

IMPACT REPORT 2025

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Secret Paradise Maldives has been creating meaningful experiences in the Maldives since 2012.

Our tours are more than just ticking off a bucketlist. We want guests to **experience everyday life in the Maldives**, meet local people, discover our culture and traditions, and **gain a deeper understanding** of our fragile marine and island environment. All while leaving a positive impact.



OUR EXPERIENCES



DAY TOURS
FROM HULHUMALE



LOCAL ISLAND
TOURS



CONSERVATION
CRUISES

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WHAT OUR GUESTS SAY!



"...Just returned from 10 lovely days on the MV Felicity with lovely people and saw and recorded 10 whale sharks.

The Felicity was an outstanding boat and staff catered for all our needs with great food, Zim, Kamey and the crew were lovely and I would recommend to anyone.

We rescued an Olive Ridley turtle called Dharifulhu which I adopted and will be following..."

– John Bingham



"I recently joined a fish identification snorkeling tour, and I can honestly say it was one of the highlights of my trip! ...Seeing the vibrant underwater world up close and learning how to identify various fish was eye-opening. I **walked away with a much deeper appreciation for ocean ecosystems and the creatures that inhabit them.**"

– Lisa Jungmann



"A highlight of the experience was the opportunity to contribute to whale shark research. Knowing that **the data we collected could help scientists and conservationists protect these gentle giants for future generations** was incredibly rewarding. It felt amazing to play a small role in something so important, while also deepening my own understanding of marine ecosystems."

– Sophie Jennings



TESTIMONIALS FROM OUR PARTNERS



Secret Paradise has been **a valued partner in advancing environmental education and responsible tourism** in the Maldives. Through our long-standing collaboration, we have developed educational eco-tours that connect visitors with local communities, marine ecosystems, and conservation efforts. **Their commitment to sustainability has helped raise awareness of environmental challenges while inspiring responsible travel and positive action.** We greatly appreciate the strong partnership we have built together and their continued support for conservation and environmental stewardship.

~ Hassan (Beybe) Ahmed

Co-Founder of Save The Beach Maldives



Secret Paradise has been a valued partner in supporting our conservation and research initiatives, **combining practical support with a genuine commitment to ocean stewardship and environmental awareness.** Their encouragement and engagement have contributed meaningfully to projects focused on research, conservation, and community involvement, while our **collaboration through training and educational activities has helped strengthen shared understanding and advocacy** for marine conservation. We deeply appreciate the positive and collaborative relationship we have built together.

~ Sara Scroglieri ~

Research Manager of Miyaru

POSITIVE IMPACT THROUGH ACTION

Using the UN Sustainable Development Goals (SDGs) to guide how we work, we aim to ensure the choices we make, whether leading a tour or working behind the scenes, make a positive impact on people, planet and the local economy.



*“Sustainability is not a destination with a finish line; it is **a continuous journey of learning, adjusting, and improving.***

*We recognise that **we are not perfect** and still have areas where we must do better. What matters is that **we are committed to progress, not perfection.***

The SDGs give us a shared framework that connects global ambition with local action here in the Maldives, from protecting marine ecosystems and coral reefs, to supporting livelihoods and strengthening community-based tourism.

*As an SME, we are **proud to demonstrate that meaningful impact does not depend on large budgets or extensive resources**, but on intent, collaboration, and consistent action. Even small operators can contribute to positive change when aligned with purpose and responsibility.”*

– Ruth Franklin
Co-Founder Secret Paradise

OUR SUSTAINABLE DEVELOPMENT GOALS



SDG 4 – Quality Education

Educating travellers for positive choices.

- Educate on responsible travel.
- Raise conservation awareness.



SDG 8 – Decent Work & Economic Growth

Meaningful employment preserving natural resources.

- Create local employment.
- Support local businesses.



SDG 11 – Sustainable Cities & Communities

Thriving communities through responsible tourism.

- Promote community-based tourism.
- Preserve local culture.



SDG 12 – Responsible Consumption

Using resources responsibly for future generations.

- Reduce single-use plastics.
- Encourage energy-saving actions.



SDG 13 – Climate Action

Climate action to safeguard island nations.

- Implement carbon reduction.
- Encourage low-impact travel.



SDG 14 – Life Below Water

Healthy oceans for biodiversity and livelihoods.

- Promote reef-safe practices.
- Educate on ocean conservation.



SDG 15 – Life On Land

Protecting ecosystems to conserve biodiversity.

- Organize & support tree planting.
- Promote biodiversity awareness.



SDG 17 – Partnerships For The Goals

Collaboration for lasting positive change.

- Collaborate with NGOs.
- Support collective action.

PEOPLE



GUIDING GUESTS BEFORE TRAVEL

We already give our guests information and ideas on how to travel responsibly during the enquiry and booking process. But we wanted to take this a step further and create something more tangible.

