



From Data to Impact:

Building Community Resilience through Purpose led Travel

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Data as a Compass, Not Just a Dashboard



- Beyond optimization: data for people and planet
- Guiding decisions with purpose
- Complementing macro data with local insights

DA BAC CBT DASHBOARD 2019

Total number of visitors

3,673
-12%

Total income (USD)

\$91,777
+18%

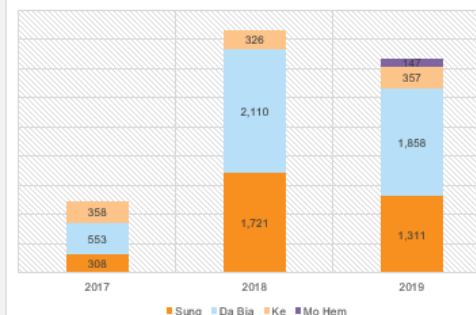
Community Development Fund (USD)

\$18,628
-9%

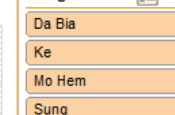
Local households with increased

45%
+0%

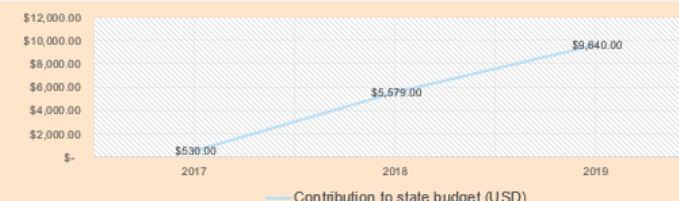
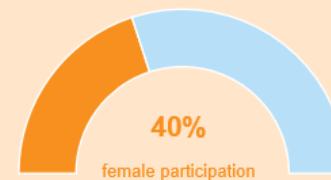
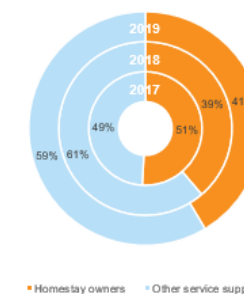
Number of visitors over years



Village



Income distribution by service groups





- ## Example:

Georgi Georgia Argentina Fiji Iceland Finland Bulgaria Brazil Africa Asia Latvia Kenya Ireland North America Tunisia Jordan Malaysia Mexico Cuba Myanmar Kazakhstan Albania Northern Europe Austria Portugal Cambodia Colombia Rwanda Denmark Montenegro Germany Panama Bhutan Pakistan South Africa Azerbaijan Romania Philippines Belgium Italy North Africa Russian Federation Armenia Viet Nam Norway Nicaragua Zimbabwe Jamaica Saudi Arabia Morocco India West Africa Chile Malta Eastern Europe Netherlands Ecuador Switzerland Australia Tanzania, United Republic Of Maldives Croatia Hungary Costa Rica Nepal Western Sahara Oman Southern Africa Zambia Arctic Canada United Kingdom South America Finland East Africa Caribbean Yemen East Asia Central America Korea, Republic Of Belarus Slovenia Uzbekistan Latvia Thailand Mongolia Spain France Central Asia New Zealand Peru Greece Antarctica Sweden Namibia Sri Lanka Greenland Japan United States Of America Poland Iran, Islamic Republic Of Guatemala Scotland Singapore Papua New Guinea Israel Taiwan, Republic Of China China Botswana Lao Pdr Madagascar Turkey Uganda Indonesia Bolivia Western Europe Ethiopia

well organised

great guide highly

group excellent guide great experience

south america

recommend tour leader really enjoyed vietnamese culture excellent tour guide new zealand extremely knowledgeable optional activities ho chi minh city would great leader whole trip great sense well

planned make sure overnight train tour made sure vietnam intrepid ho chi minh free time trip always felt safe great trip well organized hotel great way halong

tour guide

would highly recommend

bay felt safe ha long bay sri lanka



Community-Level Data for Smarter Decisions

- Assessing readiness and sentiment
- Scaling or pausing based on local realities
- Redirecting tourism to under-visited areas





Empowering Local Partners with Insights

- Sharing data with local suppliers and partners
- Training and digital upskilling
- Pandemic response and recovery

No.	Indicator	Unit	DA BAC		
			2017	2018	2019
Visitors					
1	Number of visitors	Visitor	1,219	4,157	3,673
2	% of foreign visitors	%	33%	80%	80%
3	Number of overnight stays	Stay	962	3,943	3,332
Economic Impacts					
1	Total CBT income generated by local communities	USD	21,310	77,711	91,777
2	% of CBT income generated by homestay owners	%	51%	39%	41%
3	% of CBT income generated by other service suppliers	%	49%	61%	59%
4	Tax contribution	USD	530	5,579	9,640
5	Financial contribution from tourism to community projects (Community Fund & other sources)	USD	1,535	20,443	18,628
Employment/Participation					
1	Number of local residents participating in provision of CBT products and services	Person	85	139	209
2	% of female participating in provision of CBT products and services	%	54%	44%	40%
3	% of households in village with stable income from CBT	%	38%	45%	45%
4	Number of SMEs established & managed by local people	SME	1	1	1
5	Local service groups established	Group	14	22	35
Social & Cultural Impacts					
1	Number of community engagement events	Event	1	5	13
2	Number of traditional performances preserved and promoted	Performance	10	23	25
3	Number of women active in traditional performance preservation activities	Person	28	33	40
4	Number of traditional crafts restored	Craft	2	2	2
5	Indigenous culture and history documentation	Set	1	2	3
Environment & Infrastructure Improvement					0
1	Village road improvements	Metre	40	95	340
2	School & Public building improvements	Work	0	5	7
3	Clean water & sanitation improvements	Construction	0	4	4
4	Number of households with access to the sanitation facilities	Households	0	72	80
5	Number of incinerators equipped in the villages	Device	9	9	13
6	Number of women volunteering in waste management activities	Person	15	15	20



Responding to Disruption with Agility

- Real-time data for rerouting and safety
- Transparent communication
- Support through the Intrepid Foundation



Creating positive impact through the joy of travel, community and connection

The Intrepid Foundation empowers our travellers to give back to the communities they visit by supporting our carefully selected partners, via donations, fundraisers and appeals. Intrepid Travel absorbs all administration costs so that 100% of donations go where they're needed most.

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SNAPSHOT

Established in **2002**

50 partners

More than **\$15.5m** raised

\$4.8m invested in 2023

160+ communities supported



FOCUS AREAS



Protecting the
environment



Taking a stand
for wildlife



Addressing
inequality



Empowering
communities





Open-source guides
available at:

www.intrepidtravel.com/newsroom

Call to Action:

- Data with purpose builds resilience
- Growth through impact, not just numbers
- Tourism as a positive force for communities



Thank you

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