

About Lonely Planet Journeys

Lonely Planet Journeys is part of Lonely Planet Global Inc. and is a travel marketplace radically improving the way travelers and destinations experience travel. We match travelers with local experts to co-craft their dream trip.

Defining the Charter

Lonely Planet Journeys defines this Charter as an agreement between Lonely Planet Journeys and the DMC's in the Lonely Planet Journeys Partner network. The purpose of this Charter is for both Lonely Planet Journeys and the Partnering DMC to commit adherence to the items laid out in this charter, as well as a promise to make travel ethical, sustainable, and a force for positive change. Please consider all elements before signing.

Parties involved:

The Destination Management Company (DMC) or Travel Agency

→ Referred to here in the charter as Partner/s

→ Referred publicly as Local Experts and In-destination Experts including its employees, agents, and independent contractors, The Traveler

→ The Lonely Planet Journeys Client. Any Client that is provided to the Partner through the Lonely Planet Journeys platform.

The Destination and its Communities

→ A Destination can be a single Country, a Region of the world (Patagonia, Lapland), or a grouping of Countries (Baltic States, Caucasus).

→ The Communities are the local towns, villages, cities, and in-country regions that our Travelers visit and engage with.

Local Suppliers

→ Local Suppliers are in-destination guides, drivers, activity, accommodation, and other service providers.

Our mission is one of the extraordinary travel experiences combined with great value and adherence to higher sustainable standards. Lonely Planet Journeys seeks to make travel inclusive and a force for good, and we get there only with the help of our Partners.

Being a Partner with Lonely Planet Journeys doesn't just mean that you meet the minimum standards as a fully operational, licensed, and insured Travel Agency/DMC. Our partnership must be strengthened by our mutual goal to offer fair value, outstanding service, and a

commitment to go above and beyond for our Travelers. We will offer a product where quality is not compromised.

In addition to planning, once-in-a-lifetime trips and delivering great service, Lonely Planet Journeys and its partners will pledge for a better tomorrow. Tourism makes up 10% of the global workforce, and 80% of low-income countries rely on tourism as the main source of economic advancement. These numbers may come as no surprise, but we must be reminded of how vital our roles are and how we can be a force for good.

Together let's fight against overtourism, combat social inequality, and take action to protect land and culture. Lonely Planet Journeys is committed to offsetting every trip (Carbon CO2), including the international flights. As well, Lonely Planet Journeys will plant 10 trees for every traveler and remove 2.2lbs of plastic (50 500ml plastic bottles) from the ocean for every trip sold.

Contents of the Charter:

1. Lonely Planet Journeys' Minimum Standards
2. Code of Ethics
3. Local Suppliers
4. Wildlife stays Wild
5. Improving Ecosystems
6. Cultural Exploitation
7. UN Sustainable Development Goals

Lonely Planet Journeys' Minimum Standards

As a Partner with Lonely Planet Journeys, I commit to building my trips with a strong ethical and ecological foundation.

1. Honesty

Partners should deal honestly, ethically, and fairly with Lonely Planet Journeys, the Travelers, competitors, and employees. Trip itineraries and services must be true, accurate, and represent fair value. Itineraries must not be misleading, deceptive, or fraudulent. Partners acknowledge that honesty creates a safe environment for the Traveler, which in turn creates a better travel experience.

2. Outstanding Service and Value

The services provided by the Partner will be unlike any the Traveler has experienced. They will be hyper-personalized and valued fairly. It is the mission of the Partner to create an itinerary that meets the needs of the traveler, accurately values the Partners time spent

crafting it, and appropriately distributes the spend to the local community: transporters, lodging, and activity providers.

3. Access to unknown places and experiences

As an expert on the destination or region, the Partner offers inside access to unpublished and hidden gems. The offer will include incredible activities and experiences to ensure the trip is truly unique and unforgettable.

4. Secure Booking and Safe Traveling

The Lonely Planet Journeys team has developed a site that securely accepts payments from Travelers and ensures all security protocols are followed. In combination with this, our Partners will plan a trip with safety and security taken into consideration at every step of the Travelers' journey. The Partner will also provide 24/7 on-trip service.

5. Protection of Environment and Culture

The Partner agrees to take action to protect the local environment and the home/host culture. Lonely Planet Journeys trips operate on strict guidelines that ensure flora and fauna are not harmed, kept wild, and even improved. As well, the Partners will offer activities and experiences that benefit the local communities, responsibly inject funds to Local Suppliers, and stand against inequitable tourism or cultural exploitation.

Code of Ethics:

No matter the circumstances, Lonely Planet Journeys and its Partners seek to treat Travelers and the Destinations with the highest respect.

Non-Discrimination

Lonely Planet Journeys and its Partners shall not discriminate on the basis of race, color, religion, gender, gender expression, age, national origin, disability, marital status, sexual orientation, or military status, in any of its activities or operations. We are committed to providing an inclusive and welcoming environment for all Customers, Lonely Planet Journeys staff, Destination Communities, and local businesses.