This led to us launching our [Responsible Travel Pledge](#) in December 2024.

Made up of 8 simple actions guests can take while travelling, the pledge gives guests practical ways to make a positive difference to the environment and communities of the Maldives while they are here.

It is a simple commitment, but we believe it can help raise awareness and encourage people to think about the choices they make when they travel.

180
signatures

Number of travellers committed to
discovering the Maldives responsibly

We were also encouraged that some of our property partners were willing to share the pledge with their guests. We provided them with a property-branded QR sign to display at reception, making it easy for guests to find out more about the pledge and the simple choices & actions they can make

Like-minded partners sharing
Responsible Travel with their guests

9
properties

IMPACT BEYOND THE MALDIVES

Sharing what we learn and working with others around the world is an important part of how we can create positive change. By sharing our experiences and lessons learned, we hope to create a ripple effect that encourages others in the tourism industry to make positive changes too.



Travel4Impact Programme

Participated in the Travel4Impact programme led by Amadeus and IE University, connecting with global SMEs and supporting the growth of impact-driven travel businesses.



UN Tourism Climate Roundtable

Shared Secret Paradise's climate action journey and contributed to discussions on advancing sustainability across the tourism sector.



Green Fins Webinar: Making Waves Webinar

Presented best practices for responsible snorkelling and shared practical solutions for protecting fragile marine environments.

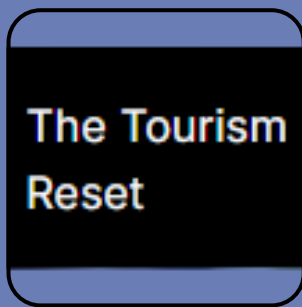


Regenerative Travel Asia Seminar

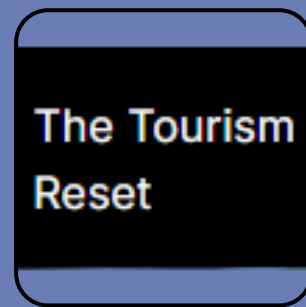
Showcased how responsible tourism in the Maldives creates meaningful visitor experiences while supporting local communities and conservation.

LEARNING FROM OTHERS

We continue to listen to other tourism organisations and stakeholders around the world. Webinars help us to connect with like minded businesses, understand where we can make improvements, assist us to find solutions to the challenges we face, and explore what else we can do to enhance positive change through our tours and operations. You never know when that 'lightbulb' moment will happen.



Rethinking Indigenous Tourism



Rethinking Inclusive Travel



Making Sense of Tour Emissions



Accelerating Climate Action



Disclosing Nature Related Risk & Impact



Implementing Nature Positive Tourism

CONVERSATION BEYOND THE MALDIVES

The conversation around responsible tourism extends well beyond the communities we work with and the travellers who visit the Maldives.

Through international media, industry publications, press releases and expert articles, our experiences and lessons are shared with wider audiences, helping to highlight the importance of community-based travel, marine conservation and sustainable tourism in the Maldives.

Features such as those shared below, recognise our approach and amplify the importance of sustainable tourism, allowing our values and initiatives to reach audiences beyond our own channels.

Reef Word newsletter

Exploring the Maldives Sustainably:
Beyond the Resorts with
Secret Paradise Maldives

Green Fins newsletter

How to be an underwater eco
explorer: A Guide to
Sustainable Snorkelling

Tourism Cares monthly newsletter

Committing to Change
in the Maldives

Solo Traveler (Australia)

Secret Paradise and the
Soul of the Maldives

TTG Travel article

There's an Aura of Change in the
Maldives, which has me Conflicted

Climate Literacy Press Release

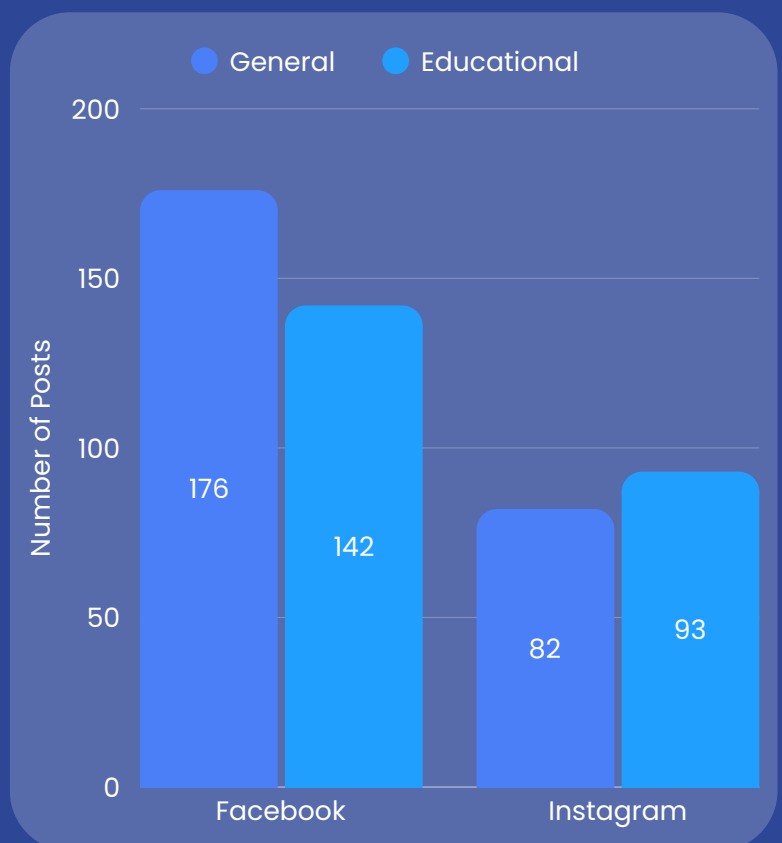
Secret Paradise Maldives Becomes
a Climate Literate Company

