



WINNER



FINALIST



WINNER



WINNER



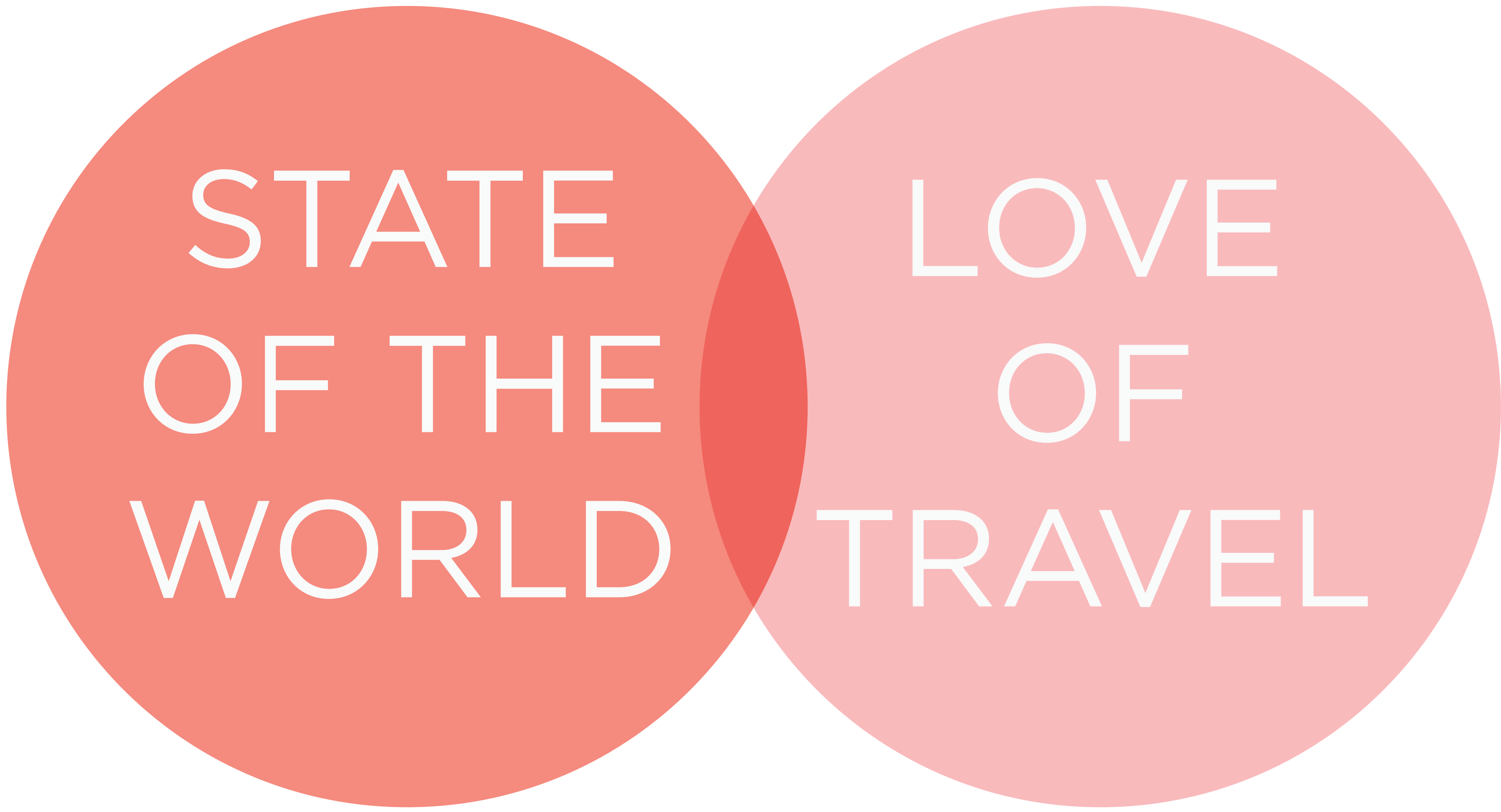
FINALIST



On a vacation to Belize, my cofounder and I witnessed heartbreaking poverty & environmental despair.

We WISHED there were a way for our travel dollars to positively impact the local community.





STATE
OF THE
WORLD

LOVE
OF
TRAVEL

It turns out...

