

A herd of zebras is gathered in a savanna landscape. The zebras are in the foreground and middle ground, looking towards the camera. The background features tall, dry grass and several trees, some with green leaves and some bare. The lighting suggests a bright, sunny day.

AUDLEY

February 2020

TRAVEL THE RIGHT WAY

An update on our progress to becoming more sustainable

INTRODUCTION

This is our first annual update on our progress in making Audley a leader within the travel industry for sustainability.

Audley has always had strong ethics when it comes to responsible travel, and we've long championed working with local people and businesses in our destinations to deliver a more sustainable and authentic experience.

We've also consistently supported a number of charities over the years, and I'm very proud of our staff's efforts in raising significant amounts of money to support vital causes — our two-year support of ShelterBox will have seen us raise over £100,000/\$125,000 in 2019.

We've been working with Travelife, which offers a management framework and accreditation in sustainability, since 2017. I'm delighted to announce that we reached their Partner level in February 2020. We acknowledged earlier this year that we'd need additional resources to help us achieve this and further our progress

in sustainability. As a result, we appointed Heather Magnussen as Responsible Travel and Sustainability Manager. Heather, an internal appointment, started her role in September 2019.

I'm very conscious that this update doesn't have sufficient targets and measures, and a key part of Heather's role will be firming up our approach to sustainability. A notable area is climate change, and we'll be introducing a plan later in 2020 to further reduce and mitigate our carbon footprint.

This is a publicly available update and we welcome feedback from our clients, staff, partners and anyone with an interest in sustainability in tourism.

Best regards,



Nick Longman
CEO, Audley

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A note on language

We use the terms responsible, sustainable or ethical to define our work in this area. To a certain extent they are interchangeable.

OUR COMMITMENT

We believe it's our responsibility to help you travel the right way. We do this through collaboration with the people we work closely with across the world, with leaders in the sustainability community and with the passionate staff at Audley.

The three categories below capture the areas we want to focus and expand on as we become more sustainable:



People: People are at the heart of everything we do: we strive to ensure that the benefits of travel stay within local communities, and keep any negative impacts to a minimum. We do this by creating a platform to empower and support our clients, suppliers, employees and local communities to embrace responsible travel and sustainability. We hold everyone to high standards on a day-to-day basis because we believe everyone can make a difference.



Planet: We have a heightened focus on all aspects of sustainability that impact the environment in our

destinations and in our offices. Our passion for exploring the planet goes hand-in-hand with our desire to protect it. As a result, we're committed to carbon reduction and mitigation, wildlife protection and animal welfare, preserving habitats and landscapes, encouraging greener transportation options where possible and reducing plastic usage, waste and energy consumption. To help with this, we have specific policies that hold our business to high standards in these areas.



Philanthropy: We believe that a key part of responsible travel involves giving something back. We actively support a number of social and environmental charities and projects around the world and in the communities around our offices. This is done through donations, including fundraising by Audley staff, and through volunteer work. Biannually, we ask our staff to nominate charities they think we should support, and hold a vote on those shortlisted. We then work closely with the chosen charity over the course of two years to reach fundraising goals through the efforts of both our staff and our clients.



In February 2020 we were awarded Travelife Partner status. We were assessed on over 100 sustainability criteria.



Heather Magnussen was appointed as Responsible Travel and Sustainability Manager in September 2019.

Sustainability Policy

The latest copy of our sustainability policy can be found here www.audleytravel.com/responsible-travel/policies

COMMITMENT TO RESPONSIBLE TRAVEL

Our clients are seeking an authentic and personal experience of a destination, be that of its people and culture, or its wildlife and landscapes. This type of experience is much more likely to be found if we work with locally owned and run, and in many cases, smaller partner businesses. This applies to activity and transport providers as well as accommodation. Of particular note are local guides, which are an essential part of the Audley experience.

Taking this approach ensures the economic benefits remain within local communities, which will then better understand the benefits of sustainable tourism. We therefore have a preference for locally owned and operated partners, where suitable ones exist.

If you'd like to read more about our policies relating to responsible travel, visit www.audleytravel.com/responsible-travel/policies

During 2019, we've focused on a number of key areas, including child welfare, animal welfare, plastic reduction and renewed efforts in Southeast Asia to enhance our sustainable experiences there.



