

# Green Transformation in Tourism

Empowering Communities Through  
Responsible Innovation

**ITE HCMC**  
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Top 10 Intrepid destinations:

- 1.**  
Vietnam
- 2.**  
Morocco
- 3.**  
India
- 4.**  
Cambodia
- 5.**  
Peru
- 6.**  
Japan
- 7.**  
Turkey
- 8.**  
Sri Lanka
- 9.**  
Australia
- 10.**  
Italy



## Bestselling Intrepid trip

**Vietnam Express Southbound**  
10 days | Original | Explorer

Always a crowd favourite, [Vietnam Express Southbound](#) topped the charts in 2024. This is a 10-day trip that traces the length of Vietnam, passing through bustling cities, soaking up karst-studded bays and getting to know the local people along the way.

Our shared mission

Create  
positive change  
through the  
joy of travel.



# B Corp: Actions

**Workers** – Living wage – how we investigated what we were paying our team and adjusted salaries to ensure everyone was being paid a living wage: [Living Wage: Why We Need Action Now | by Intrepid Travel | B The Change](#)



**Environment** – carbon labelling on our trips and open source methodology [\(1\) Knowledge-sharing as an answer to the climate action gap | LinkedIn](#)

**Governance** - Transparency International's [Corruption Perceptions Index](#) rates a number of countries by perceived levels of public sector corruption. Intrepid has Certified B Corps in countries within the bottom third of the index, where making unofficial payments or gifts to get things done is prevalent. As B Corps in these locations, operating may be harder, yet we believe in the importance of taking a stand for business ethics, transparency and accountability.



**Customers** – Product is focused on Sustainable Experience Rich Travel (SERT) in all that we do. We have developed an innovative approach to delivering a scalable approach to capacity building in the tourism sector. The approach is award winning as we were awarded a highly commended award in the enhancing community section of the shared value awards. See also – customer impact model summary note attached



**Communities** – Lots of stories on how we have uplifted business and enterprises in communities. See [here](#).

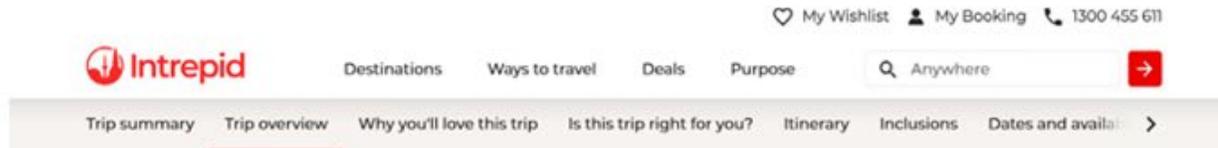
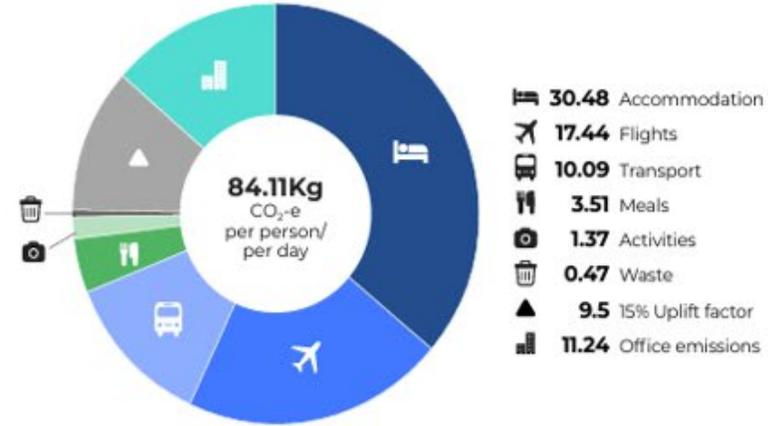
Examples:

- Vietnam – Da Bac CBT – Intrepid provided interest free loans for the villagers to upgrade homestays

Intrepid measures its trip emissions by component. Carbon labels represent this measurement as well as a portion of office operation emissions, to account for the fact that these are created through the design and marketing of trips.

To illustrate this, we've highlighted our best-selling itinerary and the sources of its emissions. A numbers-based approach per trip is shown in kg CO<sub>2</sub>-e per pax per day below.

## 1. Vietnam Express Southbound [TVSF](#)



Start	Hanoi, Vietnam
Finish	Ho Chi Minh City, Vietnam
Theme	Explorer
Destinations	Vietnam
Physical rating	■ ■ ■ ■ ■ ○
Style	Original
Ages	Min 15
Group size	Min 1 - Max 16
Trip code	TVSF

This trip generates **84.11 kg of CO<sub>2</sub>-e per person per day**.  
 We offset these emissions on your behalf. But we know that is not enough, so we also have a [carbon reduction target](#).

**Understanding this trip's carbon footprint**

As a rough guide, 100 kg CO<sub>2</sub>-e is about the same amount of greenhouse gas emitted from:

- A gasoline-powered car driving about 399 km (248 mi)
- Charging a smartphone 12,164 times or
- Burning 4.1 cylinders of propane gas cylinders for a home barbecue

Our footprint does not include your flights to and from the destination.

Close

This trip generates **79 kg of CO<sub>2</sub>-e per person per day**.  
 We offset these emissions on your behalf. But we know that is not enough, so we also have a [carbon reduction target](#).



- We focus on local employment, cultural exchange, and long-term benefit.
- It's about joy, connection, and leaving places better than we found them.

Thank you

**Natalie Kidd**

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Asia

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