

# DESTINATION ASIA

DESTINATION MANAGEMENT FOR ASIA'S TRAVEL CONNOISSEURS

## SUSTAINABILITY REPORT 2022

THAILAND | VIETNAM | CHINA | JAPAN | HONG KONG | INDONESIA | SINGAPORE | CAMBODIA | MALAYSIA | MYANMAR | LAOS

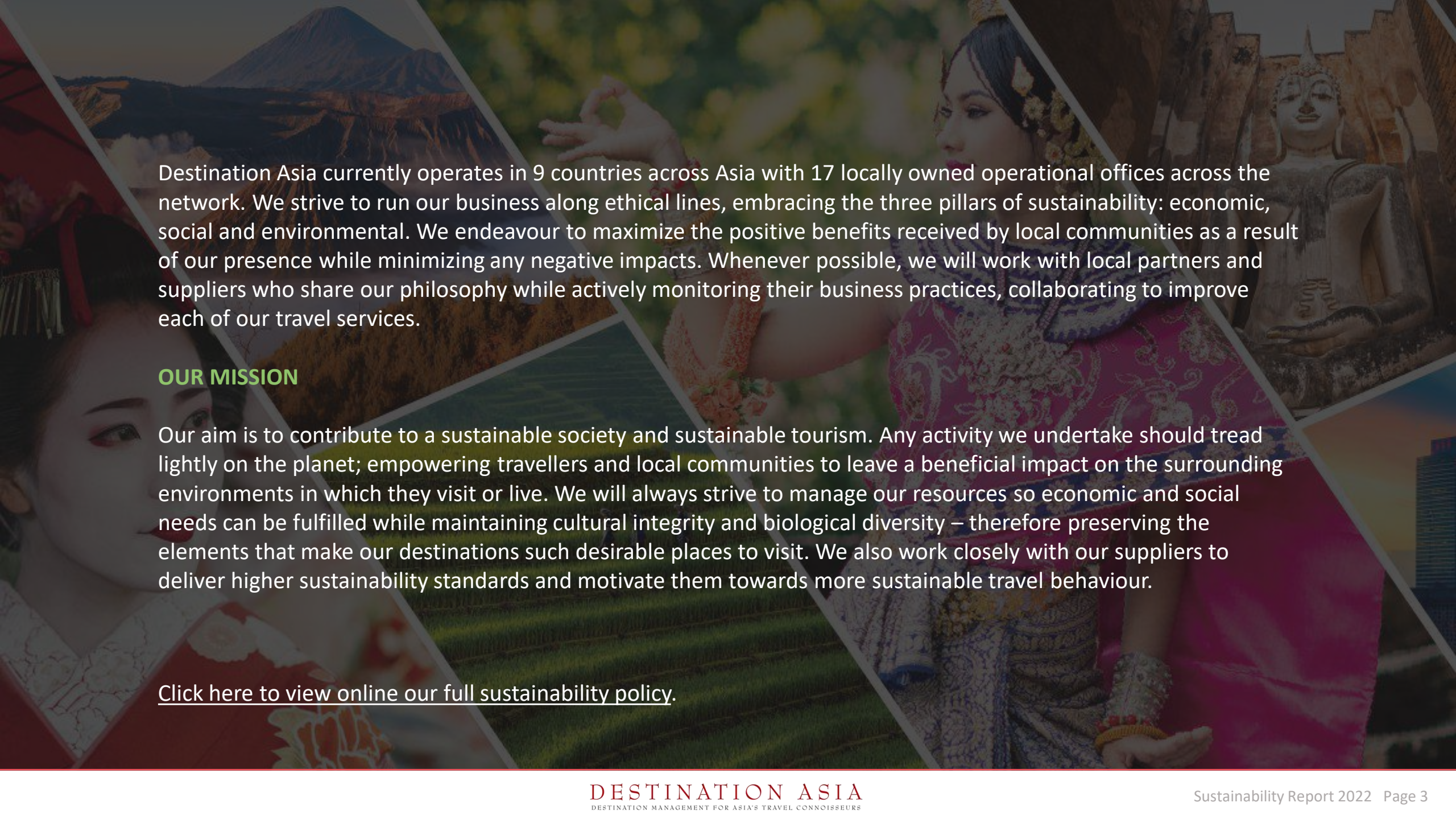


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Destination Asia currently operates in 9 countries across Asia with 17 locally owned operational offices across the network. We strive to run our business along ethical lines, embracing the three pillars of sustainability: economic, social and environmental. We endeavour to maximize the positive benefits received by local communities as a result of our presence while minimizing any negative impacts. Whenever possible, we will work with local partners and suppliers who share our philosophy while actively monitoring their business practices, collaborating to improve each of our travel services.

## OUR MISSION

Our aim is to contribute to a sustainable society and sustainable tourism. Any activity we undertake should tread lightly on the planet; empowering travellers and local communities to leave a beneficial impact on the surrounding environments in which they visit or live. We will always strive to manage our resources so economic and social needs can be fulfilled while maintaining cultural integrity and biological diversity – therefore preserving the elements that make our destinations such desirable places to visit. We also work closely with our suppliers to deliver higher sustainability standards and motivate them towards more sustainable travel behaviour.

[Click here to view online our full sustainability policy.](#)



## OUR COMMITMENT TO OPERATE SUSTAINABLY

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**David Andrews**  
Sustainability Champion

*“We are proud to deliver our inaugural sustainability report, outlining our commitment to act responsibly while defining policies that will help us to achieve our goals. At Destination Asia we are working closely with partners and suppliers to raise awareness and lead the way in promoting eco-friendly initiatives. Great steps have been made through collaboration with other DMCs and regional associations, but there is still much to do. In recent years we have started to actively monitor, evaluate and put policies in place to improve our environmental impact. This report provides insight into the steps take, a snapshot of where we are today and how we intend to make improvements in the coming year.”*

[Click here](#) to read more online about our commitment to sustainability management.

If you have any questions regarding our code of conduct surrounding sustainable travel, please contact us at:  
[responsibletravel@destination-asia.com](mailto:responsibletravel@destination-asia.com)



## OUR COMMITMENT TO OPERATE SUSTAINABLY

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We have committed to improving sustainable practices under 4 key drivers within Destination Asia and along our supply chain. These are outlined below under the following titles; zero waste offices, sustainable sourcing, responsible tours and monthly measurements.