Child welfare: 'Children are not tourist attractions'

A key area of focus for 2019 has been introducing child welfare policies. We've drawn heavily on the guidelines produced by the Childsafe Movement, Friends-International and a number of travel industry stakeholders.

We've used two guiding philosophies: 'children are not tourist attractions', and 'if you wouldn't do it here, don't do it there'. We took the decision to no longer offer visits to schools because they're disruptive to children's education, and certainly wouldn't be an acceptable practice in our own countries.

Visits to schools are usually well-intentioned and we'll be looking into alternative ways to help schools in our destinations, including supporting the charity Pack for a Purpose. We're also reviewing our own guidelines on how we use photographs of children in our marketing material.

You can read more about child welfare at www.audleytravel.com/responsible-travel/people





Myanmar (Burma) project

We seconded one of our Southeast Asia specialists for three months to review the responsible and ethical experiences we offer in the region, with a particular focus on Myanmar. The project included reviewing the options currently offered and adding new ones, working in tandem with our partner in the country.

We then trained our Myanmar specialists on the new experiences, some of whom visited the country to try them first-hand. The marketing team was closely involved and we updated information about our new offerings on our website, as well as sharing it through Audley Traveller magazine, emails, events for Audley clients and social media.

As a direct result of this project, bookings for Myanmar have risen by 25%, with strong demand for the new highly sustainable experiences we sourced. We're currently reviewing the project with a view to roll out similar activity across all our destinations.



Plastic reduction

We're very conscious of the number of plastic water bottles consumed when people travel and have introduced a refillable water bottle scheme in the destinations below:

- Sri Lanka
- Thailand
- Vietnam
- Costa Rica
- India
- Laos
- Tanzania
- Namibia
- Singapore
- Borneo
- Myanmar
- Indonesia

On arrival in their chosen country, clients are presented with a refillable water bottle and refills are offered throughout the trip.

The logistics of implementing this are quite significant and often very country specific. We'll next focus on countries where clean water isn't accessible by tap, with the aim to offer this option in 20 of these countries by the end of 2020.



*Water refill station,
Myanmar*

COMMITMENT TO RESPONSIBLE TRAVEL



Animal welfare

Following on from our detailed review of animal welfare in 2018, and the comprehensive set of policies we put in place as a result, 2019 saw us phase out a number of experiences that didn't meet our animal welfare standards and introduce ethical alternatives.

Our animal welfare policies cover working animals, captive wild animals and wild animals, and were drawn up with the help of Daniel Turner, a leading expert in the field and one of the principal authors of ABTA's internationally accepted animal welfare guidelines.

The working animal guidelines focus on how well animals are treated, fed and housed, as well as the ability for animals to behave naturally without fear or distress. These apply to working animals and captive wild animals in zoos and sanctuaries, which we only offer visits to if their primary

purpose is conservation and education rather than commercial gain or entertainment. We don't offer any experiences that include captive whales and dolphins, and ensure none of the experiences we offer influence how wild animals behave, for example feeding them or viewing them in close proximity can disrupt their natural instincts.



Gorilla, Volcanoes National Park, Rwanda



Chumming can lead animals to behave abnormally and create associated risks to humans



Chumming, an example

The practice of chumming, where bait is put in the water from a boat to attract sharks and other wildlife, not only leads to animals behaving abnormally, but can also create potential dangers as animals associate feeding with the presence of humans.

Seeing sharks in Shark Ray Alley, off the coast of Belize, is one of the country's major attractions. But, despite local regulations, chumming is a widely used practice, so we've chosen not to offer it as an experience.

South Africa is now the only location where we offer shark-viewing trips that use chumming. Here, our local partner uses small amounts of fish oil rather than food to attract the animals. They're also involved in significant amounts of scientific research and conservation activities relating to sharks.



Alternative elephant experiences

Deciding not to offer elephant riding as an activity is the right thing to do, but we're keen to offer alternative experiences that place elephant welfare first.

In Southeast Asia we promote a number of experiences, such as Mandalao Elephant Conservation in Laos and the Elephant Valley Project in Cambodia, that rehabilitate retired working elephants in a natural environment. These experiences focus on observing elephants and the way they behave and interact with each other. In Thailand's Kui Buri National Park, the focus is also on observing wild elephants in their natural environment.

