



WHAT IS A **MAKE TRAVEL MATTER® EXPERIENCE**?

A MAKE TRAVEL MATTER® Experience is an included or optional experience that has a positive impact on the people and communities we visit, with a clear social or environmental mission at the core of their operations. By providing these experiences to our guests, we are contributing to 8 of the 17 United Nations Sustainable Development Goals (SDGs). MAKE TRAVEL MATTER® Experiences go beyond travelers making monetary donations to charities or non-profits in exchange for entry to an experience.

WHAT ARE THE **UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS (SDGs)**?

The SDGs were developed by the United Nations in 2015 to create a better future for people and our planet by 2030. They are quickly becoming the language of sustainability for governments and businesses. There are 17 SDGs, each focusing on an area of development with clear targets and indicators. The Travel Corporation, and our MAKE TRAVEL MATTER® Experiences, focus on advancing the SDGs where we feel we can make the most impact.

HOW DO WE **IDENTIFY MAKE TRAVEL MATTER® EXPERIENCES**?

MAKE TRAVEL MATTER® Experiences are identified by our Travel Experience teams globally. They utilise our proprietary E-Assessment to qualify potential experiences. In addition, our E-Assessment enables our teams to identify which SDG the MAKE TRAVEL MATTER® Experience aligns with. The experience must meet the criteria of 1 SDG in order to be qualified. Please note, in July 2025, this criteria was updated to further align with where our travel experiences can make the most positive impact and enhance our guests' experience.

HOW DO MAKE TRAVEL MATTER® EXPERIENCES ADVANCE THE SDGS?

Our TTC brands will identify which SDG the MAKE TRAVEL MATTER® Experience advances. Use the legend below to help you understand what each SDG means:



These experiences support an organization that contributes to ensuring inclusive and equitable quality education, and/or promotes lifelong learning opportunities for all.



These experiences support an organization that contributes to gender equality within a destination and empowers all women and girls.



These experiences ensure tourism supports diverse or marginalized groups within destinations.



These experiences ensure tourism supports local communities with traditional practices at risk. They are chosen for the way in which they strive to protect cultural traditions and incorporate greater sustainability and resiliency for generations to come.



These experiences ensure tourism supports local food systems and regenerative practices that will help keep our planet healthy for generations to come. They are chosen for the way in which they support sustainable production and sustainable sourcing.



These experiences help our guests learn about how climate change is impacting the destination and how local communities are taking climate action.



These experiences contribute to the protection of marine species, and the conservation and sustainable use of our oceans, seas, and marine ecosystems.



These experiences ensure tourism supports conservation and regenerates natural habitat spaces.

CRITERIA:

MAKE TRAVEL MATTER® Experiences go beyond travelers making monetary donations to charities or non-profits in exchange for entry to an experience. Using our proprietary MAKE TRAVEL MATTER® E-Assessment, experiences are assessed against a set of rigorous criteria, selected from the [Global Indicator Framework for the SDGs](#), in order to identify the ways in which they advance the 8 SDGs where we feel we can make the most impact. These criteria also account for the educational component of the experience that is vital in helping travelers become aware of their global citizenship. The criteria for meeting each SDG is listed below.



SDG 4: QUALITY EDUCATION

These experiences support an organization that contributes to ensuring inclusive and equitable quality education, and/or promotes lifelong learning opportunities for all.

Two of the below criteria must be selected: the first, and at least one other:

- 1. Mandatory Criterion: The guest learns about how the organization supports inclusive and equitable quality education, and/or promotes lifelong opportunities for all**
2. The organization provides/contributes to people accessing education through scholarships or other methods (pre- or post-secondary)
3. The organization provides mentorship and training opportunities to those who otherwise would have limited access (coaching, training at-risk youth etc.)
4. The organization promotes reading and education and actively supports local schools and youth to learn about the cultural heritage of their region



SDG 5: GENDER EQUALITY

These experiences support an organization that contributes to gender equality within a destination and empowers all women and girls.

Three of the below criteria must be selected: the first, and at least two others:

- 1. Mandatory Criterion: The guest learns about how the organization supports gender equality and empowers women within a destination**
2. The organization provides secure employment for vulnerable women (victims of trafficking, violence or exploitation)
3. More than 51% of owners are women
4. The organization actively empowers women and girls through community investment or training opportunities (micro-lending, life-skills training, education etc.)
5. The organization advances women in typically male-dominated industries or fields



SDG 10: REDUCED INEQUALITIES

These experiences ensure tourism supports diverse or marginalized groups within destinations.

