

DESTINATION ASIA

DESTINATION MANAGEMENT FOR ASIA'S TRAVEL CONNOISSEURS

SUSTAINABILITY REPORT 2024

THAILAND | VIETNAM | JAPAN | HONG KONG | INDONESIA | SINGAPORE | CAMBODIA | MALAYSIA | 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.



David Andrews
Sustainability Champion
Destination Asia Group

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

[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

OUR COMMITMENT TO OPERATE SUSTAINABLY

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
(valid till 22 August 2025)



Destination Asia Thailand Travelife Partner Level
(valid till 29 April 2026)

Destination Asia Malaysia Travelife Partner Level
(expired 21 October 2023 – currently applying for Certification level)

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 published a code of conduct for our drivers and sustainability guidelines for transport suppliers. We share 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 month.

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 fees 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.

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

OUR COMMITMENT TO OPERATE SUSTAINABLY

2. Internal management: environment & community relations

We provide water dispensers in all Destination Asia office to reduce the use of single plastic. Our team in Indonesia has collaborated with the NGO refillmybottle.com to provide water dispensers for the public to also enter and refill with clean, drinkable water. 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. Printers are also set by default set to double sided printing in greyscale.

All USB purchased by Destination Asia are made from sustainably sourced bamboo. Other giveaway items for use at tradeshow include reuseable coffee cups and hand-made candles (made with soya wax) in woven baskets (produced in Thailand). 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.

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 COMMITMENT TO OPERATE SUSTAINABLY

3. Accommodation

For any accommodation that has achieved 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 results. We also ask all properties to sign a sustainability contract that requires a minimum standard to be met regarding services and accommodations offered.

4. Marketing & Communications

We publish a group-wide internal newsletter named 'Responsible Steps'. This bi-monthly e-news covers all achievements and initiatives in place across our network to inspire others within the company. Group-wide achievements are also communicated to our full database via our flagship newsletter, Asia Talk.

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

OUR COMMITMENT TO OPERATE SUSTAINABLY

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 products and monthly measurements.

Reduced 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, local suppliers. We bulk purchase when possible to avoid excess waste. Examples of recently purchased giveaway items for clients include handmade wicker baskets with locally produced candles made from soya wax (all items made in Northern Thailand).

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

Responsible Products

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. We cover product development extensively later in this report. We no longer provide complimentary single-use plastic water bottles as standard practice in any countries. Within our operations in Indonesia, we use recyclable glass bottles on all leisure programs and biodegradable wet tissues for our transfer and tour activities. These environmentally friendly tissues are wrapped in plastic-free packaging, made from bamboo and are non-toxic. For M&I programs we encourage clients to use refillable water bottles and can facilitate the purchase of them when required.

