

Building a Mission-driven Travel Brand

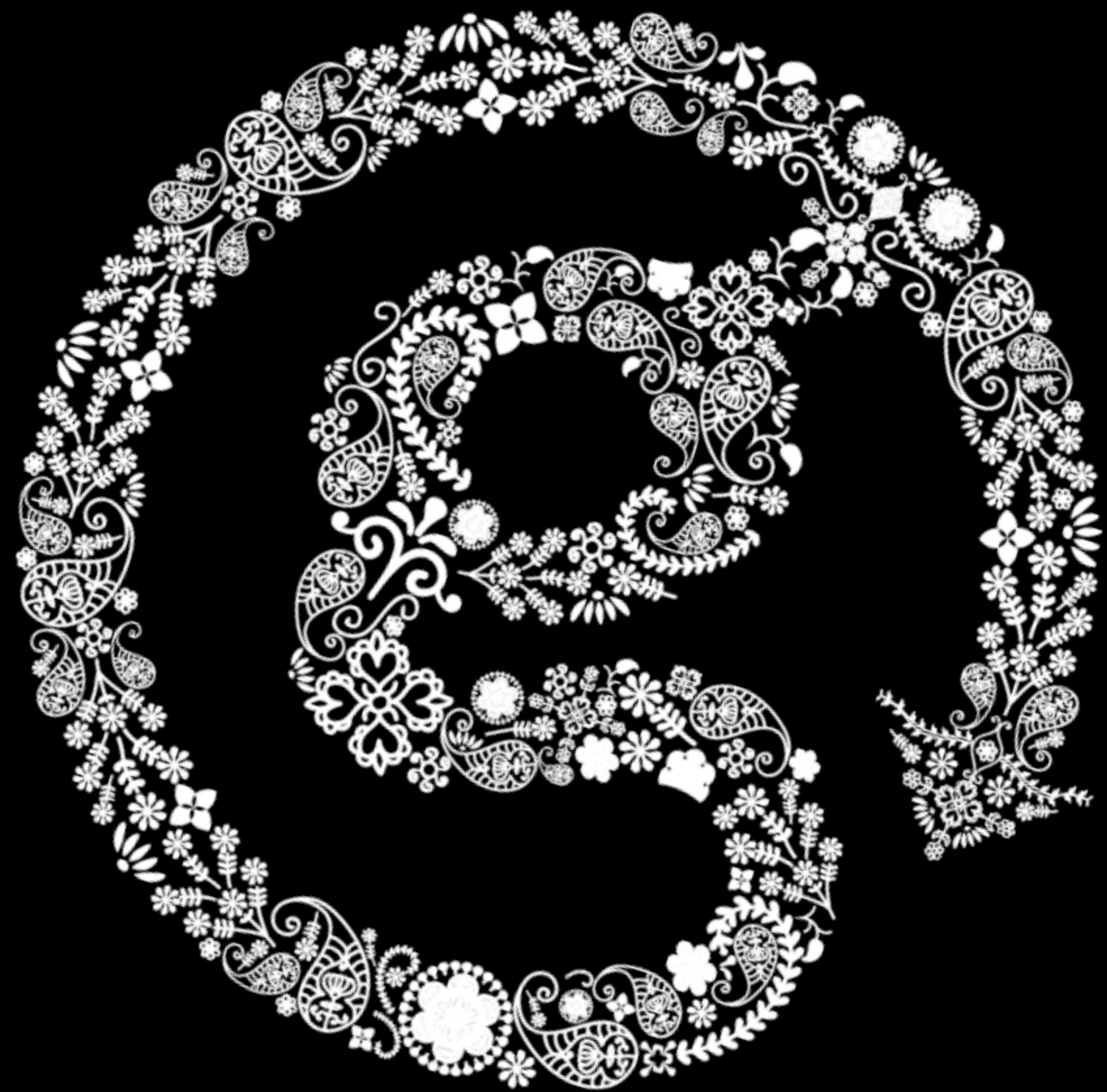
Aizaz Sheikh



@a1zaz



@a1zaz



G Adventures

Our world deserves more you.

