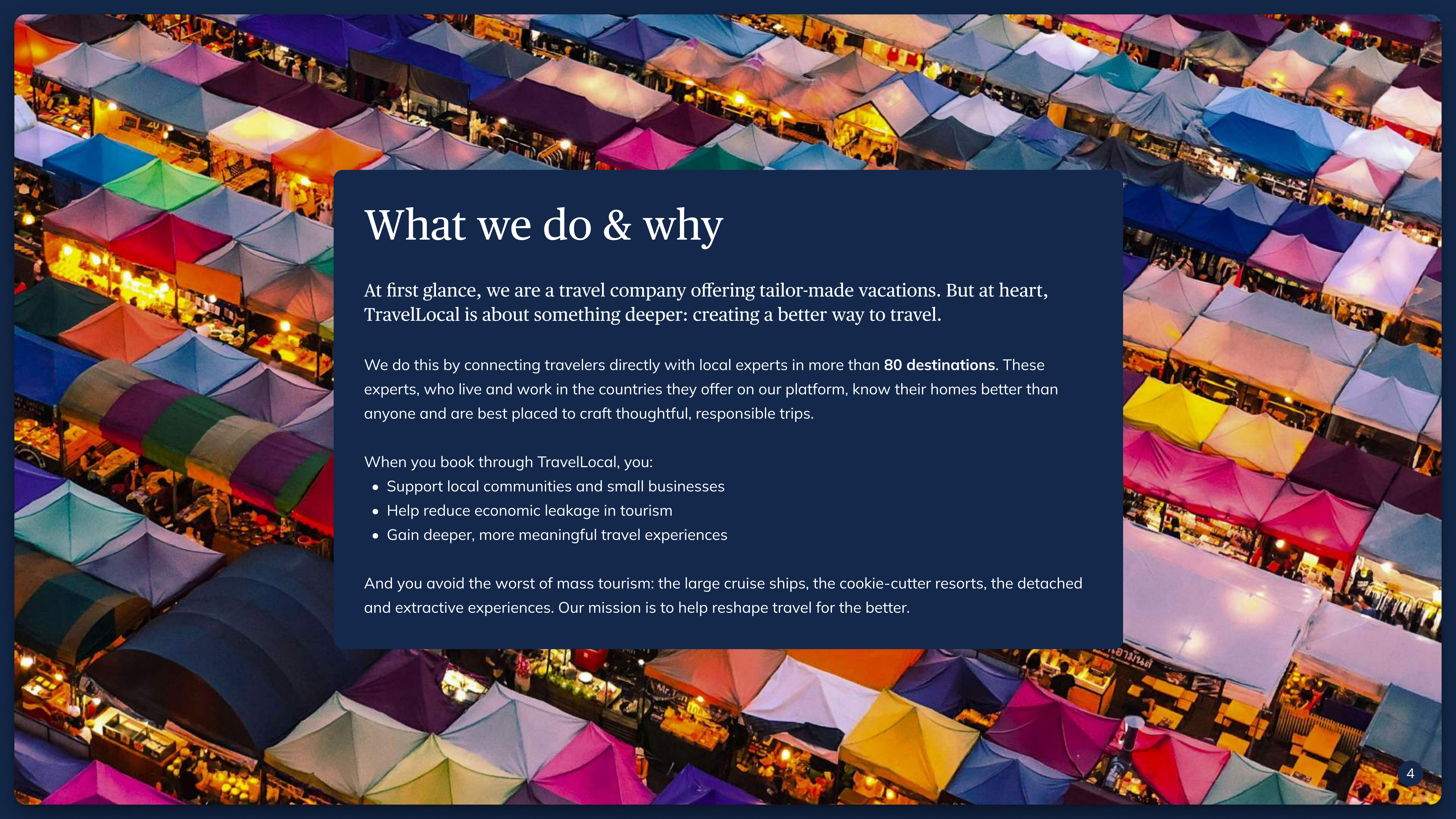
The year taught us something worthwhile: that a commitment to sustainability shouldn't be made only when times are good. It persists in more difficult times, too, when it would have been easier to quietly let things slide.



Johanna
Executive Assistant



Marie
Partner Relationship
Manager

An aerial, high-angle photograph of a bustling night market. The market is covered by a dense canopy of colorful, peaked umbrellas in various shades including blue, purple, pink, yellow, and green. The umbrellas are illuminated from below, creating a warm, glowing effect. The market stalls and pathways are visible between the umbrellas, with some people and goods visible. The overall scene is vibrant and lively.