Monthly Reporting

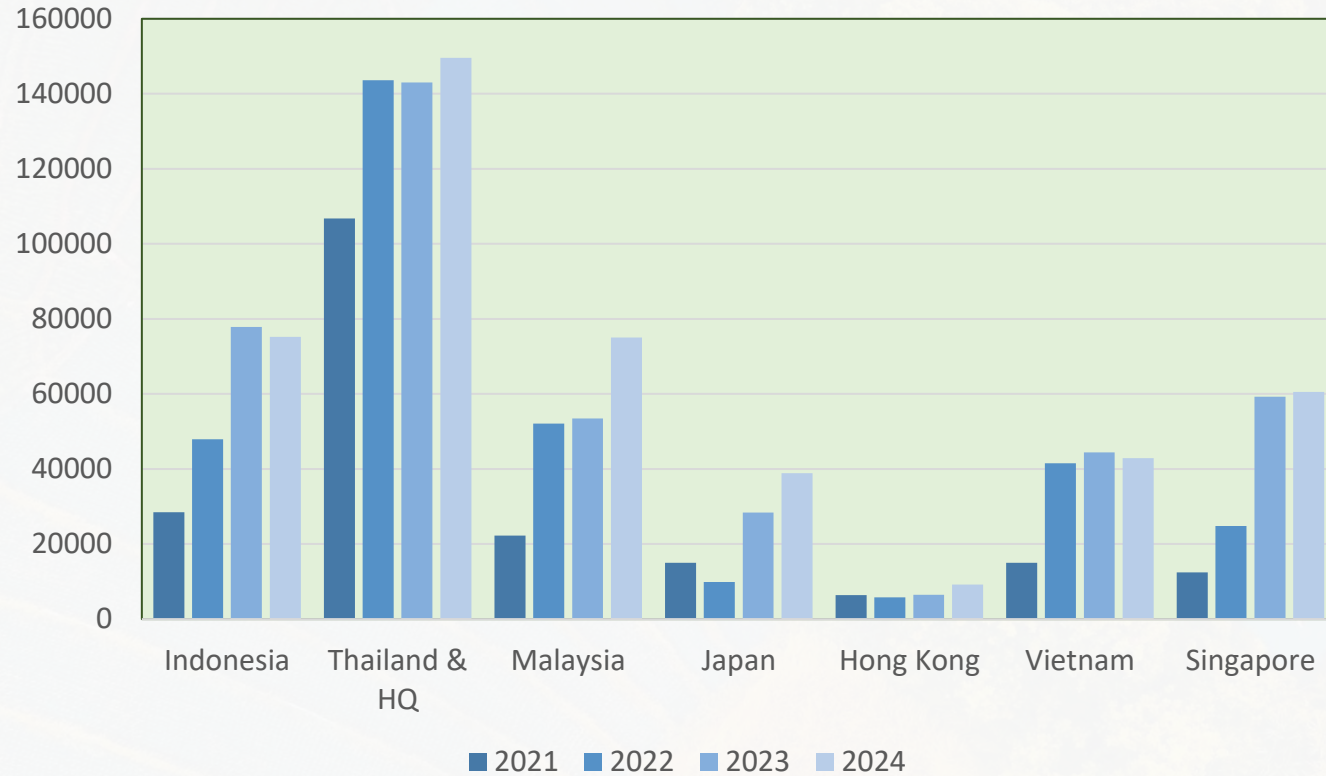
To reduce our carbon footprint, we must understand where emissions stem from within our operations. From internal energy use to staff flights, use of water and waste, we measure our footprint each month. We aim to reduce staff travel as much as possible to cut down on carbon emissions, opting to use 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.

Carbon Offsetting

Our team in Indonesia calculated the carbon produced from annual internal operations at the DA Bali office to an amount of 277,978 tons. This was offset by planting mangroves in Cilacap, Jawa Tengah, through their partnership with Jejakin (see appendix for certificate).

ENVIRONMENTAL REPORTING

Electricity Usage (Kwh)