### Zero Waste Offices

We have reduced emissions in our offices by installing energy saving lighting where possible and purchasing low energy use laptops. While plastic is still used, we have reduced its use considerably by providing re-usable coffee cups and glasses, and bags-for-life so staff no longer have to accept plastic carrier bags. We also provide kitchens with cutlery to avoid plastic knives and forks. We ensure that devices are switched off during breaks and printers are switched off and unplugged at the end of each working day and over the weekends.

### Sustainable Sourcing

Within our offices we only buy locally produced fair-trade coffee and tea for employees and source responsible office materials from sustainable suppliers (such as USB made from sustainable bamboo sources). We bulk purchase when possible to avoid excess waste. Our transport and accommodation suppliers are made aware of key sustainability goals and objectives. Sustainability clauses are being integrated into contracts and signed accordingly.



## OUR COMMITMENT TO OPERATE SUSTAINABLY

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### Responsible Tours

When developing new products, we place an emphasis on providing responsible options such as reduced carbon travel, increased interaction with local communities, engaging with conservation initiatives and giving back to local communities through charitable work. Within our operations in Indonesia, we use recyclable glass bottle to provide water on all leisure programs. For M&I programs we encourage clients to use refillable water bottles.

### Monthly Measurements

To reduce our carbon footprint, we must understand where emissions stem from within our operations. From internal energy use to staff flights, use of water and waste, we measure our footprint each month. We aim to reduce staff travel as much as possible to cut down on carbon emissions, opting to use technology to host online meetings instead. Dependent upon the role, Destination Asia also offers the option to work from home on certain days of the week.



## OUR COMMITMENT TO OPERATE SUSTAINABLY

Below are the policies that help us commit to minimum standards so we can meet our social, environmental and economic obligations. These are grouped under the Travelife initiative criteria.

### 1. Sustainability management & legal compliance

Destination Asia provides sustainability training for its guides and has a list of, building actions around the three principles of: ‘Delivering Authentic Experiences’; ‘Working With the Community’, and ‘Caring for the Environment’.

We have also published a code of conduct for our drivers and sustainability guidelines for transport suppliers. We publish group-wide policies concerning guide operations and ground safety concerning supplier transportation..

At Destination Asia we actively separate waste to enable efficient recycling. Each office has separate baskets for waste types and measures total waste produced each day.

# DESTINATION ASIA

DESTINATION MANAGEMENT FOR ASIA'S TRAVEL CONNOISSEURS

## Responsible Travel



### WE PROMOTE ECONOMIC DEVELOPMENT

#### Support and give preference to local suppliers and local communities.

Small local businesses rely solely on local passing trade for their survival – breathe life into your local community by purchasing locally produced goods and working with small enterprises.

#### Support Community Based Tourism initiatives.

Encourage the creation of and suggest community based tours. This way we can ensure the benefits go directly back into the community where we work and live.

#### Be responsible and fight corruption.

Ensure all taxes and fee are paid by adhering to local laws – lead by example.

#### Allow time for local interaction.

Leave free time in itineraries and share local recommendations (restaurants, shops etc.) with clients so they can contribute to the local economy.

### WE WORK WITH THE COMMUNITY

#### Help protect children at risk of crimes against them.

It's our duty to make people aware of positive policies designed to protect children.

#### Maintain the integrity of the local community.

Promote tours that respect local culture and give back to the community. Give preference to businesses which conserve cultural heritage and traditional values, ensuring more meaningful connections between visitors and the host.

#### Stand up for equal rights in the workplace and the community.

We adhere to and demand that our suppliers follow local employment regulations and promote equal rights.

#### Help our clients avoid poverty exploitation.

Suggest an element of CSR in your next itinerary and avoid excursions that exploit children (such as orphanage visits). Educate clients about tipping and how to avoid making the wrong decision when faced with challenging situations.

### WE CARE ABOUT THE ENVIRONMENT

#### Remember: Refuse, Reduce, Reuse, Recycle.

We all live on one planet – take responsibility for your part in protecting its future. Advise clients about reusable water bottle options instead of relying on single-use plastic bottles.

#### Show that we care about wildlife.

Animals in the wild are our first recommendation for viewing. Any promoted animal center must be certified and responsible. Promote eco-friendly and sustainable attractions that help to preserve wildlife and the environment.

#### Keep a low carbon footprint wherever possible.

Suggest alternative, more environmentally friendly forms of travel where possible.

#### Give preference to sustainable suppliers.

Give priority to those suppliers whose sustainable policies align with our own.

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## OUR COMMITMENT TO OPERATE SUSTAINABLY

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### 2. Internal management: environment & community relations

All USB purchased by Destination Asia are made from sustainably sourced bamboo. Other giveaway items for use at tradeshows include reuseable coffee cups and refillable water bottles.

Organic cleaning materials are used to clean each of the offices where the cleaner is employed by Destination Asia.

Destination Asia has a no print policy for brochures produced at the head office. All brochures are developed electronically as ebooks and made accessible online.

An energy saving policy is in place for all employees, covering air conditioning, lighting and computers. LED lighting is installed where possible. Air con unites are switched off during breaks, at night and over the weekend period. Low energy computers are purchased with devices switched off during breaks.

At our office in Bali, a rain bucket is used to collect water to then water plants and wash the fleet of vehicles. They have also inserted a water bottle into the toilet cistern to reduce the amount of water used when flushing.

Our offices in Japan, Indonesia, Malaysia and Thailand are recording business travel emissions and providing measures to offset carbon.



## OUR COMMITMENT TO OPERATE SUSTAINABLY

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### 3. Accommodation

For any accommodation that has achieved a sustainability certification, we place a 'DA Responsible Choice' badge against the property in our agent hub. These properties by default will show first in any search. We also ask all properties to sign a sustainability contract that requires a minimum standard to be met regarding their services and accommodations.

### 4. Marketing & Communications

We publish a group-wide internal newsletter named 'Responsible Steps'. This bi-monthly enews covers all achievements and initiatives in place across our network to inspire others within the company.

We also tag sustainable news features on our website by country so they can be easily searched for.



## OUR COMMITMENT TO OPERATE SUSTAINABLY

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Strengthening our commitment to sustainability management and to deliver consistent sustainable business practices, Destination Asia joined the Travelife Sustainability in Tourism Scheme in 2017 to steer its practices along a more responsible path.

As an active member of Travelife, we must meet the standards of over 200 sustainability criteria that can be grouped into five key areas: Office operations; Product development; Working with suppliers; Customer relations and destinations.



