

A scenic landscape photograph of Mount Fuji in Japan. The mountain is snow-capped and rises in the background under a dramatic sky with orange and blue tones. In the foreground, a traditional Japanese pagoda with multiple tiers and dark roofs is visible on the right. The lower part of the image is filled with blooming cherry blossom trees in shades of pink and white. A semi-transparent yellow circle is positioned behind the text on the left side.

Inside Travel Group Impact Report 2022

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01

Introduction



Introduction

2022 saw the welcome return of international travel, and one by one, our destinations reopened to visitors. After a challenging period during the pandemic, we were so excited to have our customers travelling again, experiencing the destinations that we love and meeting the people that we love to work with.

The year also saw our biggest attempt yet to engage with our supply chain, measure our entire carbon footprint for the first time, and restart our IC Travel Card donation scheme with Japan's first foodbank, Second Harvest.

You will notice a significant difference in our impact report for 2022. As a result of our engagement in the B Corp Impact Assessment and a review of our sustainability strategy, we have taken a much more evidence and data-based approach to our sustainability impact. Being able to measure the impact we have, as well as our progress against our goals, is key to our success and what an impact report is all about.

The report therefore includes many more metrics than in previous years, a number of which we have implemented measurement of in 2022, through new methods like our Supplier Sustainability Survey and more robust reporting mechanisms.

We have also included a number of metrics which we have measured in the past, but not included in previous impact reports. The B Impact Assessment has highlighted the holistic nature of sustainability, and the framework of Purpose, Planet and Profit (see Our Strategy). Some of the key metrics we have collected outside of environmental measurements for the B Impact Assessment have been included in the report and will be in the future.

Being transparent in our progress, but also our failures, is important and holds us accountable to the industry and to our many stakeholders.

About us

We started off in travel with a simple wish to share the places and experiences we loved when we lived in Japan with as many people as possible. We wanted to help people ‘get beneath the surface’ just as we felt we had been lucky enough to do.

Growing from a spare-bedroom operation into Inside Travel Group, comprising specialist brands InsideJapan Tours and InsideAsia Tours, our mission hasn’t changed.

We believe that travel is a force for good in the world, bringing people together, encouraging greater understanding and creating good jobs. We also acknowledge that travel has negative impacts, often for the very places and people we encourage travellers to visit.

That’s why we’re working to maximise the good that travel does through our Cultural Adventures - trips that pair classic sightseeing with experiences of local life and culture.

We would love for you to book a tailor-made trip with us or join one of our small group tours and be a part of the story.

Our vision

To build a global cultural adventure tour operator which leads the travel industry towards a more sustainable future and protects travel for future generations.

Our mission

To create happy clients, be a place to work that our staff recommend, and to have a positive impact on our destinations and local communities.

Our values

Knowledge	Friendliness	Passion
Determination	Quality	Integrity

Our Approach

WE CARE

We are committed to being a positive force in the world, putting the environment, our local communities at home and in destination, and our employees' well-being at the heart of how we do business.

WE COLLABORATE

It's a team effort! We work together with our clients and partners to ensure every trip is the best it can be.

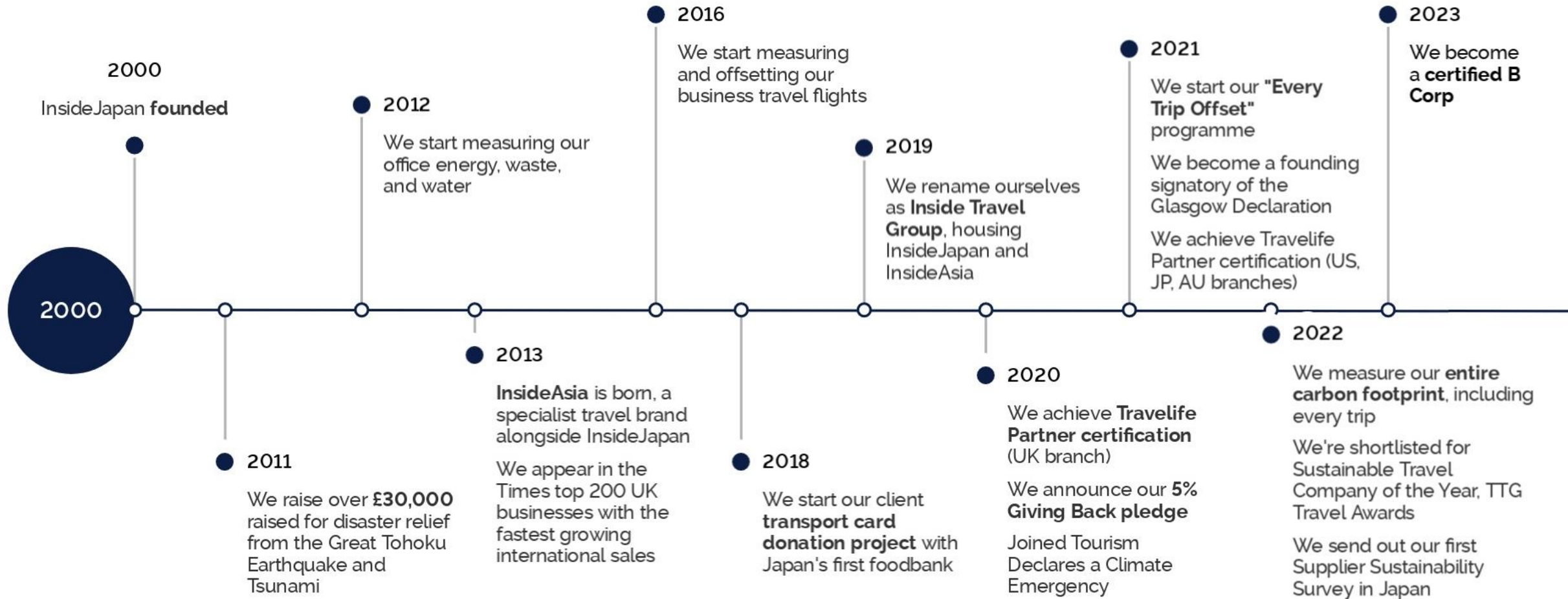
WE'RE SPECIALISTS

As a dedicated Japan and Asia tour operator with over twenty years' experience, we know our destinations inside out and excel at turning that knowledge into a great trip.