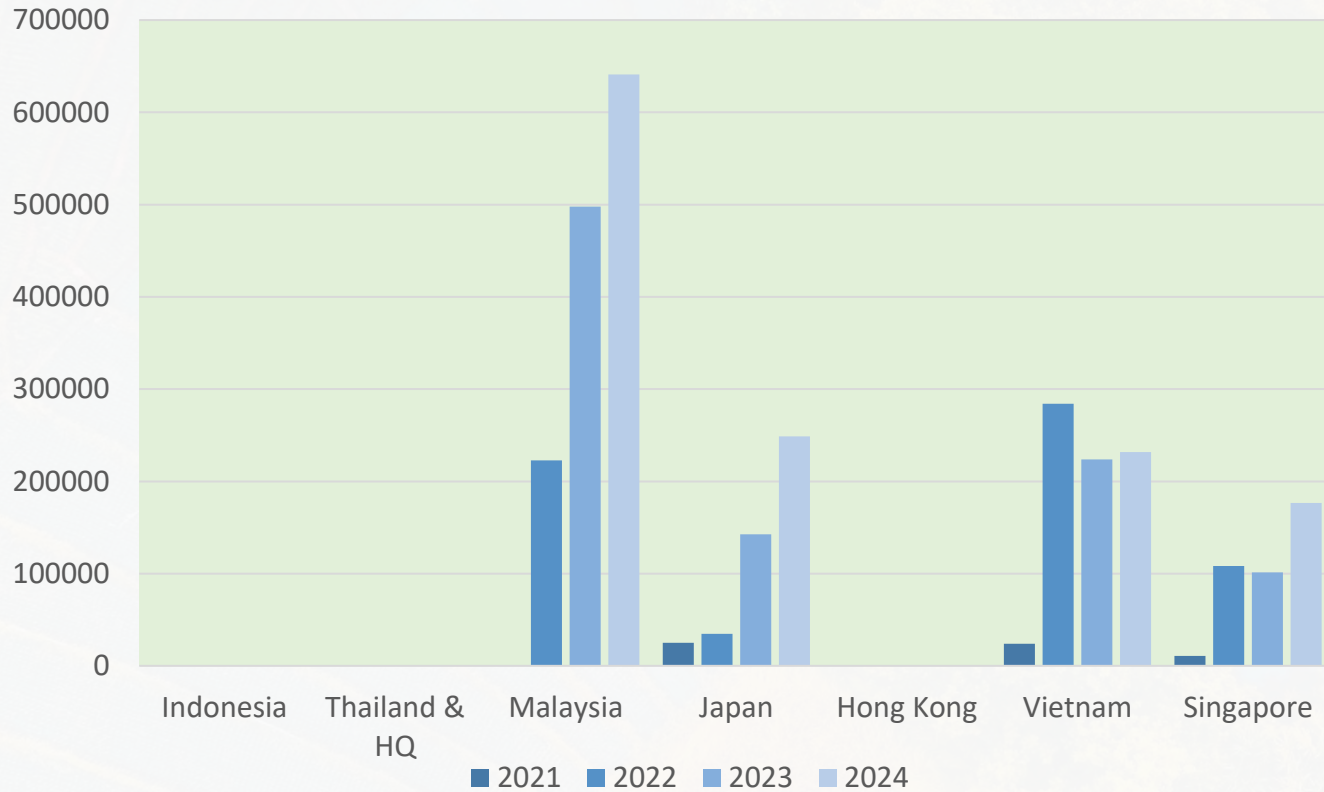


While our teams continue to grow, we have seen across most countries a stabilization of electricity usage, with the exception of Malaysia.

The team in Japan has experienced the highest number of new joiners over the past 12 months, resulting in the growth of electricity usage.