Destination Asia Indonesia Travelife Certified  
(expired 12 November 2022 - currently going through re-certification process)



Destination Asia Japan Travelife Partner Level  
(expired 30 December 2022 - currently going through re-certification process)

Destination Asia Malaysia Travelife Partner Level (valid until 21 October 2023)

Destination Asia Thailand Travelife Partner Level (valid until 3 November 2023)





### (LE) LOCAL ENGAGEMENT

- (LE1) Part of the tour provides an opportunity for respectful interaction or meaningful connection with locals; bridging understanding between travellers and hosts while building local pride and confidence.
- (LE2) Part of the tour is managed by a community-based tourism group, where local ownership is supported.
- (LE3) Local knowledge or story telling is shared through learning experiences provided by the host community.



### (RF) REDUCED FOOTPRINT

- (RF1) Low CO2 emission transportation and vehicles leaving minimal negative environmental impact are selected as priority.
- (RF2) Procedures to reduce disposable single-use goods and waste management practices are applied throughout the tour.
- (RF3) Preference is given to accommodation and activity suppliers who are engaged in or have achieved sustainability certification.



### (GB) GIVING BACK

- (GB1) Part of the cost of the tour directly support local social enterprises or non-profit organizations to help initiatives related to environmental conservation, cultural protection, local education, or/and community development.
- (GB2) Volunteer opportunities are made available for development projects that address social and environmental problems within the destination.



### (IC) IMMERSIVE CONSERVATION

- (IC1) An opportunity for a hands-on experience while learning about nature and wildlife protection.
- (IC2) Part of the cost of the tour goes to directly supporting a conservation project.
- (IC3) A focus is placed on raising awareness of the importance of protecting the natural world and developing effective environmental management.



## DEVELOPING RESPONSIBLE TRAVEL PRODUCTS



### LOCAL ENGAGEMENT

Discover the Hidden  
community  
Thailand



### REDUCED FOOTPRINT

A walking tour  
in Saigon  
Vietnam



### GIVING BACK

Food Angel's  
cooking  
Hong Kong














### IMMERSIVE CONSERVATION

Learning about  
Orangutan Conservation  
Malaysia





## DEVELOPING RESPONSIBLE TRAVEL PRODUCTS (ON OUR AGENT SITE)

<p><b>Accessible &amp; Inclusive Highlights - 17D/16N</b></p>  <p><b>NEW</b></p>  <p><a href="#">View More</a></p>	<p><b>Indonesia &amp; Malaysia - The Ultimate Borneo Program-11D/10N</b></p>  <p><b>NEW</b></p>  <p><a href="#">View More</a></p>	<p><b>Balinese Offerings, Rituals and Religion - Half Day</b></p>  <p><b>NEW</b></p>  <p><a href="#">View More</a></p>
<p><b>Traditional Bali - Half Day</b></p>   <p><a href="#">View More</a></p>	<p><b>Borneo Orangutan (Super Deluxe Boat) - 4D/3N</b></p>  <p><b>NEW</b></p>  <p><a href="#">View More</a></p>	<p><b>Luxury on the Edge of Wildness - 8D/7N</b></p>   <p><a href="#">View More</a></p>




We apply badges on product covers to highlight a commitment to minimum standards. These standards are outlined on page 3 of a product description.



# PROMOTION OF RESPONSIBLE TRAVEL PRODUCTS IN PROPOSALS


DESTINATION ASIA  
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**VIETNAM**  
RESPONSIBLE TRAVEL PRODUCT

### A Sustainable day in Saigon (Half day tour)

A half-day walking tour in Ho Chi Minh city without using motorized engine is a part of sustainable projects that help us a hand improve our environment.



A half day on a friendly path of your feet to explore the vibrant city. Greeted by our guide in your hotel at the center, walking on the pavement via most magnificent French colonial monuments of the city landmarks such as Opera House, City Hall and stop at the Notre Dame Cathedral and Post Office. A historical story was introduced back over 100-year time of the city marked in the heart of Saigon. After a selfie-shot of the place, keep your feet follow the path to Reunification Palace nearby. Formerly named the Presidential Palace, this important city landmark was assured its place in history on 30th April 1975, when the first North Vietnamese tanks rumbled past, signalling the Fall of Saigon and ultimately the end of the Vietnam War. After the visit, walk to one of the War Remnant Museum which is primarily dedicated to the Vietnam War but also includes exhibits dating back to the French colonialist period and the first Indochina War. A next break stop of a little alley at "Chay Garden" will be to rest of your feet and enjoy a drink. Tour is continued to walk down the town via Tao Dan Park and ahead to Skydeck, the last stop is a panorama of Ho Chi Minh City from a viewpoint. Return to your hotel and finish the tour.

**SUGGESTED DEPARTURE**

Total Duration: 4h45	
Time	Description
08:00	Walking from your hotel to the Notre Dame cathedral
08:10	Take photo at the church
08:25	Visit Post Office nearby
08:55	Walking to Reunification Palace
09:05	Visit the Palace
09:50	Walking to the War Remnant
10:00	Visit the museum
11:00	Walking to Chay Garden restaurant for drinks
11:05	Coffee drinks at Chay Garden
11:50	Walking to Saigon Skydeck & visit
12:35	Walking back to the hotel
12:45	Arrive in hotel


Valid for travel from: 1 NOVEMBER 2019 – 31 OCTOBER 2020

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### This is a Destination Asia Responsible Travel Product

It is our mission to ensure we are actively contributing to a sustainable society and planet. Therefore, only those products that provide one or more of the positive impacts listed below within the destination, do we label as a 'Responsible Travel Product'.


- **Local Engagement:** Engage at local-level for a deeper understanding of the place visited while providing benefits to the community.
- **Reduced Footprint:** Reducing the impact on the planet by limiting carbon emissions and waste produced.
- **Giving Back:** Making tourism a positive force by connecting travellers with host communities or providing support where it is needed most.
- **Immersive Conservation:** Protect wildlife and the natural world in which we coexist through ethical experiences that aim to educate.