We believe that offering activities of this kind benefits the elephants while also encouraging better animal welfare and conservation in each country.

You can read more about animal welfare at www.audleytravel.com/responsible-travel/planet



Elephants at Mandalao



© iStockphoto.com/Marcelo_minkalargest



Over-tourism

The subject of so-called 'over-tourism' has received large amounts of media attention in 2019. It has largely been caused by the abundance of cheap short-haul flights, matched by the rise of private accommodation sold through platforms such as Airbnb, alongside an increasing volume of large cruise ships.

While we don't offer these types of trip, some of our destinations have been highlighted as suffering from over-tourism. We'll continue to offer these destinations, focusing on authentic and personal experiences away from the crowds.

PLANS AND CHALLENGES FOR RESPONSIBLE TRAVEL

We see 2020 as a year for addressing a significant number of challenges, including putting new plans in place and executing them effectively.

Three year plan

In 2020, we'll introduce a three-year sustainability plan for Audley which will clearly set out our vision and goals, along with how we're going to achieve them. Responsible travel and climate change will be major components of this plan.

Setting the standard

Through our policies, we ensure that our minimum standards for responsible travel are set high across all our destinations. However, many experiences go well above this and have a highly positive effect in the destination.

We plan to instigate a system to identify and measure the positive effect of these experiences and introduce more. A key part of this will be communicating this to our clients via our website and other communication channels, and via our destination specialists.

Education and changing perspectives

We prefer working with partners that have high sustainability standards, and we know that education is a vital aspect of improving standards. 15 years ago, elephant riding was considered a key component of a trip to many Asian countries, and lots of us have ridden elephants in the past. The riding of elephants, and the 'training' of elephants to accept riders, is now widely acknowledged as a cruel practice. Education has been key in this: of our clients, our staff, and our partners in destination countries.

Cruises and train journeys

We work with a number of cruise and train operators that offer multi-day trips within a wider Audley itinerary. These operators have their own schedule of activities and experiences and we want to ensure that these comply with our own standards.

As an example, during our animal welfare review we advised a number of train and river cruise operators in India that were offering elephant experiences well below our standards that we'd no longer use them if they continued to offer these experiences. As a result, all of them stopped offering the experiences. The challenge going forward is to ensure compliance across the full range of sustainability issues.





Disaster relief work by ShelterBox
© ShelterBox

PHILANTHROPY



In 2018/19 we have supported the disaster relief charity, ShelterBox and 13 charitable projects around the globe. In 2020, we'll have two main charities, in the UK and US, as we've found that very few charities have international coverage for fundraising. Additionally, our staff are given an extra half day of annual leave to volunteer at community initiatives near our offices.

ShelterBox

We work to fundraise and boost awareness of a specific charity on a two-year basis. Our current relationship with Shelterbox is due to finish at the end of 2019. During the past two years, we'll have raised over £100,000/\$125,000 to support Shelterbox's vital work, which in turn will have supported the deployment of 177 ShelterBoxes, and directly helped 1,770 people.

A staff fundraising team runs various events throughout the year and works with the social committees in each office to raise money. Audley then matches the amount of money raised by staff.



Staff volunteering at a homeless shelter at Pine Street Inn, Boston.



Staff volunteering with The Wychwood Project near Witney by planting reeds.

OTHER PROJECTS



In 2019 we supported 13 charities around the world through Audley donations and fundraising by our staff.

Catherine Bullen Foundation, Namibia

This foundation works to improve the quality of life for those living in the rural Omaheke region of Namibia, concentrating on health and education issues.

Uthando, South Africa

Uthando raises funds for a broad range of community-based projects that support the most vulnerable sectors of society, in some of the most destitute areas of Cape Town.

Take 3 For The Sea, Australasia

Through education that inspires participation, Take 3 For The Sea's aim is to remove and reduce plastics in our oceans and waterways.

The LATA Foundation

The LATA Foundation is the charitable element of the Latin America Travel Association, which focuses on supporting a number of grassroots projects across both Central and South America.

Casa Mantay, Peru

Based in Cuzco, Casa Mantay is a safe house for around 50 young mothers and pregnant girls.

Magic Bus, India

This award-winning charity helps children out of the poverty cycle through education and raising broader awareness around issues such as health.