EDUCATION & ADVOCACY

We continue to give responsible tourism content the same attention as posts showcasing our tour experiences and the Maldives.

Across Facebook and Instagram, we shared educational content on marine conservation, environmental sustainability and protecting the Maldives' unique natural heritage, encouraging travellers and our wider online community to make more conscious choices and become advocates for ocean conservation.

Every post is an opportunity to inspire positive action. By consistently sharing educational content alongside our experiences, we help travellers understand the importance of protecting the Maldives' fragile ecosystems and empower them to make more responsible choices before, during, and after their visit.



We use our website and email channels to share useful, upto date information, from travel updates and environmental issues to travel expriences, insights and ways to travel more responsibly.

In 2025, we:

Sent monthly newsletters to our agents

Sent monthly newsletters to subscribers

Published 12 blogs.

SUPPORTING THE COMMUNITY

We believe in showing up where the community needs us and sharing what we know with others.

Sharing our knowledge with Maldivian communities and students helps build awareness locally and encourages the next generation to take an interest in tourism, conservation and protecting the islands we are fortunate to call home.

MALE TOUR FOR LOCALS

Providing local residents with the opportunity to rediscover Malé through guided storytelling, sharing the city's history, culture, and hidden gems while fostering pride in our community.



MOODHU FEST 2025

Supported Ministry of Fisheries & Ocean Resources to celebrate World Oceans Day. Under the theme of promoting awareness and education, we coached how to snorkel responsibly using the Green Fins icons



LHAVIYANI TURTLE FEST

Always happy to support Atoll Marine Centre at one of the Maldives' largest marine conservation events. An opportunity to engage with local communities to raise awareness on sea turtle protection and hopefully inspire future ocean stewards.



INCREASING OUR OCEAN KNOWLEDGE

As Maldivians, our livelihood depends on our oceans, so it is no surprise that our team participated in a number of educational trainings focused on marine-life and the ocean environment with local organisations.

- Manta Trust Training with Maldives Manta Conservation Program
- Nurdle Training in the field with SEAD
- Map the Giants online training with MaRHE Centre
- Training with MIYARU
- Seagrass Training in the field with Maldives Resilient Reefs
- Turtle Guardian Training with Olive Ridley Project
- Seagrass Circle online session with Maldives Resilient Reefs
- Spot project on Leopard Sharks with MIYARU



From their unique ability to navigate across vast oceans using Earth's magnetic fields to the specialized glands that let them drink saltwater, a turtle's resilience is nothing short of miraculous. Guiding Secret Paradise conservation cruises with the Olive Ridley Project has shown me firsthand how every behavioral quirk is a lesson in survival.

–Sharkir Mohamed
Tour Leader



CARBON LITERACY

Low season gives us a breathing space to step back, learn something new and think about how we can do things better.

Having sustainability built into the way we work means there are many practices that are already part of our day-to-day tours and operations.

But that doesn't mean there isn't more to learn or improve upon.

In 2025, we looked more closely at carbon emissions. Carbon Literacy training with ecollective helped us better understand our own emissions. Now we're taking that learning and looking at what we can do together with our partners to reduce emissions across the supply chain.

Certified Carbon Literate



"Carbon Literacy Training is no walk in the park, it is long, requires full attention and covers some uncomfortable information for a business to hear.

But the reason why it is so successful is that it focuses on action. Each participant leaves the training with a task in place to start lowering CO2 emissions. Every employee, regardless of department, can make a difference.

What made training the team at Secret Paradise Maldives stand out is that passion amongst the team. From highlighting current challenges to producing possible solutions going forward.

The challenge to reduce carbon emissions is incredibly hard but this creative mindset mixed with openness to try things is exactly what we need to see in the travel industry. Bravo Secret Paradise."

