



PURE!

SUSTAINABILITY

DNA



NOTE

Our digital brochure contains interactive pages. We recommend downloading it to your desktop to view correctly all the interactive material.



Look for this icon through the brochure as it indicates the pages with interactive elements.



Some pages in the brochure also have an interactive menu on the top-right corner for easy and fast content navigation.



Pure! Sustainability DNA

Pure! Travel Group genuinely cares for the well-being of local communities, indigenous groups and the environment. Therefore, we practice sustainable tourism to ensure future generations may have a safe and healthy planet to discover. We do this by creating a positive, inclusive and creative work environment for our employees. As a result, we have become a trendsetter in sustainable tourism in South America; sustainability is tightly wound into Pure! Travel Group's DNA!

Sustainable practices are integrated in our management and our teams work together to implement new sustainable ideas on Corporate Social Responsibility principles. These practices focus on the four branches you see below:



Social



Cultural



Environmental



Economical



TourCert

Our efforts on CSR are recognized by TourCert, an organization certifying tourism companies worldwide, based on strict criteria that challenge us to keep improving.

By maintaining our TourCert certification we are committed to responsible tourism.

Our management and communication systems are designed in accordance with the TourCert policy and are verified by an independent auditor.

With the TourCert certification, we commit to continuously improve environmental aspects, labor conditions, and customer information to establish fair business relationships. The agreements with our service providers take environmental, cultural, and economic criteria into consideration in the provision of services, preparation, and selection of our tours.

Currently, Pure! Colombia, Pure! Ecuador, and Pure! Peru each hold the internationally recognized TourCert certification. The rest of our offices are working hard on reaching the same level of corporate sustainability.

CORPORATE SOCIAL RESPONSABILITY

is integrated in our Pure! Policy

Our corporate mission and vision are the base of corporate policy by incorporating support for social and environmental projects.

Mision

We are a business group formed by professional experts, focused on exceeding the expectations of our clients through the creation of intercultural, enriching, and unforgettable experiences marked by respect for nature, heritage, and local cultures.

Vision

Our **vision** is to be a leading business group in Latin America. We aim for integration and presence in multiple countries offering tourism products and services to the world. Our products and services are distinguished by customer focus and sustainable development in economic, environmental, and socio-cultural fields, guaranteeing quality and personalized services.

RESPONSABLE TOURISM PRACTICES

We realize that we have to turn our ideas into action to really contribute to a more sustainable tourism sector. For this reason, Pure! Travel Group's multi-country offices are committed to managing activities responsibly. This is done by preventing, eliminating, and reducing negative sustainability impacts in each Pure! location.

We also do the same for any guest service, in every destination possible.