HELLO

IT BEGAN
WITH ONE MAN



“Bruce seems to be one of those entrepreneurs who understand that human dignity, freedom, and genuine wellbeing are more important than the accumulation of wealth.”

– His Holiness the 14th Dalai Lama



TODAY



TODAY

- Proudly Canadian
- 30 years old in 2020
- 190,000 travellers from 127 countries
- Operate 700+ tours in over 100 countries
- Over 2,200 employees in 7 continents



23 Global Offices - a truly global company



A tour for every traveler

Classic

A little bit of everything (and a whole lot more.)

Local Living™

Intimate adventures deep inside great destinations.

Marine

Small-ship adventures on the world's great seas and rivers.

Family

Trips built for adventures of all ages.

18-to-Thirtysomethings

Flexible, fresh, and fun adventures that never slow down.

Wellness

Designed to recharge the body and nourish the mind.

Active

Hiking, biking, and kayaking adventures across the world.

Rail

Adventures on the world's great railways.

IMAGINE A NEW WAY TO
EXPERIENCE THE WORLD



 NATIONAL
GEOGRAPHIC

JOURNEYS
with **G-Adventures**



NATIONAL GEOGRAPHIC FAMILY JOURNEYS

National Geographic Family Journeys with G Adventures is a new line of trips for adventure-loving families in search of a meaningful way to discover the world together.



Local Accommodations

Diverse Transport





Regional
Cuisine

CEOs



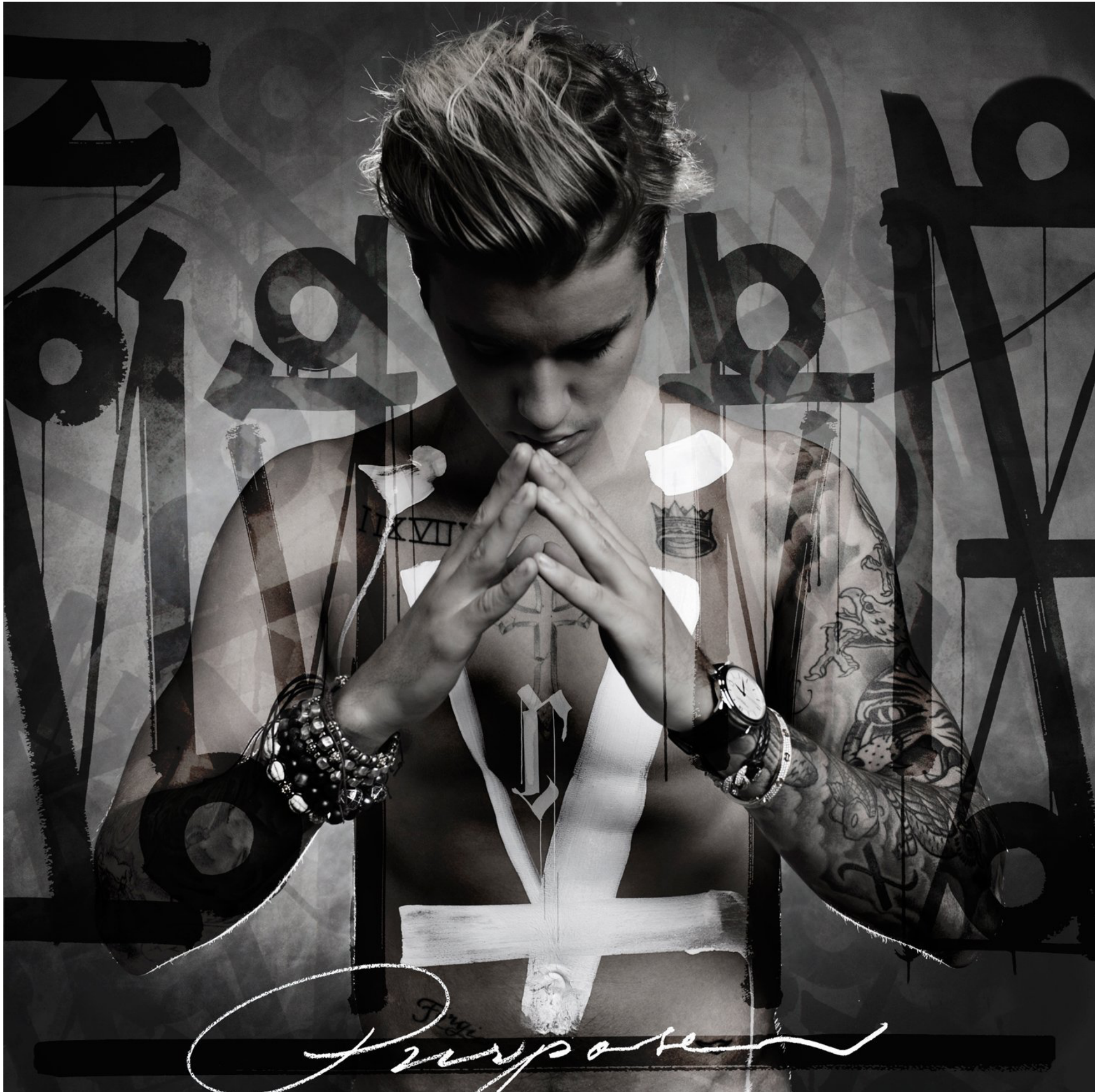
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HOW DID WE GET
HERE?