- Charlie Cotton

Founder of Ecollective





MEASURING IMPACT

In order to corroborate our actions we had identified that we needed to improve our data collection. Tracking the impact of our tours on a Google Sheet was not only tedious but also not consistent.

From October 2025 with the support of Baotree - an app specific to collecting impact data, we have been able to record in more detail and while on the go. Discovering Baotree has also allowed us to include additional information and supporting images.



My first trip to the Maldives was in 2004, and the abundance of life in this aquatic paradise was the thing that captivated me most. Today, I am grateful that we have the opportunity to support and serve Secret Paradise Maldives with our digital tools to monitor, manage and report on their activities to preserve these marine ecosystems. Measuring impact is our reason for existence, quantifying and sharing a story backed by verifiable evidence is our shared superpower now. Thank you for the inspiring work you do, to the entire Secret Paradise Maldives team.



*- Dimitri Syrris
Founder & CEO of Baotree*

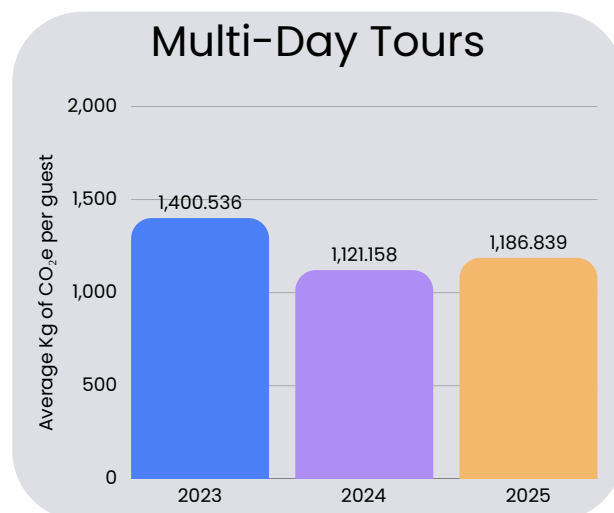
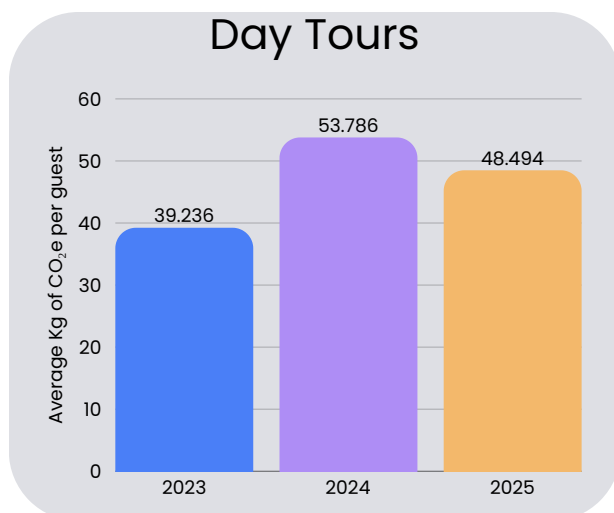
Much of our impact happens on tour. Collecting marine life data to support our NGO partners, removing rubbish from beaches and the ocean, planting trees or sharing educational presentations with our guests are all small actions built into the way we work. Baotree is making it much easier for us to record, measure and review these activities, while also giving our guests a chance to be part of the data capture process.

TOUR CARBON EMISSIONS

This remains a work in progress. On our conservation cruises, we have greater control and have already removed beef and imported seafood in favour of local cuisine. We are now exploring how to extend these practices across our land-based tours and property partners, while helping them make simple changes that reduce emissions and operating costs.

We also recognise the pressure of overtourism in the atolls closest to Male and work is ongoing to add tours to atolls located further afield, helping spread tourism income to less-visited communities.

Travelling further brings its own challenge: transport emissions. We continue to prioritise shared public transport where possible.



The two tables above shows the average carbon emissions by Kg per direct guest in 2023, 2024 and 2025.

In 2025, we reduced the number of 7 Night South Malé Island Hopping Tour departures due to growing tourism pressure in this atoll. Withdrawing it as a private option and limiting departures to twice monthly to support more responsible tourism. A full removal of the tour is planned for 2027.

