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RESPONSIBLE TRAVEL : FROM DOING TO ACHIEVING

Hanoi, 1st October, 2017 - Rooting for a sustainable development, Footprint's concept of Responsible Travel highly involves protecting the environment, respecting local people and their cultures, as well as sharing tourism's benefits and minimizing its negative impacts. In 2016, our efforts to accomplish responsible travel goals was recognized by Travelife. Launched in 2007, Travelife is a leading non-profit organization of promoting sustainable tourism in the tourism industry. As a member, achieving the Travelife Certificate means that Footprint succeeded in committing and being consistent with our plan and action, including our products, the way we manage and monitor our impacts, and how we support our stakeholders on their road to sustainability. Over the past 10 years, Footprint has introduced Pu Luong Nature Reserve and its villages to thousands of travellers worldwide.

Known for its diverse flora and spectacular scenery, the development of Ecotourism is crucial and necessary for Pu Luong Nature Reserve, which located in Quan Hoa and Ba Thuoc district in north-western of Thanh Hoa Province, Vietnam. The Nature Reserve was established in 1999, lies in between two parallel mountain ridges and is divided by a valley, which is the settlement of ethnic Muong and Thai people. During the past years, Pu Luong has become an ideal off the beaten path destination for trekking, mountain biking and other adventure tours.

What we have done for the communities in Pu Luong:
1. Training on community-based tourism
2. Supporting with constructing infrastructure
3. Co-investment with some of the villagers to build lodges and homestay for travellers
4. Investing into a responsible property - Pu Luong Retreat (see more at puluongretreat.com)
5. Promoting of this Nature Reserve on the web as well as other international markets.

Here are some great results we achieved in 2016:
1. Creating full-time jobs to 25 people, mostly young people
2. Creating part-time jobs to 65 other villagers
3. 8 villages in Pu Luong get benefited from our activities
4. 120 volunteers to support - 130 villagers got involved
5. 1200 villagers benefited from different projects
6. $38,000 USD was raised in total within 2016
7. About 15 groups of full-time volunteers combined with travels

About Footprint: Footprint Travel has been running customised trips and travel packages in Vietnam and the Indochina since 2001. We focus on ensuring "Local - Unique - Personal" travel experience, and promote responsible and educational travel through our products.

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