



# **GSTC 2024 Singapore**

**Leveraging Tourism  
for Community Development**

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Our focus goes beyond just offering a few sustainable products, it's about :

- embedding responsible practices in everything we do,
- looking at every component of our product offering to create a cycle of growth and opportunities for locals,
- purchasing services from local stakeholders who take action to protect the environment, and strengthen cultural heritage.



# Travel for Good

## Nature Positive



Low Carbon



Nature & Wildlife Protection



Organic Lifestyle

## Community Empowerment



Community Based Tourism



Homestay



Philanthropy

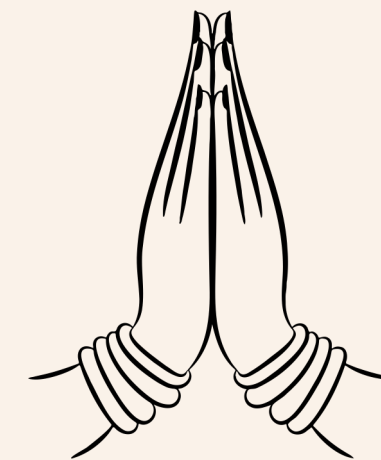
## Cultural Heritage



Cultural Diversity



Arts, Food & Creativity



Heritage Protection

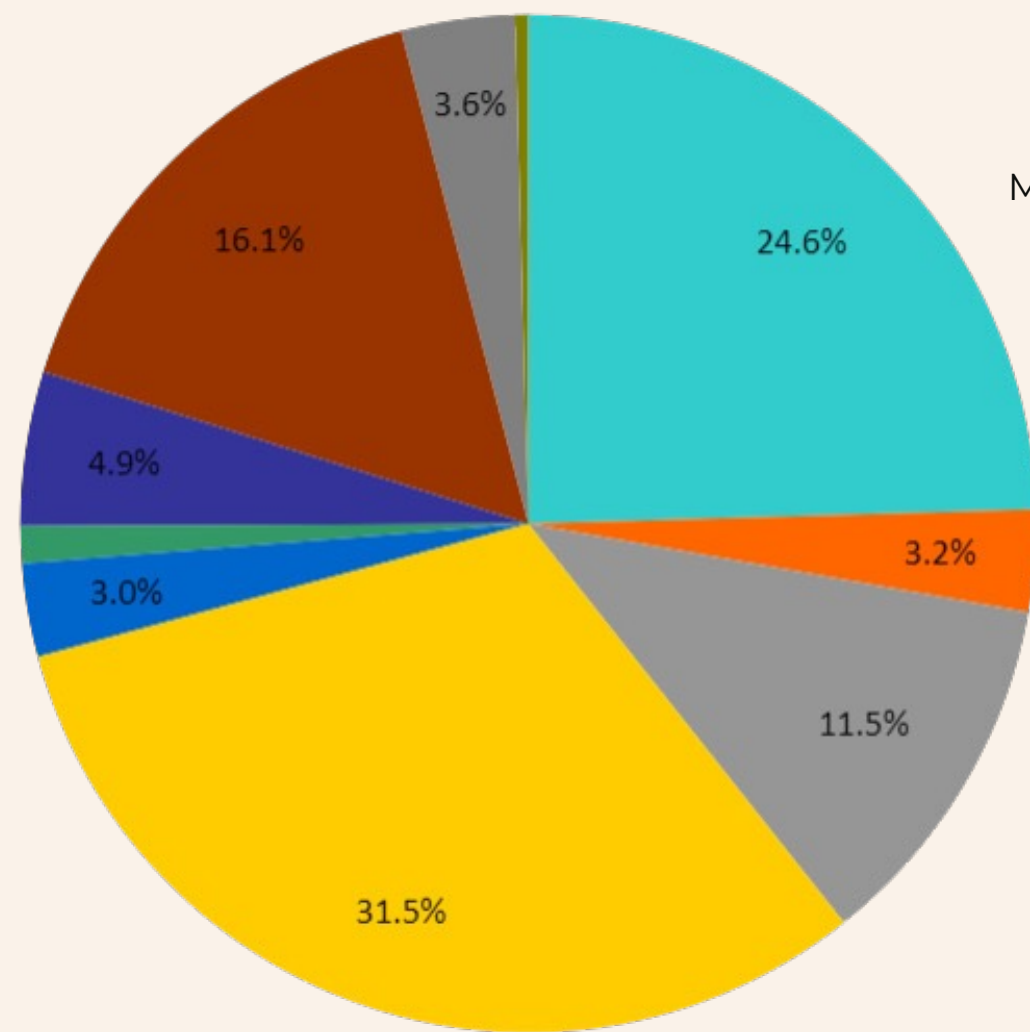


Off the Beaten Track

# Travel for Good 2023

- What do we sell & to whom ?
- Who are our suppliers ?
- Where does our money go ?
- How much positive impacts do we generate?