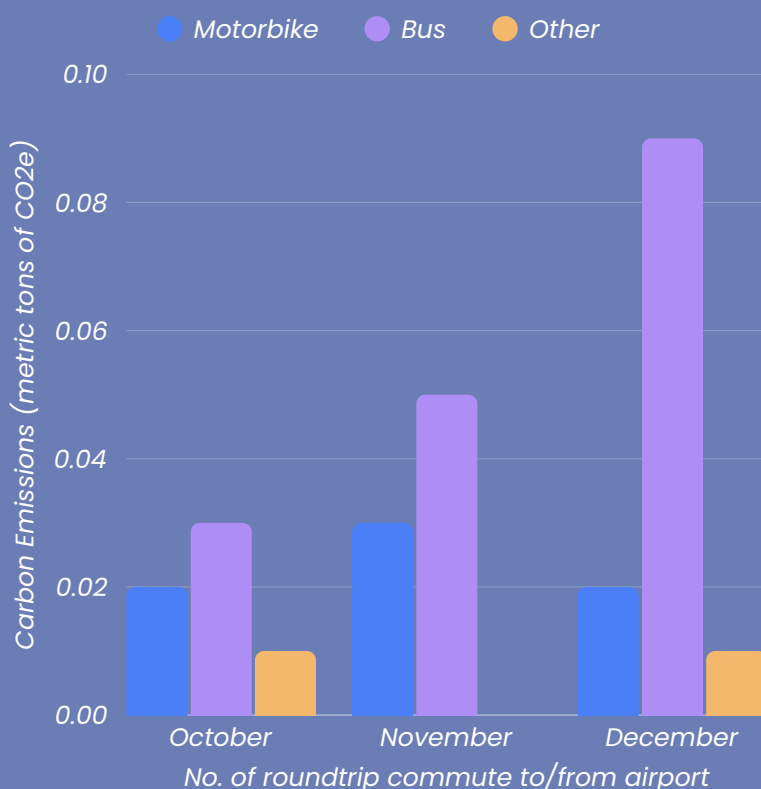
OPERATIONAL EMISSIONS

Following our ecollective training and as part of personal action plans, we began measuring the carbon emissions from our airport operations in the last quarter of 2025.

Previously, we have only measured the carbon emissions of our guided tours. Working towards measuring the total emissions of our business, this additional statistic is necessary to visualize and understand how we can influence our carbon footprint.

Our airport hosts generally use the bus service to travel back and forth from the airport. Using public transport means that total emissions can be split among all bus passengers, giving us the average carbon emissions figure for the commute of our airport host.

Members of our airport team also use their own motorbikes to commute to the airport. This can help reduce the mileage compared to public bus transport as they can use a shorter route and also bike share.



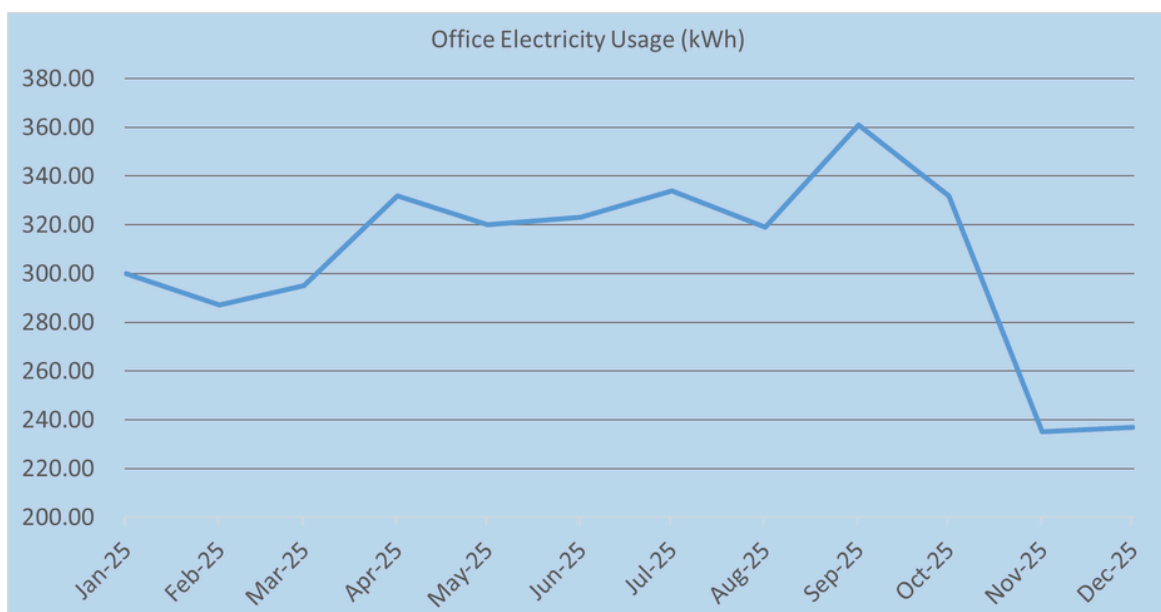
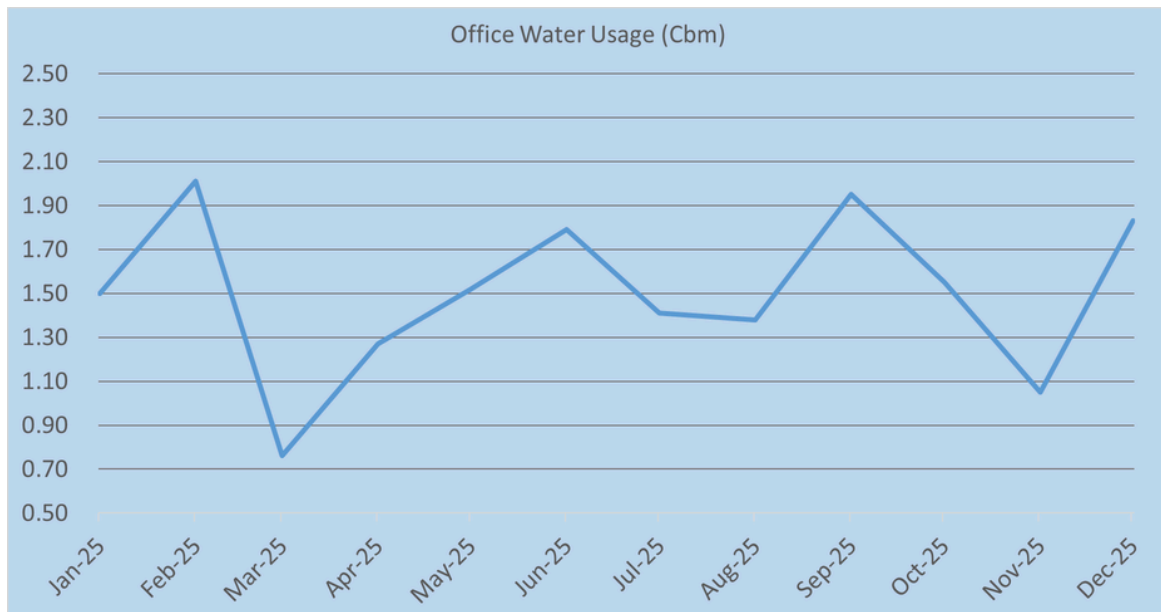
Each of these transport methods has its own advantage in reducing our carbon footprint.

