



elsewhere Charter

About elsewhere

elsewhere is a travel marketplace radically improving the way travelers and destinations experience travel. We match travelers with local experts to co-craft their dream trip.

Defining the Charter

elsewhere defines this Charter as an agreement between **elsewhere** and the DMC's in the **elsewhere** Partner network. The purpose of this Charter is for both **elsewhere** and the Partnering DMC to commit adherence to the items laid out in this charter, as well as a promise to make travel ethical, sustainable, and a force for positive change. Please consider all elements before signing.

Parties involved:

Elsewhere LLC

- **elsewhere**, its members, employees, and officers

The Destination Management Company (DMC) or Travel Agency

- Referred to here in the charter as Partner/s
- Referred publicly as Local Experts and In-destination Experts
- Including its employees, agents, and independent contractors

The Traveler

- The **elsewhere** Client. Any Client that is provided to the Partner through the **elsewhere** platform.

The Destination and its Communities

- A Destination can be a single Country, a Region of the world (Patagonia, Lapland) or a grouping of Countries (Baltic States, Caucasus).
- The Communities are the local towns, villages, cities, and in-country regions that our Travelers visit and engage with.

Local Suppliers

- Local Suppliers are in-destination guides, drivers, activity, accommodation, and other service providers.
-

Our mission is one of extraordinary travel experiences combined with great value and an adherence to higher sustainable standards. **elsewhere** seeks to make travel inclusive and a force for good, and we get there only with the help of our Partners.



elsewhere

Being a Partner with **elsewhere** doesn't just mean that you meet the minimum standards as a fully operational, licensed, and insured Travel Agency/DMC. Our partnership must be strengthened by our mutual goal to offer fair value, outstanding service, and a commitment to go above and beyond for our Travelers. We will offer a product where quality is not compromised.

In addition to planning once-in-a-lifetime trips and delivering great service, **elsewhere** and its partners will pledge for a better tomorrow. Tourism makes up 10% of the global workforce and 80% of low-income countries rely on tourism as the main source of economic advancement. These numbers may come as no surprise, but we must be reminded of how vital our roles are and how we can be a force for good.

Together let's fight against overtourism, combat social inequality, and take action to protect land and culture. **elsewhere** is committed to offsetting every trip (Carbon CO₂), including the international flights. As well, **elsewhere** will plant 10 trees for every traveler and remove 2.2lbs of plastic (50 500ml plastic bottles) from the ocean for every trip sold.

Contents of the Charter:

1. **elsewhere's** Minimum Standards
2. Code of Ethics
3. Local Suppliers
4. Wildlife stays Wild
5. Improving Ecosystems
6. Cultural Exploitation
7. UN Sustainable Development Goals
8. Annual Audit

elsewhere's Minimum Standards

As a Partner with **elsewhere**, I commit to building my trips with a strong ethical and ecological foundation.

1. Honesty

Partners should deal honestly, ethically and fairly with **elsewhere**, the Travelers, competitors, and employees. Trip itineraries and services must be true, accurate, and represent fair value. Itineraries must not be misleading, deceptive or fraudulent. Partners acknowledge that honesty creates a safe environment for the Traveler, which in turn creates a better travel experience.

2. Outstanding Service and Value



elsewhere

The services provided by the Partner will be unlike any the Traveler has experienced. They will be hyper-personalized and valued fairly. It is the mission of the Partner to create an itinerary that meets the needs of the traveler, accurately values the Partners time spent crafting it, and appropriately distributes the spend to the local community; transporters, lodging, and activity providers.

3. Access to unknown places and experiences

As an expert on the destination or region, the Partner offers inside access to unpublished and hidden gems. The offer will include incredible activities and experiences to ensure the trip is truly unique and unforgettable.

4. Secure Booking and Safe Traveling

The **elsewhere** team has developed a site that securely accepts payments from Travelers and ensures all security protocols are followed. In combination with this, our Partners will plan a trip with safety and security taken into consideration at every step of the Travelers' journey. The Partner will also provide 24/7 on-trip service.

5. Protection of Environment and Culture

The Partner agrees to take action to protect the local environment and the visiting culture. **elsewhere** trips operate on strict guidelines that ensure flora and fauna are not harmed, kept wild, and even improved. As well, the Partners will offer activities and experiences that benefit the local communities, responsibly inject funds to Local Suppliers, and stand against inequitable tourism or cultural exploitation.

Code of Ethics:

No matter the circumstances, **elsewhere** and its Partners seek to treat Travelers and the Destinations with the highest respect.

- Non-Discrimination

elsewhere and its Partners shall not discriminate on the basis of race, color, religion, gender, gender expression, age, national origin, disability, marital status, sexual orientation, or military status, in any of its activities or operations. We are committed to providing an inclusive and welcoming environment for all Customers, **elsewhere** staff, Destination Communities and local businesses.

- Anti-Harassment Policy

We are committed in all areas to providing an environment that is free from harassment. Harassment based upon an individual's sex, sexual orientation, race, ethnicity, national origin, age, religion or any other legally protected characteristics will not be tolerated. No person will be adversely affected in membership with our organization as a result of bringing complaints of unlawful harassment.

