

A person wearing a blue backpack and a blue cap is wading through a river in a canyon. The water is clear and blue. The canyon walls are dark and rocky, with some green vegetation on the left side. The sky is visible at the top of the canyon, showing a bright, hazy light. The overall scene is a natural, adventurous setting.

# SDG Progress Report: Our Commitment to Global Goals

Incredible Adventures 2023

# Introduction

At Incredible Adventures, we are committed to more than just delivering unforgettable travel experiences. We proudly support the Sustainable Development Goals (SDGs), a set of 17 integrated goals and their 169 targets established by the United Nations to end poverty, protect our planet, and ensure peace and prosperity for all by 2030.

We aim to work within this framework to promote sustainable practices, support local communities, and preserve the natural beauty of our destinations, ensuring future generations can enjoy the world's wonders through responsible tourism.



# Message from our General Manager

At Incredible Adventures, our commitment to sustainability goes beyond just providing exceptional travel experiences. As a tour operator dedicated to overland adventures across the USA, we recognize the profound impact our operations can have on the environment and local communities. This is why we are steadfast in our support for the Sustainable Development Goals (SDGs) and the importance of reporting.

Sustainability is not merely a checkbox for us; it's a core value that shapes how we conduct business. By aligning our practices with the SDGs, we aim to contribute meaningfully to global efforts to reduce emissions, protect our planet, and ensure prosperity for all. Our commitment involves more than adopting eco-friendly practices; it encompasses fostering meaningful connections with the communities we visit, preserving natural landscapes, and minimizing our carbon footprint.

SDG reporting is essential because it holds us accountable and transparent in our efforts. It allows us to measure our progress, understand areas where we can improve, and demonstrate our dedication to sustainable tourism.

We believe that every journey should leave a positive mark, not just on the landscapes we traverse but also on the communities we engage with. By integrating sustainability into every aspect of our business, we are paving the way for responsible tourism that benefits everyone involved.

Thank you for being a part of this journey with us.

**Jordan Freese, General Manager**

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Our main goal is to minimize our carbon footprint while building strong connections with the communities we visit and advancing sustainability

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# Our Commitment to Global Goals

Our commitment to the SDGs goes beyond mere alignment; it is embedded in every aspect of our operations. By integrating these global goals into our tour offerings, we aim to:

- **Promote Sustainable Practices:** We are committed to minimizing our environmental impact by adopting sustainable practices throughout our operations. This includes reducing waste, conserving energy, relying on biofuels, and supporting eco-friendly initiatives at home and in the destinations we visit.
- **Support Local Communities:** We prioritize working with local businesses and communities to ensure that the benefits of tourism are shared fairly. Our partnerships with local guides, artisans, and suppliers help boost local economies and preserve cultural heritage.
- **Preserve Natural Beauty:** Our tours are designed to respect and protect the natural environments we explore. We emphasize responsible tourism practices that protect wildlife, conserve natural resources, and ensure that our visits do not disrupt the delicate ecosystems.

Our SDG Progress Reports are essential in communicating our dedication to these goals. They serve as a tool to claim accountability and responsibility, providing transparency in our actions and measuring our progress over time.

This report begins with a comprehensive review of how Incredible Adventures aligns with the Global Goals, highlighting our social responsibility and the business case for our commitment. We provide clear, data-backed evidence of our efforts, balancing concise summaries with detailed qualitative and quantitative insights.

Through this progress report, we aim to demonstrate how our mission integrates with global sustainability efforts, clearly communicate our achievements and challenges, and reinforce our commitment to making a positive impact on the world.

# Priority SDGs

We recognize the significance of the 17 SDGs and their 169 targets. While every goal and target is crucial and interconnected, some are particularly relevant to our organization. This section highlights the specific SDGs and targets we prioritize and shows how they align with our strategy and objectives.



## Prioritize The Use of Biofuels

Goal 7 is about ensuring access to clean and affordable energy, which is key to the development of agriculture, business, communications, education, healthcare and transportation.



## Educate and Raise Awareness of Leave No Trace Principles

Goal 11.4 aims to strengthen efforts to protect and safeguard the world's cultural and natural heritage.



## Spend Money Locally

Goal 11 is about making cities and human settlements inclusive, safe, resilient and sustainable. Strengthen efforts to protect and safeguard the world's cultural and natural heritage.

# Measuring Progress

Setting clear performance goals is essential for monitoring and measuring progress. Our reporting process includes identifying key indicators, collecting relevant data, and highlighting SDG-related activities we've completed. By establishing well-defined goals, we ensure our data remains relevant, consistent, and comparable over time, making it easier for our audience to understand and value our efforts.

