

SUSTAINABILITY POLICY

Mission statement

Our mission is to provide high quality incoming tourism services in the Baltic Sea region by promoting and enhancing local cultural, traditions and nature treasures through sustainable approach in our product development. We aim to achieve it through mindful planning of resources in our operations and promoting principles of ethical travel.

Policy principles

1. Promotion of local heritage, traditions and natural resources is the core of product development. This requires careful attention to resources involved in product development. We aim to select destinations, suppliers, service providers, experiences and activities which allow to increase overall value of guest experience and provide economical benefits to service owners and local suppliers.

2. We care about suppliers we choose from. Balance between recognized brands and international companies and locally owned businesses is the backbone of our product development and operations. Once dealing with international chains or foreign capital companies, their sustainability policies, reputation and local initiatives is a crucial factor we consider when committing to cooperation.

3. We aim to update and supplement our "Key supplier overview policies" on monthly basis, adding suppliers once new contracts are signed. Our aim is to have complete overview of our supplier policies by 2024.

4. Awareness among our tour escorts regarding sustainability policies is of a highest importance. In order to achieve that, we consider tour leaders of the same importance as our full time office members and commit to sustainability workshop-seminar as integral part of annual season follow-up event. We believe that tour leaders can have major role in rising awareness of sustainability issues among our guests thus promoting concepts far beyond borders of our destinations.

5. We are determined to use coach, minivan and car transportation services for local sightseeing tours, excursions and activities. To achieve that, whenever possible we plan accommodations that allows provide walking tours or integration of public transport as a mean of transportation to achieve sights within the city. Such initiatives may allow us developing new products to increase overall competitiveness of products.

6. We aim to integrate menus at restaurants used which reflect local flavours, seasonal vegetables and traditional recipes. To achieve that, once

contracting restaurants for lunch or dinner service, local ingredients are defined as one of key criteria when choosing restaurants.

7. We believe that being active in supporting your tourism professionals is crucial part of our business success. We are committed to provide at least 1 training place every travel summer season between May to September for internships. Opportunities are communicated via higher education institutions in Latvia, where our office is located.

8. We can choose customers we work with. It is important that customers we are working with are committed to principles of sustainability by integrating UN Sustainable Development Goals or Code of Ethics in Tourism or any other relevant program which allows identifying commitment.

9. We are committed to participate in initiatives suggested by tourism industry, participate and share whenever there is such a possibility. We aim to cooperate with local tourism associations, education institutions to promote sustainable tourism development.

10. We, as DMC, have to take responsibility of sustainable destination development. To achieve that, from 2024 we will offer tours which provide longer destination experience and at least 3 overnight stays in capital cities, supplemented by regional overnight stays, supporting local tourism ecosystems and providing better opportunities to access international visitors.