Tour Operators for Tigers (TOFT), India

This travel-industry-supported charity helps fund tiger conservation initiatives in India.

The Assafou Association, Morocco

This association is dedicated to building places that provide pre-school education, fight illiteracy among rural women and encourage the preservation of rural communities in Morocco. It also helps to ensure that local people benefit from tourism in the Atlas Mountains.

Lumos, Europe

Founded by J.K. Rowling, Lumos's aim is to put an end to harmful orphanages and work to improve education, health and social care systems so children can stay with their families.

Christina Noble Children's Foundation (CNCF), Mongolia

Located in Mongolia's capital, Ulaan Baatar, this foundation conducts outreach work in and around the city, offering housing for poor and single-parent families as well as medical care, shelter and schooling for street children.

Children on the Edge, Myanmar/Bangladesh

Children on the Edge is a UK-based charity that supports children living on the edge of their societies, and has recently worked extensively with the Rohingya people.

Grenada School for Special Education, Grenada

Based in Saint George's, the capital of Grenada, the school caters for developmentally delayed students — one of only three schools on this Caribbean island to do so.

The Bear ID Project, Canada

The Bear ID Project is a collaboration of conservation scientists, software developers and volunteers developing grizzly bear facial recognition technology to support conservation work.

CLIMATE CHANGE



Climate change is one of the most critical issues facing the world. We're already seeing the effects of it, particularly in the increased prevalence of extreme weather which directly affects our clients' travel plans.

The travel sector is a producer of greenhouse gases, and aviation is estimated to contribute approximately 2% of total world carbon emissions (source: International Air Transport Association). The true effect is probably greater as this doesn't take into account emissions of other greenhouse gases and the warming effect of vapour trails. The UK's Department for Business, Energy and Industrial Strategy (BEIS) estimates that these additional factors add 90% to the effect of carbon emissions alone.

Other contributors to greenhouse gases include transport and accommodation — and their associated supply chains — in destinations, as well as our own operations.

