



Lets Go Travel
Uniglobe®

“Committed to Sustainable Travel and Tourism”

2023 SUSTAINABILITY REPORT



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INTRODUCTION

Welcome to Lets Go Travel Uniglobe's annual Sustainability Report for 2023, where we take pride in our commitment to sustainable tourism development. We're dedicated to making a positive impact on the environment, supporting local communities, and conducting business ethically. In this report, we'll share the key initiatives we have undertaken and the meaningful achievements we've reached, showcasing our collaborative efforts with others to amplify our impact.

The conversation around sustainable tourism remains crucial today, addressing prevalent environmental challenges and promoting responsible practices for a prosperous future. As travelers increasingly recognize their impact, a report by the World Travel & Tourism Council (WTTC) highlights a significant shift, with 69% actively seeking sustainable travel options. This global trend emphasizes eco-friendly practices, responsible travel choices, and supporting destinations prioritizing sustainability.

Industry players are aligning their practices with this awareness, and investing in sustainable trends that preserve natural resources, and cultural heritage and support local communities at the destination.

At Lets Go Travel Uniglobe, we continuously adapt to new challenges and opportunities, striving for continuous improvement. We firmly believe that sustainable tourism is integral to success, and thus, we are committed to transforming our approach, driving cultural and social changes, and inspiring more sustainable behaviors for future generations.

In Africa, the momentum towards sustainable tourism is growing. Conservation efforts, community engagement, and responsible tourism practices are becoming essential in the continent's travel industry. African countries recognize the importance of balancing tourism growth with environmental protection and community well-being, aligning with the rich biodiversity and cultural diversity that make Africa a unique destination.

Kenya, in particular, demonstrates a commendable commitment to sustainable tourism through various initiatives. From promoting conservation initiatives to wildlife protection and community-based tourism, the country actively works to minimize the ecological footprint of tourism activities and ensure local communities benefit from the industry. Kenya's approach underscores the recognition of preserving its natural beauty while fostering economic and social development.

As we delve into Lets Go Travel Uniglobe's sustainability journey, we'll explore how these global and regional trends have shaped our actions and partnerships, contributing to a more responsible and sustainable tourism experience in 2023.

MESSAGE FROM OUR FOUNDER AND MANAGING DIRECTOR

Into 2024, the 45th year of Lets Go Travel, started by myself too, a great adventure into the tourism and travel space of the region. I celebrate 50 years in Travel and Tourism in Kenya and East Africa this year having been a junior guide on a camping safari way back in January 1974, then joining a Travel Agency in April 1974 – what a journey!

A great year was 2023 for us, invigorated by youth, some employed on short-term contracts, also more youth coming to us on internships, giving us further invigoration, thoughts, and new ideas. Many projects are still the same, we've raised the expectations but maintained and supported the expectations too, which I feel is very important. It also allows us to strengthen the project and we can see some seriously good results, for example, Keep Her in School is in year 6 now. In October we received three awards which cement what we do.

I must congratulate Felix, Esther, the intern team, and the rest of the office team as well, on the great work done in strengthening the whole Sustainable Tourism and Sustainable Travel aspects of our business.

Enjoy the report for the year 2023.



LET'S GO TRAVEL UNIGLOBE AT A GLANCE

OUR MISSION

Our mission is to fulfill the travel aspirations of both business and leisure travelers. Our dedicated team of knowledgeable and reliable professionals is motivated to deliver unparalleled quality, diverse choices, exceptional value, and personalized service. We go beyond mere itineraries to craft unforgettable travel experiences. In upholding professional standards, we are committed to championing responsible and sustainable tourism practices. Our goal is to ensure that our impact on the destinations we serve is positive and enduring.

OUR VISION

At Lets Go Travel Uniglobe, we aim to be your preferred travel advisor, prioritizing excellent customer experiences and infusing our services with genuine value. Our vision goes beyond merely facilitating travel – we are dedicated to enriching your overall journey with a personalized touch. Our unwavering commitment is to exceed your expectations, making us your trusted travel partner. With exceptional customer service and a focus on your interests, we ensure a seamless and rewarding travel experience.



