



Pure!

TRAVEL GROUP

PURE!

Sustainability

DNA





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 into our management, and our teams work together to implement new sustainable ideas based on Corporate Social Responsibility principles.

These practices focus on the four branches you see below:



Social



Cultural



Environmental



Economical

Internationally Certified

Our commitment to responsible tourism has always been at the heart of our operations. It has been a priority over the years to step up to the challenge of improving and strengthening our efforts to reach the strict criteria of international certifications.

The first step of our journey was obtaining the **TourCert certification for our offices in Ecuador (2016), Colombia, and Peru (2017)**. This certification challenged us to integrate sustainability into every aspect of our company considering environmental, cultural, and economic criteria from improving labor conditions, minimizing environmental impact, contracting responsible suppliers for our tours, and fostering ethical partnerships with customers.

But we didn't stop there, we know that sustainability is a continuous journey, and we could go even further. Thus, our aim to improve our actions toward sustainability has led us to proceed with another certification. We achieved the **Travelife certification in 2025, covering our offices in Ecuador, Colombia, Chile, Bolivia, and Peru**.

We meet over 200 criteria aligned to the ISO 26000 Corporate Social Responsibility themes and the UN-supported Global Sustainable Tourism Criteria. This ensures responsible office management, fair business practices, and eco-friendly operations, proving that our business reaches the highest global sustainability standards.

And we are not done yet! We remain committed to setting new sustainability goals to ensure that every journey with Pure! Travel Group leaves a positive impact. Because travel should not just take you places, it should make a difference!



CORPORATE SOCIAL RESPONSIBILITY

is integrated in our Pure! Policy

Our corporate mission and vision are the basis 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 to integrate and be present 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.



Responsible **TOURISM PRACTICES**

We realize that we must 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 environmental impacts in each Pure! location.

We also apply the same commitment to guest services in every possible destination.

Sustainable DEVELOPMENT GOALS

Our actions are aligned with the United Nations
Sustainable Development Goals:

1 | NO POVERTY



2 | ZERO HUNGER



3 | GOOD HEALTH AND WELL-BEING



4 | QUALITY EDUCATION



5 | GENDER EQUALITY



6 | CLEAN WATER AND SANITATION



7 | AFFORDABLE AND CLEAN ENERGY



8 | DECENT WORK & ECONOMIC GROWTH



9 | INDUSTRY INNOVATION & INFRASTRUCTURE



10 | REDUCED INEQUALITIES



11 | SUSTAINABLE CITIES & COMMUNITIES



12 | RESPONSIBLE CONSUMPTION & PRODUCTION



13 | CLIMATE ACTION



14 | LIFE BELOW WATER



15 | LIFE ON LAND



16 | PEACE, JUSTICE AND STRONG INSTITUTIONS



17 | PARTNERSHIPS FOR THE GOALS





Internal **PRACTICES**

Sustainability should begin from the inside out. That's why we have focused on each of our offices developing a strong environmental and social consciousness among our staff, which has greatly impacted their daily activities.

Internal NEWSLETTERS

In our monthly newsletters “Sustainable Pure” and “Pure News” we share and highlight important information about responsible tourism.

The newsletters include local news on sustainability, ways to improve environmental practices at home, personal stories, tips, and our continuous eco-friendly actions.

It is a great portal to inspire each other to live a more conscious lifestyle!



SUSTAINABLE DEVELOPMENT GOALS

3 | GOOD HEALTH AND WELL-BEING



4 | QUALITY EDUCATION



8 | DECENT WORK & ECONOMIC GROWTH



13 | CLIMATE ACTION



Pure! DIGITAL

In order to reduce our carbon footprint, we have significantly reduced the use of paper both in our offices and in the delivery of paper documents to our passengers, replacing them with digital documents.



SUSTAINABLE DEVELOPMENT GOALS



Waste MANAGEMENT

In each office, waste management programs are implemented and fulfilled. For example, separating and collecting different types of waste in containers to help local ONG's projects.



SUSTAINABLE DEVELOPMENT GOALS

12 | RESPONSIBLE
CONSUMPTION
& PRODUCTION



13 | CLIMATE
ACTION



14 | LIFE BELOW
WATER



15 | LIFE
ON LAND



Training PROGRAMS

Our teams in every office receive free training programs regarding occupational health, safety, as well as environmental and social aspects.

SUSTAINABLE DEVELOPMENT GOALS

3 | GOOD HEALTH AND WELL-BEING



4 | QUALITY EDUCATION



8 | DECENT WORK & ECONOMIC GROWTH

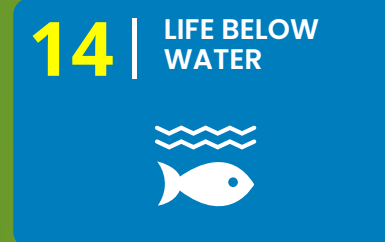


Additional PROJECTS

In some Pure! offices, our carbon footprint is measured and we support reforestation programs. Additionally, each office participates in international environmental events and helps some local foundations.



SUSTAINABLE DEVELOPMENT GOALS





External **PRACTICES**

One of Pure!'s main objectives is to continue improving our sustainable management practices. We especially focus on ecological harmony with socio-cultural, economic, and environmental areas. As a result, our clients are satisfied with the professional services offered.

Traveling WITHOUT PLASTICS

At Pure! Travel Group, we are aware of the global issue caused by the indiscriminate use of plastic. For this reason, we have launched our “Traveling without Plastic” initiative to minimize unnecessary plastic consumption on our tours.

We provide our customers with an eco-friendly kit, which includes: A reusable bag made 100% of cotton by local suppliers, and a reusable stainless steel bottle that is non-corrosive, BPA-free, sturdy, and long-lasting.

This allows us to contribute to developing a new era of tourism that prioritizes sustainability and protects our planet.



SUSTAINABLE DEVELOPMENT GOALS

6 CLEAN WATER AND SANITATION



12 RESPONSIBLE CONSUMPTION & PRODUCTION



13 CLIMATE ACTION



14 LIFE BELOW WATER



Community- BASED TOURISM

During a Pure! program, guests are allowed to live out authentic experiences. For example, intimate one-on-one cooking classes including shopping for ingredients in the market, just like a local would. Opportunities such as this are available by the dozen in our various programs.



SUSTAINABLE DEVELOPMENT GOALS

1 | NO POVERTY



2 | ZERO HUNGER



5 | GENDER EQUALITY



8 | DECENT WORK & ECONOMIC GROWTH



10 | REDUCED INEQUALITIES



Policies and CODE OF ETHICS

At Pure!, we ensure responsible and sustainable tourism with clear [sustainability policies and a code of ethics](#), as the basis of all our undertakings.



SUSTAINABLE DEVELOPMENT GOALS

5 | GENDER EQUALITY



8 | DECENT WORK & ECONOMIC GROWTH



10 | REDUCED INEQUALITIES



16 | PEACE, JUSTICE AND STRONG INSTITUTIONS



Transparent OPERATIONS

FAIR PRICES & TRANSPARENT OPERATIONS

Pure! is especially known for offering tailor-made services to each client with fair prices and fully transparent operations.

We have made it a point to create appealing programs with hands-on and personalized experiences.

This allows our guests to be more involved in the destinations they visit.



SUSTAINABLE DEVELOPMENT GOALS

5 | GENDER EQUALITY



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The World Needs More

Responsible travelers

Join us