WE'RE ACCOUNTABLE

We hold ourselves to high standards of service, supporting every step of our clients' journey.

Our Journey

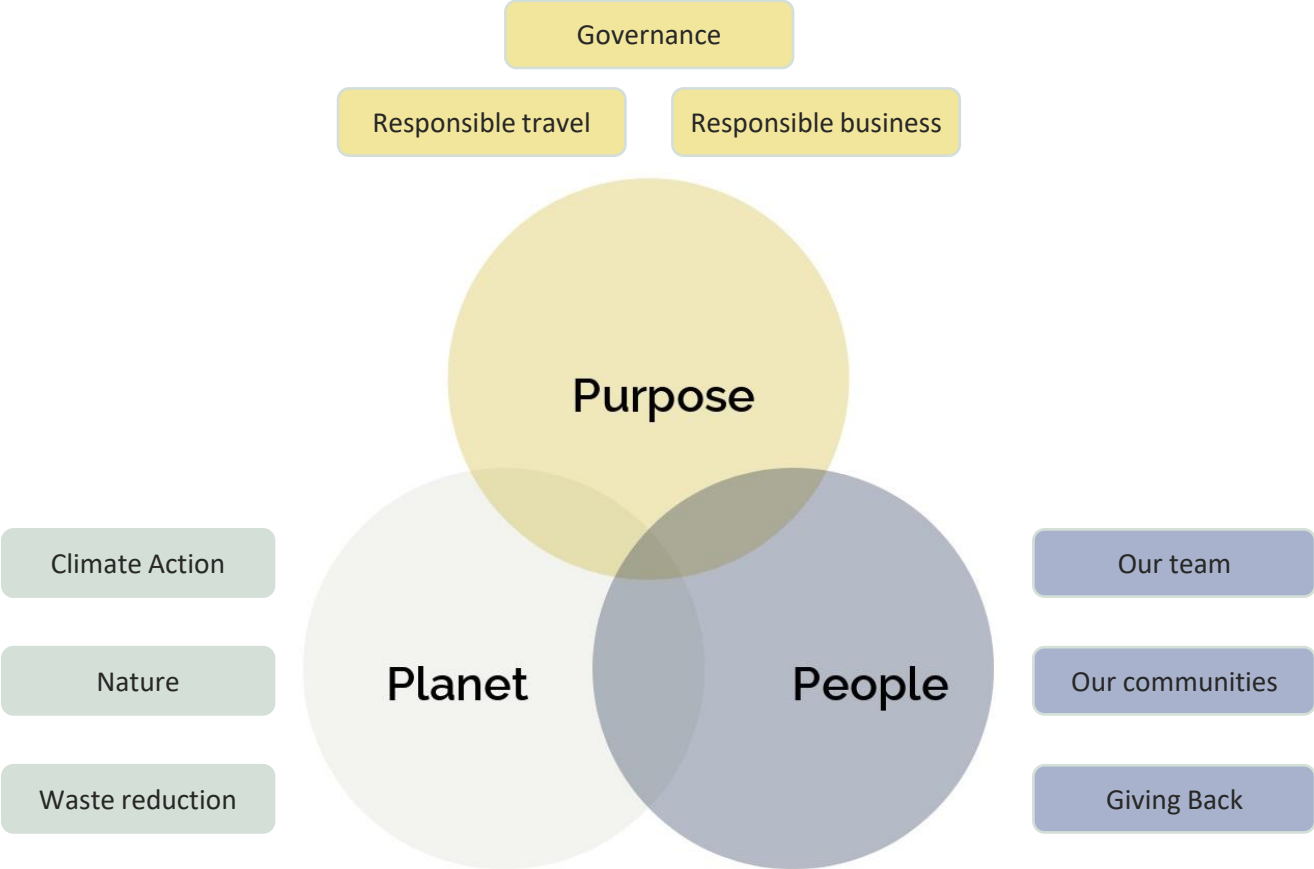


Our Strategy

We frame our Sustainability Strategy around the triple-bottom line of Purpose, Planet and People.

We have defined nine key impact areas within the framework of Purpose, Planet, People.

Within each impact area, we have chosen goals where we can make the biggest positive impact. As this is the first year we have framed our strategy and Impact report around Purpose, Planet and People, we have not set goals for some of the impact areas.



02

Impact at a Glance



Our core commitments



We're taking Climate Action

- We've measured our carbon emissions (including your trip's).
- We have a plan to reduce our emissions by 50% by 2030.
- Your trip is not only fully offset, but also supports nature regeneration projects in our destinations



Your trip makes a difference

- Our trips go off the beaten path to visit rural communities, helping to revitalize a Japanese countryside faced with an ageing and shrinking population
- We work directly with hundreds of small, Japanese-run accommodations and knowledgeable local people



We Give Back 5%

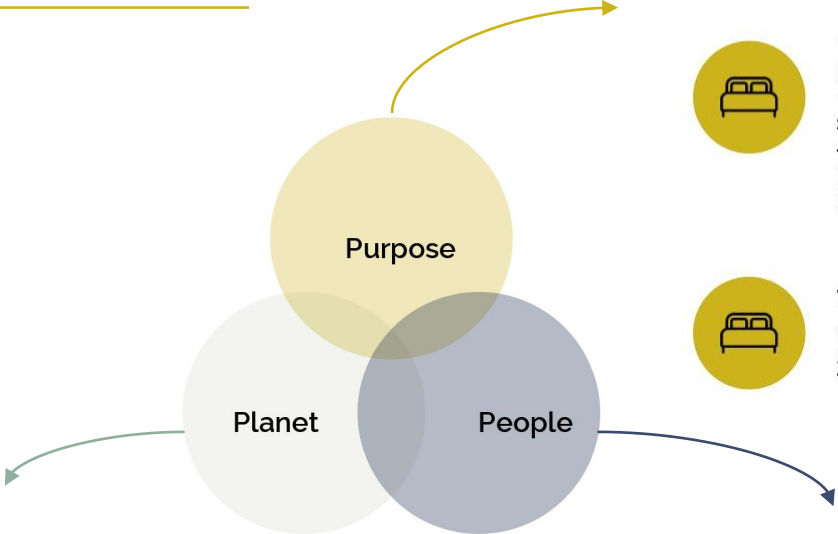
- We Give Back 5% of our profits to charities that give low-income or disadvantaged families days away from home.
- Our customers have raised over £25,000 since 2018 for Japan's first food bank through our IC card donation project