OUR BUSINESS



Lets Go Travel Uniglobe, is East Africa's foremost sustainable and inclusive travel management company, with a rich history dating back to our establishment in 1979. With 4 decades of experience, we have evolved into a trusted name, dedicated to ensuring a positive and seamless travel experience for our clients.

Our expertise spans various facets of travel, including air travel, where our seasoned air travel department provides invaluable advice, assistance, and ticketing for both international and regional flights. Operating from our IATA-approved and automated office at The Hub in Karen Nairobi Kenya, we leverage advanced travel technology for efficient and

personalized service, ensuring hassle-free reservations and ticketing.

Whether you are an individual, family, group, or have special interests, our commitment extends to crafting tailor-made safaris, holidays, and international adventures. From incentive tours and conferences to dream destination weddings, honeymoons, and unique experiences like cruises, we cater to diverse needs, making every travel moment special.

Our accolades in sustainable tourism, including eight-time winners of the Eco-Warrior Award for Best Tour Operator in various categories, Travelife Certification for sustainability, and recognition as one of Africa's Top 100 Tour Operators, underscore our commitment to sustainable tourism practices. These achievements validate our efforts in safeguarding the environment and supporting local communities.

At Lets Go Travel Uniglobe, we believe in doing business responsibly and leaving a positive impact on our destinations. Join us on our journey, where years of experience meet a commitment to sustainability, creating memorable and responsible travel experiences for all.

OUR REPORTING APPROACH

At Lets Go Travel Uniglobe, our corporate social investment programs represent a dual commitment to both social and environmental dimensions. We understand the extensive influence of the tourism sector on various stakeholders, including tourists, communities, staff, partners, and social followers. Our focus is on providing genuine holiday experiences and fostering connectivity through a blend of travel expertise and modern technology, ensuring top-notch travel management with sustainable solutions.

Sustainability is not just a checkbox for us; it's embedded into every aspect of our operations. From marketing and product development to procurement and partnerships, we wholeheartedly integrate sustainable practices. We leverage our travel know-how and cutting-edge technology to create meaningful experiences, connect travelers, and deliver quality travel management while upholding our commitment to sustainability. Our goal is to safeguard livelihoods and protect the environment for present and future generations.

WHAT SUSTAINABLE TOURISM MEANS TO US

Sustainable tourism is at the core of our values, aligning with the UN Sustainable Development Goals (SDGs). Specifically focusing on SDGs 1 (No Poverty), 2 (Zero Hunger), 3 (Good Health and Well-being), 4 (Quality Education), 8 (Decent Work and Economic Growth), and 13 (Climate Action), we have established four corporate social investment pillars—Livelihood, Education, Conservation, and Community Tourism. These pillars serve as our guiding principles, influencing our actions to create positive impacts on travel experiences, business operations, communities, and the environment.

We aim to transform our business into a force for positive change, integrating sustainability and responsible tourism into every aspect of our operations, in line with the broader goals of a sustainable future.



CORPORATE SOCIAL INVESTMENT PROGRAMS

Expanding on the Pillars of Impact

4

Sustainability Pillars

Our dedication to sustainability extends beyond environmental responsibility. We are driven by the belief that we can make a lasting positive impact on the communities we engage with and the planet we share. This commitment is at the core of our Corporate Social Investment (CSI) programs, which are guided by four key pillars: Livelihood, Education, Conservation, and Community Tourism. Together, these pillars help us contribute to a more equitable and sustainable future.

By addressing specific challenges under the four pillars we not only align with key sustainable development goals but also actively contribute to creating a more sustainable and equitable future for both communities and the environment.

1. Livelihood

We believe that every individual deserves the opportunity to thrive. Through initiatives such as the Pat Dixon Aid to the Elderly, we provide essential support and food security to vulnerable populations. Programs like Keep Her in School empower girls through education, breaking the cycle of poverty and contributing directly to Goal 1 (No Poverty) and Goal 5 (Gender Equality).

2. Education

Investing in education is an investment in the future. We partner with primary schools, high schools, universities, and sustainability initiatives to provide educational opportunities that empower young people. These programs align with Goal 4 (Quality Education), fostering sustainable tourism leaders and nurturing the next generation of global citizens.

