



Pure!
TRAVEL GROUP

Pure! Travel Group is a leading DMC for Colombia, Ecuador, Peru, Bolivia and Chile, serving exclusively the B2B market. We have our own offices in each of our destinations and operate unique, tailor-made programs created with care for the leisure and incentive needs of our clients.

Pure! is not just another DMC, we are your ears and eyes on the ground and convert into your strategic partner, also for white label services. You will become part of our knowledgeable and motivated teams, delivering high quality and responsible travel experiences.



Our compromise with the environment, heritage and local communities is rewarded with the internationally recognized **TourCert** certification.



Colombia is the country of color and hospitality. Whether travelers are looking for tropical beaches, colonial architecture, pristine nature or modern cities, Colombia is an unforgettable destination.



In Ecuador, travelers find four magical worlds in one country: the Amazon Rainforest, Andes Mountains, Pacific Coast and Galapagos Islands. Pure! Ecuador can show visitors every beautiful corner of the country!



Being the land of Inca ruins, delicious food and breathtaking landscapes, Peru has it all. Because of its natural and cultural diversity combined with amazing gastronomy, Peru is also a booming incentive destination.



Bolivia, with its large indigenous population, is the ideal destination to experience Andean cultures. Pure! Bolivia invites leisure and incentive travelers to explore the most authentic destination of South America.



The long stretched country of Chile hides many treasures. From the Atacama Desert in the north to Antarctica in the south, Chile is a country of beautiful extremes.



Sustainability is part of our Pure! DNA

Pure! Travel Group is one of the few tour operators in South America that truly cares for local cultures, small communities and the environment. It is very important to us to protect the earth so our grandchildren can enjoy this planet the same way we do. Therefore, we have become a trendsetter in sustainable tourism; being Pure! is part of our DNA.

Sustainable practices are integrated in our management and our teams work together to implement new sustainable ideas based on Corporate Social Responsibility (CSR) principles. These practices focus on the four themes you see at the right.

Our efforts on CSR are recognized by TourCert, an organization certifying tourism companies worldwide, based on strict criteria that challenge us to keep improving. Three of our offices - Pure! Colombia, Pure! Ecuador, and Pure! Peru - already have obtained the certification, and Pure! Bolivia and Pure! Chile are working hard to get TourCert certified.



CSR is integrated in our Pure! Policy

Our mission and vision are the base of our CSR policy and the social and environmental projects we create and support.

Mission

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 sociocultural fields, guaranteeing personalized services of high quality.

We realize that we have to turn our ideas into action to really contribute to a more sustainable tourism sector. Therefore, we develop and support environmental and social projects both inside and outside the office. Some are one-off projects with personal impacts, while others are part of our daily routine and, for example, contribute to the recycling efforts in our countries.