Local  
Engagement



Reduced  
Footprint



Giving  
Back



Immersive  
Conservation

By choosing this product, you are supporting initiatives to contribute to a sustainable society and planet while travelling. For more information about our responsible travel themes and criteria, visit [XXXXXXXXXXXXXXXXXXXX](#)

Valid for travel from: 1 NOVEMBER 2019 – 31 OCTOBER 2020

THAILAND | VIETNAM | CHINA | JAPAN | HONG KONG | INDONESIA | SINGAPORE | CAMBODIA | MALAYSIA | BURMA/MYANMAR | LAOS



## RESPONSIBLE TRAVEL TIPS & GUIDELINES

### 3 SPEND RESPONSIBLY

- Carefully select souvenirs. Be aware of illegal or unethical products. Always choose locally made items and avoid animal

### 4 ACT RESPECTFULLY

- Keep calm and enjoy the unexpected. Traveling can sometimes present you with the least expected
- Avoid supporting the sex industry. Hostess bars may present the risk of supporting human trafficking



## DESTINATION ASIA

DESTINATION MANAGEMENT FOR ASIA'S TRAVEL CONNOISSEURS



### RESPONSIBLE TRAVEL TIPS & GUIDELINES

THAILAND | VIETNAM | CHINA | JAPAN | HONG KONG | INDONESIA | SINGAPORE | CAMBODIA | MALAYSIA | MYANMAR | LAOS

At Destination Asia we are continually developing new ways to ensure travellers not only experience a series of unforgettable encounters but connect on a level that is not detrimental to the destination. We want to ensure that each traveller has a positive impact, becoming part of the solution when it comes to responsible travel.

To ensure our staff, guides and partners were fully aware of how to travel responsibly in Asia, we went a step further and developed a comprehensive **'Destination Asia: Responsible Travel Tips & Guidelines'** booklet. This online guide has proven to be extremely popular in providing local insight into how to travel responsibly.

 [Click to view](#)



## RESPONSIBLE TRAVEL QUICK TIPS

# DESTINATION ASIA

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### CHOOSE LOCAL

- Opt for locally-made items that support the community.
- Avoid animal products on the IUCN Red List ([iucnredlist.org](http://iucnredlist.org)).
- Support local conservation or social impact initiatives where possible.

### KNOW THE DESTINATION

- Remain calm and courteous and enjoy unexpected experiences.
- Educate yourself about the destination's cultural practices to avoid unintentionally offending others.
- Refrain from giving sweets or money to children; donate through registered organizations instead.

### WILDLIFE VIEWING & PROTECTED AREAS

- Follow the rules and regulations of the protected areas.
- Do not touch or feed any animals or insects or pick up any flora.
- Always keep a safe distance from wild animals and stay on designated roads or paths.

### POSITIVE ACTION TO LIMIT YOUR IMPACT

- Always reduce, reuse and recycle.
- Reduce your carbon footprint and travel by bus, boat or train where possible.
- Turn off lights, air conditioning and water when not in use or when leaving your hotel.
- Indulge in local food at traditional establishments to minimize food packaging.
- Carry reusable items such as refillable water bottles, reusable straws, chopsticks, and shopping bags.

## RESPONSIBLE TRAVEL QUICK TIPS

### WATER ACTIVITIES

- Be careful of touching or stepping on coral when partaking in marine activities.
- Do not capture or collect marine life.
- Use environmentally-friendly sunscreen.

### VISITING LOCAL COMMUNITIES

- Respect local beliefs and ways of life and learn to say "Hello" or "Thank you" in the local language.
- When purchasing souvenirs, pay a price that is fair for both parties.
- Dress respectfully and always ask before taking a photo.

### CULTURAL HERITAGE SITES

- Pay attention to signs and boards and always stay on the assigned path.
- Do not climb, deface or damage the ruins, buildings or any attraction.
- Avoid buying antiques from unauthorized sellers.

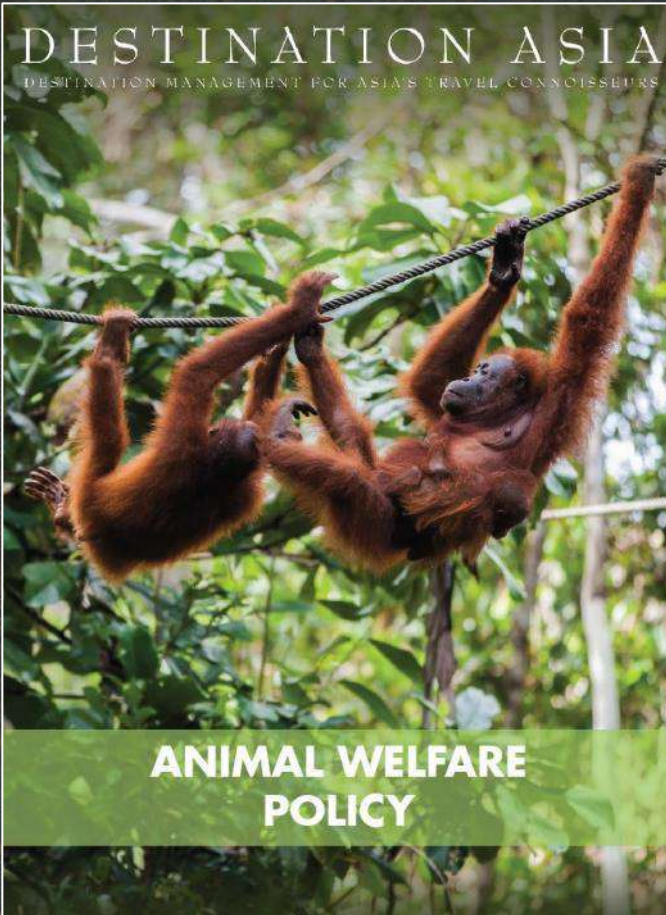
If you want to make a donation during your travels in Asia, please consult your local guide for assistance.  
Visit [www.destination-asia.com](http://www.destination-asia.com) for more details.

We will always share our knowledge with the aim to improve sustainability along the supply chain. Our **Responsible Travel Quick Tips** are available for viewing on our website.

 [Click to view](#)



# ANIMAL WELFARE POLICY



## ANIMAL WELFARE GUIDELINES

### 1 Purpose

These guidelines aim to provide direction for responsible activities involving animals in our product offering. The details contained within them are for use by Destination Asia staff, our suppliers, and customers.

Our staff are also committed to adherence of the following:

- Understanding the difference between wild, captive and working animals, and why the welfare of any animal is compromised when kept and used for tourist entertainment.
- The assessment of the health, safety and best management of wild, captive and working animals during Destination Asia tours and excursions.

### 2 Animal Welfare Basics

Animal welfare concerns the health of the animal's body and mental state. Only if an animal is healthy, comfortable, well-nourished, safe, able to express innate behaviour, and if it is free of pain, fear, and distress, is it considered to be in a reasonable state of welfare. The global standards for animals in tourism are widely known as the 'Five Domains', each of which have been carefully considered while forming our own guidelines:

1. **Nutrition:** factors that involve the animal's access to sufficient, balanced, varied, and clean food and water.
2. **Environment:** factors that enable comfort through temperature, substrate, space, air, odor, noise, and predictability.
3. **Health:** factors that enable good health through the absence of disease, injury, impairment with a good fitness level.
4. **Behaviour:** factors that provide varied, novel, and engaging environmental challenges through sensory inputs, exploration, foraging, bonding, playing, retreating, and others.
5. **Mental State:** the mental state of the animal should benefit from predominantly positive states, such as pleasure, comfort, or vitality while reducing negative states such as fear, frustration, hunger, pain, or boredom.