We're B Corp Certified

- It's the only certification that measures a company's entire social and environmental performance.
- We scored 80.3 points in 2023 (the average score for ordinary businesses is 50.9)
- We are also Travelife Partner certified

2022 Impact Overview



Achieved B Corp certification (in early 2023)



Developed and implemented a sustainability rating system for our accommodation partners in Japan



100+ accommodation partners given a Sustainability Rating



278 hours volunteered across four continents



Restarted our IC Card Project to support Japan's first foodbank



£9,800 raised for charity between staff, company, and customers



Measured our total carbon footprint (including every single trip) for the first time



38% reduction in office emissions vs. 2021



8,625 tonnes CO2e offset through verified renewable energy projects in Asia



Partners and certifications



Certified



Corporation



Awards in 2022



Specialist Luxury Tour Operator of the Year
Unsung Hero of the Year (Andrew Tait)
Aspire Awards, 2022



Sustainable Company of the Year
Tour Operator of the Year – Small
Accessible Holidays Provider of the Year
The Travel Industry Awards by TTG, 2022



Tour Operators – Gold Award
Magellan Awards by Travel Weekly, 2022



Best tour operators in the world
2022 #7 (InsideJapan Tours)
Conde Naste Traveller Readers' Choice Awards, 2022



Specialist Luxury Operator of the Year (InsideJapan Tours)
TTG Luxury Travel Awards, 2022



Best travel specialists in the world
2022 #8 (InsideJapan Tours)
Conde Naste Traveller Readers' Choice Awards, 2022

WINNER SPECIALIST LUXURY OPERATOR OF THE YEAR

03

Our Trips



Our clients and destinations in 2022

Destinations

10

Inside Travel Group

1902 travellers

InsideJapan Tours

1674 travellers

InsideAsia Tours

228 travellers

We have two brands – InsideJapan Tours and Inside Asia Tours. We offer tailormade trips and small groups tours to Japan, Thailand, Cambodia, Malaysia, Singapore, Laos, Vietnam, South Korea, Borneo and Hong Kong.

We have sales branches in the UK, US and Australia as well as an operations branch in Japan. We have a team of over 150 staff across our four branches.



What our customers thought

The most important thing we can do to improve our service is listen to what our customers have to say, which is why you can read everyone's comments unedited on our websites.

Upon returning from their trip all our clients are sent a review form and this is where you can see what they are saying about their experience and of our service.

From 2023 we aim to include sustainability-related feedback in here as well



4.9

InsideJapan Customer rating (3-year average)

4.8

InsideJapan Trustpilot rating



4.9

InsideAsia Customer rating

4.3

InsideAsia Trustpilot rating



04

Goals and Performance



Goals and Performance Areas

We base our impact and progress on three key pillars: Purpose, Planet and People.

Our **Purpose** is our reason for doing things, and making sure we are in the right place to do so. By being a responsible business, encouraging and enabling our clients to travel responsibly, and ensuring that we have the right systems and policies in place to make these things happen, both now and in the future.

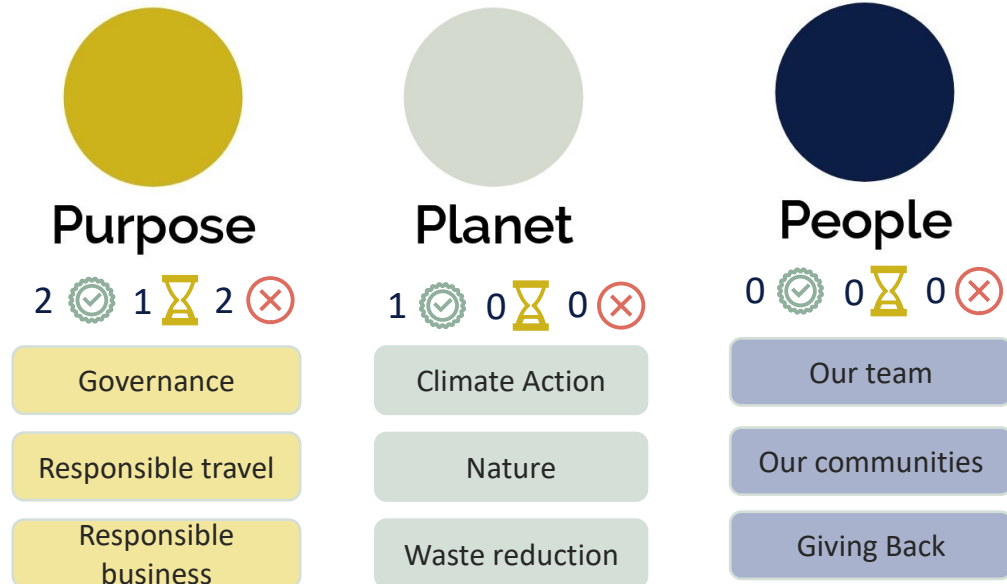
We are under no illusions that if the travel experiences we have loved and shared with tens of thousands of people are going to be available for future generations, then change is needed. That's why our impact on the **Planet**, in the form of climate change, biodiversity and waste is a key consideration in everything we do.

And whether they are our customers, our staff, our suppliers and partners or the communities whose destinations we visit, **People** are, and always will be, central to what we do. They are all stakeholders in our business and our impact on them needs to be measured and improved.

This is the first time we have structured our goals and impact report around this framework, so there will be areas of the report where we have not set goals for 2022, however we have still made progress in many of these areas without a specific goal. Goal-setting is important, and we will therefore work to ensure that each impact area of our strategy has at least one goal from 2023.

2022 Performance vs. Goals

3 1 2



Key

- Completed
- Making progress
- Not completed



Purpose

Understanding our purpose is key to setting and achieving environmental and social goals.

Governance

Responsible travel

Responsible
business



Governance



Purpose



Planet



People

Goal #1

We didn't set a specific goal for Governance this year, but we still made some progress in this area.