What we do & why

At first glance, we are a travel company offering tailor-made vacations. But at heart, TravelLocal is about something deeper: creating a better way to travel.

We do this by connecting travelers directly with local experts in more than **80 destinations**. These experts, who live and work in the countries they offer on our platform, know their homes better than anyone and are best placed to craft thoughtful, responsible trips.

When you book through TravelLocal, you:

- Support local communities and small businesses
- Help reduce economic leakage in tourism
- Gain deeper, more meaningful travel experiences

And you avoid the worst of mass tourism: the large cruise ships, the cookie-cutter resorts, the detached and extractive experiences. Our mission is to help reshape travel for the better.



Who we are

We are a remote-first, multinational team committed to building something different – a platform that supports small businesses around the world and brings travelers closer to the heart of their destination.

The numbers at a glance

-  41 TravelLocal employees
-  160+ local travel companies
-  600+ local travel experts
-  80+ destinations offered
-  13k+ travelers this year

A young girl with a joyful expression is laughing, her hands clasped near her face. She is wearing a black dress with yellow and brown patterns and a yellow headscarf. The background shows a makeshift shelter made of white fabric and wooden poles, with other colorful tents visible in the distance.

The year in review

From 1 April 2025 to 31 March 2026:

- We reduced our total carbon footprint by **49%** compared to the previous year
- **73%** of our gross booking value is now being delivered by Sustainability Charter signatories

B Corp

We're now preparing for our first B Corp recertification. The bar has been raised: the new standards are tougher, more detailed, and require businesses to show real, measurable progress.

We continue to be proud members of the B Corp community. The upcoming recertification will give us a chance to examine our business, deepen our commitments, and live up to the values we've always aimed to embody.





Fund For Good

This past financial year, we donated £25,000 to the partner charities we currently support, Just a Drop and Tree Aid.

A note on contribution levels

This past financial year, we have had to make the difficult decision to pause our Fund For Good. Global instability has impacted us along with many other travel companies, and we find ourselves unable to commit to long-term giving. We strive to support our partner charities financially, and remain committed to reassessing our ability to do so annually.

Looking ahead

In the months to come, we'll continue our strong relationships with Tree Aid and Just a Drop, offering support through cross-posting initiatives and prominently placed blog articles.





Economic impact

We've long believed that the financial structure of a travel company matters. It isn't just about what kinds of trips you sell, but how money flows, and who benefits.

At TravelLocal, every trip is booked directly with a locally owned operator. This has a multiplier effect:

- More money stays in the destination
- More of it reaches small, often family-run suppliers
- Jobs are more likely to be stable, skilled, and fairly paid

Unfortunately, we were unable to make progress with an internal modeling system. While we believe in the economic impact of our business model, we currently do not have the bandwidth to pursue this project further and have postponed it indefinitely.



Carbon emissions & decarbonization

This past financial year (2024/2025), each team member, on average, emitted 1,390 kg of CO₂. This year, we cut that figure by 47% to an average of 943 kg.

What made the difference?

- Moving into smaller offices
- Making our website more efficient
- Prioritizing train over air travel for business travel, and reducing business travel overall

But we're still not tackling the emissions generated by our customer vacations. We've scoped the work but haven't yet delivered. We know that until we can estimate and reduce those emissions, our footprint is incomplete. Learn more about our Climate Action Plan in the addendum.



Partner Charter & Travelife

Our Partner Charter was successfully launched in late 2024. We are happy that it has now been signed by 93 of our 163 active LTOs – just over half. These signatories represent 73% of the gross booking value across our platform.