DESTINATION ASIA  
DESTINATION MANAGEMENT FOR ASIA'S TRAVEL CONNOISSEURS

ANIMAL WELFARE GUIDELINES | 5

To ensure any interaction with animals in Asia takes place without detrimental effect to the animals and their surrounding environment, at Destination Asia we developed an 'Animal Welfare Policy'. It was created using the research and findings of organisations such as ABTA, World Animal Protection, The Asia Captive Elephant Working Group, European Centre for Eco & Agro Tourism, and other specialists to inform travelers and our partners about the issues at stake.

These guidelines are available for download from our website.



Click to view



## ELEPHANTS IN ASIA

### 4 Elephants in Asia

At Destination Asia, we believe that without doubt elephants belong in the wild and viewing them in their natural habitat is a more enriching experience for travellers. However, through education and working closely with conservation groups, we have learned that visiting a reputable elephant camp and riding an elephant under the correct conditions can be done without causing harm.

In recent years, many countries have banned or reduced logging, a practice that historically involved a great numbers of elephants. This led to many of these working animals and their mahouts leaving the countryside to find alternative employment in the region's growing tourism industry. The ideal is that Asian elephants return to and live in the wild. The reality however, is that this would possibly result in species extinction across many parts of developing Asia.

Certain areas in Southeast Asia rely heavily on elephant tourism for their livelihoods. Rather than to stop offering elephant experiences, which would be detrimental to both the elephants and these communities, we believe in addressing the issue in a practical manner that benefits all stakeholders.

Destination Asia will only work with reputable elephant camps that have been created as either a sanctuary, rescue centre or conservation camp, which ensure the provision of the 'Five Domains' of Animal Welfare and that provide a safe haven for displaced, formerly tortured elephants or calves whose mother has been killed or taken away.

We will give preference to elephant camps that have been certified or are currently undergoing certification by organizations such as ECEAT or Asian Captive Elephant Standards (ACES).



DESTINATION ASIA  
BEST DESTINATION PARTNER FOR BEST TRAVEL EXPERIENCES

ANIMAL WELFARE GUIDELINES | 10

In early 2017, Destination Asia became a member of the Elephant Camp Welfare and Sustainability Standard and Assessment Initiative. The group has since audited over 30 elephant camps in Asia.

Simply closing all elephant tourism camps is not a realistic or sustainable option for a variety of reasons; including the lack of alternative livelihoods for both people and elephants.

Learn more about our approach to elephants in Asia by downloading our **'Animal Welfare Policy'**.