What we achieved

Updated our Articles of Association to change the purpose of our company to include the environment and our communities as key stakeholders in our business

Undertook stakeholder engagement with staff to create a draft sustainability strategy for 2023 to 2026

Incorporated social and environmental performance into some managers job descriptions

Included a social and environmental report in quarterly board meetings

What we'll do next


Define our strategy for 2023-2026

Set a minimum of one Governance goal for 2023





Responsible Travel

Goal #1 
Create a system for categorising our trip elements by their sustainability impact

What we achieved
Designed and distributed our Sustainability Survey and Code of Conduct to 250 of our core suppliers in Japan, with over 100 responses (42%)

Designed a system for categorising accommodation based on their responses to the Sustainability Survey

What we'll do next
Work to increase the share of overnight stays at Gold and Silver rated

sustainable accommodation from 1 and 2% in 2022 to 10% in 2023.

Goal #2 
Share our progress on sustainability with our clients as they move through the customer journey

What we achieved
Behind the scenes we've worked hard on distilling our key sustainability messages into a clearer format

We have produced a more comprehensive, data-driven and transparent Impact Report

What we'll do next
Ensure our client documentation accurately reflects our sustainability progress

Goal #3 
Produce a Destination Impact Report

What we achieved
We didn't produce a separate Destination Report, however we have instead included our community impact in this main Impact Report

What we'll do next
Increase the number of destination-related goals and metrics we report on in our main Impact Report.



Responsible travel in numbers

Related goal: #1 Create a system for categorising our trip elements by their sustainability impact



42%

Response rate to our Sustainability Survey



Gold Rated



Silver Rated

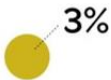


Bronze Rated



250

Core accommodation in Japan



3%



4%



23%



7218

Room nights



1%



2%



26%

Responsible Business



Purpose



Planet



People

Goal #1

Reach at least step 3 (Verification Queue) in our aim for B-Corp status

What we achieved

We completed our initial Evaluation with B Corp, uploaded our Standardised documentation and joined the Verification Queue

(We completed our B Corp certification in May 2023)

What we'll do next

Create an action plan for improving our B Corp score when we recertify in 2026

Connect and engage with other members of the B Corp community

Goal #2

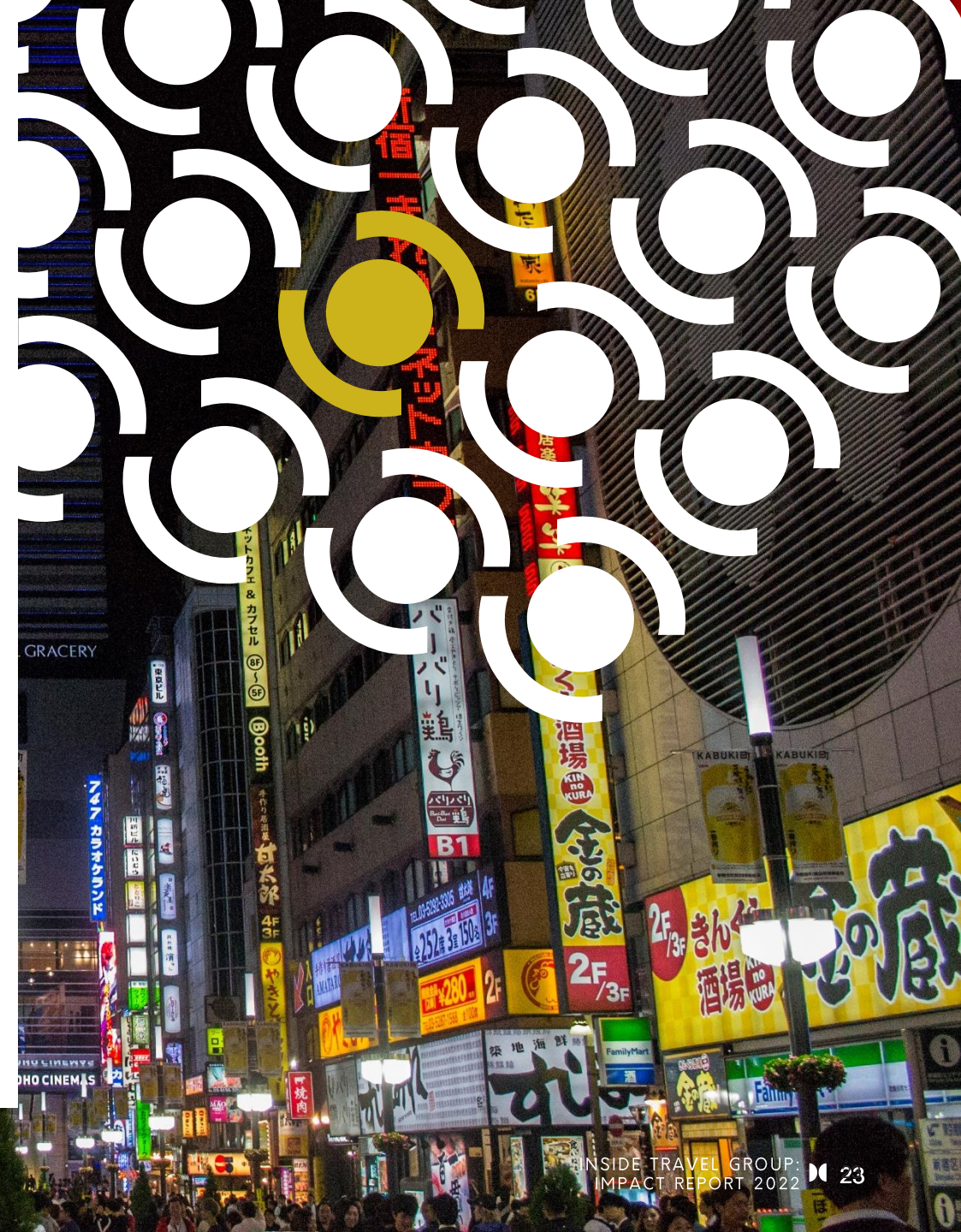
Recertify as Travelife Partner in our UK branch

What we achieved

With our focus on B Corp, we were not able to recertify as Travelife Partner in 2022, but we will do so in 2023