Tourism should be a force for good, benefiting both communities and visitors. Our support for local communities and advocacy for sustainable tourism practices contribute to Goal 8 (Decent Work and Economic Growth) and Goal 10 (Reduced Inequalities). We aim to build a more inclusive and sustainable tourism industry that benefits everyone.

Recognizing the importance of our planet's biodiversity, we actively participate in conservation efforts and collaborate with conservation-led organizations. These actions directly align with Goal 13 (Climate Action) and Goal 15 (Life on Land), ensuring a healthy environment for future generations.

4. Community Tourism

3. Conservation



1. LIVELIHOOD

1.1 TRANSFORMATIVE IMPACT IN LIMURU

Our commitment to social sustainability is a journey of making meaningful impacts and fostering thriving communities. The Pat Dixon Aid to the Elderly program now in its 30th year and the Keep Her in School initiative in its 6th year are two initiatives, showcasing our dedication to addressing crucial needs and building a brighter future for all.

Throughout the year, the Pat Dixon Aid for the Elderly program has consistently made a significant impact on the lives of 365 registered beneficiaries in Limuru, with an additional 50 to 100 individuals receiving aid depending on the food support distribution session.

The program's primary focus is on providing regular nutritious food hampers and occasional donations of clothing and

essential items to disadvantaged seniors, aligning closely with the United Nations Sustainable Development Goals, particularly Goal 2 (zero hunger) and Goal 3 (good health and well-being). Our support extends beyond individual beneficiaries to include the Body of Christ Children's Centre and Cheshire Home, which houses physically challenged teenage girls. For these institutions, we provide sacks of assorted food grains as part of our commitment. Food distribution occurs every other Wednesday morning, and the program has been fortunate to receive generous donations, including suitcases of clothing, shoes, a wheelchair, and various items from kind donors.

Notably, in May, the Kenya Airways sales team actively participated in our outreach





session, contributing to the distribution of food hampers and offering additional donations to the elderly and the Body of Christ Children's Centre.

In September, they continued their support by providing up-to-date Competency-Based Curriculum (CBC) books to the Body of Christ Children's Centre. Our international partners had the opportunity to visit our initiatives in Limuru, highlighting the global reach of our program.

Additionally, in December, the program received overwhelming support from friends, enhancing the Christmas distribution with a doubled ratio of food, additional food items, blankets, and,

thanks to our Dutch partners, pairs of shoes for the seniors. In addition to direct aid, the program plays a role in community development by contributing to the payment of teachers' monthly salaries at the Body of Christ Children's Center and St. Joseph Kindergarten. Moreover, the program sources bread that is given to the seniors from Cheshire Home, providing an additional income-generating entity for them, playing into 'circular economies'.

These tangible outcomes underscore our dedication to making meaningful contributions to the welfare of local communities and demonstrate the positive impact of our initiatives.



1.2 BUILDING A BRIGHTER FUTURE IN LAIKIPIA EAST

In our ongoing dedication to education and community well-being, the Keep Her in School program remains steadfast in its mission to make a lasting impact. Our primary focus is to ensure that girls have regular access to essential sanitary products, supporting their education without interruption.

Breaking down barriers, reducing stigma, and enabling girls to pursue their education without missing classes are the driving forces behind this initiative. We are proud to continue our support to beneficiary schools, specifically five primary schools – Kalalu Primary School, Umande

high schools – Kalalu Secondary School and Ndemu Secondary School in Laikipia County. This sustained commitment reflects our unwavering dedication to fostering education and overall well-being within the community.

Earlier in the year, in collaboration with health and social representatives, we organized an annual better health talk for senior students in both primary and high schools.

Covering crucial topics such as personal hygiene, self-esteem, personal identity, self-control, and self-awareness, this initiative aimed to empower students with essential life skills. Furthermore, we extended our focus to male students,

providing over 400 boys with undergarments to promote personal hygiene and educate them on the significance of such items in enhancing their overall well-being.

The heartening stories of transformation and improved academic performance by the girls resulting from our collective efforts underscore the positive impact of our initiatives. Beyond providing sanitary pads, we went the extra mile by facilitating the construction of an ablution block for boys repairs to the girls toilets too and made a substantial contribution to the school fees of 34 students at Kalalu Secondary School through a generous donation from one of our esteemed partners.