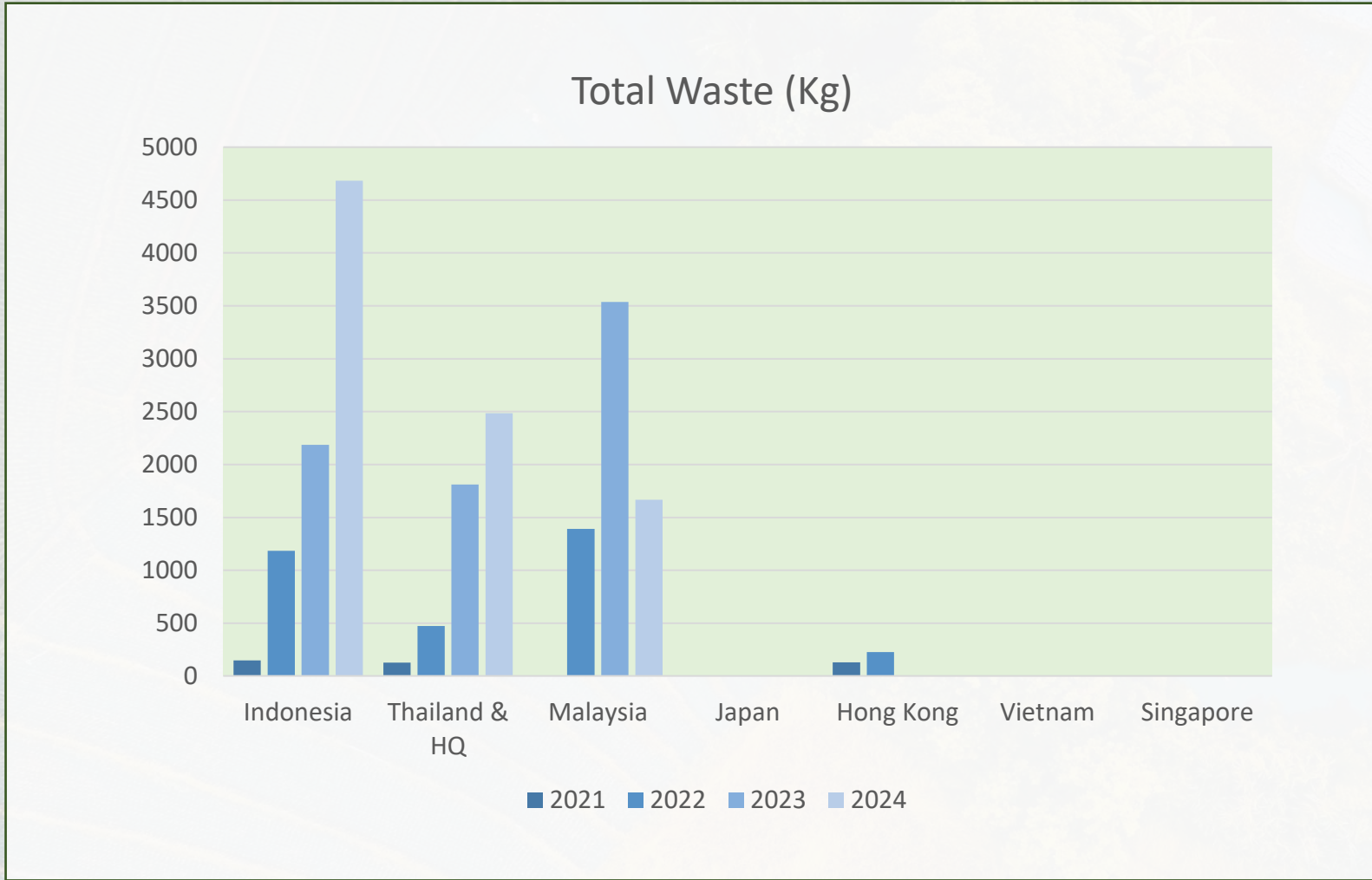
ENVIRONMENTAL REPORTING

Water Usage (litres)



In Thailand, Hong Kong and Indonesia, we are unable to track water usage as it is included in the rental rates of the office building.

ENVIRONMENTAL REPORTING



This chart shows total waste produced. While some offices are making great efforts to recycle waste, we must continue efforts to reduce the amount sent to landfill across the Group.

Indonesia (40%), and Thailand (10%) of waste produced is recycled, avoiding going to landfill.

Unfortunately, the Hong Kong office is no longer recording total waste produced.

Japan, Singapore and Vietnam do not currently have a process in place to record waste.

IN-DESTINATION ACHIEVEMENTS: THAILAND

Supporting communities in Chiang Rai and Nong Khai

In response to the heavy rains and flooding in Chiang Rai and Nong Khai in 2024, Destination Asia Thailand launched a recycling initiative to support the affected communities. The team collected an impressive 328 kilograms of recyclables, which were donated to Recycle Day Thailand, an organisation focused on recycling education and environmental awareness. By recycling this material, they helped reduce CO2 emissions by 989 kg—the equivalent of planting 104 trees - with the funds raised through this initiative donated to the National Disaster Relief Society of Thailand to aid ongoing relief efforts.

Bang Khun Thian Learning Center

The team continued their commitment to sustainability by partnering with Bang Khun Thian Learning Center for a mangrove planting activity. In this educational event, attendees learned about the critical role of mangroves in the environment and successfully planted over 100 mangrove trees, contributing to the preservation of local ecosystems.

Scholars of Sustenance Thailand

Earlier in the year, the team collaborated with Scholars of Sustenance Thailand to address food insecurity in the community. Together, they prepared and distributed over 2,000 warm meals to the Lad Pachi community in Bangkok, helping to ensure that those in need had access to nutritious food.

IN-DESTINATION ACHIEVEMENTS: THAILAND

Beach cleanup on Lawa Island

Ahead of Phuket's high season, the operations team collaborated with excursion partners Phuket Andaman Twilight and Island Dream Exploration, along with local elephant sanctuaries and park rangers, for a beach cleanup on Lawa Island. The team collected plastic bags, bottles, glass items and other debris, leaving the beach in a much healthier and cleaner state.

Baan Nok Kamin Children's Home

Additionally, Destination Asia Thailand, along with the Head Office teams, collected essential items for Baan Nok Kamin, a home in Bangkok that supports orphans and underprivileged children. Hundreds of items, including toys, school supplies, arts and crafts materials, and personal care items, were gathered for children aged 2 to 14. This ongoing support has been a part of Destination Asia Thailand's commitment to Baan Nok Kamin for over 10 years, bringing joy and hope to the children.

IN-DESTINATION ACHIEVEMENTS: MALAYSIA

Kechara Soup Kitchen

Earlier this year, Destination Asia Malaysia teamed up with Kechara Soup Kitchen, a not-for-profit organisation that provides hot meals and basic medical care to those in need. Over two days, team members from the Penang and Kuala Lumpur offices visited local supermarkets to gather surplus grocery items for Kechara. They collected a range of items, including fresh fruits, vegetables, meats, and baked goods, which were donated to local charity houses for distribution, ensuring that communities in need received essential supplies.

Arm of Hope Sabah

Our team in Kota Kinabalu joined forces with Arm of Hope Sabah to deliver 'Baskets of Hope' to mothers in the local community. Each basket, filled with hygiene products, school supplies, and relief kits, was aimed at supporting these women and their children with their basic needs, making a meaningful difference in their lives.

The Hope Branch

Destination Asia Malaysia's Kuala Lumpur office also partnered with The Hope Branch to provide food and drinks to those in need. Together, they contributed to meal costs and organized a food distribution session at Pusat Pembelajaran Komuniti Chow Kit, where over 100 individuals received nutritious meals, including rice, protein, vegetables, and drinks, to help sustain them through challenging times.

Mount Miriam Cancer Hospital

In addition to these efforts, the team continued their support for Mount Miriam Cancer Hospital in Penang. Through both cash donations and personal visits, they spent quality time with patients, sharing uplifting conversations and providing wellness bags to brighten their day, showing their continued commitment to supporting individuals facing cancer.

IN-DESTINATION ACHIEVEMENTS: INDONESIA

Trash Hero Sanur

Trash Hero Sanur in Bali, Indonesia, is a community-driven initiative focused on reducing plastic waste through regular clean-ups and environmental education. Destination Asia Indonesia partnered with Trash Hero Sanur for a beach cleanup, combing the sand to collect debris, including harmful plastics. Together, they worked to restore the coastline and improve ocean health, helping create safer habitats for marine life.

Scholars of Sustenance Indonesia

In addition to environmental efforts, the team also collaborated with Scholars of Sustenance Indonesia, a foundation that collects surplus nutritious food and redistributes it to underserved communities. Working alongside chefs, the team helped prepare meals, which were then delivered to local families in Bali, ensuring that those in need had access to healthy food.

Annika Linden Center

Late in 2024, Destination Asia Indonesia hosted a 'Career Day,' opening their Bali office to individuals with various abilities from the Annika Linden Center. This initiative highlights the company's commitment to fostering a diverse and supportive workplace where everyone has equal opportunities to succeed and grow.

Bali Wise Foundation

Throughout the year, the team maintained their long-standing partnership with the Bali Wise Foundation, which empowers marginalised women in Bali through workplace training and financial support. With eight years of ongoing support, this initiative continues to provide invaluable skills and opportunities for women to succeed in the hospitality and travel industries.

IN-DESTINATION ACHIEVEMENTS: VIETNAM

Smile Restaurants

In Vietnam, Smile Restaurants are part of a philanthropic initiative aimed at providing affordable and nutritious meals to people with lower incomes or those facing challenging situations. Destination Asia raised funds to support Smile and organized a food drive, donating essential items to the restaurants to help ensure continued access to food for those in need across the country.

Clean the Bay

Earlier this year, Destination Asia Vietnam proudly participated in the "Clean the Bay" event organised by Bhaya Cruises. The beach cleanup brought together volunteers from 14 Destination Management Companies (DMCs), where the team collected thousands of pieces of polystyrene and several hundred kilograms of other waste, all contributing to the preservation of the stunning Hảlong Bay.

Thien Duyen Shelter in Cu Chi

In Ho Chi Minh City, team members spent time visiting the local community, providing essentials such as rice, soy sauce, and water to lottery ticket sellers, offering support and making their day a little brighter. The team also visited the Thien Duyen Shelter in Cu Chi, which they have provided support for over several years, and donated over 150 kg of rice and a cash contribution to support the center's efforts in caring for vulnerable individuals.

IN-DESTINATION ACHIEVEMENTS: SINGAPORE

Food from the Heart

Food from the Heart has been a beacon of hope for those in need across Singapore. As a dedicated food bank, its mission is to alleviate hunger and minimise food waste through thoughtful and impactful support programs. Destination Asia Singapore made a significant donation to support Food from the Heart's vital programs. The contribution included essential food items that are essential for helping families in need.

IN-DESTINATION ACHIEVEMENTS: JAPAN

Tokyo Spring Homeless Patrol

Destination Asia Japan supported two vital initiatives dedicated to helping those in need. Tokyo Spring Homeless Patrol, a volunteer-based organisation, provides food and supplies to the homeless in Shinjuku, Ueno, and along the Tama River, reaching over 160 individuals each week. The team collected non-perishable food items to donate, ensuring continued support for this important cause.

HandsOn Tokyo

The team also partnered with HandsOn Tokyo, a non-profit organisation focused on alleviating the struggles of low-income households, children's homes, elderly homes, and individuals with disabilities. The team contributed to their efforts by organising a food drive and collecting and donating essential items to help provide relief to those facing hardship.

IN-DESTINATION ACHIEVEMENTS: HONG KONG

Feeding Hong Kong

Feeding Hong Kong is a food bank dedicated to reducing food waste and hunger. They collect surplus food from retailers and manufacturers, then redistribute it to charities, providing nutritious meals to those in need while promoting food sustainability. Destination Asia Hong Kong supported this food bank with cash donations and by collecting and donating non-perishable food items.

IN-DESTINATION ACHIEVEMENTS: CAMBODIA

Mebon Primary School

Destination Asia Cambodia, in partnership with the Kai Foundation, has continued its long-standing support for Mebon Primary School, located within the UNESCO World Heritage Angkor Archaeological Park. Despite facing challenges in securing permissions for structural upgrades, the team completed several essential improvements to enhance the learning environment including repairing the classroom roof, installing new playground facilities, restoring concrete flooring, and donating fans to create a more comfortable and conducive atmosphere for both students and teachers.

LOOKING AHEAD: PLANNING FOR 2025

In 2024 we engaged with more local enterprises than ever before, including those that remove plastics from rivers in Asia to improve our natural resources. Destination Asia is committed to developing a long-term partnership with companies such as Terra Cycle and Seven Clean Seas in 2025, from short term support in the form of offering day programs, to long term sponsorship of equipment used to collect and sort plastic.

In 2025 we shall also increase the level of employee training on sustainable practices with online learning, workshops and training sessions to ensure more staff are aware of not only our mission, but the steps they can take as individuals to make a difference.

As part of our commitment to delivering exceptional experiences to travelers, we acknowledge the importance of ensuring each program positively contributes to the conservation of communities and destinations. We are actively engaging with accommodation and transport suppliers, encouraging them to sign sustainability contracts. Furthermore, we are dedicated to enhancing the knowledge and practices of our guides through training on sustainable tourism best practices. Additionally, we empower our clients by offering tips and guidelines that serve to educate travelers and promote responsible tourism in Asia.

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



Appendix

CARBON OFFSETTING ACTIVITY

PLASTIC REDUCTION IN THAILAND



David Andrews, Group Marketing & Communications Director, visited TerraCycle Thai Foundation in Bangkok to see their impactful work in action.

Through innovative River Plastic Traps installed in the Lat Phrao Canal, TerraCycle is capturing waste before it reaches the ocean. The collected plastic is then sorted, recycled, and repurposed, turning pollution into valuable resources.