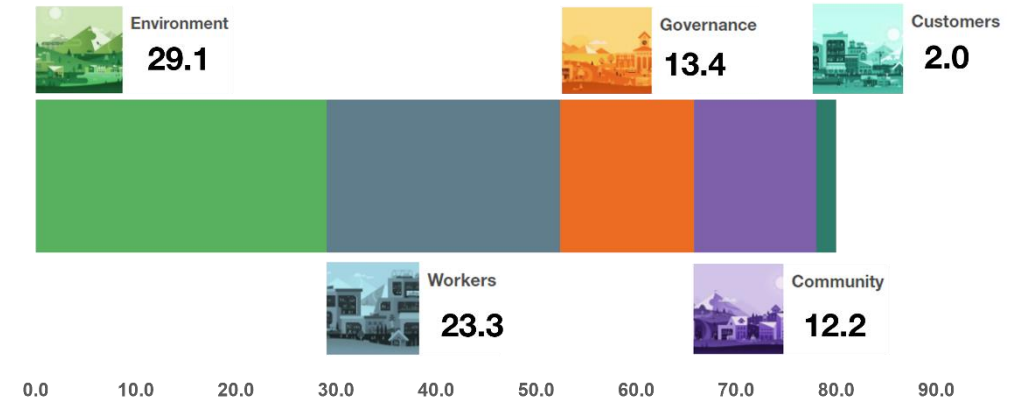
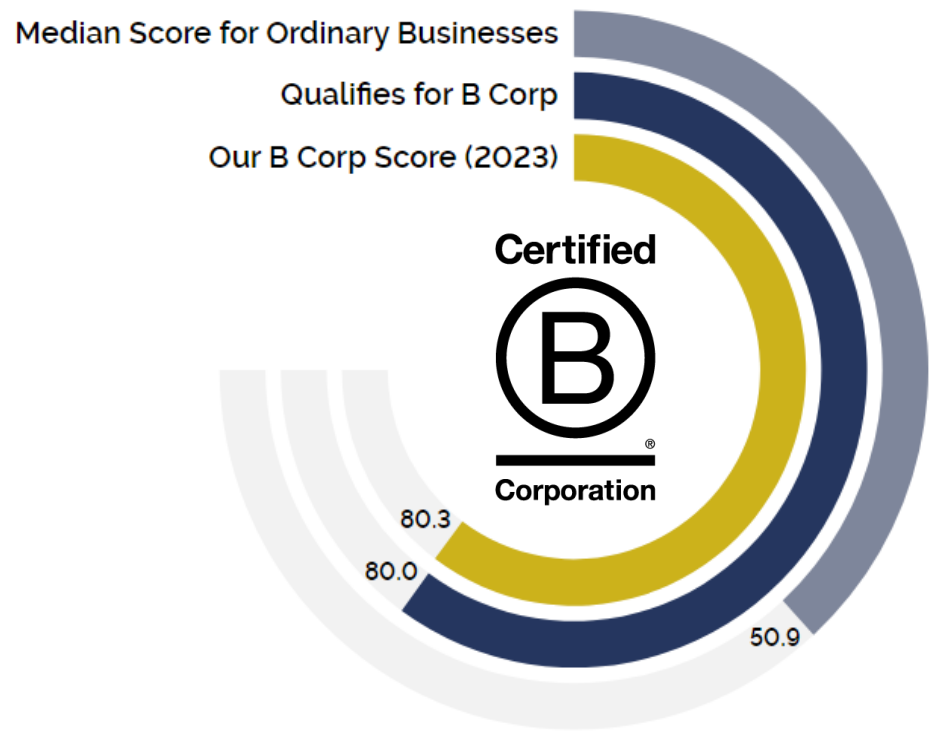
What we'll do next

Recertify as Travelife Partner for all branches



Responsible business in numbers

Related goal: #1 Reach at least step 3 (Verification Queue) in our aim for B-Corp status



Related goal: #2 Recertify as Travelife Partner in our UK branch



4 /4 branches with Travelife Partner status



Planet

Planet one line

Climate Action

Nature

Waste Reduction



Climate Action



Purpose



Planet



People

Goal #1

Update our Climate Action Plan so that it is consistent with our commitment to the Glasgow Declaration

What we achieved

Fully measured our carbon emissions for the first time, including remote working, commuting and every element of our trips, together with our partners and carbon experts collective.

Reduced our office emissions by 38% in 2022 compared to 2021 (74.63 tCO₂e vs. 46.35 tCO₂e), despite staff returning to work in our offices.

Switched to 100% renewable energy in our Bristol office (the % of renewable energy in our Broomfield office also increased).

Secured 60,000 tonnes of CDM certified offset credits to cover all 2023 trip departures, supporting renewable wind energy projects across India.

Developed a Working from Home Sustainability Policy

Created a "How to Write a Climate Action Plan" toolkit for anyone who signed up for the Glasgow Declaration.

Organised four webinars on the Glasgow Declaration and Nature Positive Tourism

Spoke at the AITO AGM on the importance of climate action

What we'll do next

Calculate the average carbon emissions per passenger and per employee for 2022.

Determine the most impactful reduction strategies for reducing passenger and employee emissions for 2023.

Choose and launch our Nature Positive Project and introduced this to staff and to clients.

Update our Climate Action Plan

Climate Action in numbers

Related goal: #1 Update our Climate Action Plan so that it is consistent with our commitment to the Glasgow Declaration