This exemplifies our commitment to making a meaningful and holistic difference in the lives of the students in the northern part of Kenya.





2. EDUCATION

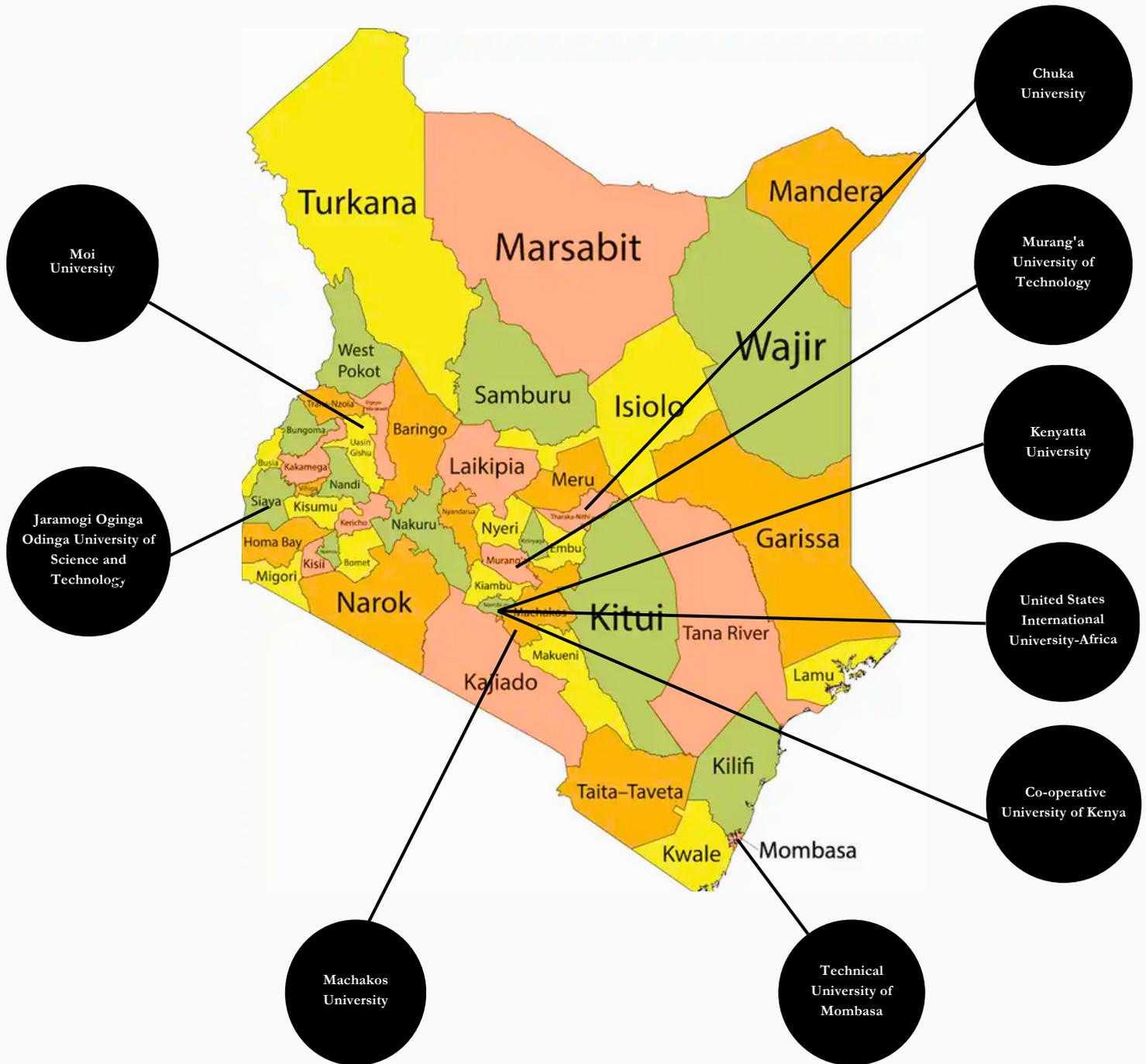
Education stands as a cornerstone in our commitment to sustainability practices, fostering awareness and empowerment at various levels. Our Sustainable Tuesday office meetings held monthly, serve as vibrant forums for dialogue and knowledge exchange.