OUR PURPOSE



OUR PURPOSE



OUR PURPOSE

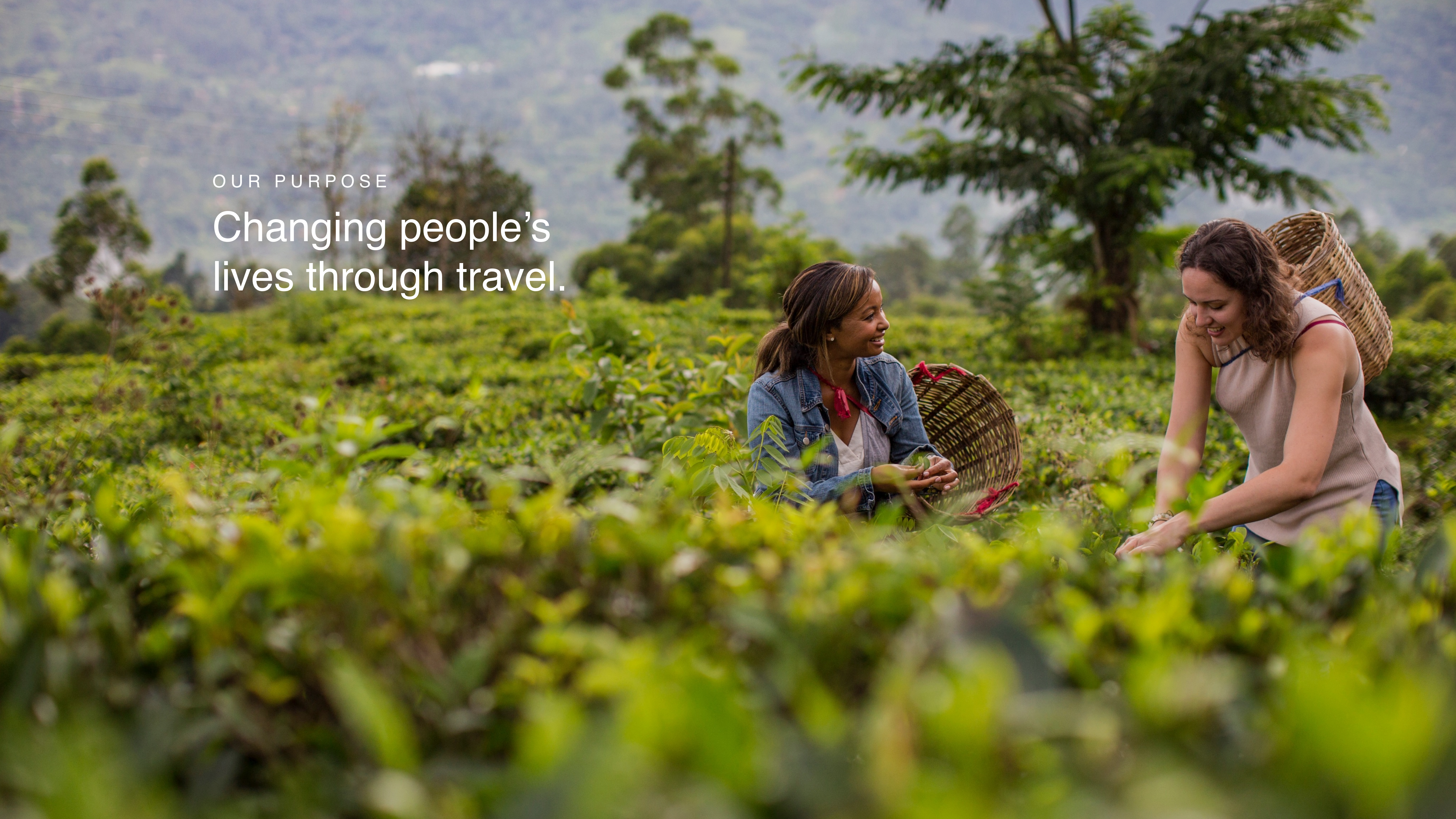


OUR PURPOSE



OUR PURPOSE

Changing people's
lives through travel.



A photograph of two women in a tea plantation. The woman on the left is wearing a denim jacket and a red scarf, holding a wicker basket. The woman on the