97% of travelers want their travel dollars to positively impact the communities they visit

- ▶ 75% agree traveling sustainably enhances their vacation experience and are willing to pay more
- ▶ One of the top five ways travelers wish to contribute to sustainable tourism is by giving donations to local non-profits
- ▶ Only one-third of hotels actively communicate about their sustainability/community impact efforts proactively to potential guests

- 2022 Kind Traveler Impact Tourism Report
- 2022 Virtuoso Study: Conscious Comeback: Influencing a Sustainable and Regenerative Future for the Travel & Tourism Industry



- Photo: Sonoma County Tourism



REGENERATIVE TOURISM:

Regenerative tourism is when visitors travel with a mindset to leave a destination better than it was before they arrived, and experiences go beyond a traditional vacation.

60%
increase
in interest since the pandemic

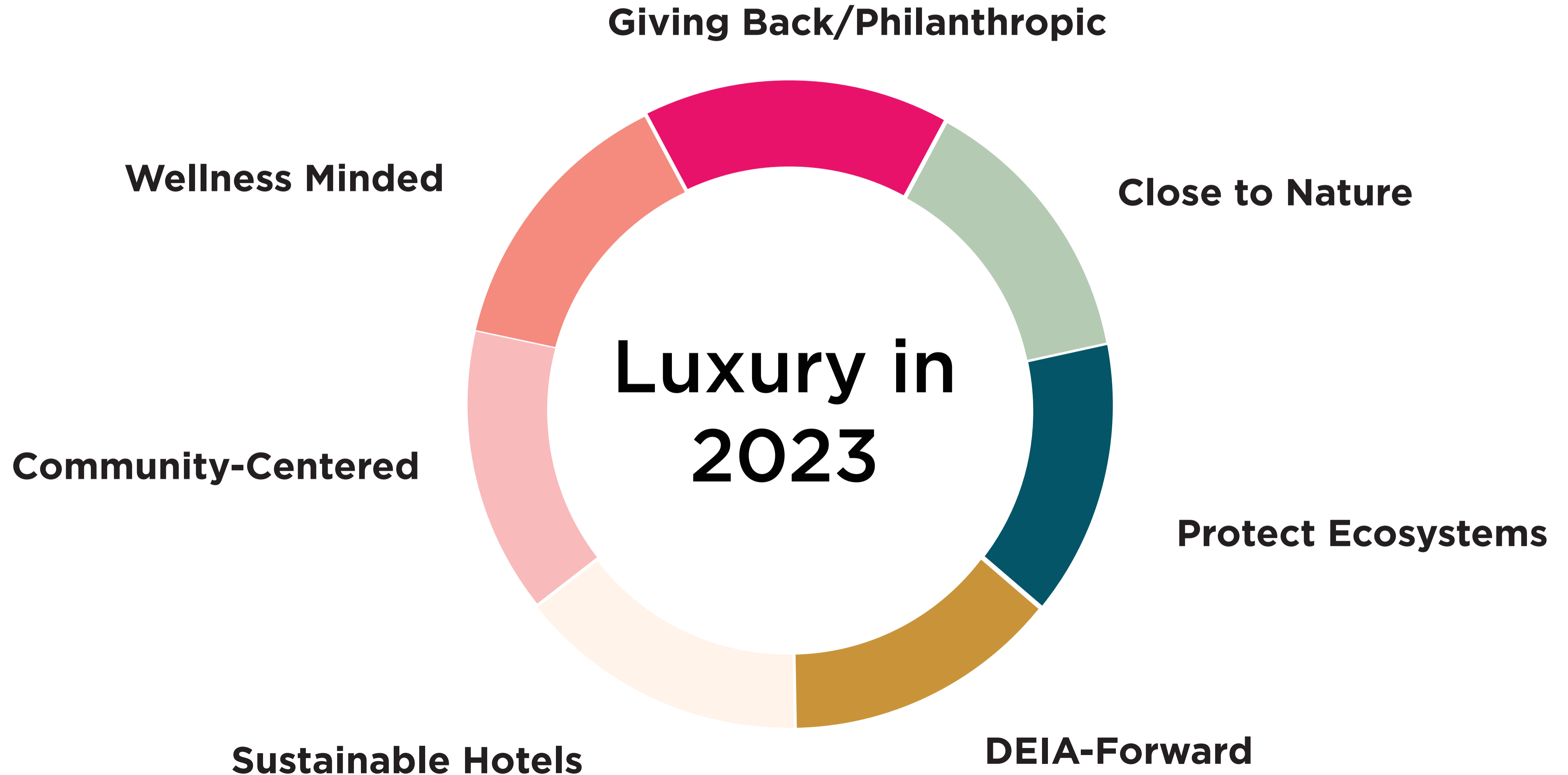
SUSTAINABLE TOURISM:

Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities.