These sessions, attended by staff members and esteemed partners like Kenya Airways, Safarilink, Air France-KLM, and Qatar Airways, delve into discussions on sustainable travel practices, creating a collaborative path towards responsible tourism/travel. By actively engaging in these meetings, we not only enrich our internal understanding but also contribute to industry-wide efforts for a more sustainable future.

Going beyond our offices, we collaborate with Sustainable Travel and Tourism Agenda (STTA) to host The Young Change Makers seminars at different universities nationwide. These interactive seminars aim to go beyond traditional learning, fostering a deep understanding of sustainable tourism principles among students.

We aim to nurture a team of future leaders passionately committed to driving positive change within the tourism industry. The topics discussed in 2023 during the seminars included:

1. Transforming tourism to combat climate change – at Chuka University, in Tharaka Nithi County.
2. The role of tourism in the blue economy - at Jaramogi Oginga Odinga University of Science and Technology, in Bondo in Siaya County
3. Innovative tourism training aimed at building sector resilience – at Kenyatta University, in Nairobi County
4. Understanding the nexus between tourism/hospitality and conservation – at the Technical University of Mombasa, in Mombasa County.
5. Greening and digitization in tourism for sustainable development in Africa – at the United States International University Africa (USIU), in Nairobi County.
6. Tourism and green investments in Africa - at Machakos University, in Machakos County.
7. Tourism and promotion of cultural heritage in Africa - at Moi University, in Eldoret, Uasin Gishu County.
8. Mainstreaming climate change and sustainability mindset - at Murang'a University of Technology, in Murang'a County.
9. Consumer behavior trends and sustainable visitor management in Africa's tourism - at Cooperative University, in Nairobi County.



Map 1: National distribution of partner universities in the Young Change Makers program in 2023



Additionally, in October our Managing Director, Mr. Alan Dixon, attended the 10th International Research Conference held at Chuka University where he gave a keynote address on "Emerging Innovation and Technologies for Resilience and Sustainability in the Hospitality Business."

Our commitment to education extends to both physical and virtual forums, where we actively participate in industry-wide discussions. From seminars and webinars to notable events like the Sustainable Tourism Africa Summit, we contribute to a collective knowledge base. By sharing our experiences and gaining insights from industry peers, we play a vital role in steering the tourism sector towards a more sustainable and responsible future.

In essence, our multifaceted education efforts within Lets Go Travel Uniglobe spark collaborative solutions, empower future sustainability champions, and amplify the sustainability conversation beyond our organization's walls. We believe that cultivating a culture of sustainability is not just within our company but resonates across the entire tourism landscape.





3. CONSERVATION

3.1 WASTE REDUCTION

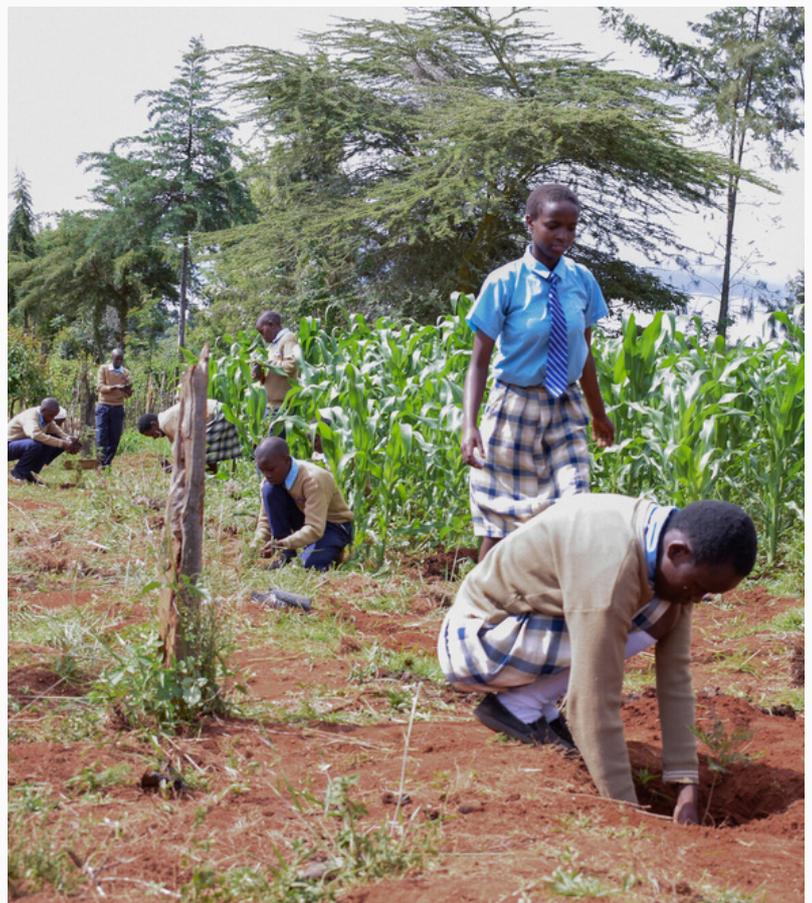
In the pursuit of sustainable practices, Lets Go Travel Uniglobe demonstrated a dedicated focus on waste reduction throughout the year. We championed the culture of double-sided printing and the use of electronic documents to maximize the reuse of old printed paper. For our leisure travelers, we distributed refillable water bottles, emphasizing the importance of reducing single-use plastics.

