



## INTREPID TRAVEL RELEASES GUIDE TO HELP TRAVEL BUSINESSES DECARBONIZE DURING THE PANDEMIC

*The B-Corp certified tour operator and carbon neutral company aims to assist others in rebuilding responsibly for a more sustainable reset of the tourism industry*

**July 20, 2020** – Responsible tour operator [Intrepid Travel](#), which has been a carbon neutral business since 2010 and in 2020 aims to become climate positive, has created an open-source document called: ***A 10-Step Quick Start Guide to Decarbonise Your Travel Business***, available for download from [its website](#) today.

The complimentary resource is meant to provide an easy-to-follow action plan on reduction and offsetting for tourism businesses, to encourage the industry to rebuild more sustainably amidst the pandemic as part of the travel company's **#RebuildResponsibly** advocacy work it has been focusing on while international travel is halted.

"The COVID-19 crisis has brought our sector and the global economy to a halt this year and we would be remiss to not let it be for something good. We shouldn't be aspiring for things to go back to normal, but rather redefine what normal means and use this period of travel stagnation to focus on rebuilding our businesses more ethically and sustainably, so that our earth is preserved for future generations to explore," said James Thornton, CEO of Intrepid Travel.

As the world's largest adventure travel company and a pioneer in sustainable travel for over 30 years, Intrepid Travel has focused on using this time to think about how it can rebuild better itself, while also using the tools and insights the company has built over the years to encourage others in the travel industry to emerge from this crisis more responsible.

The *Quick Start Guide* provides a low barrier way for other travel companies to get started on their carbon journey by offering straightforward steps – from understanding how climate change is impacting your business to developing a carbon management strategy – and using real world examples from Intrepid to show how others can implement similar strategies within their own organization.

The resource was written by Intrepid's own Environmental Impact Specialist, Dr. Susanne Etti, who has over 15 years of experience in sustainability and is responsible for measuring and driving environmental performance, as well as developing and implementing a culture of sustainability leadership within Intrepid Travel.

Advocating for net zero emissions by 2030 is one of the key areas that Intrepid has identified as critical to a responsible rebuild of the travel industry, along with ending exploitative wildlife tourism, establishing stronger governance and compliance, and empowering communities and

supply chains. In the weeks and months ahead, the company will continue to roll out several other initiatives and partnerships to support these areas.

To download the **10 Step Quick Start Guide to Decarbonise Your Travel Business** and to learn more about Intrepid Travel's climate journey, visit [www.intrepidtravel.com/carbon-management](http://www.intrepidtravel.com/carbon-management).

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#### **Notes to Editors:**

The full document and images are available [here](#), with credit to Intrepid Travel.

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#### **About Intrepid**

Independently owned by the founders and staff of Intrepid Travel, Intrepid Group is a collection of three tour operator brands and 25 destination management companies united by the vision of Changing the Way People See the World. For more than 30 years, Intrepid has been taking small groups to travel the local way, on real life experiences that give back to the places and people we visit. As this style of travel has caught on, Intrepid has grown and in 2019 offered more than 2,700 trips to more than 130 countries and on all seven continents. We cater for all ages, budgets, and appetites for adventure through Intrepid Travel, Peregrine Adventures and Urban Adventures. Globally renowned as a leader in responsible travel, in 2018 Intrepid became the world's largest travel business to be certified B-Corp, joining a growing community of businesses looking beyond the bottom line. Our not-for-profit, [The Intrepid Foundation](#), has raised over AUD \$10M for more than 130 charities around the world.

For further information on Intrepid or to download the company's 2019 Integrated Annual Report, visit [www.intrepidgroup.travel](http://www.intrepidgroup.travel)