Anti-Harassment Policy

We are committed in all areas to providing an environment that is free from harassment. Harassment based upon an individual's sex, sexual orientation, race, ethnicity, national origin, age, religion, or any other legally protected characteristics will not be tolerated. No person will be adversely affected in membership with our organization as a result of bringing complaints of unlawful harassment.

Confidentiality

Partners must maintain the confidentiality of sensitive or private information entrusted to

them. Unauthorized disclosure of any confidential information is prohibited. Confidential and private information includes any and all data shared about the Traveler or Lonely Planet Journeys products or services.

Accuracy of Books and Records

Partners must honestly and accurately report all business transactions. Accurate information is essential to Lonely Planet Journeys's ability to meet legal and regulatory obligations.

Reporting and Compliance Procedures

Every Partner has the responsibility to ask questions, seek guidance, report suspected violations, and express concerns regarding compliance with this Charter. Lonely Planet Journeys will not discipline, discriminate against, or retaliate against any Partner who reports such conduct, unless it is found that the report was made with knowledge that it was false.

Local Suppliers

Travel is a supply chain of interconnecting Local Suppliers. These Local Suppliers are often misrepresented and/or underpaid. In order to break this cycle, we require our Partners to carefully select Local Suppliers based on their professionalism, ability to deliver excellent service, high safety standards, and sustainable actions. We ask that our Partners recruit, train, and employ local community members, including those living in poverty, and integrate them into the Partner's supply chain. Lonely Planet Journeys requires Partners to value the services of these Local Suppliers at or above the minimum wage of their country.

- I agree to select Local Suppliers that deliver outstanding service.
- I agree to vet and keep up to date with my Supplier's safety standards.
- I agree to select Suppliers that prioritize and actionize Sustainability.
- I agree to pay my selected Local Suppliers a fair wage.
- I agree to privilege the recruitment, training, and employment of local community members.

Wildlife Stays Wild

There are few moments more memorable than witnessing a condor take flight, a dolphin leap from the sea, or standing perfectly still while gorillas pass by. We must acknowledge that we share this planet, and understand how great an impact tourism has on the animals with which we cohabitate. The Partner must take action to ensure that wildlife stays wild.

- I agree not to sell the touching or feeding of wild animals.
- I agree not to sell experiences of captive marine animals.
- I agree not to sell animal spectacles and animal events.

- I agree not to sell experiences of animal cruelty.
- I agree not to participate in the sale of endangered species.

Improving Ecosystem

We will go beyond protecting and preserving, we will improve our local environment both on land, and in the bodies of water around us. It is the responsibility of the Partner to educate themselves on the responsible actions that can be taken in their Destination/s.

- I agree not to sell golf unless the course has an Eco-Certification and/or meets a high ecological standard.
- I agree not to sell overnight cruises unless the capacity is less than 200 and/or the vessel is wind-powered.
- I agree not to sell downhill ski experiences unless the resorts are LEED-certified and/or use only natural snowfall.

Cultural Exploitation

We stand against cultural exploitation and its tendency to trap local people into a cycle of poverty by insisting that they be defined in specific and often anti-modern ways. Instead, we promote cultural exchanges with communities that have autonomy over their image and their story and can tell it in their own way.

- I agree not to sell poverty tourism.
- I agree not to sell exploitation experiences.
- I agree not to visit schools and orphanages.

United Nations Sustainable Development Goals

Lonely Planet Journeys supports the United Nations Sustainable Development Goals. By adhering to the UN SDGs, Lonely Planet Journeys, its Partners and its Travelers, will have an impact that goes beyond the realm of the Tourism Industry. There is lots we can do! Develop tourism products and services tailored for customers with lower incomes, to ensure that everyone can become a tourist.

- Invest some of the tourism receipts in sustainable agricultural technology, intensifying collaboration with academic as well as scientific institutions.
- Ensure sufficient participation of women – 30% or greater – in decision-making and governance at all levels and across all business areas in tourism-related corporations.
- Recruit, train and employ local community members, including those living in poverty, and integrate them into your value chain (as producers, suppliers, distributors, vendors).
- Significantly reduce waste and ensure that any unavoidable waste is utilized to the

fullest degree (e.g. organic waste as fuel or fertilizer).

- Enhance the global partnership for sustainable development, complemented by multi-stakeholder partnerships that mobilize and share knowledge, expertise, technology, and financial resources, to support the achievement of the sustainable development goals in all countries, in particular developing countries.

***The above text is a direct quote from the publication [Tourism for SDGs](#)

This Charter will change and evolve as industry practices advance. It is the duty of Lonely Planet Journeys and its Partners to closely follow these changes in order to realize a better tomorrow.