



INCREDIBLE ADVENTURES

Sustainability Report

2022



Environmental Initiatives

“The greatest threat to our planet is the belief that someone else will save it.”

– Robert Swan. In November 2017, Swan undertook the first expedition of its kind; a 600 mile journey to the South Pole, surviving solely using renewable energy.



Leave No Trace Training

All our guides are trained by Leave No Trace and abide by the code of outdoor ethics to promote conservation and minimize our impact when visiting the outdoors.

Zero Single-Use Plastic Bottles

To help fight plastic pollution, single use plastic water bottles are NEVER offered on tour. We hope to drive positive environmental change through our daily waste reduction.



Tours Ran On Biofuel

Using biofuels instead of petroleum-based fuels produces far less emissions and uses natural waste materials. Biofuels are a low-carbon alternative and have incredible potential to reduce greenhouse gases and carbon dioxide emissions.

FUELED BY

BIO FUELS

RENEWABLE

Incredible Adventures uses 23 passenger mini-buses operated on sustainable, petroleum-free biofuel made from recycled cooking oil and renewable plant-based stocks known as RB20 fuel, a blend of 20% pure domestic BioDiesel and 80% HDR Renewable Diesel. This is the highest legally-allowed BioDiesel blend in California at this time, and a completely renewable and petroleum-free fuel.

463,641 MILES

Miles driven in 2022

8,885 GALLONS

Gallons driven on renewable energy in 2022

173,962 MILES

Driven on biofuel instead of petroleum in 2022

Supporting the Local Economy

As a family owned business, we pride ourselves on working closely with other locally owned businesses and their communities helping to drive their economies through well-managed tourism. When possible, we always strive to use regionally sourced products and suppliers for all our tours.



Exploring Monument Valley with the Navajos

We have partnered with a Navajo owned supplier for our sightseeing tours, cultural dinners, and in-depth overnight stays.



Bear Viewing Flights to Katmai National Park

We charter local airlines to visit Katmai and Brooks Falls which is one of the premier brown bear viewing areas in the world.



Enjoy Locally Farmed Oysters in Bodega Bay

We feast on the bounty of Sonoma County's oysters shucked on the half-shell straight from Bodega and Tomales Bay.

Key Milestones & Deliverables

\$72,410

Dollars spent on entrance fees at Yosemite Nat'l Park. 80% of that money stays in the park, and the other 20% is used to benefit parks that do not collect fees.

10

Number of biofueled vehicles in our fleet. Our vehicles serve as a renewable alternative to fossil fuels and are more efficient and less polluting than gas vehicles .



\$146,776

Dollars spent on entrance fees at National Parks throughout the United States. A few of the parks we visited are Yellowstone, Denali and Rocky Mountain Nat'l Park.

18,303

Our total number of guests in 2022 that helped us make a positive economic impact on the communities and regions we visited across the United States.

50%

Percentage of Incredible Adventures managerial roles that are occupied by women versus the industry average of 25.5% for the travel and hospitality sector.

Workplace Highlights



Volunteer Days

The team volunteered in Yosemite National Park to help prepare the volunteer campground for the winter and to protect the campsite from any winter storm damage.

Team Building

The guides and office staff enjoyed a team-building camping retreat to visit and hike Mariposa Grove and the giant sequoia trees just as winter was setting in.



Women in Leadership

We are proud to be a woman-led and owned company. Our General Manager is Jordan Freese who comes from an extensive career in the industry both as a guide and manager.

2023 Sustainable Development Goals

In 2015 the United Nations made 17 sustainable development goals for a more sustainable future by 2030. Incredible Adventures continues to evolve and grow the business to better align with these goals and are committed to making measurable progress towards a better tomorrow.

Sustainable Development Goal

Action

Outcome

11 SUSTAINABLE CITIES AND COMMUNITIES



Have quarterly paid community service days in our local communities and National parks that we operate tours in.

In 2023 we will engage in four volunteer days at National Parks and within the community. Paid volunteer days will also be available to remote employees.

2 ZERO HUNGER



Create a partnership with an organization that will accept food not used on tours to help minimize our waste.

Reduce overall food waste on camping tours by better managing our inventory, purchasing and meal planning.

Reduce single use plastic straws and water bottles from meals and tours.

Collaborate with our restaurant partners to use reusable or compostable dish-ware.

7 AFFORDABLE AND CLEAN ENERGY



Use our sustainable and "modern energy" bio-fueled vehicles to travel to the parks and communities we visit.

Our procurement team will source and add more biodiesel fueled vehicles to meet our growing fleet of green vehicles.

Join Us In Building A Better Tomorrow

Companies are currently facing a new wave of pressure and urgency to sustainably reimagine their businesses and we hope to be at that forefront. Thank you for the continuous support and collaboration as we make moves for progress in 2023 and we hope that you will join us in our efforts. Below are a few ways we can work together to build a better tomorrow.



Consider using alternative fuels

Check out feuleconomy.gov or similar sites to find out information about using more sustainable fuels.



Commit to one volunteer day a year

Talk with your local community and collaborate with protected parks to volunteer. Check out websites like voluntermatch.org.



Pick up trash in nature

Make an effort to take a walk with gloves and a trash bag. Organize a beach clean up with friends.



Share your sustainable efforts on social media

Encourage others to get involved and educated on ways to treat each other and the planet better.

Thank you to our customers, partners and our entire value chain for supporting us!



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