Total emissions of Q4 divided by number of times airport assistance was provided, our carbon emissions average at 0.0014CO2e per airport assistance.

OFFICE EMISSIONS

While most of our work happens in the field, we have started to use Baotree to monitor energy and water usage at our office. Even small changes can help us identify unusual usage and understand our normal range.

Keeping track of this helps us spot changes early and, where possible, keep our resource use and associated carbon emissions low.



ACTING ON OUR PRINCIPLES

As a local business, we have a role to play in protecting the delicate environment of the Maldives, beyond what we may do on tour.

Throughout 2025, our team took part in a range of community, conservation and awareness initiatives. They give us an opportunity to contribute, learn and connect with others, helping to ensure that what we say about sustainability is reflected in what we do.

SAVE THE SANCTUARY

Signed an open letter to the president against opening fisheries for gulper sharks and stood alongside various tourism stakeholders presenting a united front for the cause.



SAVE THE BEACH: CORAL PLANTING

Supporting coral restoration alongside NGO Save the Beach, our team helped maintain Villimale coral restoration site, strengthen reef resilience and contribute to the recovery of Maldives' marine ecosystems.



CLEAN-UP EVENTS

Working together with CLEAN Maldives to remove litter from Malé's industrial shoreline and Hulhumale beach area, helped prevent waste from entering the ocean and supports a cleaner, healthier environment for people and marine life.



2025 IMPACT STATISTICS: TOURS

GUIDED TOURS 183

MULTIDAY ISLAND HOPPING TOURS 31

CONSERVATION CRUISES 8

LAND BASED TOURS 103

OCEAN BASED TOURS 41

Our guided tours provide opportunities to take positive action, with each tour capturing different data and contributing in its own way. Together, these small actions add up, supporting positive change for our communities and environment.

MARINE LIFE ID DATA: 52

TURTLES IDENTIFIED: 32

WHALE SHARKS IDENTIFIED: 13

MANTA RAYS IDENTIFIED: 7

NGO – Olive Ridley Project
NGO – Maldives Whale Shark Research
NGO – Manta Trust

WASTE COLLECTION: 153.39KG

PLASTIC COLLECTED: 71.67KG

GENERAL WASTE COLLECTED: 81.72KG

The plastic collected is sent to Parley to be recycled. The Maldives currently does not have recycling facilities to deal with general waste.

GREEN FINS BRIEFINGS 80

Our ocean-based tour guests receive a Green Fins briefing, helping them snorkel responsibly and minimise their impact on the reef.

SAVE THE BEACH ECO TOURS 31

Engaging guests with Save the Beach to learn about the impact of development

TREES PLANTED: 22

*Data reflects tours and cruises booked B2C with Secret Paradise and does not include products operated on behalf of B2B partners.