Their impact extends beyond cleaning up waterways, as they actively engage the local community by employing a local workforce, providing education, and hosting school visits to teach the next generation about waste management. A true example of long-term progress in environmental stewardship and sustainability in action. A company group activity will be taking place at the centre in mid-2025, with the intention to roll out the activity to travellers, and in particular MICE groups by the end of 2025.

DEVELOPING RESPONSIBLE PRODUCT THEMES & CRITERIA

 [Click to view](#)



(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



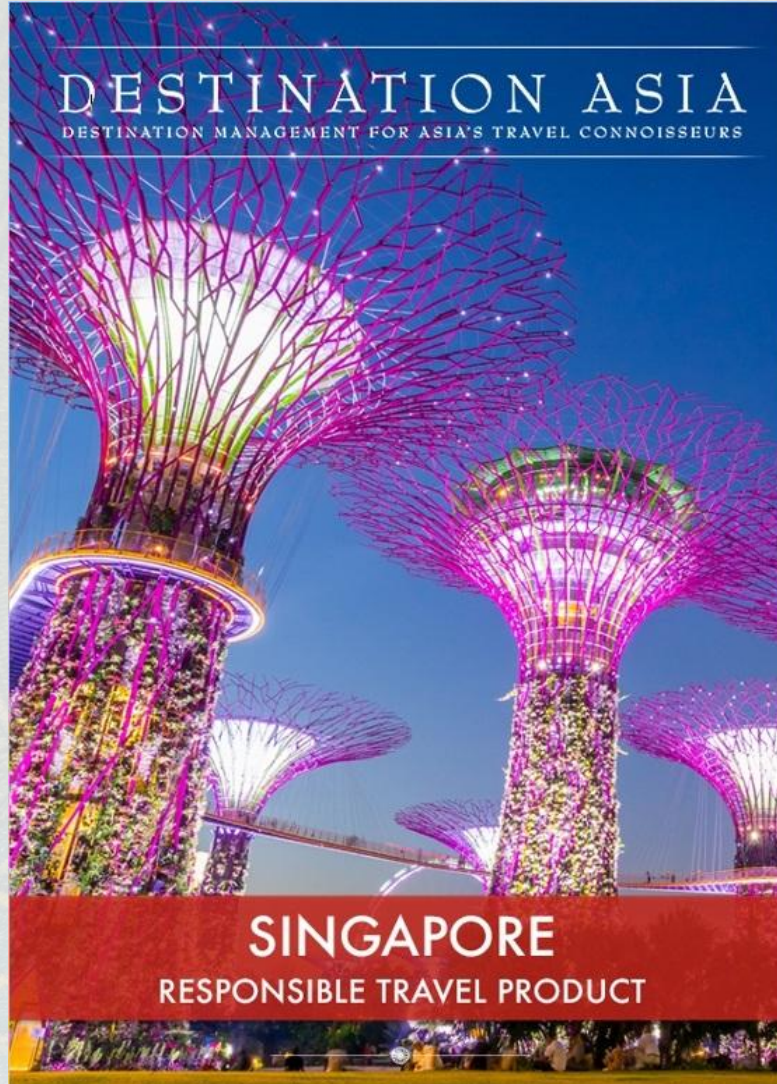
DEVELOPING RESPONSIBLE TRAVEL PRODUCTS (ON OUR AGENT SITE)

<p>Accessible & Inclusive Highlights - 17D/16N</p>  <p>NEW</p>  <p>View More</p>	<p>Indonesia & Malaysia - The Ultimate Borneo Program-11D/10N</p>  <p>NEW</p> <p>Multi country Experiences</p>  <p>View More</p>	<p>Balinese Offerings, Rituals and Religion - Half Day</p>  <p>NEW</p>  <p>View More</p>
<p>Traditional Bali - Half Day</p>   <p>View More</p>	<p>Borneo Orangutan (Super Deluxe Boat) - 4D/3N</p>  <p>Unusual Accommodations</p>  <p>View More</p>	<p>Luxury on the Edge of Wildness - 8D/7N</p>   <p>View More</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



Honing your green fingers with Koh Fah Farm (Half day tour)

Koh Fah Technology Farm is a local family-owned business that sells leafy vegetables in Singapore for the past 30 years. Daily operations are run by the 2nd generation of the family, including Mr Wong Kok Fah and his three brothers who took over from their father in 1979. Having recognized the importance of investing in technologies, KFTF introduced various high-tech machinery and equipment to assist in the farming processes so as to bring about the improved level of efficiency and productivity. On this tour you will learn about Hydroponics Greenhouse Farming by in house guide, get your hands dirty on making a mini vegetable farm, self-sustained Mini Garden/ Terrarium farm to bring home!