Travel For Good Products across 8 countries

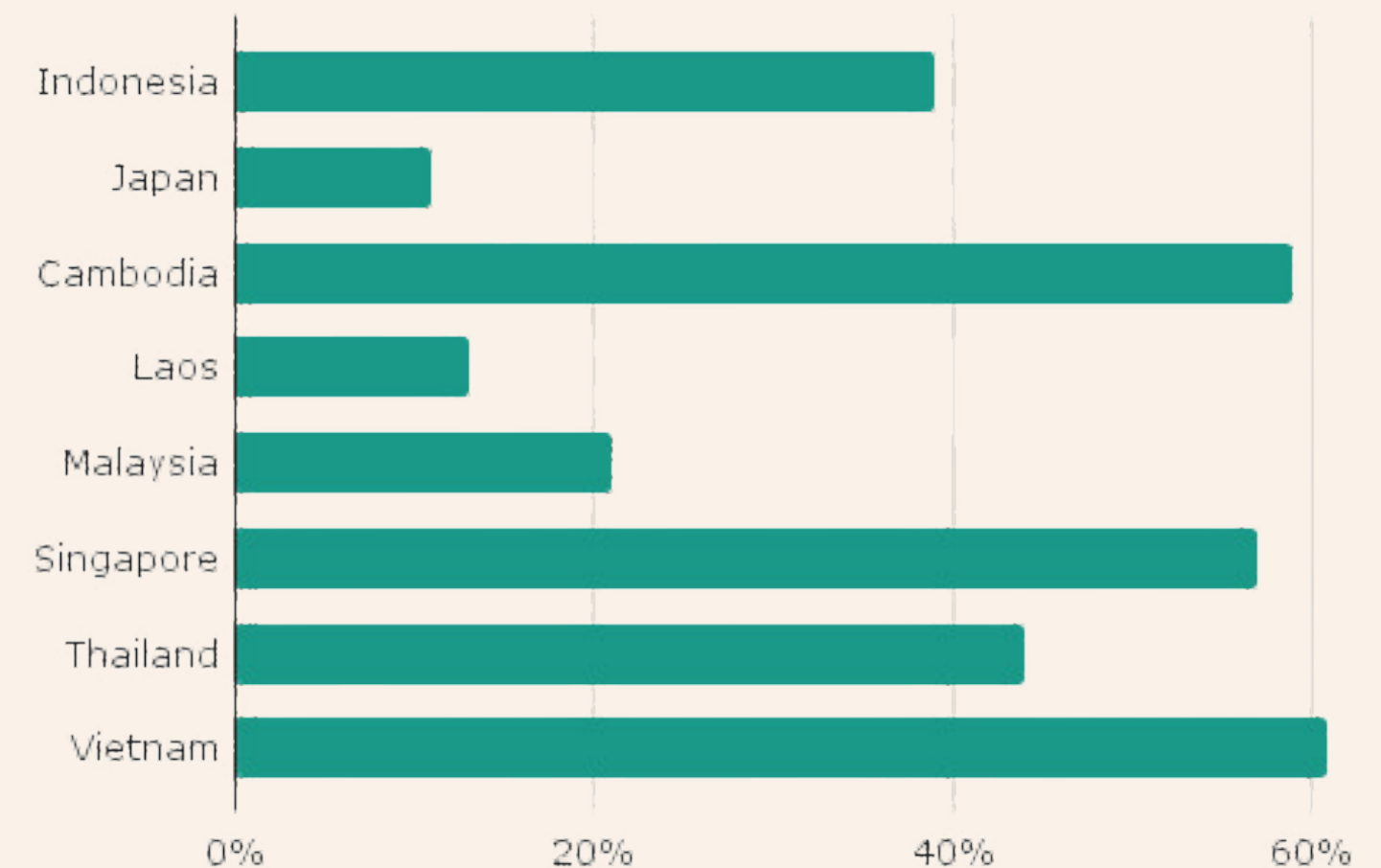


Most used icons:

- Arts, Food & Creativity
- Heritage Protection
- Cultural Diversity

● Arts, Food, and Creativity   
 ● Community Based Tourism   
 ● Low carbon   
 ● Heritage protection   
 ● Organic Lifestyle  
● Nature conservation   
 ● Off-the-beaten track   
 ● Cultural Diversity   
 ● Ethical wildlife   
 ● Philanthropy

% of purchase to Locally Owned Suppliers



Independent suppliers : cannot be majority-owned subsidiaries of other companies or publicly-traded entities. They must be **independently owned and operated.**

# Communication to agents

The screenshot shows the EXO Agent Hub website. At the top, there are navigation links for Contact Us, Online Tools, Products, Resources, and a Logout button. A search bar is located on the left. Below the search bar, there are filter categories: 'Travel for Good' (with options like Any, Low Carbon, Nature Conservation, etc.) and 'Destination' (with options like Cambodia, Indonesia, Japan, Laos, Malaysia). The main content area displays three tour listings, each with a 'Request Quote VIA enquiry form' button and a 'View Detail' link. The first listing is 'Bahrain by Locals' (Half-Day Tour), the second is 'Mae Kampong Eco Tour' (Full-Day Tour), and the third is 'Tra Que Vegetable Village Hoi An' (Half-Day Tour). Each listing includes a list of activities and a 'Request Quote' button. Red circles highlight icons representing 'Community-Based Tourism' and 'Homestays' for the first and third listings.

- Agent Hub research by icons
- Sustainability Guide
- Travel Consultants

## Community Based Tourism

Experiences that are run by proper CBT organisations, with community funds that help to spread out the revenue from tourism to a whole community, so people from the community can benefit from tourism.

Community-based tourism offers travellers a way to engage with destinations that directly benefit local populations. Run by dedicated organisations, EXO's collection of CBT experiences ensure that tourism revenue is distributed throughout the entire community.

Visitors participate in activities organised by local residents, such as guided tours, traditional craft workshops and cultural performances. This model not only provides an authentic glimpse into the community's way of life but also empowers residents by creating jobs and funding community projects.

By choosing community-based tourism experiences, travellers contribute to sustainable development while enjoying a truly immersive and enriching travel experience.



## Saudi Home Hosted Meal

Saudi Arabia - Full day tour

Step inside a family's home in Riyadh for a special evening of cultural exchange and food. Experience genuine Saudi hospitality, engaging with the host family and learning about daily life and customs while sharing a home-cooked meal. Afterwards, try on traditional Saudi outfits.

## Homestays

Experiences that include activities or nights in homestays

EXO's homestay experiences provide a unique opportunity to live alongside local families, gaining an intimate understanding of their culture and way of life.

Guests join hosts in everyday activities, from cooking traditional meals to engaging in local customs and festivities. These stays offer more than just accommodation—they open doors to genuine connections and cultural exchange. Travellers leave with a profound sense of the community's spirit and traditions, while host families benefit from the economic support and the joy of sharing their heritage.

Homestays transform travel into a meaningful journey of mutual respect and learning, leaving a lasting impact on both visitors and hosts.



## Balinese Lifestyle

Indonesia - Half day tour

Get a taste of authentic local culture with an insightful Bali community experience. Spend the morning in a rural village, joining the residents as they go about their daily activities. After a traditional family-style lunch, visit two of the island's most sacred temples for a glimpse of Bali's deep spirituality.



## Thai for a Day

Thailand - Half day tour

Discover Thai culture through the eyes of a local. Spend a day with a family, joining them as they go about their day to day activities. Learn about deep-rooted traditions and hear stories of the past while preparing a typical Thai meal at the family's rural home.



## Family Meal in Hanoi

Vietnam - Evening tour

Gain a fresh perspective on Hanoi with this special dinner experience. Spend an evening in a family home, sharing stories and learning about their life in the capital. Dine on traditional dishes prepared by the hosts and savour the authentic flavours of a Vietnamese home-cooking.





# Low Carbon

## Reducing Carbon Footprint & Community Benefits



Thai Ecotourism and Adventure Travel Association  
สมาคมไทยท่องเที่ยวเชิงอนุรักษ์และผจญภัย

**A partnership for measuring &  
training suppliers towards  
carbon reduction**



**A fund for supporting our  
suppliers to invest in carbon  
reduction technologies /  
conversion**



# Philanthropy

Supporting community-based projects and local NGOs



A twofold approach :

- regular income stream through our experiences that include donations / fees
- project based donations with EXO Fondation



# Sustainability practices

## Working with local suppliers



A platform to provide free self-assessment and reviews, a pathway to sustainability certifications.



**ASSET-H&C**

A collection of best practices applicable in our destinations and learning materials that benefit the community.





EXO Foundation acts as a **safeguard**, serving as an **independent entity** that has the mission to guide EXO Travel's team in ensuring that their practices have a genuine impact on the communities.

EXO Foundation is not a certifying body, it looks at best practices and guidelines that are existing in our industry and makes sure they are shared and applied wherever it is possible.