7 PILLARS OF THE NEW SOCIALLY CONSCIOUS LUXURY



However...

Of those that want make
a positive **impact in
communities**

▸ **1/3** find it difficult

▸ **1/2** don't know how





Before Kind Traveler, giving back to the communities you visit was not easy.

Options:

- Suffer through traveler's guilt; do nothing
- Climate crisis: #1 concern of Millennials & Gen Z
- Voluntourism (not everyone wants or has time)
- Confusion on which charities to give to in making a meaningful impact



POSITIVE IMPACT
in the communities you visit



IMPACT REPORT & TREE PLANTING
options with every booking



TRANSPARENCY
in sustainability + wellness initiatives
of Kind Hotels



UN GLOBAL GOALS
alignment with each local + global
charity



VETERAN + WOMEN
founded & owned



CONSCIOUS NEIGHBORHOOD GUIDES
with every Kind Hotel

100+

VETTED CHARITIES
for positive impact in communities



100%
of charities do not fund
animal testing



CURATED KIND HOTELS
that care for their communities



Signatory



Glasgow Declaration
Climate Action in Tourism

Signatory



**CENTER FOR
RESPONSIBLE TRAVEL**

Platinum Sponsor



Member



Member

Weekly Newsletter

100K Subscribers
★ 30%-40% open-rate ★

Ambassadors

32 Influencers w/**5M** Social Reach

Social Media

170K Followers



Blue Startups Accelerator

Nov 2020 Graduate

Press

600+ News Articles
956M Audience Reach
8M Coverage Views

Website

250K Monthly Impressions

Awards

1B+
combined
audience
reach



WINNER
2021



FINALIST
2021



WINNER
2021



2020



WINNER
2019



FINALIST
2019

355 Active Contracts

170+ Hotels

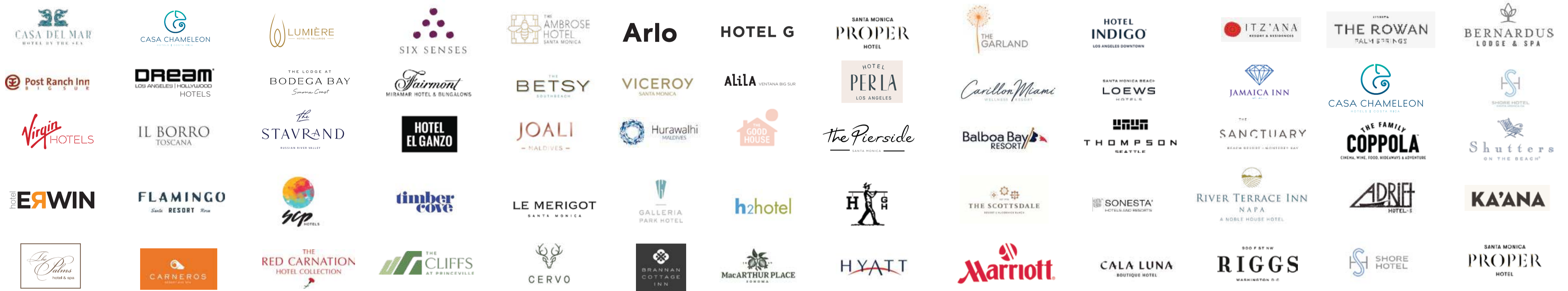
15+ Tourism Boards

170+ Charities

25+ Countries



HOTELS



CHARITIES



Cited in 600+ News Articles

\$3M Editorial Value



Kind Traveler aims to make each trip, however short, an opportunity to improve local lives.



Kind Traveler offers a clever, easy-to-use system for both seeing the world and investing in making the world better.



Although it's enough to know that your contribution is enough when it comes to doing right by others on Kind Traveler, the savings are an added bonus.

The New York Times

**TRAVEL+
LEISURE**

**CONDÉ NAST
Traveler**

KIND TRAVELERS ARE...

Influential, educated global citizens who understand that living and giving cannot be separated as we build a better world.

They understand that traveling and discovering the world are part of an intimately connected, mutually dependent, global community.