right is wearing a light-colored sleeveless top and has a large wicker basket on her back, appearing to be picking tea leaves. The background shows a vast tea plantation with rolling hills and trees under a soft sky.

OUR PURPOSE

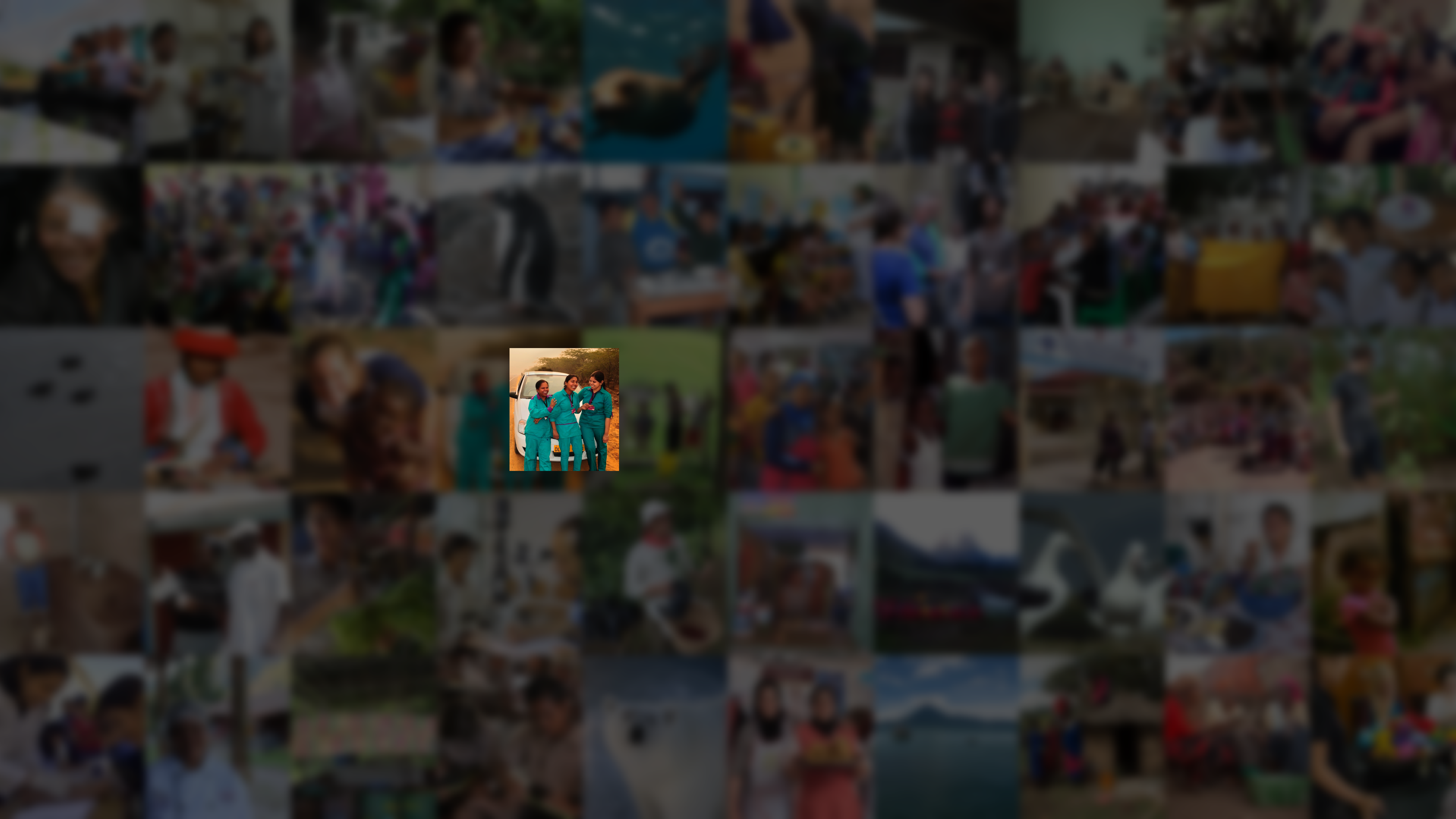
Changing people's
lives through travel.