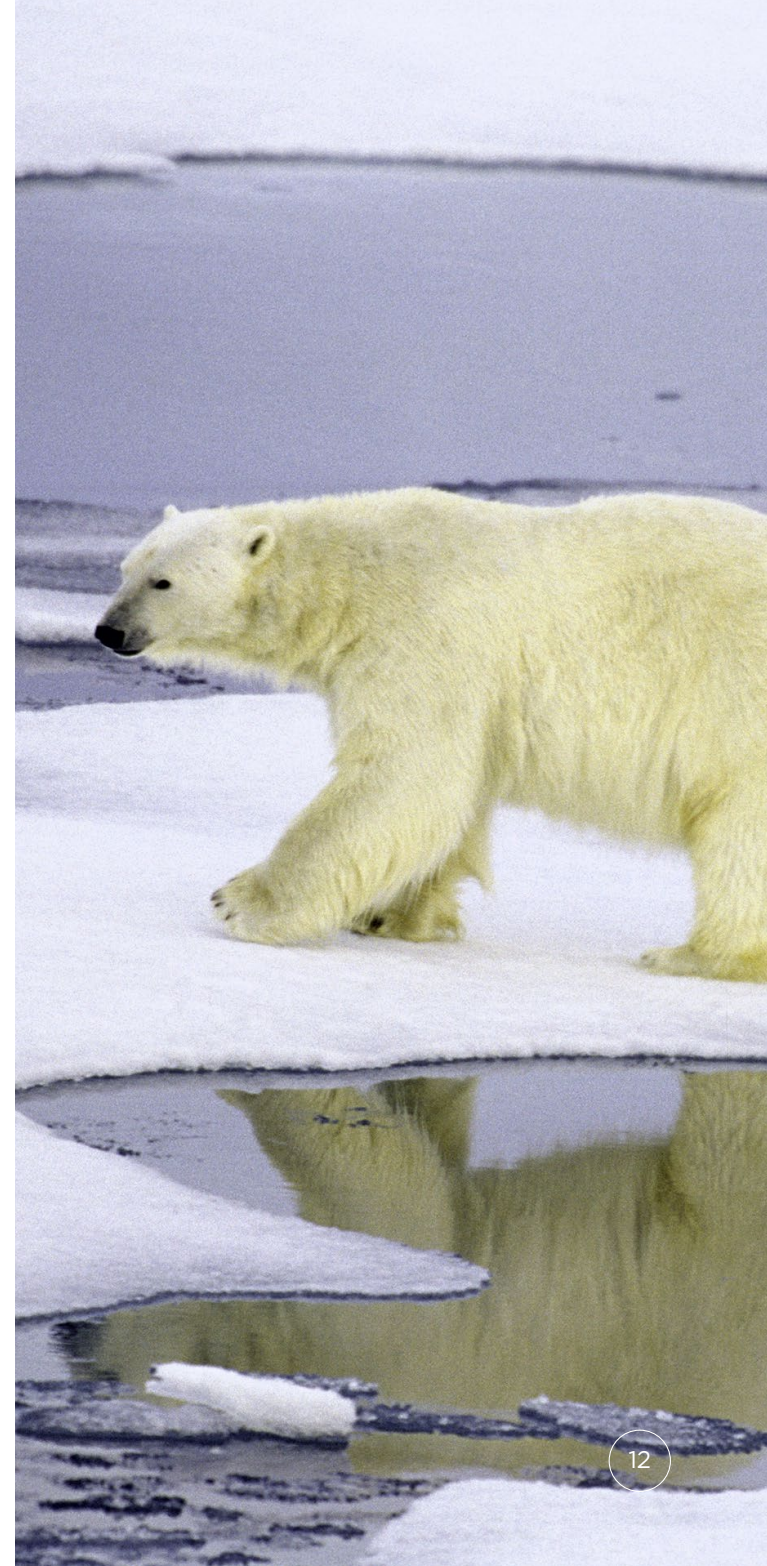


Our offices and operations

We've made some significant steps in reducing our energy usage across our offices. This has included installing energy-efficient lights and motion sensor switches. The 125 solar panels fitted on our head office in Witney (UK) generated approximately 10% of our total consumption.

IT is our main consumer of electricity. We're in the process of a phased removal of our servers, which have a heavy energy use. These will be replaced with more efficient cloud-based servers. In 2019 we introduced an automated overnight shutdown of PCs, a recommendation from our UK Energy Savings Opportunity Scheme (ESOS) survey.

Our electricity tariff in our Witney office is 30% renewable. In London we're reliant on our landlord, but are petitioning for a renewable tariff, and in Boston we're currently investigating the cost feasibility of moving to a renewable electricity tariff. Heating in all our offices is currently from non-renewables.





Aviation

We currently offer our clients the chance to offset their flights. In the UK, this is presented alongside the price of the trip, and is an 'opt in'. In the US, clients are directed to a carbon calculator on our website. Uptake is low: in the UK, where we're able to measure this accurately, it's at approximately 1%.

We're currently working on a report to measure our greenhouse gas footprint from aviation. We work to reduce the amount of business flights we take, and carbon offset the flights we do take.

Our partner for carbon offsetting is Climate Care, which invests in innovative projects to reduce carbon emissions. The current project we support is BURN and the production and distribution of Jikokoa stoves in Kenya.

These very efficient stoves use much less fuel than woodburning equivalents and cook up to 50% faster. Not only do they release less CO₂, they also help to reduce deforestation due to the collection of firewood.

Furthermore, they allow families to use money that would otherwise have been spent on fuel for other needs, as well as reducing the amount of unhealthy smoke particles released by stoves. The stoves are made in a solar-powered factory in Nairobi that employs 100 local people, with a strong emphasis on gender equality.



In destination

Transport and accommodation are the two main contributors of greenhouse gases in our destinations, with additional emissions coming from the supply chain to support these. We don't currently have an accurate measure of our footprint in our destinations. This is something we'd like to evaluate and, in 2020, put in place a formal plan to reduce.

A climate change plan

A major objective for 2020 is to introduce a formal plan to further reduce and mitigate our carbon footprint. This will include accurately measuring our footprint and setting ourselves a specific, significant target in reduction and mitigation over a three-year period, and a longer-term target to be carbon neutral.

We aim to achieve this by taking a number of steps, including further reducing the carbon footprint of our offices and operations, reducing our carbon footprint in destination, and encouraging more clients to offset their trips by potentially shifting to an opt-out or inclusive carbon mitigation charge.