Note: These experiences recognize that inequalities can be based on various aspects of identity, including age, sex, disability, race, ethnicity, origin, religion and economic status.

Three of the below criteria must be selected: the first, and at least two others:

- 1. Mandatory Criterion: The guest learns about how the organization supports the social and economic inclusion of diverse or marginalized groups within destinations**
2. The organization actively recruits and employs people from marginalized communities
3. More than 51% of owners are from marginalized communities
4. The organization empowers and promotes the social and economic inclusion of marginalized groups
5. The organization helps reduce or eliminate barriers to entry to the workforce for marginalized groups



SDG 11: SUSTAINABLE CITIES AND COMMUNITIES

These experiences ensure tourism supports local communities with traditional practices at risk. These experiences are chosen for the way in which they strive to protect cultural traditions and incorporate greater sustainability and resiliency for generations to come.

Three criteria must be selected: the first, and one criteria from each of the 2 sub-categories:

Minimum Criterion: The guest learns about the local community and how they are preserving their cultural traditions for generations to come

Protects cultural practices at risk:

1. The experience shares Indigenous or local culture and language
2. The experience shares Indigenous or local ways of doing things that are specific or significant to a community (dance, weaving etc.)

Embeds sustainability and resiliency into ensuring future generations are set up for success:

1. The organization provides or enables opportunities for youth or apprentices to learn traditional practices so that they may be shared for generations to come (through work placements, scholarships, donations etc.)
2. Guests meet with members of the community who share their stories and talents with them



SDG 12: RESPONSIBLE CONSUMPTION AND PRODUCTION

These experiences ensure tourism supports local food systems and regenerative practices that will help keep our planet healthy for generations to come. These experiences are chosen for the way in which they support sustainable production and sustainable sourcing.

Three of the below criteria must be selected: the first, and at least two others:

- 1. Mandatory Criterion: The guest learns about sustainable production and sourcing principles used on-site from small-scale producers**
2. The organization has a food waste strategy in place
3. The organization uses sustainable agricultural/aquacultural practices
4. The organization showcases circular economy principles
5. The majority of their goods are sourced locally (~50 miles/80km)
6. If applicable, majority of their cocoa, coffee, tea or other products are sourced with sustainability practices in mind. (ie. their products are certified to internally accepted standards: either Fairtrade or Rainforest Alliance)



SDG 13: CLIMATE ACTION

These experiences help our guests learn about how climate change is impacting the destination and how local communities are taking climate action.

Two of the below criteria must be selected: the first, and at least one other:

- 1. Mandatory Criterion: The guests learn about how climate change is impacting the destination and how local communities are taking climate action**
2. The organization strengthens climate resilience, mitigation and adaptive capacity within the destination
3. The organization improves education & awareness of climate change in the local community



SDG 14: LIFE BELOW WATER

These experiences contribute to the protection of marine species, and the conservation and sustainable use of our oceans, seas, and marine ecosystems.

Three of the below criteria must be selected: the first, and at least two others:

- 1. Mandatory Criterion: The guest learns about the protection of endangered marine species and the importance of the health of marine and coastal systems**
2. The organization works towards the protection and conservation of at-risk or threatened marine species
3. The organization prevents or reduces marine or land pollution
4. The organization protects marine and coastal ecosystems through restoration
5. The organization supports and/or promotes sustainable fishing practices
6. The organization conserves coastal and marine areas



SDG 15: LIFE ON LAND

These experiences ensure tourism supports conservation and regenerates natural habitat spaces.

Three of the below criteria must be selected: the first, and at least two others:

- 1. Mandatory Criterion: The guest learns about the protection of endangered species and the importance of wild spaces and places**
2. The organization works towards the protection and conservation of at-risk or threatened species
3. The organization directly protects, sustainably manages or rehabilitates land ecosystems
4. The organization combats global poaching and trafficking of protected species
5. The organization removes invasive species
6. The organization supports reforestation/tree-planting initiatives
7. The organization participates in habitat maintenance and/or restoration
8. The organization protects and/or maintains wild spaces through conservation efforts