CORE TARGETS:

MILLENNIALS

The new generous generation

- **2X** the volunteer hours
- **3X** the cash donations
- **4.5X** the physical contributions

FAMILIES

Giving and learning together

- **38** volunteer hours (+12 from average)
- **49%** plan to engage their children more
- **47%** intend to discuss community needs together

DEMOGRAPHICS

35 ▶ 65

TARGET AGE

76%

COLLEGE
GRADUATES

\$92K

MEDIAN HHI

THE AFFLUENT

Placing a premium on social responsibility

- **+7%** higher desire for their travel dollars to make a difference.
- **+47%** higher value on company social responsibility







Photo Credit: Wildhaven Sonoma

Benefits of Every Stay Gives Back Program

- Increased trip satisfaction
- Endless storytelling + PR angles
- Increased ESG/community impact metrics
- Achieve sustainability goals
- Loyalty + competitive advantage
- Easy guest communication
- Increased transparency + accountability

HOTEL DELIVERABLES

- ✓ Monthly Donation Tracking
- ✓ Third-Party Validation
- ✓ LIVE Hotel ESGB Community Impact Report
- ✓ QR Code Linked to Report
- ✓ Artisanal-Made Wood Plaque
- ✓ Marketing Activations targeting Kind Traveler's 1B audience reach



The Stavrand, in partnership with Kind Traveler's Every Stay Gives Back community impact program, supports Farm to Pantry in Sonoma County, California.

Total Positive Impact To Date | Membership Since December 2022

20

servings of Sonoma County-grown fruits + vegetables shared with marginalized families with every \$10 donated to Farm to Pantry

100%

donated to Farm to Pantry

\$2

dollar per stay goes to Farm to Pantry

\$2,318

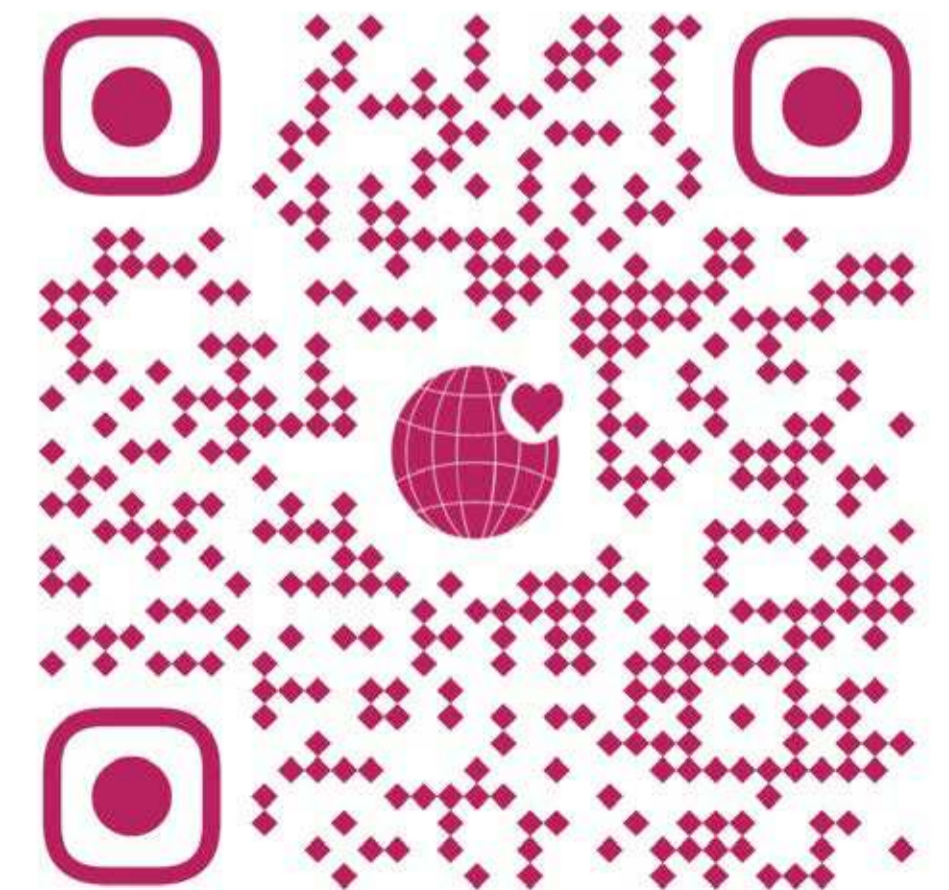
total funds raised

4,620

servings of Sonoma County-grown fruits + veggies shared with marginalized families

115

cars off the road for one day = emissions spared





“Kind Traveler’s Every Stay Gives Back program makes it easy for us to communicate our community impact efforts to our guests. The program also creates visibility and awareness for Farm to Pantry, a local nonprofit that’s critical to the health and wellbeing of Sonoma County.”