We're conscious that this is an issue facing the whole travel sector and we want to be part of a movement where carbon neutrality is the accepted norm.

(It's worth noting that most travel companies claiming to be carbon neutral aren't currently factoring flying into the calculation, and are offsetting and reducing the land-based element of trips).



Our head office in Witney has 125 solar panels.

OUR OFFICES AND OPERATIONS

In addition to the carbon reduction initiatives mentioned on pages 14 & 15, we've introduced a number of new sustainability initiatives for our offices and operations.



Paper

In 2019, we introduced the policy of only working with external print companies who hold ISO14001, the accreditation for strong environmental management practices, for our marketing materials. We've also moved to a single provider for external printing, which will enable us to accurately measure paper usage.

We always aim to offer a digital alternative to print and allow our clients to opt out of printed marketing communications. Both in our marketing communications and internal operations we aim to replace paper with a digital alternative when feasible.

All paper used is FSC or PEFC accredited.



Single-use plastics

Our main use of plastic is in mailing wrappers. We now use a compostable bio-plastic wrapper for mailing Audley Traveller magazine in the UK, and in the US have dropped the wrapper entirely (not currently possible in the UK mail system). We plan to eliminate all petrochemical-based plastic from our marketing mail packaging in 2020.

We've taken significant steps to remove single-use plastic from our offices. We no longer offer bottled water and use multi-use or compostable glasses, cutlery and plates.



Environmentally friendly cleaning products

By the close of 2019, we were using environmentally friendly cleaning products across all our offices, including the products used by contract cleaners.



Recycling

All offices have full recycling collections and the UK offices have composting facilities as well.



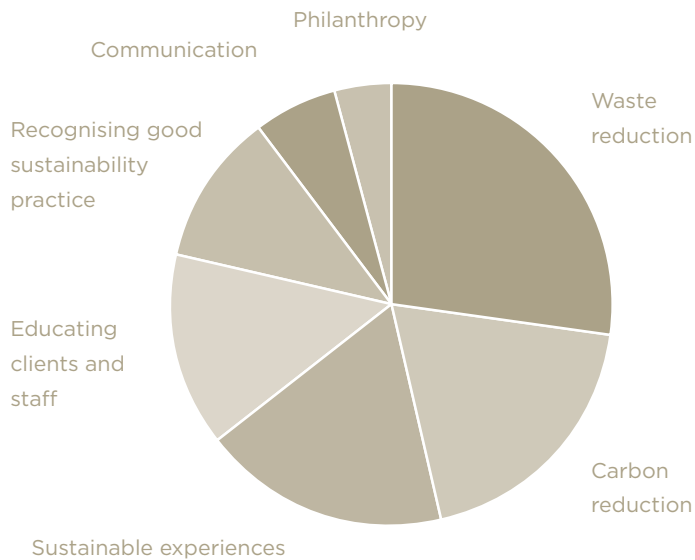
Fairtrade/Palm oil

We're currently running an experiment in offering palm oil-free products in our staff shops in the Boston and London offices. We use Fairtrade tea and coffee in our offices.

EMPLOYEE ENGAGEMENT



Sustainability is an area that many of our staff members are extremely passionate about. At our company annual general meeting we asked staff for feedback and ideas and received 127 suggestions, the issues they raised are detailed below.



We run a staff forum on responsible travel and sustainability, and issues are frequently communicated in company meetings and newsletters.

Staff members are widely involved in philanthropy through the company, see pages 10/11.

COMPLIANCE, AND ENVIRONMENTAL AND SOCIAL CORPORATE GOVERNANCE (ESG)

Compliance

As a minimum standard we comply with all relevant compliance legislation. Globally this includes, but is not limited to:

- Modern Slavery legislation
- Environmental Reporting legislation
- Anti-Bribery legislation
- Sanctions legislation

Governance

All our directors have sustainability goals included in their objectives.

The investment company 3i are a major investor in Audley and recognise the importance of Responsible Investment and Sustainability.

'We have a clear and comprehensive Responsible Investment policy which is embedded into our investment and portfolio monitoring processes. We have been signatories to the UN Principles for Responsible Investment since 2011 and have been investing and managing our portfolios according to a rigorous Responsible Investment policy since then.'

3i group plc, statement on responsible investment www.3i.com/sustainability

AUDLEY

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