In our safari tours, we actively advocated for responsible practices, collaborating with suppliers who embraced refillable water bottles and establishing water refilling stations within their facilities.

Moreover, we took on the role of sensitizing our travelers on responsible waste disposal. These initiatives not only aligned with our commitment to minimizing environmental impact but also directly contributed to SDG 12 (Responsible Consumption and Production).

3.2 ADOPT A TREE PROGRAM

We actively invested in the future with the Adopt a Tree program in Laikipia County where the initiative engaged junior students from partner schools in tree-planting activities. The program directly addressed Goal 15 (Life on Land) of the SDGs by combating deforestation, restoring degraded land, and enhancing biodiversity around the schools and also fostered environmental awareness among future generations, ensuring environmental consciousness for years to come.



3.3 PARTNERSHIPS AND RAISING AWARENESS

Our ongoing support and collaboration with local conservation organizations play a crucial role in biodiversity conservation and climate action. These organizations possess essential expertise, networks, research, and action plans to fulfill their mission effectively. We express our commitment through the payment of annual corporate membership fees and active involvement in various activities. For instance, participating in tree planting initiatives in the Eburru forest and engaging in the Forest Challenge organized by the East African Wildlife Society, which raises awareness about the significance of forests and the threats of deforestation, are meaningful to us.

Our valued partners keep our team informed about the latest developments within their networks, for instance, various airline representatives shared insights on sustainability initiatives such as the development of Sustainable Aviation Fuel (SAF), fuel-efficient aircraft, and new technologies aimed at reducing emissions and meeting sustainability goals.

Leveraging technological advancements, we have streamlined data collection and consolidated carbon emissions information for all our air travel clients.

We share carbon reports to assist them in supporting climate action initiatives. These reports are utilized by our corporate clients in various capacities, including annual directors' or sustainability reports, where organizations disclose their greenhouse gas emissions and publicly account for their contributions to climate change.

Adhering to industry-wide sustainability standards is integral to our approach. We align with associations such as the Eco-Tourism Kenya Association (ETK), The Kenya Association of Tour Operators (KATO), and The Kenya Association of Travel Agents (KATA). These memberships reflect our dedication to promoting responsible practices and contribute to the broader goal of fostering a mindset shift toward sustainability.

In November 2023, nine representatives from our partner schools in Nanyuki participated in the African Fund for Endangered Wildlife (AFEW) Training on Trainers workshop held in Nairobi. The workshop's theme centered on "Learning Institutions as Pillars of Sustainable Development in Kenya," with a specific focus on the Aberdares and Lake Nakuru ecosystems.

The primary goals of the representatives were to identify opportunities within the current school curriculum for Education for Sustainable Development (ESD), address issues within their conservation ecosystems, and receive guidance on practically implementing sustainable environmental projects within their school setups. This workshop aimed to empower participants with the tools and knowledge to contribute to sustainable development through education.

We are committed to actively engaging in global initiatives aimed at addressing climate change and promoting sustainability within the tourism industry.