ECONOMIC



NEW LOCAL COLLABORATIONS

Enlisting local businesses to enrich our tours has always been a part of our commitment to support local communities and to provide our guests authentic Maldivian experiences.

In 2025, we turned to these companies.



Kiyavahi is a cultural studio focused on teaching the skills to create traditional crafts and products.

Tourists and locals have the opportunity to master a variety of skills, including the preparation of authentic Maldivian cuisine.

We are excited to partner with Kiyavahi studios to operate our Maldives Local Food Tour.

Mula Maldives is an environmentally conscious brand founded in the Maldives. Their mission is to create sun care products for everyday use, without compromising the environment.

Manufactured across Australia and United States of America, their reef friendly products were a perfect fit to introduce to our guests who join our Conservation Cruises.



IMPACT BEYOND THE MALDIVES

The Adventure Travel Conservation Fund (ATCF) was founded by the adventure travel and outdoor industries to protect threatened communities, cultures and wild places.

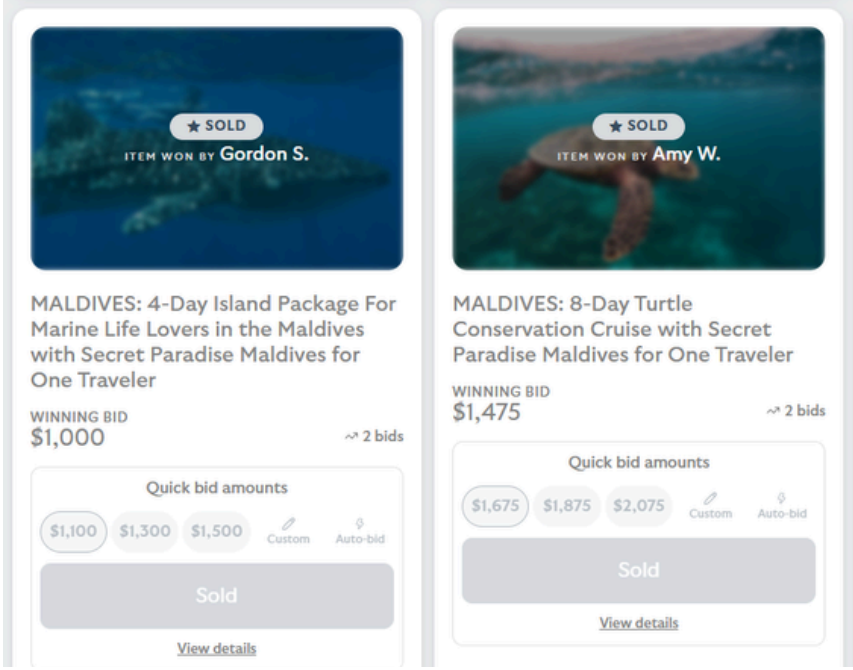
In 2025, we donated two trips to ATCF's Travel Conservation Auction. Travellers bid on donated trips and experiences, with the proceeds supporting grassroots conservation projects around the world.

By donating a place on our trips, we were able to turn an experience we already offer into an additional contribution towards conservation.

Every year, ATCF allocates funding to nominated projects selected through a global vote, supporting initiatives that advance sustainable tourism.

Our contribution this year helped ATCF's auction exceed its fundraising goal of US\$150,000, raising a total of US\$153,732.

Adventure Travel Conservation Fund



The screenshot displays two auction items that have been sold. The first item is 'MALDIVES: 4-Day Island Package For Marine Life Lovers in the Maldives with Secret Paradise Maldives for One Traveler', won by Gordon S. for \$1,000. The second item is 'MALDIVES: 8-Day Turtle Conservation Cruise with Secret Paradise Maldives for One Traveler', won by Amy W. for \$1,475. Both items show 'Quick bid amounts' and a 'Sold' status.

Item	Winner	Winning Bid
MALDIVES: 4-Day Island Package For Marine Life Lovers in the Maldives with Secret Paradise Maldives for One Traveler	Gordon S.	\$1,000
MALDIVES: 8-Day Turtle Conservation Cruise with Secret Paradise Maldives for One Traveler	Amy W.	\$1,475



"Our work with Secret Paradise Maldives is a powerful example of what happens when the travel industry comes together around a shared mission. Together, we are advancing community-led conservation today while helping build a future where collective investment drives lasting impact for people, places, and the planet."

*- Soraya Shattuck
Executive Director of the Adventure Travel Conservation Fund*

FINANCIAL IMPACT

97% of our expenditure is paid within the Maldives, supporting local providers, our team, government revenues, and community initiatives. A further 3% is paid to providers outside the Maldives, primarily for technology that supports operations and marketing.