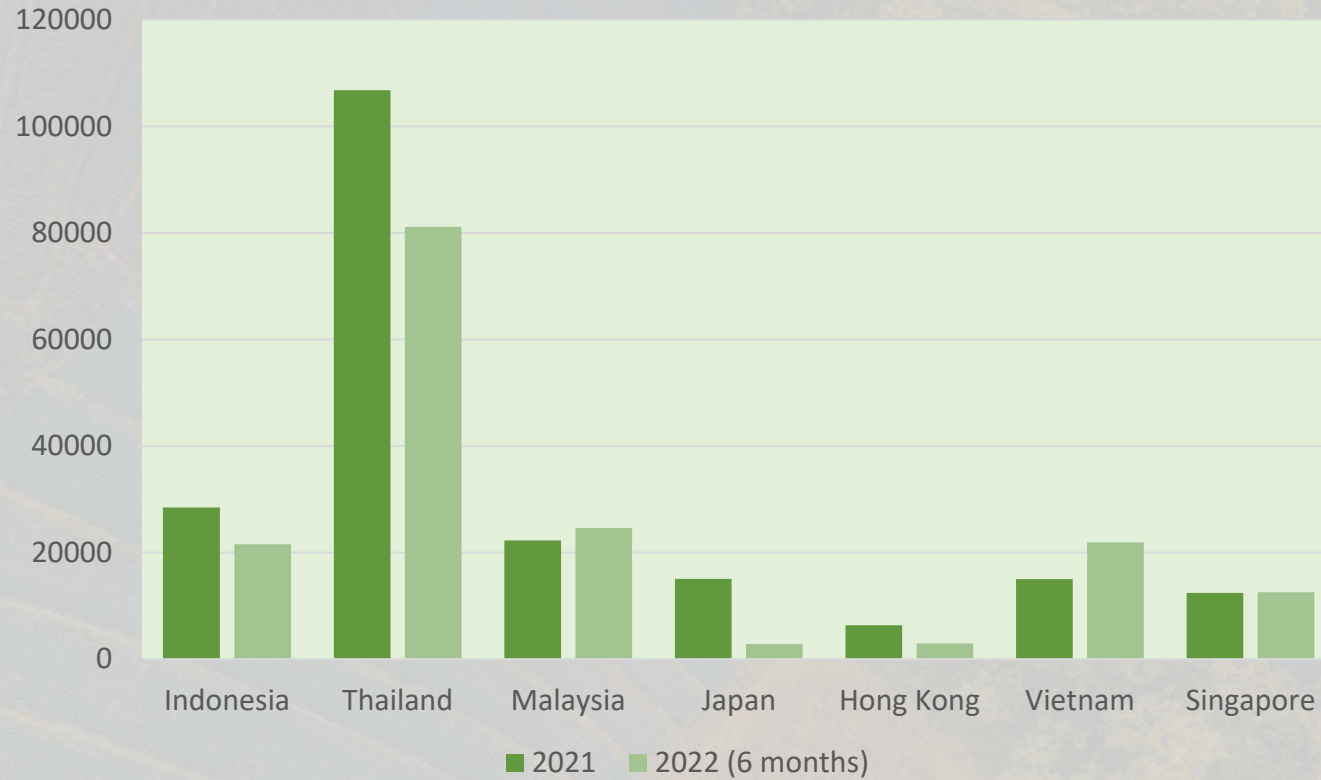


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# ENVIRONMENTAL REPORTING

## Electricity Usage (Kwh)



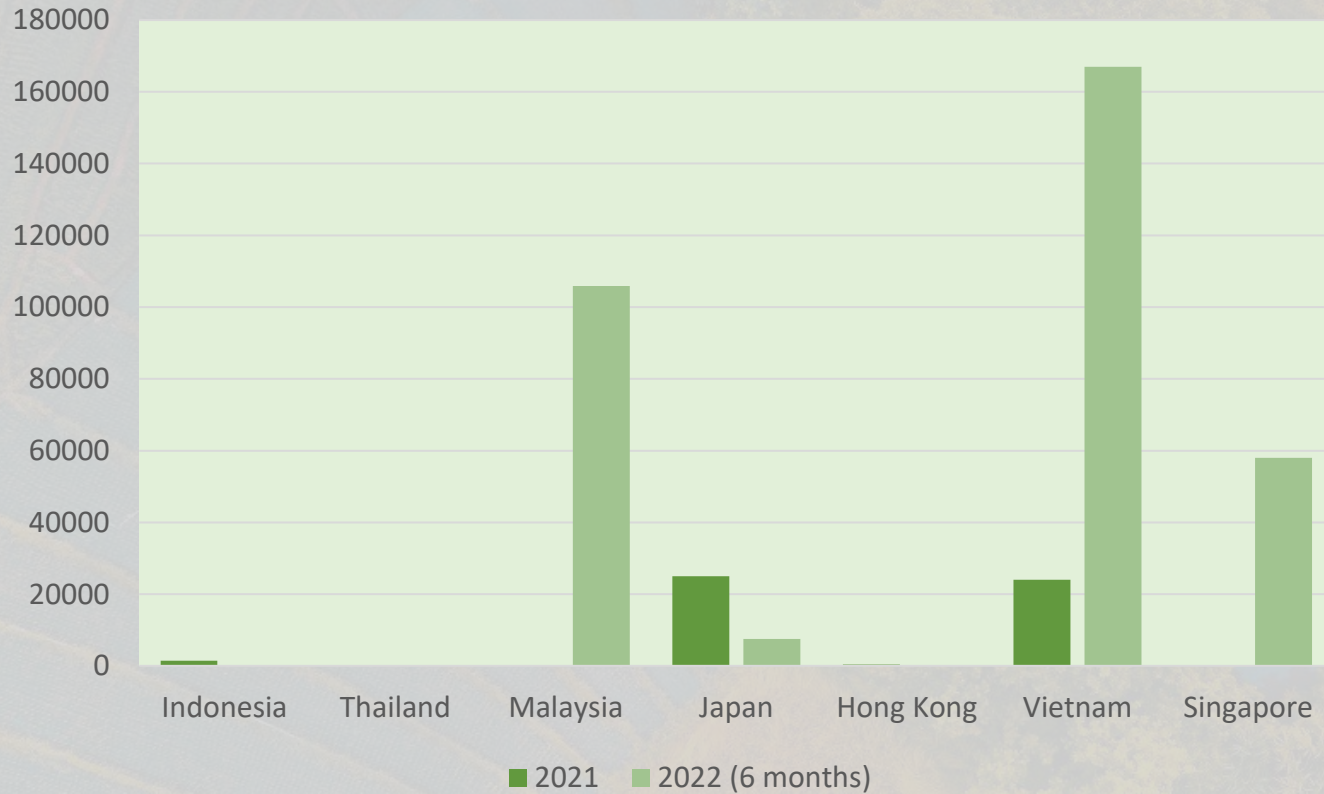
In 2021 all our offices were operating with reduced headcount and for much of the year, each office was closed as staff worked from home due to Covid.

The dramatic rise in energy usage during Q1-2 2022 indicates the return to working in each office. It is imperative we now follow the policies put in place to keep electricity usage to a minimum.



## ENVIRONMENTAL REPORTING

### Water Usage (litres)



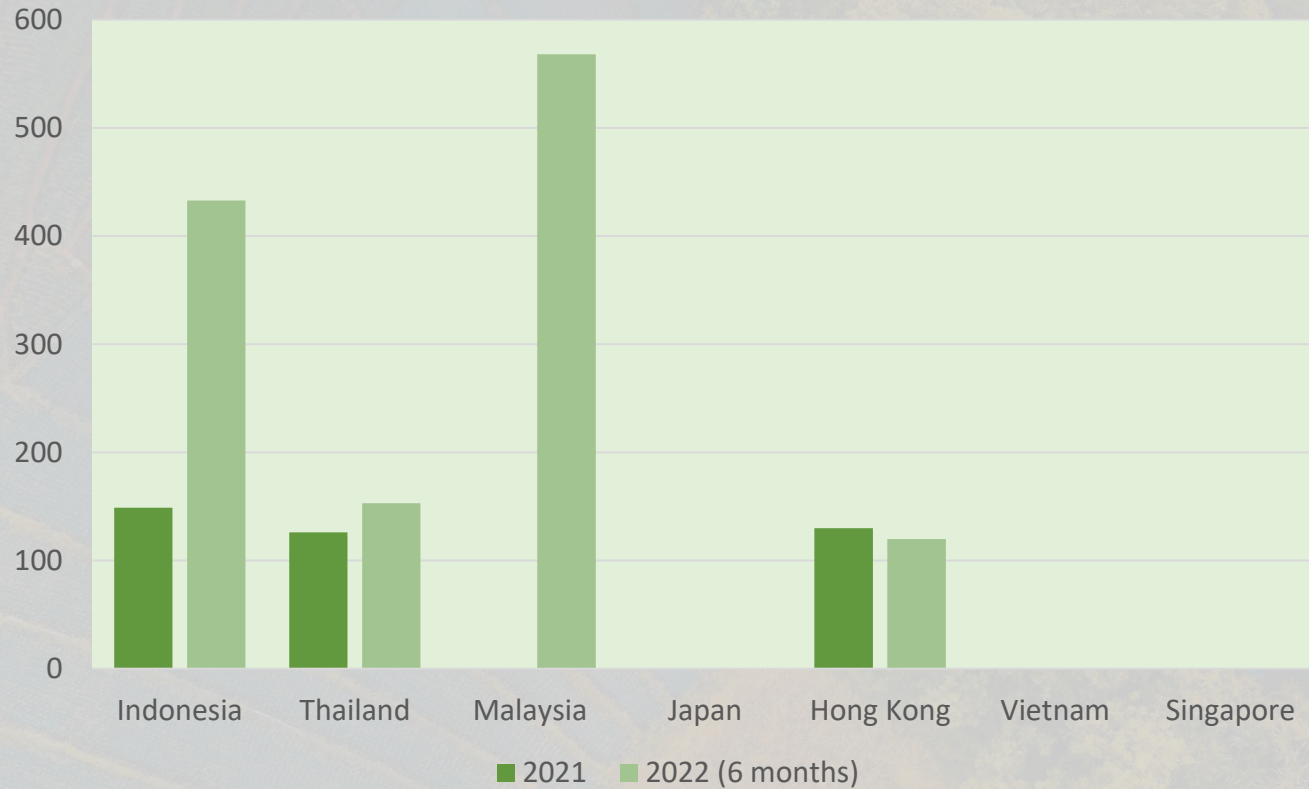
In 2021 all our offices were operating with reduced headcount and for much of the year, each office was closed as staff worked from home due to Covid.

