



Intrepid's Path to Carbon Neutral Travel



Darrell Wade
CEO
Intrepid Travel



Intrepid Travel

- Operate affordable small group adventures trips.
- Commenced in 1989 with a trip in Thailand.
- Currently operating in 98 countries
- 471 different trips this year – from 6 to 60 days in length.
- 75,000 travellers this year, \$100m+ sales.





Why does Intrepid care about climate change?

- Company core value - belief in **responsible tourism**.
- Taking responsibility for the contribution our business makes to climate change - natural step of our 'RT' practices.
- Intrepid's CEO's awareness of the urgency to take action **now**.
- Influences from:
 - Al Gore and the movie 'An Inconvenient Truth'
 - & Tim Flannery's book 'The Weather Makers'.



Why is Intrepid taking this action?

- The travel industry is the number one fastest growing contributor of CO², largely due to plane travel.
- Last year our travellers emitted 300,000 tonnes of CO² from flights. Equivalent of more than 72,000 cars.
- Global warming will effect us in business and personally: our weather, our water, our day to day lives and how we travel.
- For our children to be able to see and experience the world as we have.



Our travellers feedback

Survey in Intrepid Express found from 1743 respondents:

- 97% believe it is "somewhat to very" important that climate change be part of Intrepid's responsible travel commitments.
- 70% told us they have a "good to very good" understanding of the issues relating to climate change and 50% are familiar with the process of carbon offsetting.
- 80% said they would be happy to pay 4% extra on their airfare to offset the carbon emissions and a significant 87% said they would be willing to pay USD1.00 a day to offset the land component of their trip.





In December 2006 Intrepid announced the goal of becoming a carbon neutral company by end of 2009.






What is Intrepid doing?

- **First step** - identify areas we could measure our carbon foot print, then take steps to **reduce**.
- Melbourne head office energy and water audit – identify for efficiency improvements.
- Choose 'green' power for electricity.
- Improve waste reduction and recycling systems.
- Above actions in all offices and retail stores worldwide.
- Calculating CO² emissions from all offices, our trips, all flights taken by staff and flights included in trips.



Our trips

include as much public transport as possible.



Offsetting

- Mandatory carbon offsetting of all exit flights from Jan 1st 2007- starting with exit Australia.
- Intrepid conducted a 6 month internal review.
- Offsetting of staff flights.
- Payment is made to an offset provider, Origin Energy, (www.originenergy.com.au)
- Programs in: methane destruction, tree planting, home energy efficiency and waste composting. Third party audited.
- Intrepid make NO profit from carbon offsetting.



Currently

- About to launch optional flight programmes in UK & NZ with local providers.
- Trip audits have started and optional offsets will be available shortly.
- Office audits continue. All offices have guidelines for reducing emissions.
- All 2008 brochures are using Forest Stewardship Council (FSC) accredited paper.



Other Intrepid initiatives

- Inconvenient Truth' ticket refund – 3,900 people took up our offer and we refunded AUD\$38,765.80 in ticket costs.
- Special deal for Australian based staff to have their homes audited for their 'carbon footprint'. Intrepid contributed 46% of the cost, while 27% is paid for by a government rebate and remaining 27% by staff.





Gave all Australian based staff 'Climate Saver' packs of 6 compact fluorescent lights using 80% less energy than incandescent bulbs.



The Future

- Make all flights we sell Carbon Neutral.
- Make all offices Carbon Neutral including brochure production.
- Make all Intrepid trips Carbon Neutral.



For more information:

www.intrepidtravel.com

Jane Crouch
Responsible Travel Manager
jcrouch@intrepidtravel.com

Lisa Patterson
Carbon Offset Manager
lisap@intrepidtravel.com