- Emily Glick, Owner of The Stavrand Russian River Valley Sonoma County, California

ESGB PROGRAM

Easy implementation into hotel's PMS (property management system)

RESERVATION DETAILS

ROOM Partial Ocean View 2 Queen Beds Acc Roll-in Shower

DATES Wed, Sep 14 — Thu, Sep 15

ADULTS 2

CHILDREN 0

ROOM CHARGES: USD 295.20

RESORT CHARGE \$48 [Details :](#) USD 56.62

OCCUPANCY TAX [Details :](#) USD 39.11

STATE TAX [Details :](#) USD 13.91

CARBON NEUTRAL FOOTPRINT USD 1.38

COMMUNITY IMPACT PROGRAM USD \$1.00

GRAND TOTAL: USD 411.22

Including 3 Free Rewards

[Confirm details](#)



Implementing Kind Traveler's Every Stay Gives Back program was easy and took less than 20 minutes to integrate into our PMS. Both our team and guests are thrilled about this initiative to drive positive impact in our local community with Dylan Jude Harrell Community Center, a local nonprofit enriching the lives of children through necessary after-school programs and connection with valuable mentors."

- Kacia Lessnau, COO Adrift Hospitality

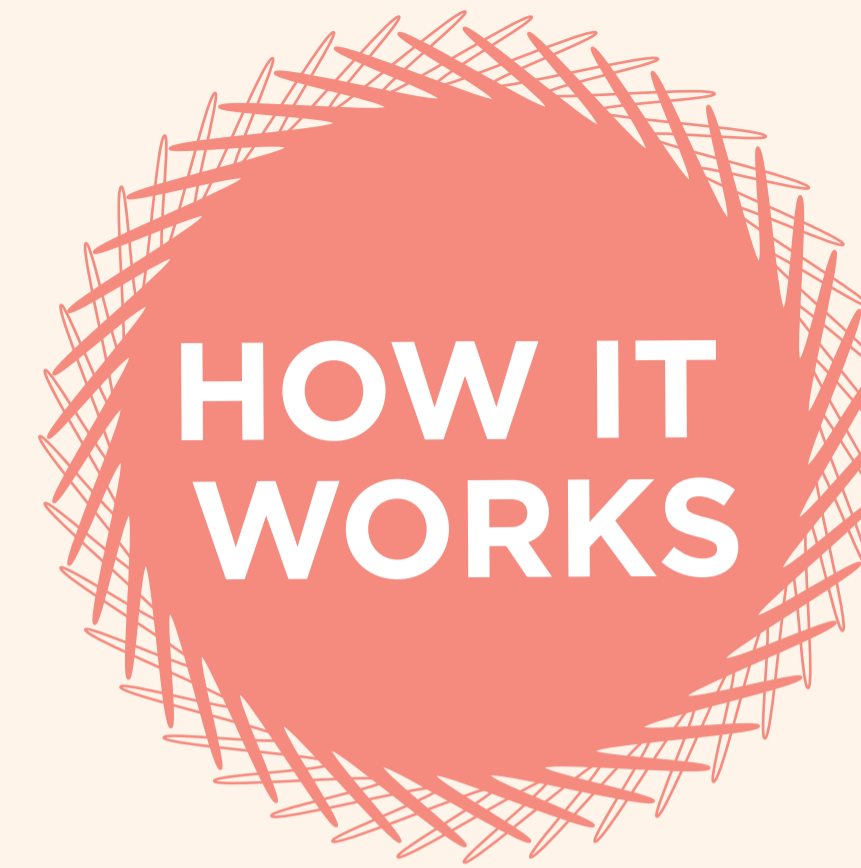


ESGB Integration: Lodging Partners

There are three options available for lodging partners to participate in ESGB program:

- **Integration of a Community Impact Program Line Item**
- **Double Your Positive Impact: Option to Match with a Donation**
- **Hotel Donation Only**

100% of funds collected go directly to the designated charity beneficiary.