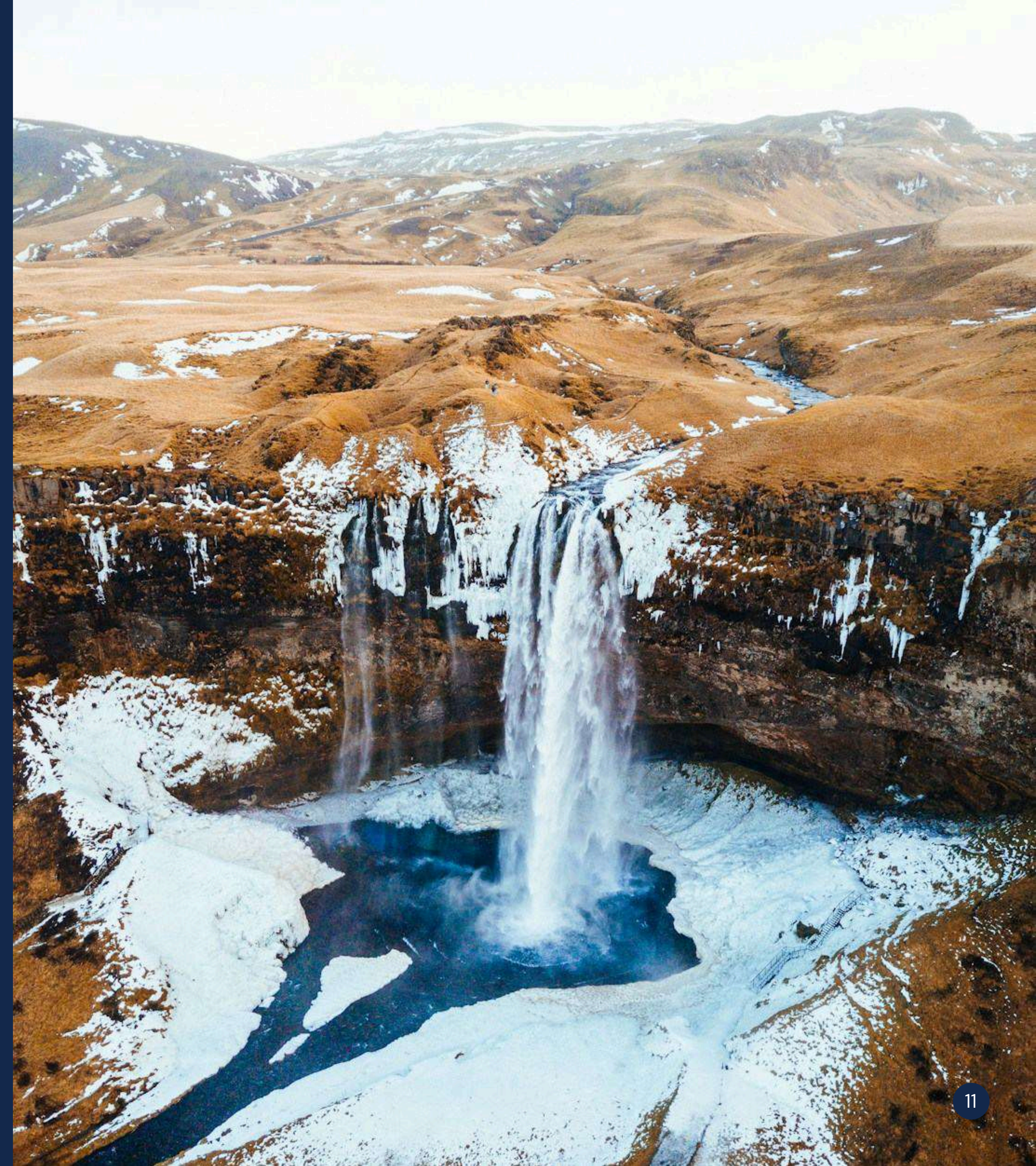
The Partner Charter is a set of sustainability and ethics standards designed to recognize, support, and guide our local travel partners worldwide, while also offering greater transparency to travelers.

To celebrate stand-out efforts in sustainability, we have launched a media campaign to share our LTOs' projects with our LinkedIn community of over 5,000 followers.

We have prepared the launch of our Partner Charter Sustainability Badges. These badges will enable LTOs to proudly display their commitment to sustainability on itineraries. In order to ensure our standards are being met, we have conducted spot checks of every partner that has signed the charter and introduced a way for travelers to flag sustainability or ethical concerns with us directly.

Next year, we will:

- Launch our Partner Charter Sustainability Badges
- Support even more LTOs to sign the Partner Charter





Marketing & storytelling

This year, our stories continued to focus on the impact of good travel, not just what you can see, but what your journey makes possible.

We wrote about:

- The risks of overtourism — and how to avoid them
- The positive impact of regenerative tourism
- How to embrace slow travel and shoulder season travel
- Immersive train and cycling journeys
- Making an impact through volunteering programs

We shared an update about the achievements our charity partners have made while tackling key societal and environmental issues. We explored the benefits of traveling in depth. And we used our platforms to give a voice to the people and places behind our trips.