Total carbon emissions (including all trips)
3,207,232
 kgCO₂e



44kg per customer night



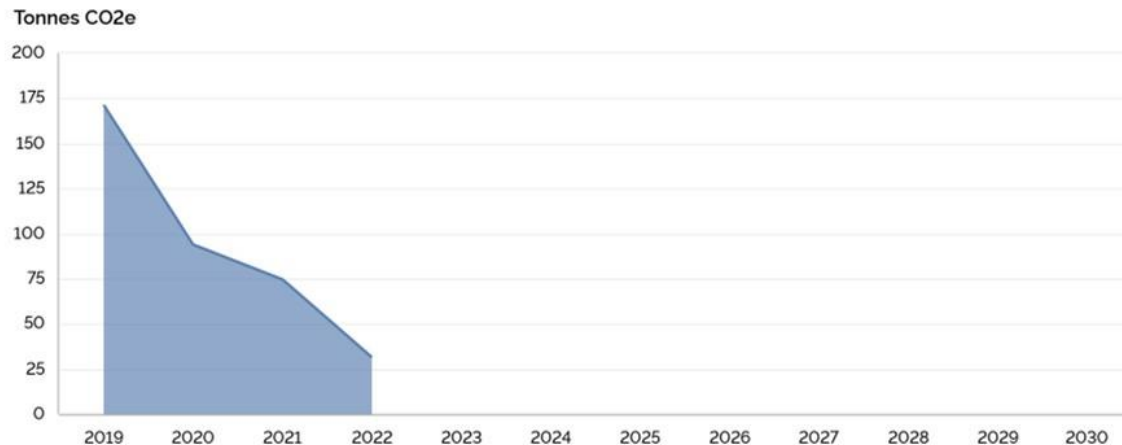
30,582kg per employee

25% of our offices run on 100% renewable energy

12.8: Average nights for an ITG trip

6.1: Nights for an average trip to Japan*

Our Scope 1&2 Emissions



0.05 domestic flights per passenger
 InsideJapan departures



1.54 domestic flights per passenger
 InsideAsia departures



Nature

Goal #1 ⊖

We didn't set a specific goal for Nature this year, but we still made some progress in this area.

What we achieved

Committed to a minimum grant donation of £2000 to Nature Positive Projects in our destinations in 2023.

Begun research and engagement to choose two Nature Positive Projects in our destinations to support in 2023

What we'll do next

Choose and launch our Nature Positive Projects and introduce this to our staff and clients.

Make our first grant donations to our Nature Positive Projects



Purpose



Planet



People

Waste reduction

Goal #1 ⊖
We didn't set a specific goal for Waste reduction this year, but we still made some progress in this area.

What we achieved
Did not print any InsideJapan Tours brochures and reduced the amount of paper sent to clients via their travel documents.

What we'll do next

- Review our current waste estimates per employee
- Continue to review our marketing materials and brochure policy





People

Understanding our purpose is key to setting and achieving environmental and social goals.

Our team

Our communities

Giving Back



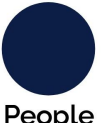
Our Team



Purpose



Planet



People

Goal #1

We didn't set a specific goal for Our Team reduction this year, but we still made some progress in this area.

What we achieved

Provided sustainability training for all new staff and refresher sessions for ongoing employee training

Launched Giki Zero, a platform for staff to sign-up to and learn how to reduce their carbon footprint through easy-to-follow steps

Ran our first Diversity, Equity and Inclusion and Sustainability surveys with staff

Introduced a Remote Working Sustainability Policy and a Breastfeeding Policy

What we'll do next

Update our Sustainability training modules to make sure they have the latest information

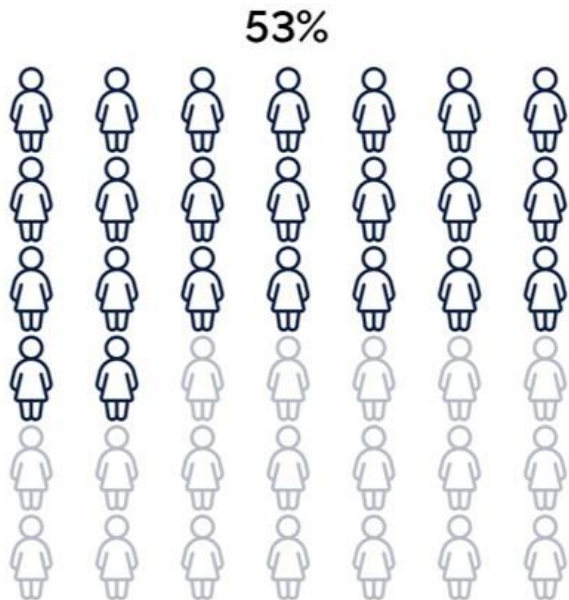


Our team in numbers

Headcount
129
At the end of 2022

Branches with Living Wage accreditation
25%

62% 
Staff completed in-house Sustainability training modules



Female management

Average length of service: 5.5 years 

2022 eNPS **26**

Staff satisfaction

4.0 
"I am happy at work" (/5.0)

Average global eNPS **14**



Our Communities

Goal #1 
We didn't set a specific goal for Our Communities this year, but we still made some progress in this area.

What we achieved
Learned the local impact of our accommodation partners through our Sustainability Survey.

One of the biggest impact we were able to have on our communities, after over 2.5 years without international travellers, was being able to run our tours with them again.

Our Small Group Tours like Hidden Japan were once again visiting small, rural communities such as Joge and the Iya Valley.

We worked to develop new relationships with smaller communities in Japan where we can have a positive impact, while safeguarding against some of the risks that come with travel, such as overtourism and leakage (when tourist money doesn't go to local communities and instead leaks out to other economies).

For example, working with local tourism board Kyoto by the Sea, we developed a Sustainability Pledge to ensure that the community of the small fishing village of Ine was able to balance tourism with their traditional way of life.

What we'll do next
Set targets for our local impact metrics (e.g. locally owned properties, properties using locally sourced foods)



Purpose



Planet



People

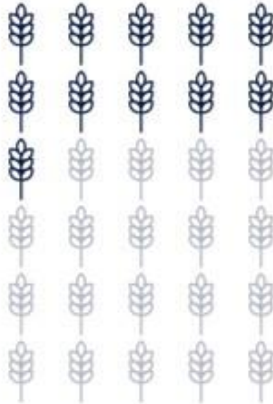
Our Communities in numbers

71%



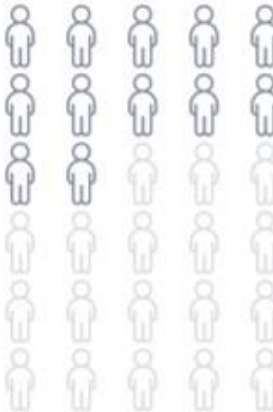
Locally owned properties

36%



Properties using >80% locally sourced food

37%



Supporting local artists

10%



Investing revenue back into community projects



42%

Response rate to our Sustainability Survey



250

Core accommodation in Japan

Giving Back



Purpose



Planet



People

Goal #1

We didn't set a specific goal for Giving Back this year, but we still made some progress in this area.

What we achieved

We restarted our IC Card Donation Project, with over £3000 in client donations in 2022, despite only restarting in October. Our clients have now over £26,000 since 2018.

