

# Intrepid Group

## An overview

Inspiring a sense of adventure and discovery in every traveller.



# Who are we?

Run by travellers, for travellers, we are the world's largest provider of small group adventure travel experiences. Our brands offer over 2,000 itineraries on every continent, catering for all ages, budgets and appetites for adventure.





Our story







Our brands  
are united  
by shared  
values

## Intrepid Group

We are specialists in small group adventure

All our brands offer;

- ◆ Authentic itineraries (including Community Based Ecotourism & Sustainable Experience Rich Travel)
- ◆ Small group travel
- ◆ Local leaders
- ◆ Sustainable/Eco tourism travel experiences

We know our trips work because of the exceptional levels of positive passenger feedback

# Intrepid Group in numbers

**\$5,000,000** distributed by The Intrepid Foundation since 2002

**300,000** travellers join us on an adventure each year

**2010** the year our offices became carbon neutral

**2009** the year we became a signatory to the United Nations Global Compact

**2,000** itineraries offered

**1989** the year Intrepid Travel began

**1,800** staff in 27 offices

**19** of our own local destination management companies

**7** continents travelled to

**4.73** the average feedback score across our trips (out of 5)



Discover real life experiences! Our small group adventures strike the perfect balance between included activities and 'you time'.





Day tours that offer a more authentic and personal alternative to your standard city tour.





Our purpose beyond  
profit





# Our purpose beyond profit

Our purpose beyond profit stems from these three areas of our business



## Responsible business

We're committed to operate in a responsible manner, incorporating the principles of sustainable development in the way we provide our travellers with authentic experience-rich travel.



## Responsible travel

Our tours are all about giving back to the communities we visit and ensure we respect destinations, support locals and their economy.



## The Intrepid Foundation

Its purpose is pretty simple: to empower travellers to make a difference and to help communities in the places we visit.



Our Focus on  
Community  
Based  
Ecotourism:





# Community Based Ecotourism - benefits we look for:



## Economic

Creates employment opportunities

Alternate source of income

Use local goods and services

Money stays in the community



## Social

Livelihood security

Skills training

Community Infrastructure development



## Environmental

Marine Conservation

Habitat Conservation & Preservation

Wildlife Protection

National Park Protection





## What success looks like:

- Cohesive community with strong decision making processes and entering market on own terms
- Community consultation, participation, ownership and control
- Long term commitment from all stakeholders
- Demand driven product with social and environmental benefits
- Accessible to our travellers
- Develop success metrics (Eg. pax feedback, community consultations sessions)

Eg. Lastovo DestiMed Project:

- Partnership (established relationship with community)
- We bring tourism expertise and ongoing pax





Thank you