In Thailand, Hong Kong and now Indonesia we are unable to track water usage. However, policies such as those detailed in this report to help reduce usage are in place.



## ENVIRONMENTAL REPORTING

Total Waste (Kg)



In 2021 all our offices were operating with reduced headcount and for much of the year, each office was closed as staff worked from home due to Covid.

This chart shows total waste produced. While much of this is recycled, we are making efforts through our policies to reduce waste.



## IN-DESTINATION ACHIEVEMENTS: THAILAND

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### Tourlink

Along with other Thailand-based DMCs, Destination Asia is a key partner in an initiative managed by TourLink that aims to green the Thai tourism supply chain through a business-led approach. The initiative aims to involve EU buyers, Thai tour operators and their suppliers with a focus on the Value Chain Analysis (VCA). VCA aims to give a situation update and baseline to inform, update, guide, and monitor the TourLink project. The project aims to support the Thai travel sector to become more sustainable by providing; standardized sustainability standards and an internationally recognized certification; capacity-building training for Thai tour operators and their suppliers; facilitating market benefits and recognition of Thailand as a leading sustainable tourism destination and contributing to carbon management plastic food waste.

### Mirror Foundation

The Destination Asia Thailand team and colleagues from the Bangkok head office joined forces in October 2022 to support the Mirror Foundation. This Thai NGO works with impoverished communities, bringing them access to welfare services and basic needs. To aid the foundation's Streets Project, we set ourselves the challenge of collecting any used clothes we felt able to give away, particularly focused on kids' clothes. Friends and families were also invited to join the drive.

### Baan Nokkamin Foundation

The Baan Nokkamin Foundation is an outstanding, nationwide Christian organisation that offers rescue and assistance to children in hardship, including orphans and the many children living on the streets, by developing and changing their lives and strengthening them emotionally, so they are ready to face the future. One of its highlights is an annual Children's Day, which the Destination Asia Thailand team has been happy to support for several years by contributing to its Box of Love appeal.



## IN-DESTINATION ACHIEVEMENTS: THAILAND

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### Electric Vehicle Transfers

As part of our commitment to reduce our environmental footprint and help lower emissions of CO2 in tourism, since early 2022 the team in Thailand has offered clients the option to book transfers in and around Bangkok using fully electric vehicles. For guests entering Thailand, we can provide an airport transfer with zero carbon emissions. At present we can provide transfers in electric vehicles from Bangkok Airport (Suvarnabhumi) to all city hotels, Hua Hin, and Pattaya beach destinations. In the near future, this will extend to hotels in Ayutthaya and Kanchanaburi.

### Sustainable Event Professional Certificate

Destination Asia Thailand's MICE department enrolled in the Sustainable Event Professional Certificate (SEPC) program in January 2022. Destination Asia Thailand is now incorporating sustainable initiatives into a number of MICE programs. These include offering day passes on public transportation as an alternate travel option; providing a choice of transportation models that minimizes emissions; promoting menus made from local and seasonal products; partnering with Scholars Of Sustenance (SOS) in their waste management program; using environmentally preferable promotional products; starting a material donation program to reuse event materials or donate to a local school; and lastly, using a carbon calculator to calculate an events carbon footprint and offset unavoidable emissions.



## IN-DESTINATION ACHIEVEMENTS: JAPAN

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### Universal Design Tourism Advisor Training

In July 2022, the Product team in Japan worked on an accessible & inclusive multiday itinerary called Japan Highlights. To assist in the planning for this tour, Takeaki Shibuya attended a professional training program called Universal Design Tourism Advisor. In addition to Takeaki, six carefully selected guides also attended the training and received certificates.

### Travelife Training

In November 2022, Destination Asia Japan became the first country in our network where every one of its team members across Leisure, Groups, and Cruise completed all 16 online Travelife modules.

CSR Project in Kanazawa

### High School Training

One of our partner suppliers in Kanazawa works with a junior high school for tourism education. As a part of our CSR project within the local community, Green Team member Takeaki Shibuya was invited as a speaker to give the students a brief introduction about how to make tour itineraries for foreign visitors. During the online meeting, they enjoyed planning and improving each of their travel projects.



## IN-DESTINATION ACHIEVEMENTS: JAPAN

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### Offset 4,046 kg of CO2

As part of their commitment to operate more responsibly and meet the standards set by Travelife to become a Certified company, Destination Asia Japan offset 4,046 kg of CO2 greenhouse gases in August 2022. Kevin and Andre also shared some great ideas related to Animal Welfare earlier in the year, and the Japan office won US\$100 to donate to a charity of their choice. They selected Picchio, a partner supplier in Karuizawa and Shiretoko, and donated the money for their black bear conservation project.

### New Sustainability Contracts

In July 2022, Destination Asia Japan launched its plan to update its sustainability contract for guides. Since then, over 100 sustainability contracts have been signed. As per the new contract, all guides are now required to read Destination Asia's Responsible Travel brochure, Responsible Travel Tips & Guidelines, and Sustainability Policy, and complete online Travelife training courses.



## IN-DESTINATION ACHIEVEMENTS: MALAYSIA

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### Penang Heritage Trust

In January 2022, Destination Asia Malaysia took part in a session conducted by Clement Liang, a historian and representative of the Penang Tourist Guides Association, to create awareness among team members and work with respective NGOs on the importance of conserving of George Town's heritage buildings. Destination Asia Malaysia is committed to working closely with the Penang Heritage Trust to grow and create special interest programs for discerning travellers and ensure the conservation of George Town's heritage buildings.

### KOPEL Bhd Community Co-op

In May 2022, the team in Malaysia added new products to their portfolio in partnership with KOPEL Bhd. KOPEL Bhd is a community co-op, with 350 members from the area of Kampung Batu Puteh, Sabah. The community co-op includes the Miso Walai Homestay program and the Mandaa Kampung stay, that includes 16 participating families and can accommodate up to 84 pax. Both experiences are highly focused on the conservation and restoration of natural habitats, helping protect critically endangered species and ecosystems of high conservation value. Most of the tourism operations in place here are designed to provide facilities for Eco Tourists who seek to positively contribute to the places they travel to.