48% of our staff around the globe volunteered for a variety of environmental and social impact organisations.

Staff volunteered over 270 hours as part of our Volunteering Leave Policy – where every staff member receives one paid day of volunteering leave each year.

Fundraisers organised by the team raised almost £5000 in addition to over £1600 in company donation-matching for a total of over £6600.

We held our second annual global ITG Gives Back Day where each branch fundraised for their Giving Back Partner - charities who give breaks to families who need them the most.

We also donated 60 hours of office use to

What we'll do next

Increase the percentage of our staff volunteering to 75%+.

Increase our total volunteering hours to 300+

5% of our profits from 2023 will be donated to our Giving Back partners.



Giving Back in numbers

Total charity donations

£6,668

Staff charitable donations

£4,970

Company charitable donations*

£1,698

*includes charitable donation matching

Client donations through our IC Card scheme

£3,045

In 2022

£25,882

Since 2018

48% 
of our staff volunteered



60 hours office use donated



278 hours volunteered



Our Charity Partners

Our Giving Back Partners

Our Giving Back Partner charities are organisations in each of our branch countries who provide a break for families who cannot normally afford time away (and who need it the most.) We have committed to Giving Back 5% of our operating profits to these charities beginning in 2023, and our staff raise further donations through fundraising events throughout the year.



For over 40 years, the Family Holiday Charity has provided breaks for UK families struggling with issues such as disability, severe and sudden illness, bereavement, mental health issues and domestic violence.



Camp Quality provides essential support to children facing a cancer diagnosis. This includes the much-needed opportunity to have a break from cancer, and to make new, positive memories at kids' camps, family camps, fun days, and retreats.



A Dream A Day in Tokyo (ADADIT) focuses on arranging a 1-7days trip to the Tokyo area for children (aged 3-18 years old) who are at risk of moving to the terminal stage in fighting incurable illness, together their families.



Make-A-Wish is a non-profit organization in that helps fulfill the wishes of children with a critical illness. It was founded in 1980 and has chapters all across the world. We will be working directly with our local chapter in Colorado.

Our destination charity partners

We also support charities that directly address some of the key challenges to communities within our destinations.



As Japan's only nationwide foodbank, Second Harvest redistributes leftover food from manufacturers and retailers to those in need at welfare agencies, children's homes, homeless shelters and soup kitchens across the country. We are proud to support Second Harvest through our IC Card donation scheme, which has raised over £29,000 since 2018.



Child's Dream Foundation aims to reduce childhood mortality and improve health and hygiene in schools and communities in Southeast Asia. We encourage our InsideAsia clients to make a donation when they travel with us.

05

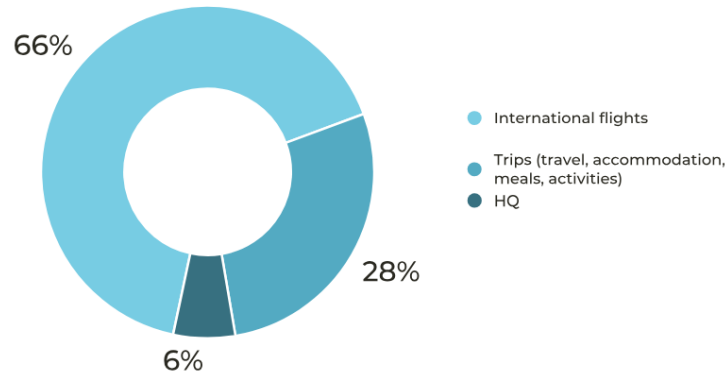
Carbon emissions



Our key carbon measures

Our total footprint for 2022 is:

3,207,175kgs CO2e



Our challenge is to reduce our per customer per night figure by

50% by 2030



This equates to:

44kg CO2e per customer per night

(Without including international flights)



311kg CO2e per customer per night

(If all bookings included international flights)



3,467kg CO2e flight emissions per customer

(If all bookings included international flights)



That equates to

8% per year



We'll focus on this KPI to reduce the emissions of the **accommodation, experiences and transport** we offer clients within country and can have a more direct impact on.

We'll focus on this KPI to **lengthen the trips** we offer, so that per night emissions are lower (and more time and money is spent in destination)

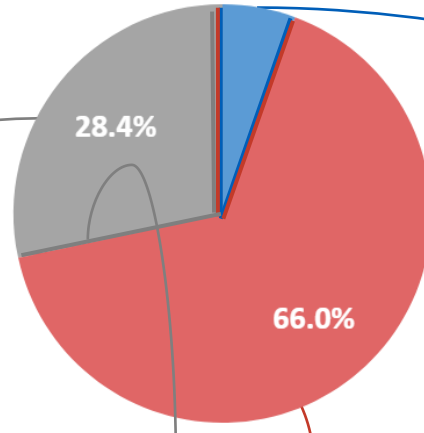
We'll focus on this KPI to reduce the emissions of the **flights** we offer clients by using more sustainable airlines (e.g. those with more modern aircraft and using sustainable aviation fuel) as well as more direct flight routes.

Carbon emissions breakdown

Total emissions breakdown

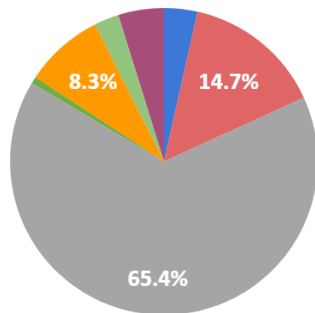
Total: 3,207,232kg

- HQ
- Trips
- International flights (customer trips)



Where our trip emissions come from (without international flights)

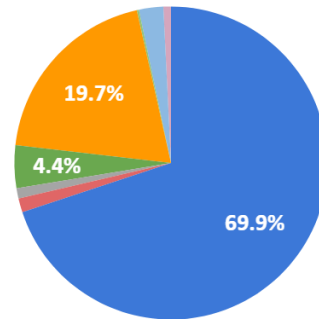
Total: 910,554kg (28%)



- Transfers
- Transport
- Accommodation
- Cruises
- Meals
- Excursions
- Miscellaneous
- Domestic Flights