Fixed Programme (1 Hour 15mins)

- Hydroponics Greenhouse Farm Tour
- Hydroponics Based Harvesting
- Aloe Vera Demonstration
- Individual Lettuce Sample

Hands-on Activity (20-30mins)

- Mini Vegetable Farm (Take home) - 30mins
- Self-sustained Mini Garden/ Terrarium (Take home) - 30mins

Additional Activity

- Koi Feeding

Tour Highlights:

- In house Tour Guide at Koh Fah Farm Only
- Information on sustainable farming in Singapore
- Local food tasting at Chinatown Food Street

Duration: 1000 - 1400hrs, 4hours
Operating days: Monday to Saturday except Sundays and Public Holidays
Capacity: Minimum Group Size of 5 pax to operate the tour
Meal included: Light Snacks are provided (1 Fruit, 1 Snack Bar, 1 Packet of Energy Drink) & 1 Bottle of Honey Aloe Vera Drink

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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



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

DESTINATION MANAGEMENT FOR ASIA'S TRAVEL CONNOISSEURS

CHOOSE LOCAL

- Opt for locally-made items that support the community.
- Avoid animal products on the IUCN Red List (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

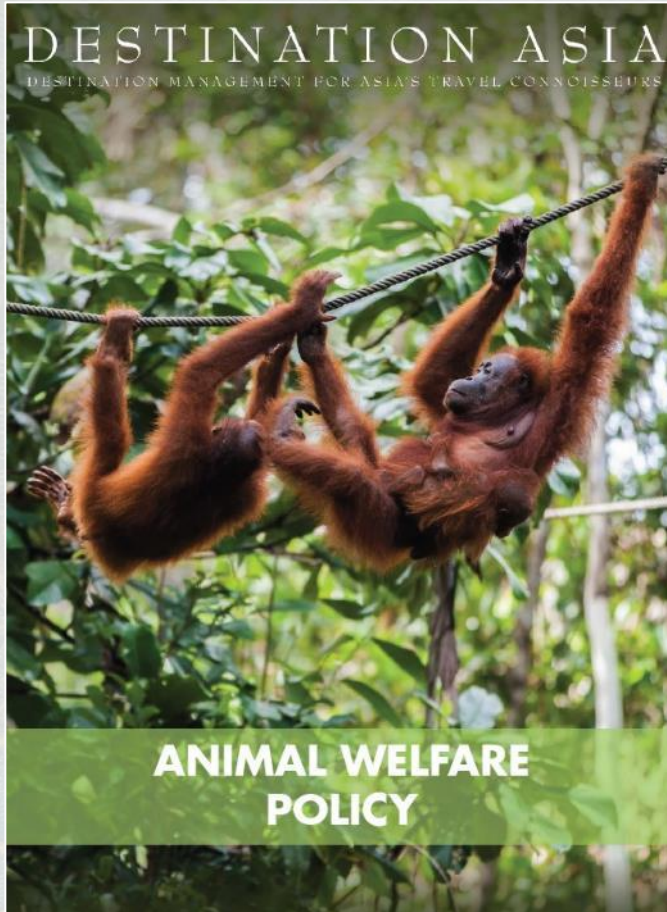
- Pay attention to signs and boards and always stay on the assigned path.
- Do not climb, deface or damage the ruins, buildings or any attraction.
- Avoid buying antiquities from unauthorized sellers.

If you want to make a donation during your travels in Asia, please consult your local guide for assistance.
Visit www.destination-asia.com 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.

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DESTINATION MANAGEMENT FOR ASIA'S TRAVEL CONNOISSEURS

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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.



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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).



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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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