Across our social channels, we marked Earth Day and World Oceans Day. We shared local partner initiatives and practical advice. And we published plenty of content around our "Triple Win" message — trips that are good for the traveler, good for the destination, and good for the planet.

Looking ahead

There's much more for us to do:

- Our B Corp recertification under the new guidelines remains our top priority
- We'll further improve support for partners working on signing our Partner Charter

We have paused work on our roadmap to 2030 but will continue to re-evaluate the following:

- More formal ESG goal-setting
- Honest carbon accounting
- Ethical tech use across the platform

Thank you to our team, our partners, and our travelers. Together, we're making travel better.

The TravelLocal Team



Tom Stapleton
Co-Founder & CEO



Annex



Climate Action Plan

This year asked something different of us: not to push forward at full speed, but to hold our ground.

Our commitment

TravelLocal supports the global ambition to limit warming to 34.7°F/1.5°C above pre-industrial levels. We are a signatory to the Glasgow Declaration on Climate Action in Tourism, and our headline target — halving the emissions we measure by 2030 — is aligned with the science-based pathway of roughly halving global emissions this decade. We are working towards net-zero as soon as possible, and by 2050 at the latest, in line with the Declaration.

What we're working towards

These are the targets that carry our commitment. Where a baseline does not yet exist, establishing one is a target in its own right, and we are open about the dependencies — chiefly emissions-measurement software — that pace some of this work.

Target	What this involves	Owner	Timeline
Halve our emission intensity by 2030	Cut our measured operational emissions per team member by 50% against our baseline year, in line with the science-based pathway. Progress is tracked each year through the footprint we measure with ecollective, with milestones reported each summer.	Johanna (S&E SIG)	By 2030; reviewed annually
Measure the emissions of every trip we facilitate (Scope 4)	Build the capability to measure emissions for every trip idea and customer trip using an externally validated methodology, at scale. This depends on emissions measurement software (LTO IG) and/or AI-assisted estimation, which we are actively exploring.	Marie (S&E SIG)	By 2030
Get all our partners through carbon-management training	Every Local Travel Operator (LTO) signed up to TravelLocal completes Travelife carbon-management training. From a near-zero starting point, we will establish a way to verify completion and progress the rollout to existing partners, tracking the share of the network trained.	Marie (S&E SIG)	100% completion by 2027; Rollout by end of 2027
Reduce reliance on flights within itineraries	Reduce the use of flights within our All Trips itineraries by 10% — the single biggest lever for a travel company. We are establishing a baseline through the Trip Ideas audit; reducing flights on customer trips depends on emissions-measurement software.	Marie (S&E SIG)	End of 2027 (establish baseline)
Encourage longer trips	Increase the average number of days per booked trip per destination by 10%. Longer stays lower per-day travel emissions and deepen the local economic benefit. We track the average days per booked trip per destination against our baseline.	Marie (S&E SIG)	Baseline established; blocked by team capacity



Making it happen

Ambition without resource is just intent. Here is how we put people, tools and budget behind the plan.

Resource type	How we allocate it
Human	Named owners for every target (Johanna, Marie). Oversight by the Sustainability & Ethics Strategic Implementation Group (S&E SIG) and the Executive Leadership Team (ELT), who sign off this plan and monitor progress. Where travel-product staffing is a constraint (e.g. Scope-4 measurement), this is explicitly flagged and reprioritised each planning cycle.
Technical	Carbon footprint measured and analysed with ecollective (external specialist agency). The Travelife framework and training platform underpin LTO carbon-management training and certification. Trip- and customer-level emissions measurement depends on dedicated software; where this is not yet available, we are actively exploring AI-assisted measurement so we can make progress in the interim. All emissions figures use an externally validated methodology.
Material / financial	Budgeted spend for the ecollective engagement and Travelife membership. Governance time allocated through S&E SIG and ELT agenda slots. Taskforce capacity is allocated per initiative, and initiatives are sequenced against available bandwidth so commitments remain realistic rather than aspirational.



Working together

We cannot decarbonize travel alone — most of the impact sits in the trips we help create and the partners who deliver them. We work directly with the following groups:

Local Travel Operators (LTOs):

Our most material stakeholder group. We plan to roll out and verify Travelife carbon-management training across our network, develop a framework for credible responsible tourism certification, and run two-way communication on our climate efforts and theirs through the LTO/Partner Charter program.