Where our trip + international flight emissions come from

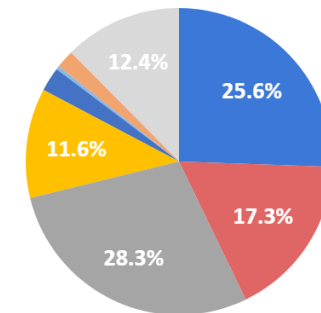
Total: 3,025,908kg (94%)



- International Flights
- Domestic Flights
- Transfers
- Transport
- Accommodation
- Cruises
- Meals
- Excursions
- Miscellaneous

Where our HQ emissions come from

Total: 181,324kg (6%)

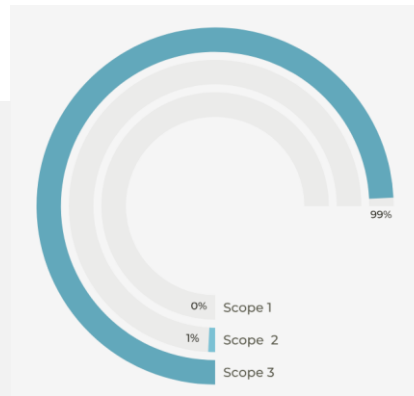


- Office
- Working from Home
- Business Travel
- Communting
- Website
- Virtual Events
- Staff Events
- Post
- Purchased Goods

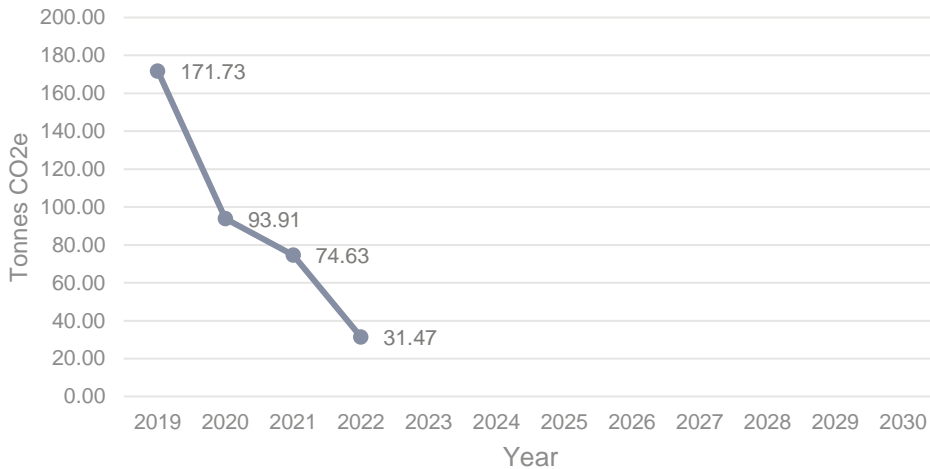
Carbon emissions by scope

Our emissions by Scope

The vast majority (99%) of our emissions are classed as Scope 3 emissions. It is typical for Scope 3 to be the biggest section of a businesses' footprint, but at the moment many businesses do not calculate or report this part of their emissions. 2022 is the first year we have fully measured our Scope 1, 2 and 3 emissions.



Scope 1&2 Emissions



Our Scope 1 and 2 emissions

Our Scope 1 and 2 emissions have decreased year on year since 2019. In large part this is due to the covid pandemic and our staff working remotely (Scope 3 emission) than in our offices. However, we have also put in a number of measures ourselves which have contributed to reducing our Scope 1 and 2 emissions.

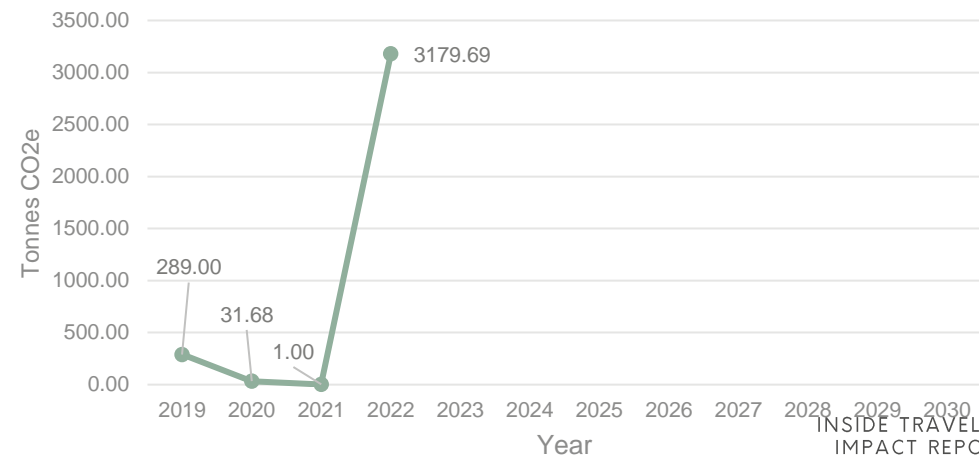
In 2022 we switched to 100% renewable energy in our head office in Bristol. Our Boulder office has seen its grid electricity become more renewable (to 33% in 2022). Our other offices saw a rise in Scope 1 and 2 emissions in 2022 as we largely returned to working in our offices.

Our Scope 3 emissions

Up until 2022, we only measured our staff business flight travel as Scope 3 emissions. This decreased dramatically during in 2020 and 2021 as most international travel was put on hold during the covid pandemic.

From 2022, we have measured our total Scope 3 emissions, which includes every single trip and international flight we booked for our customers, as well as non-flight staff business travel, our commuting and working from home emissions. This is why we see a significant spike in our Scope 3 emissions, as ultimately it is the first time we have properly measured them.

Scope 3 Emissions



Scopes explanation

About Scope 1 - These are emissions from all the fuel that the company pays for. i.e. The petrol in a company car or the diesel generator at your site.

About Scope 2 - All the emissions from the electricity you pay for at your premises, e.g. electricity at our offices

About Scope 3 - Everything else that forms part of your company emissions. These are often things you cannot control but can influence (also known as 'indirect'). Our customer trip emissions and international make up the biggest part of our Scope 3 emissions, but also included are all other indirect emissions from our operations and supply chain.



Robert Moran

Global Sustainability Manager

robert.moran@insidetragroup.com

Simon King

Co-founder and Director

simon.king@insidetragroup.com