\$4,310

dollars raised raised for
local charities in Sonoma
County

7,040

servings of Sonoma
County-grown fruits +
veggies

7,500

lbs. of trash removed out
of the Russian River

41

miles of hiking trails
maintained

200

nutritious meals provided
to individuals in need

100%

donated to charity





Positive Impact Metrics

{6-month timeframe}

1,400 carbon-sequestering breadfruit trees were planted with Hawaii Farm Trails in the Hawaiian Islands

7,000+ servings of Sonoma County-grown fruits and vegetables were provided to families facing food injustice while solving food waste with Farm to Pantry in Sonoma County, California

6,200 meals were provided to individuals facing food insecurity with The LGBTQ Community Center of the Desert in Greater Palm Springs

775 hours of enrichment programs were provided to students in an after-school program with Dylan Jude Harrell Community Center in Coastal Oregon & Washington

5,500+ square feet of wetlands were created by Blue River Watershed Group, providing habitats for wildlife and wildfire protection in Silverthorne, Colorado

153 families received food for three days with Their Future Today working in Sri Lanka

250 students received school supplies for an after-school program with Abriendo Mentes in Guanacaste Province, Costa Rica

EVERY STAY GIVES BACK (ESGB) COMMUNITY IMPACT PROGRAM

Donation Estimates

Inventory

Details

Total Donations

DESTINATION

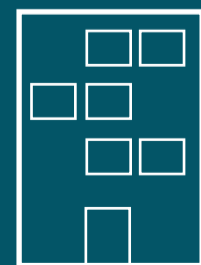


6,100 available room inventory
(example with Sonoma County
Tourism)

50% occupancy;
\$1/Night Contribution

\$91,500 per month
\$1,098,000 per year

HOTEL



100 available rooms

50% occupancy;
\$1/Night Contribution

\$1,500 per month
\$18,000 per year

Your Positive Impact

a \$10 donation will:

Farm to Pantry
Cultivating Community through Healthy Food

provide 24 people with a healthy serving of fruits or vegetables

 **Pepperwood**

support a science-based nature experience for an elementary-aged student

 **CHARLIE'S ACRES** | Farm Animal Sanctuary

will feed a rescued cow for three days

 **REDWOOD EMPIRE FOOD BANK**

provide 20 nutritious meals to individuals in need

 **RUSSIAN RIVERKEEPER**

clean 250 pounds of trash out of the Russian River

 **SONOMA LAND TRUST**

maintain one mile of hiking trail

KIND TRAVELER X SONOMA COUNTY TOURISM PARTNERSHIP

500M

Online Readership

noblestudios.com
Noble Studios, Inc.
630 4.89K 69

lodgingmagazine.com
LODGING Magazine
443 21.2K 8

layoga.com
LA Yoga Magazine - Ayurveda & Health
240 23.8K 2

finance.yahoo.com
Eco-Friendly Tips for Sustainable Trips
14K 138M 3

Noble Studios, Inc.
Noble Studios, Inc.
607 36

northbaybiz.com
The Kind Traveler: Kindness & Wanderlust
579 5.18K 4

www.kiplinger.com
www.kiplinger.com
8.45K 3.19M 98

NASDAQ.com
Eco-Friendly Tips for Sustainable Trips
9.34K 5.94M 6

sonomacounty.com
SonomaCounty.com
822 150K 12

thriveglobal.com
How to Travel Kindly
4.36K 1.52M 42

barrons.com
20 Minutes With: Kind Traveler Co-Founder and CEO Jessica Blotter
12.4K 5.82M 80

Exposure
Exposure
13 188 0

Exposure
Exposure
19 58 5

whereverfamily.com
Wherever Family
4.19K 32.9K 1

hotelexecutive.com
10 Ways for Today's Hotelier to Advance Sustainable Travel in 2020
89 12.7K 9

California Lodging Investment Conference
YouTube
38 1.02K 34



PARTICIPATING ESGB PARTNERS



DAWN RANCH

A photograph of a deer with antlers in a field of tall grass, serving as the background for the infographic. The deer is positioned in the center-left of the frame, looking towards the right. The grass is a mix of green and brown, suggesting a natural, slightly overgrown environment.

1 in 10

Jobs supported
by tourism

90%

Hospitality businesses make
donations and provide paid
time for employees to
volunteer with local causes

85%

Of tourism businesses
are locally owned

50,000

Protected land acres &
counting

100%

Commitment to becoming
the first sustainable wine
region in the US

77%

Of tourism businesses
are 'small' (less than 25
employees)

GUEST TESTIMONIALS



When it comes to being a more responsible traveler, Kind Traveler helps me pour back into the communities that I visit.” - Amanda K.



Kind Traveler helps me find places to visit where my dollars go further than just paying for the hotel.”
- Matt L.



Kind Traveler helps me plan my trips around my wants and needs for the environment and community.” - Michelle K.



WINNER

“Kind Traveler offers a clever, easy-to-use system for both seeing the world and investing in making the world better.”