We believe that travel
can be the world's greatest
form of wealth distribution
the world has ever seen.




Planeterra







Women On Wheels
New Delhi, India



G Adventures
50 ***in*** **5**

PROJECT

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G FOR GOOD

G Adventures
G FOR GOOD

Creating a better world one commitment at a time

Our commitment to acting responsibly

Child Welfare

Animal Welfare

Respecting Local Communities

Environmental Initiatives

Ocean Health Fundraising

The Plastics Partnership Project

Our commitment to creating positive impact in the places we visit

Encouraging Change

G Local Survey

Ripple Score

Planeterra

G Values Fund

Empowering Social Enterprise



Bruce Poon Tip
G Adventures Founder





The Plastics Partnership Project

G Adventures

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COMMUNITY TOURISM

What is Community Tourism?

OR COMMUNITY-BASED TOURISM (CBT).

It is tourism that is community-owned or managed, often an association comprising of several locally-owned businesses with the goal of providing benefits to the community.

In other words, it's tourism that aims to benefit local people and their environment.

It was born out of the idea that tourism could be a tool for community development while at the same time offering unique local experiences for travellers.



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COMMUNITY TOURISM

The G Definition

“

What if you could change
the world just by going
on holiday?



We're a social enterprise and we've been pioneers of community tourism since the day we started our tours 30 years ago. Our tours, built together through meaningful relationships with local communities, directly benefit the people and places we visit. But it doesn't stop there.

The communities we impact extend far beyond these destinations, to our employees, supplier and agent partners, small business owners, customers, social followers, and travellers just like you. And we're trying to bring more people into this larger community to power its potential, including local and Indigenous communities, women, youth, cultures across borders, people who have traditionally been marginalized or undervalued. It's a ripple effect.

So, when you travel with us, with our community, you'll get a more enriching experience that gives back and helps make the world better. And by changing the way we see ourselves and our relationship with the world, we can make a difference in our own communities back home, too. The ripples keep getting bigger. It's about changing people's lives through travel, all while having the time of your life. Come together, and join our movement.

Our world deserves more.

Our world deserves more you.

G Adventures

Our world deserves more you.

INTERNAL

An aerial photograph of a waterfall cascading over layered, reddish-brown rock formations into a clear, turquoise pool. Three people are seen swimming in the pool. The scene is surrounded by lush green vegetation on the left side. The text 'LOVE LEAD EMBRACE CREATE DO' is overlaid in large, white, bold, sans-serif capital letters, rotated slightly counter-clockwise.

LOVE
LEAD
EMBRACE
CREATE
DO

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EXTERNAL



OUR BRAND PROMISE

We enrich lives through
true travel experiences
to create a better world.



G Adventures

Our world deserves more you.

- › Starts from the top
- › What's your core business?
- › What's your purpose that transcends the core business?
- › How are you going to deliver the purpose?
- › Stay committed - which includes keeping it fresh
- › How do you share it - inside and out?

OUR
WORLD
DESERVES
MORE
YOUTH