In line with this commitment, we participated in the Africa Climate Summit 2023 held in Nairobi. Two team members attended the event in person, while the broader team followed the virtual discussions. The summit's focus on "Driving Green Growth and Climate Finance Solutions for Africa and the World" resonated strongly with our mission.



This participation allowed us to gain valuable knowledge on sustainability advancements in Africa, fostering collaboration and continuous improvement within our company as we advocate for a more environmentally responsible tourism industry.





4. COMMUNITY TOURISM

Our commitment extends beyond the act of checking destinations off a list; it revolves around creating experiences that not only enhance the journeys of our travelers but also make a meaningful impact on the well-being of local communities. Emphasizing community tourism, we engage in various initiatives aimed at promoting the well-being of the areas we visit. We carefully select local partners whose offerings empower and uplift local residents, providing our travelers with unique opportunities to authentically connect with communities.

When you choose to book with us, a portion of your payments directly contributes to the welfare of local communities where our partners actively participate in conservation efforts. These efforts involve collecting fees that support crucial initiatives, including the protection of natural and cultural heritage, backing local schools, improving healthcare and water access, and empowering women in these communities. Additionally, our annual corporate membership fees to organizations like Ngare Ndare Forest play a pivotal role in ensuring the long-term sustainability of vital ecosystems. This sustained commitment underscores our dedication to fostering both environmental conservation and community development.





RECOGNITION AND AWARDS:

VALIDATION OF OUR COMMITMENT

The prestigious 2023 Ecowarrior Awards served as a testament to Lets Go Travel Uniglobe's unwavering dedication to sustainability. Winning awards for Promoting Biodiversity Conservation, Responsible Tourism Practices, and Promoting Local Economies was not just an honor; it fueled our passion to continue leading by example and inspiring others in the industry.

FINANCIAL AND TIME COMMITMENT

Our commitment to sustainability was backed by concrete actions and significant investments. We actively participated in memberships and sponsorships of various sustainability initiatives and invested in community programs, educational initiatives, and partnerships with eco-conscious organizations. Table 1 shows the amount spent and time volunteered towards our sustainability initiatives in 2023. Most of these annual memberships we have maintained for many years back too.

By minimizing our footprint, investing in the future, and inspiring others, Lets Go Travel Uniglobe takes pride in being a responsible leader in the tourism industry, paving the way for a more sustainable future for all.

Table 1: Amount spent and time volunteered towards our sustainability initiatives

Sustainability pillar	Initiative	Description	Amount (Ksh.)	Time (Hours)
Livelihood	Pat Dixon's Aid for the Elderly	Facilitating and distributing of food hampers to the beneficiaries in Limuru town	300,000	550
	Keep Her in School	Facilitating and providing sanitary towels to girls in 5 schools in Nanyuki	340,000	64
Conservation	Corporate membership	Friends of Nairobi National Park	25,000	—
		Eco-Tourism Society of Kenya	15,000	—
		Laikipia Wildlife Forum	10,000	—
		The East Africa Wildlife Society	25,000	—
	Travelife	Travelife	129,750	—
		Ngare Ndare Forest Trust	10,000	—
		Nature Kenya	15,000	—
		Forest Challenge	Participation	30,000
Sustainability focused forums	Participation	320,000	33	
Education	Young Change Makers	Participating in inter- university seminars	625,000	400
Community Tourism	Supporting local partners	Collection and distribution of funds such as conservancy fees	All payed across	—
Total in Kshs.			1,844,750	1,055
Total in USD			14,029	1,055
Total in GBP			11,164	1,055

Approximate exchange rates are as of 2nd April 2024. The **1,055 hours** volunteered not included in the financials. The total amounts were raised through our travellers' philanthropy and topped up from the company's income.



Copper Sunbird - Photo by Luco

HELP US IMPROVE OUR REPORTING

Thank you for taking the time to read our 2023 Sustainability Report. Through this report, we aim to provide a clear and meaningful understanding of what sustainability means to Lets Go Travel Uniglobe and how it informs our commitment to sustainable travel and tourism. We welcome all constructive feedback, which can be shared via email to felix@letsgosafari.com.

You can also visit uniglobeletsgotravel.com/sustainability to read and download our past sustainability reports.