### Removal of Single-use Plastic Bottles

At Destination Asia Malaysia we have discontinued using single-use plastic water bottles. Instead, we now offer refillable bottles to groups and when this is not an option, provide rPET (recycled plastic) water bottles. rPET water bottles are made of BPA-free PET plastic materials that are lightweight, have less resource consumption, and are 100 percent recyclable. Energy is also a factor here as creating a plastic water bottle from 100% recycled content uses 75% less energy than its virgin counterpart.



## IN-DESTINATION ACHIEVEMENTS: INDONESIA

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### Bali WISE

As part of a long-term CSR initiative, Destination Asia Indonesia continues to support the education of students of Bali WISE, an educational skills center focusing on Bali's hospitality industry. The aim is to empower young, marginalized Indonesian women through education to break the poverty cycle and develop sustainable communities in Indonesia. The high-quality education and skills training match those requirements to enter the professional tourism business. A class generally consists of 16 – 22 students that undertake three months of school classes and three months of internship. Destination Asia Indonesia provides the financial support for one student to complete the education and work experience program.

### IDSC

Destination Asia Indonesia is a founding member of the Indonesian DMC Sustainability Collaboration/IDSC, which aims to ensure and measure the sustainability and health & safety of tourism suppliers through; supplier training, self-assessment, on-site assessment, and sustainability contract. In 2022, there were several actions conducted by IDSC, including COVID-19 protocol measurement for tourism suppliers and online training. In 2023, IDSC will hire the new Sustainability Coordinator and continue the action plan.



## IN-DESTINATION ACHIEVEMENTS: VIETNAM

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### Dieu Giac Orphanage

The team at Destination Asia Vietnam raised approximately 25 million VND (US\$ 1100) to support Dieu Giac Pagoda in District 2 in Saigon in early 2022. The Dieu Giac Orphanage was set up to help orphaned children (of which there are currently 60) and provide supplies to those most in need in the local community. The team pooled donations and together we're able to purchase rice, salt, sugar, oil, seasoning powder, fish sauce, and soya sauce. After bulk-buying items, they got to work preparing 90 portions of food that were then delivered by hand to the head nun living at the pagoda.

### Farm-to-table Events

Destination Asia Vietnam teamed up with an organic vegetable farm in Hoi An in November 2022 to create a sustainable outdoor dining event and celebrate of the richness and vitality of local agriculture within the Hoi An community. The picnic lunch was set in a flourishing, organic vegetable garden which is a textbook example of zero waste energy management, as it combines minimal dependence on electric or fossil fuel energy with maximum recycling. Local farmers and chefs worked together to prepare the seasonal, organic produce, most of which was literally sourced on the spot. Clients had the opportunity to engage with their hosts to learn about simple farming methods while enjoying the delicious farm-to-table menu.



## IN-DESTINATION ACHIEVEMENTS: SINGAPORE

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### The Plastic Project

In May 2022, the team in Singapore worked alongside Conrad Centennial Singapore to support The Plastic Project. As a country, Singapore has recycled less of its plastic and glass waste in recent years, leading to initiatives such as The Plastic Project, set up to turn plastic waste into stylish houseware and inspire the younger generation to be more environmentally conscious. Behind the project are 500-or-so volunteers who have already turned over 500 kilograms of plastic into coasters, earrings, and carabiners this year. In preparation for their return to work from the office, the team at Destination Asia Singapore had a big clear out, removing all unwanted plastic items from their office space, and donating them all to The Plastic Project.

### Marriott International's Serve 360

Destination Asia Singapore was pleased to join Marriott International's Serve 360 initiative in August 2022, taking part in a donation drive for Food from the Heart, an independent non-profit organization that feeds those without reliable access to food. Food from the Heart supports more than 44,000 beneficiaries and we are proud to help its endeavours.



## IN-DESTINATION ACHIEVEMENTS: HONG KONG

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### Green Sense

Green Sense is an organization established in 2004, aiming to highlight the non-environmentally friendly practices in society through research and monitoring. In July 2022 they conducted an activity: “Green Living in Sham Shui Po 2022”, sponsored by the Home Affairs Department and Sham Shui Po District Office. This project aims to promote Green Living and facilitate cultural inclusion of ethnic minorities while providing opportunities for citizens to take part in diversified waste reduction activities. To support Green Living, Destination Asia staff signed up for the DIY workshop hosted on 11 August where they turned old clothing into drink-holding takeaway bags. The DIY workshop was free of charge with all tools provided.



## LOOKING AHEAD: PLANNING FOR 2023

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In 2023 we can review environmental reports dating back a full two-year period, which presents the opportunity to make comparisons, understand and identify where our emissions are coming from. From internal energy use to staff flights, the use of water and waste. This will allow us to identify key areas and create policies to reduce our carbon footprint.

In line with our responsible travel product classifications and themes, our product teams will be tasked with creating a new line of responsible and accessible products for agents. These will align with the key themes of Local Engagement, Reduced Footprint, Giving Back and Immersive Conservation. Our teams will continue to develop a line of products under the category of 'Accessible & Inclusive'.

While it is our philosophy to deliver exceptional experiences to travelers, they must also contribute positively to the conservation of communities and destinations. Therefore, it is imperative that we positively influence along the entire supply chain. To that effect, we will continue to push accommodation and transport suppliers to sign sustainability contracts and meet minimum requirements.

In late 2022 we introduced a one-day per year per staff member allowance, whereby every member of staff can dedicate time to responsible causes. This will continue throughout 2023. Also in 2023, we aim to achieve Destination Asia Japan and Malaysia becoming Travelife Certified, and Indonesia re-certified.

If you have any questions regarding our code of conduct surrounding sustainable travel, please contact us at: [responsibletravel@destination-asia.com](mailto:responsibletravel@destination-asia.com)



An aerial photograph of a lush, green landscape featuring terraced rice fields. The fields are arranged in a series of stepped, irregular shapes, creating a complex, geometric pattern. The surrounding area is densely populated with palm trees and other tropical vegetation, creating a rich, textured green background. The overall scene is vibrant and serene, capturing the beauty of traditional agricultural practices in a tropical setting.

# DESTINATION ASIA

DESTINATION MANAGEMENT FOR ASIA'S TRAVEL CONNOISSEURS

THAILAND | VIETNAM | CHINA | JAPAN | HONG KONG | INDONESIA | SINGAPORE | CAMBODIA | MALAYSIA | MYANMAR | LAOS