Key Indicator	Data / Collected	Data / Outcome
At least 50% of all company miles are driven on biofuels	The data collected was from all regional tours, custom charters and DMC tours	54.95% of total company miles were driven on biofuels over traditional fuels
Educate at least 15,000 guests on Leave No Trace Principles	17,063 guests either visited a National Monument, Park or Tribal Park	13.75% more guests were taught Leave No Trace Principles by our guides and drivers
Spend at least \$150,000 locally on National Park entrance fees	\$170,754 was spent locally on National Park entrance fees throughout the USA	13.84% more money was spent locally by our tours visiting National Parks and Monuments

Performance goals are essential for tracking and assessing progress. Our performance reports include details such as identified indicators, collected data, and accomplished SDG-related activities. By setting clear and specific performance goals, we ensure the generation of relevant, consistent, and comparable data over time, presented in formats that are both understandable and valuable to our audience.

## Here is a sample of our performance data from 2023:

**12**

NUMBER OF  
BIOFUELED  
VEHICLES

**20K**

GALLONS  
DRIVEN ON  
BIOFUELS

**258K**

MILES DRIVEN  
ON BIOFUELS

**10**

NUMBER OF  
REGULAR  
FUELED  
VEHICLES

**17K**

GALLONS  
DRIVEN ON  
REGULAR  
FUELED  
VEHICLES

**212K**

MILES DRIVEN  
ON REGULAR  
FUELED  
VEHICLES

**22**

NUMBER OF  
TOTAL  
VEHICLES IN  
OUR FLEET

**37K**

TOTAL GALLONS  
DRIVEN WITH  
OUR FLEET

**470K**

TOTAL MILES  
DRIVEN WITH  
OUR FLEET

Our ownership of Dogpatch Biofuels supports our sustainability goals by offering eco-friendly fuel options for Bay Area vehicle fleets in addition to our own. These services, including carbon reduction consulting, bulk fuel sales, oil and lube delivery, and an Ultra Clean Diesel retail station, help local businesses reduce emissions and promote greener practices in the Bay Area.

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## Here is a sample of our local impact and CO2 offsets with just three of our biofuel customers, consisting of 83 vehicles, in the local San Francisco Bay Area:

### Customer #1:

**118,526 gallons of biofuel**

**Offset of 2,320,739 kg of CO2 equivalent**

If had been diesel fuel, would have been 2,877,811 kg of CO2 equivalent, but with renewable fuel was 557,072 kg of CO2 equivalent

### Customer #2:

**37,396 gallons of biofuel**

**Offset of 732,214 kg of CO2 equivalent**

If had been diesel fuel, would have been 907,975 kg of CO2 equivalent, but with renewable fuel was 175,761 kg of CO2 equivalent

### Customer #3:

**35,062 gallons of biofuel**

**Offset of 686,514 kg of CO2 equivalent**

If had been diesel fuel, would have been 851,305 kg of CO2 equivalent, but with renewable fuel was 164,791 kg of CO2 equivalent



# Next Steps

Where do you go from here? Sustainability reports are not just about looking back, but also looking forward. This SDG Progress Report is a continuous work in progress – a way for our organization to track its impact and improvements over time. This section outlines our strategy for continuing the good work done so far.



## Sustainability Reporting

We are working towards additional certifications, to enhance our commitment to sustainable tourism



## Community Involvement

Continuing with Yosemite National Park and local communities to enrich visitor experience and conservation



## Operational Changes

Implement waste reduction strategies, and invest in more biofuelled vehicles for regional tours

# Involvement

Here are a few key aspects we're focusing on to enhance community involvement and advance the UN's Sustainable Development Goals (SDGs). Concluding our report with a summary of these highlights, we reaffirm our dedication to working towards achieving the SDGs by 2030. We are committed to ongoing improvements and partnerships that drive positive change and sustainability on all our tours throughout the United States.



## Monument Valley, AZ

- Jeep tour revenue goes directly to the Navajo community
- Local artisans to sell their crafts directly to tourists
- Highlight Navajo history and culture



## Napa Valley, CA

- Partner with wineries that follow green practices and are certified by the California Land Stewardship Institute as Fish Friendly Farming and Napa Green Certified Land



## Resurrection Bay, AK

- Join a local wild life cruise and learn about the unique ecosystems of Resurrection Bay and the challenges they face, and ongoing conservation efforts

Our main goal is to minimize our carbon footprint while building strong connections with the communities we visit and advancing sustainability

# Conclusion

At Incredible Adventures, sustainability isn't just a buzzword—it's at the core of everything we do. From eco-friendly fuels to supporting local communities and preserving natural beauty, we take real, impactful actions to ensure our tours are both memorable and responsible. Our commitment to the Sustainable Development Goals drives us to lead by example in the tourism industry, making sustainability a promise we live by every day.



## CitizenScience.gov

- Collaborate with the gov't to advance public inclusion and participation in scientific discovery and research
- Collection of freshwater samples during the trip for analysis



## Local Park Experts

- In Yellowstone National Park, use local experts to take our groups on guided geology and wildlife tours
- Teach Leave No Trace principles and how to respect their environment



## Ridwell Recycling

- Collect hard-to-recycle items in their Ridwell bags
- Work with local, regional, and national partners to divert as much as possible from the landfills

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