



We offer an online marketing and communications platform for our clients to reach out to a wider, and yet niche market of green travellers.

Our clientele consists of Non-Governmental and Non-Profit Organisations, businesses and industries with an interest in sustainable tourism, conservation of nature and cultural heritage.

We form alliances and partnerships with conservation and research organisations to establish our credibility in marketing and understanding Responsible Travel.

WHAT'S @ INDIE STORE?

Trips to unique places, souvenirs such as handicrafts produced by local communities, coffee table books and postcards from our featured destinations.

WHAT'S @ INDIE GALLERY?

Pictures of trips, activities, destinations, rare shots of wildlife and nature at it's best!

ADVERTISE WITH US!

For products or services related to sustainable tourism, nature conservation or anything that is eco-friendly.

NOTES:

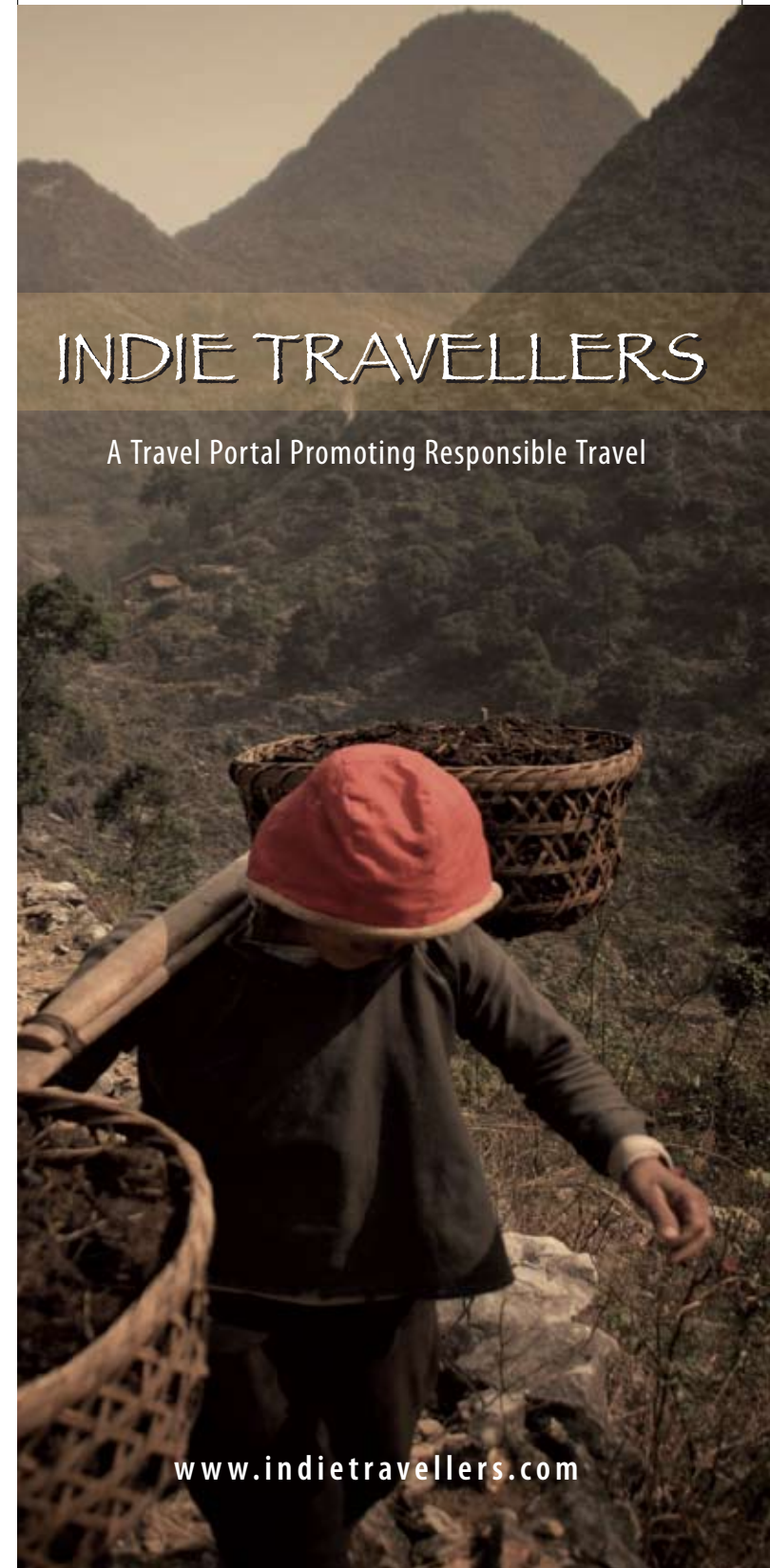


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INDIE TRAVELLERS

A Travel Portal Promoting Responsible Travel

www.indietravellers.com

WHAT IS SUSTAINABLE AND RESPONSIBLE TOURISM?

It is a way of conducting tourism business and activities that bring positive economic, social, cultural and environmental impacts to the focused destination.

WHAT IS RESPONSIBLE TRAVEL?

It is a way of travelling that emphasise on personal experience, leading to better understanding of culture, preservation of the environment and bringing genuine benefits to the local people.

WHAT IS ECOTOURISM?

“Responsible travel to natural areas that conserves the environment and sustains the well being of local people”

Quote: Epler Wood 1996, a sustainable tourism specialist



Responsible travel is becoming a choice of travel for many travellers who seek “green” products. There are increasing number of travellers who are concern about the environment. They are interested in knowing how they can contribute to conservation of the area and the well-being of the local community.

At Indie Travellers, we provide such travel choices and connections for our travellers.



OUR RESPONSIBLE TRAVEL POLICY

We take into consideration the “triple-bottom-line approach” to weigh environmental, economic and social aspects when we plan or take on marketing and promotion of tourism related services. This forms the under lying principles of our company’s commitment to tourism sustainability.

ENVIRONMENTAL: Minimising our impact on the environment and conservations.

We adhere to local conditions and limits set by local carrying capacity for trips and host destination that we market. We encourage our travellers to take trips during the off-peak period to prevent over-straining of resources.

ECONOMIC: Giving back to the local communities.

We promote trips that are offered by local suppliers and communities. This is to ensure that the tourist dollars from the trips featured in our website are generated back to the host communities through services such as guides, accommodation and transportation. We purchase, where possible, local produce.

SOCIAL: Fulfilling our social responsibility.

We are actively promoting and raising awareness on responsible tourism and travel practices among travellers through our website, literature and presentations. We support local projects that are related to environmental conservation and local community development. We take into consideration economic, environmental and social issues when looking at new product and destinations.

WHAT IS YOUR ROLE AS A TRAVELLER?

- ✓ If you travel by air, offset the environmental impact of emissions by contributing to the Million Trees Project (www.million-trees.org)
- ✓ Help preserve the forest and natural environments.
- ✓ Help protect wildlife and habitats.
- ✓ Do not purchase products made from endangered plants or animals.
- ✓ We encourage you to join our trips during the off-peak period to prevent over-straining of resources. You will also avoid the crowds.
- ✓ Respect social and cultural traditions and practices.
- ✓ Inform yourself about the destination’s current situation.
- ✓ When on holiday, let the local people know that you appreciate pristine nature being there, so that they see its economic value.
- ✓ Your trip can contribute to economic and social development. Purchase local handicrafts and products to support the local economy using the principles of fair trade.



- ✓ Bargaining for goods should reflect an understanding of a fair wage.

More information at www.indietravellers.com