- Confidentiality

Partners must maintain the confidentiality of sensitive or private information entrusted to them. Unauthorized disclosure of any confidential information is



elsewhere

prohibited. Confidential and private information includes any and all data shared about the Traveler or **elsewhere** products or services.

- Accuracy of Books and Records

Partners must honestly and accurately report all business transactions. Accurate information is essential to **elsewhere's** ability to meet legal and regulatory obligations.

- Reporting and Compliance Procedures

Every Partner has the responsibility to ask questions, seek guidance, report suspected violations and express concerns regarding compliance with this Charter. **elsewhere** will not discipline, discriminate against or retaliate against any Partner who reports such conduct, unless it is found that the report was made with knowledge that it was false.

Local Suppliers

Travel is a supply chain of interconnecting Local Suppliers. These Local Suppliers are often mis-represented and/or underpaid. In order to break this cycle, we require our Partners to carefully select Local Suppliers based on their professionalism, ability to deliver excellent service, high safety standards, and sustainable actions. We ask that our Partners recruit, train, and employ local community members, including those living in poverty, and integrate them in the Partner's supply chain. **elsewhere** requires Partners to value the services of these Local Suppliers at or above the minimum wage of their country.

- I agree to **select** Local Suppliers that deliver outstanding service.
- I agree to **vet** and keep up to date with my Supplier's safety standards.
- I agree to **select** Suppliers that prioritize and actionize Sustainability.
- I agree to **pay** my selected Local Suppliers a fair wage.
- I agree to **privilege** the recruitment, training, and employment of local community members.

Wildlife Stays Wild

There are few moments more memorable than witnessing a condor take flight, a dolphin leap from the sea, or standing perfectly still while gorillas pass by. We must acknowledge that we share this planet, and understand how great an impact tourism has on the animals with which we cohabitate. The Partner must take action to ensure that wildlife stays wild.

- I agree **not** to sell the touching or feeding of wild animals.
- I agree **not** to sell experiences of captive marine animals.
- I agree **not** to sell animal spectacles and animal events.
- I agree **not** to sell experiences of animal cruelty.
- I agree **not** to participate in the sale of endangered species.



Improving Ecosystem

We will go beyond protecting and preserving, we will improve our local environment both on land, and in the bodies of water around us. It is the responsibility of the Partner to educate themselves on the responsible actions that can be taken in their Destination/s.

- I agree **not** to sell golf unless the course has an Eco-Certification and/or meets a high ecological standard.
- I agree **not** to sell overnight cruises unless the capacity is less than 200 and/or the vessel is wind-powered.
- I agree **not** to sell downhill ski experiences unless the resorts are LEED certified and/or use only natural snowfall.

Cultural Exploitation

We stand against cultural exploitation and its tendency to trap local people into a cycle of poverty by insisting that they be defined in specific and often anti-modern ways. Instead, we promote cultural exchanges with communities that have autonomy over their image and their story, and can tell it in their own way.

- I agree **not** to sell poverty tourism.
- I agree **not** to sell exploitation experiences.
- I agree **not** to visit schools and orphanages.

United Nations Sustainable Development Goals

elsewhere supports the United Nations Sustainable Development Goals.

By adhering to the UN SDG's, **elsewhere**, its Partners and its Travelers, will have an impact that goes beyond the realm of the Tourism Industry. There is lots we can do!

- Develop tourism products and services tailored for customers with lower income, to ensure that everyone can become a tourist.
- Invest some of the tourism receipts in sustainable agricultural technology, intensifying collaboration with academic as well as scientific institutions.
- Ensure sufficient participation of women – 30% or greater – in decision-making and governance at all levels and across all business areas in tourism related corporations.
- Recruit, train and employ local community members, including those living in poverty, and integrate them in your value chain (as producers, suppliers, distributors, vendors).
- Significantly reduce waste and ensure that any unavoidable waste is utilized to the fullest degree (e.g. organic waste as fuel or fertilizer).

elsewhere

- Enhance the global partnership for sustainable development, complemented by multi-stakeholder partnerships that mobilize and share knowledge, expertise, technology and financial resources, to support the achievement of the sustainable development goals in all countries, in particular developing countries.

****The above text is a direct quote from the publication [Tourism for SDGs](#)*

Annual Audit

elsewhere Partners are audited every 12 months to examine their operations and ethical practices, and verify that business licenses are in good standing. We ensure that our Partners are keeping to the promises laid out in this Charter and in their Partnership Contract. The audit is also meant to help Partners grow and discover where resources may be lacking, and how **elsewhere** can help them further their own missions. The Audit is performed together, with all parties involved, and with a common goal to work together to find solutions.

This Charter will change and evolve as industry practices advance. It is the duty of **elsewhere** and its Partners to closely follow these changes in order to realize a better tomorrow.

I agree to the contents of this charter on behalf of myself, my agency, and my employees:

