

## Our mission is what we do!

Inspire travelers to live and experience unique moments, designing 100% home-made tours remaining faithful to our core values: authenticity, eco-friendly tourism, off the beaten tracks, handpicking our suppliers and maintaining well established relations with them so supporting local economies and assuring high quality tours to our travelers.

At Explore Iberia we are dedicated to fostering responsible tourism practices to ensure a positive impact on the environment, local communities, and cultural heritage. Our commitment to responsible tourism is integral to our core values, and we strive to lead by example within the travel industry.

Our policy encompasses the following key principles:

### 1. Environmental Stewardship:

We are committed to minimizing our environmental footprint by adopting sustainable practices in our operations.

- We promote walking and nature trips, avoiding car use. Our vehicles or local taxi company are used for dropping off/picking up our travelers when no other options are available.
- We seek partnerships with suppliers who share our dedication to environmental preservation.
- All our trips are designed in a way that travelers can reach the trip start from the airport by train or bus.
- We incentive travelers to stay more than 8 days when flying to Portugal
- Our self-guided material, like route notes, is digital.
- All picnic lunches and snacks provided by us are locally grown produce and other Portuguese products, served in reusable or recyclable lunch boxes.
- We are directly involved in local conservation projects in Northern Portugal region (ex. are in charge of the maintenance and ecological recovery of a Natural Monument from Geopark Viana do Castelo), we are also partners and actively collaborate in local sustainable tourism network, CETS Alto Minho from Europarc Federation.
- We work mainly in Protected Areas, that means that all our trips respect the local rules for nature conservation.
- A large part of our trips is in protected natural areas, so when designing itineraries, we take great care to preserve the most sensitive habitats. On guided trips or tours, we work with local guides who collaborate with nature conservation organizations.
- In the last years we've promoted a small Nature festival, which seeks to disseminate and promote environmental education linked to nature, i AM nature. With free or low-cost activities. Looking to raise awareness to nature values.
- Twice per year we promote beach cleaning events and reforestation activities in burned areas.
- On every trip we make a donation of 5 euros per person to a nature conservation project or association.

### 2. Cultural Respect:

- We value and respect local cultures in all the regions where we operate.
- We promote authentic cultural interactions and encourage our clients to do so in a respectful manner.

### 3. Social Inclusion:

Our trips are based on offering services promoted by local companies or guides, but in addition we promote trips to lesser-known destinations, whose impact of tourist activity is very significant.

- We actively seek opportunities to support local communities by promoting local employment and investing in social projects.
- We prioritize partnerships with local enterprises to strengthen the economies of the communities we visit. Small scale accommodations, family-run business, local guides are base.
- We have a partnership with the employment center, to welcome long-term unemployed people and support them in integrating into working life.

### 4. Customer Education:

- We provide information and guidance to our clients on responsible tourism practices.
- We encourage environmental and cultural awareness throughout all the experiences we offer.

### 5. Safety and Well-being:

- We prioritize the safety and well-being of our clients, employees, and local communities.
- We uphold stringent safety standards to ensure a positive and secure tourism experience.

### 6. Continuous Improvement:

- We commit to ongoing evaluation of our practices and actively seek ways to enhance our performance in responsible tourism.
- We welcome feedback from clients, employees, and stakeholders to continually improve our initiatives.

By adopting this responsible tourism policy, Explore Iberia aims to be a trailblazer in the industry, promoting tourism that respects and benefits the environment, local communities, and visitors alike. We believe that responsible tourism is not just a commitment but an ongoing journey towards creating a sustainable and positive impact.






## EXPLORE IBERIA

Explore Iberia is a small and independent operator, specialized in Walking and Wildlife travel based in Northern Portugal. Small groups guided or Self-Guided, our in-depth knowledge of the destinations, our long-term relationships with suppliers allow us to create customized unique itineraries, committed with responsible travel.

### Why travel with us?

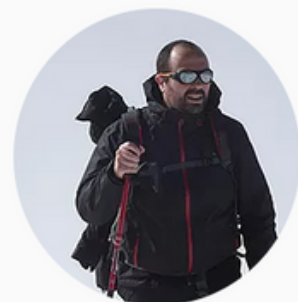
- Experienced and passionate local guides, experts of the cultural and natural history
- Itineraries designed with sustainability in mind and committed with responsible travel
- Small scale accommodations
- Hand-picked hiking trails
- 20 years of experience designing nature-based travel throughout the North of Portugal
- Peneda Gerês National Park local experts




 Isabel Sousa



 Marina Carvalho



 Bruno Gonçalves



## SUSTAINABLE TOURISM



Proudly partners of Alto Minho European Charter for Sustainable Tourism since 2019.

We understand that the engagement of local businesses is vital to the effective development and management of sustainable tourism. We are actively involved in the process of pursuing and achieving sustainable tourism practices, ensuring that ecosystems, landscapes and cultural values are conserved for future generations.

## RESPONSIBLE TRAVEL



We believe that we can all make a difference and that our choices can have a very positive impact on destinations. That is why we seek to carefully design our activities in order to contribute to the sustainable development of the territories and minimize environmental impacts, working whenever possible with local guides, promoting knowledge, investing in local products and resources, promoting social inclusion and preserving the good be animal, Responsible tourism must encourage the exchange of enriching experiences for the traveler and the local population, this is our commitment.

