



Quantifying Impact: Data-Driven Accountability for DMCs and Tour Operators

Meegan Marshall

Chief People and Purpose Officer, Intrepid Travel



Our shared purpose

We exist to inspire, create, share and lead the best travel experiences ever – for both people and the planet.





Our global network

- Sales and marketing regional office
- Country offices *Shared services.
- ▲ Accommodation
- Office planned by 2026

What we measure

Carbon Emissions

Community Investment

Supply Chain

B Corp Certification



Scorecard in 2030

CONNECT

5000

Customer Impact Community

\$10m TIF

Funds disbursed

EMPOWER

5000

Women empowered

Top 100 trips

Include Community Experiences

PROTECT

10x Nature Programs

Nature

8% decrease

Carbon Emissions

Intensity reduction per customer per day by 2030 from a 2024 base year.



This will roll up into the annual 2030 Impact Score

PLATFORM FOR SUCCESS

Certification

Retaining B Corp

by continually improving in social and environmental performance, accountability, and transparency

STRATEGIC OUTCOMES

Customer Engagement
NPS

People Engagement
eNPS

New and Repeat Sales
Revenue

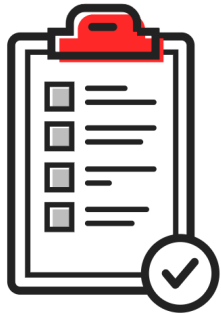
Brand Awareness
Revenue

Shareholder Return
Share price

Key Takeaways:

1

Measurement is hard - but frameworks help



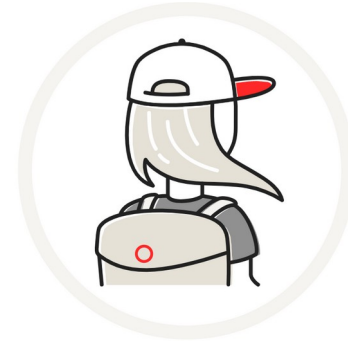
2

Be transparent



3

Use the data for decisions



Thank you