Our team and governance:

The S&E SIG coordinates delivery, and the ELT and Board provide oversight, with climate on the agenda each year so accountability sits with the highest governing body.

Destinations and communities:

The communities our partners live and work in are the ultimate beneficiaries of lower-impact, longer, locally-led travel, and their interests guide how we prioritize.

Travelers:

We weave sustainability into the customer journey, encourage longer trips and lower-flight itineraries, and are looking to introduce a sustainability question into the post-trip review so travelers' views feed back into how we improve.

External partners:

We work with ecollective on measurement and analysis, with Travelife on standards and training, with the Travel Foundation on strategy, and with the wider Glasgow Declaration community on shared, transparent action.

This plan is a living document. It is reviewed at least annually by the S&E SIG and ELT and updated as our measurement capability, baselines, and partnerships mature. For questions or feedback please contact: sustainability@travellocal.com.

Partner Charter

Our Partner Charter is hosted on the Travelife interface. We have two tiers and six categories. Our Seedling tier is a great entry point for small businesses who do not have the resources to achieve a full certification but would like to make a start. Our Elder tier is a natural progression once businesses have achieved an official certification.

Categories:

1. Scope
2. People & society
3. Environmental protection
4. Animal welfare
5. Business as a force for good
6. Overall





Seedling Requirements

1.1 What the Charter applies to

All criteria refer to your trip ideas on the TravelLocal website and the trips that you sell on TravelLocal

2.3 Respectful interactions

We ensure that any interactions with indigenous peoples are respectful, as authentic as possible (i.e. no shows put on only for tourists), and directly benefit the community

2.6 Local workforce

Where possible, we make a conscious effort to prioritise employing local residents

3.2 Offices

Our offices are run as sustainably as possible, e.g. with renewable energy sources, by recycling, reducing waste and reducing water & energy usage as much as possible

2.1 Local ownership & registration

We are locally owned & registered and pay local taxes in destination (unless an exception has been expressly approved by the TravelLocal team)

2.4 Fair employment standards

We have implemented fair employment standards for our staff including fair wage (at least above legal minimum), reasonable working hours, health & safety considerations, and zero acceptance of discrimination/exploitation.

2.7 Local suppliers

Wherever possible, we use locally owned suppliers

3.3 Overtourism

Where possible, we try to reduce overtourism issues by offering alternative destinations and/or visits away from peak times

2.2 Local expert location

Our local experts are in destination. (Unless an exception has been expressly approved by the TravelLocal team. Local knowledge & expertise of local experts is always a non-negotiable.)

2.5 Guides

We only work with properly trained/certified guides.

3.1 Sustainability policy & climate action plan

We have our own sustainability policy and/or climate action plan, and if not, we are actively working on one

3.4 Transport

Where possible, we use the most carbon friendly means of transport on our tours



Seedling Requirements

3.5 Accommodation

We actively encourage our suppliers (e.g. accommodation providers) to reduce water & energy usage as much as possible

4.1 Animal interactions

We ensure that any animal interactions on our tours are observation from a respectful distance only

5.2 Certification

We are certified by a reputable sustainability accreditation (e.g. Travelife, Tourcert, B Corp), and if not, we are working on this (e.g. our team are engaged in doing free Travelife training as provided by TravelLocal)

3.6 Plastic usage

Where possible, we reduce single-use plastics on our tours

4.2 Elephant riding & animals for transport

We do not sell any elephant riding, and any other animals used for transport (e.g. camels) are well treated

6.1 TravelLocal sustainability policy

Overall, we strive to adhere to TravelLocal's sustainability policy at all times

You can view TravelLocal's sustainability policy [here](#).

3.7 Cruises

We do not sell large ship cruising

5.1 Local charities & projects

We actively support local charities, community projects and/or environmental initiatives.

6.2 Keeping TravelLocal up to date

We will inform TravelLocal should anything change to mean we can no longer fulfil the above criteria



Elder Requirements

1.1 What the Charter applies to

All criteria refer to your trip ideas on the TravelLocal website, trips that you sell on TravelLocal, and trips sold outside of TravelLocal i.e. your whole business.

2.3 Respectful interactions

We ensure that any interactions with indigenous peoples are respectful, as authentic as possible (i.e. no shows put on only for tourists), and directly benefit the community

2.6 Local workforce & suppliers

We have policies in place to prioritise local employment & a local supply base

3.2 Commuting

Our team commute in an eco-friendly way, e.g. by foot, bike, or public transport where possible

2.1 Local ownership & registration

We are locally owned & registered and pay local taxes in destination (unless an exception has been expressly approved by the TravelLocal team)

2.4 Fair employment standards

We have enhanced our employment standards by going beyond legal minimums in terms of salary, sick leave, paid time off, maternity leave, etc.

2.7 Local suppliers

Wherever possible, we use locally owned suppliers

3.3 Overtourism

Where possible, we try to reduce overtourism issues by offering alternative destinations and/or visits away from peak times

2.2 Local expert location

Our local experts are in destination. (Unless an exception has been expressly approved by the TravelLocal team. Local knowledge & expertise of local experts is always a non-negotiable.)

2.5 Guides

We only work with properly trained/certified guides.

3.1 Sustainability policy & climate action plan

We have our own sustainability policy and/or climate action plan

3.4 Supplier selection

We only work with suppliers who have their own climate action plan and/or sustainability policy including waste, plastics & emissions reductions



Elder Requirements

3.5 Cruises

We do not sell large ship cruising

4.1 Animal interactions

We ensure that any animal interactions on our tours are observation from a respectful distance only

4.2 Elephant riding & animals for transport

We do not sell any elephant riding, and any other animals used for transport (e.g. camels) are well treated

5.1 Local charities & projects

We actively support local charities, community projects and/or environmental initiatives.

5.2 Customer communication

We inform customers about key sustainability aspects and issues in our destination and provide recommendations on how to make a positive contribution

5.3 Certification

We are certified by a reputable sustainability accreditation (e.g. Travelife, Tourcert, B Corp)

6.1 TravelLocal sustainability policy

Overall, we adhere to TravelLocal's sustainability policy at all times

You can view TravelLocal's sustainability policy [here](#).

6.2 Keeping TravelLocal up to date

We will inform TravelLocal should anything change to mean we can no longer fulfil the above criteria

Links to articles (English)

1. Slow Travel & Avoiding Overtourism

Slow travel

<https://www.travellocal.com/en/articles/the-worlds-best-slow-travel-destinations>

https://www.instagram.com/p/DWR6l41jeXn/?img_index=1

Shoulder season travel

https://www.instagram.com/p/DVbTKtDj4bo/?img_index=1

2. Responsible & Regenerative Tourism

Regenerative tourism

<https://www.travellocal.com/en/articles/making-a-positive-impact-as-you-travel-what-is-regenerative-tourism>

Train travel & alternative modes of transport

<https://www.travellocal.com/en/articles/train-travel-in-europe-the-best-and-most-immersive-experiences>

<https://www.travellocal.com/en/articles/exploring-europe-on-two-wheels-cycling-trails-to-hit-this-year>

3. Community Impact & Volunteering

Fund For Good

<https://www.travellocal.com/en/articles/fund-for-good-wrap-up-highlights-from-our-partners-in-2024>

<https://www.travellocal.com/en/articles/making-an-impact-my-volunteering-experience-with-just-a-drop>

https://www.instagram.com/p/DOOY8CNjmUe/?img_index=1



Links to articles (German)

2024 im Rückblick: Highlights unserer Fund For Good Partner

<https://www.travellocal.com/de/magazin/2024-highlights-unserer-fund-for-good-partner>

Besondere Begegnungen mit afrikanischen Volksstämmen

<https://www.travellocal.com/de/magazin/besondere-begegnungen-mit-afrikanischen-volksstaemmen>

Bali abseits der ausgetretenen Pfade: Entdecken Sie verborgene Schätze

<https://www.travellocal.com/de/magazin/bali-abseits-der-ausgetretenen-pfade-entdecken-sie-verborgene-schaetze>

Jenseits von Machu Picchu: 5 Wege, das echte Peru zu erleben

<https://www.travellocal.com/de/magazin/top-5-aktivitaeten-in-peru-authentische-erlebnisse>

Erkunden Sie das Heilige Tal der Inka in Peru

<https://www.travellocal.com/de/magazin/erkunden-sie-das-heilige-tal-der-inka-in-peru>

Der TravelLocal Nachhaltigkeitsbericht 2024: verantwortungsvoller Tourismus im Mittelpunkt

<https://www.travellocal.com/de/magazin/travellocal-nachhaltigkeitsbericht-2024>





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Certified



Corporation