

## Adventure Alternative Quality Charter

### Our commitment to you

#### No nasty surprises

We give you the full price of the trip with no hidden charges, local payments or kitties.

#### Quality guaranteed

We are committed to bringing you the best quality trip that we can, with honesty and integrity from our staff. We respond to feedback and complaints with a personal response and describe our trips fairly. Our holiday itineraries can be tailored beyond the schedule, allowing versatility and flexibility.

#### Protecting your money

Your money is kept safe in a dedicated client account which protects your money from being used inappropriately. We are bonded with AiTO (Association of Independent Tour Operators) for maximum financial protection.

#### Protecting your personal information

We only ask for information that is strictly necessary to complete your reservation with us. We do not sell or give your information to other companies; we store it securely and, when required, we will dispose of it safely in accordance with the Data Protection Act. We are registered with the Data Information Commissioner.

#### Safety and security

All our trip leaders are trained in emergency response, first aid and have local knowledge of the area. We have tried and tested risk assessments in place. We have funds in place to assist with any situation fast and conveniently.

#### Someone to talk to

We have staff who are knowledgeable about all of our trips and destinations, and who will talk candidly about what is required. We offer a personal service and will call you back and not limit our time on the phone. We also will provide you with the contact names and telephone numbers of our staff in the country you are travelling to, before you go.

#### No outsourcing

We are not an agency and we do not outsource our services in our main destinations and can guarantee a high standard of transport, accommodation and staff. We can tell you exactly who will be looking after you, and who the guides will be. When we do use third party providers on some of our trips we require compliance with our standards.

#### We promote tourism in developing countries

We have set up local companies in the developing countries where we operate, under strict guidelines of fair employment and equal opportunity for all of our employees. This ethos

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positively develops the relationship between the tourist and the local community. We won the 2009 Responsible Tourism Award for Best Personal Contribution.

### **Supporting and underwriting Charity**

We run a registered charity network called Moving Mountains which runs long term developmental aid projects in Kenya and Nepal, and an environmental project in Sarawak, Borneo. Adventure Alternative funds the overheads, so that Moving Mountains has almost no administrative costs. We also provide vehicles, staff and office space.

Our youth trips and Gap Year trips all contribute directly to the projects and almost all of our employees in East Africa were once beneficiaries of Moving Mountains as street children.

### **We care**

We have a very caring team of people who want to give you the best trip that we can; not a conveyor belt holiday, but one that will be remembered as really special. We care about personal service and company integrity and we are very keen to develop the relationship between the consumer and the people who make a living from tourism.

Our ethos began as a small idea in 1991, and now we are seen as a pioneer of ethically motivated tourism.