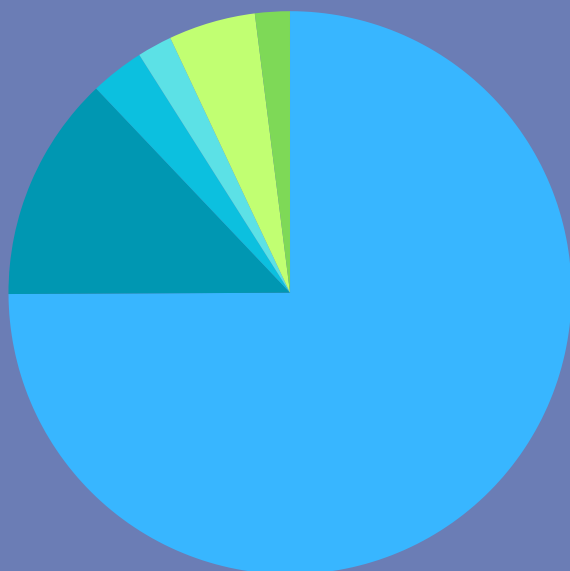
However, we recognise that measuring local expenditure is not the same as measuring the full economic impact of that expenditure.

Local providers also rely on supply chains that extend beyond the Maldives, particularly for food & beverages, equipment and amenities. The Maldives is highly dependent on imports, with approximately 95% of food consumed in the country estimated to be imported.

This means we cannot currently quantify what proportion of the 75% paid to local providers remains within the Maldivian economy beyond the first transaction. This is an important limitation in our current impact measurement and an area where in the long term we would like to improve.

These figures therefore show where our first-level spending goes, helping to ensure that tourism revenue reaches local businesses directly, while recognising that some of this money will continue through supply chains that extend beyond the Maldives.

Distribution of Income



- Local Providers
- Our Team
- Office & Operations
- NGO Contributions
- Government Tax
- Marketing

DONATIONS

We support the NGOs we partner through financial contributions as well as in-person practical support, taking part in community activities, and supporting education and awareness initiatives. The donations below are separate from the proceeds we share with our NGO partners through collaborative tours.



Miyaru

\$1,200

Malamathi Project: supporting educational and awareness-raising equipment and activities



Maldives Manta Conservation Program

\$6,000

RahVeshi program support



Olive Ridley Project

\$400

Turtle conservation support



Atoll Marine Center

\$1,000

Co-sponsorship donation for Lhaviyani Turtle Festival 2025



Afeefuddin School

MVR 3,000

Support fund for students to participate in Lhaviyani Turtle Festival 2025

PROGRESS & ACHIEVEMENTS



LOW SEASON ACTION PLAN

CATEGORY	KEY ACTION	STATUS
COMMUNITY Build on last year's pilot training delivery, integrating feedback and lessons learned, ensuring MQA and MOT compliance. Deliver a further 5 Tour Guide or community training sessions	Review & Improve content from 2024 training sessions conducted	In Progress
	Ensure compliance in line with Ministry of Education	In Progress
	Email Partner properties and local island councils offering free of charge community training	In Progress
	Plan, Schedule & Deliver	In Progress
GUESTS Enhance guest education by developing engaging tools and resources that increase knowledge of marine life, sustainability practices, and local culture, while promoting responsible travel experiences.	Review pre arrival information & print sustainability briefing cards	Complete
	Team fish ID training with Save The Beach. Create and Print Fish Id cards.	In Progress
	Launch Free Male tour for locals	Complete
	In conjunction with Save The Beach create educational Fish ID tour for locals.	In Progress
SUPPLY CHAIN Educate partners on sustainable practices by developing property-focused initiatives, reducing food emissions, and providing practical tools and training that support long-term actions.	Agree Property sustainable improvements, research costs, and agree on key actions	In Progress
	Create checklists, training presentations, and facilitators notes	In Progress
	Engage 3 Partners, present actions and costs, set visit dates, and provide ongoing support	Not Started
	Create SPM tour menu to promote more sustainable dining option	Complete

CLIMATE ACTION PLAN

CATEGORY	KEY ACTION	STATUS
MEASURE Measure and monitor our carbon footprint across tours, tailor-made tours, office operations and business travel. Establish clear baselines, track emissions and strengthen our tools for ongoing measurement and reduction.	Since 01 January, 2023, working with Path Net Zero, we are measuring the level of carbon generated on all the day tours on our website to create our baseline for reduction targets	Complete
	State the carbon footprint on each individual tour featured on our website by the end of December 2023	Complete
	From 01 January, 2026 we will introduce measurement on all tailor-made tours.	In Progress
	Our carbon analysis at present includes accommodation, domestic transport, meals, activities and tour leaders.	Complete
	From 01 January, 2025 we will introduce measurement of our office operations and business travel both domestically and internationally	In Progress
	Invest in a sustainability action measurement application for businesses by end 2026	In Progress
DECARBONISE Reduce our carbon emissions through targeted actions across our operations, supply chain and partner network.	Once we have our measurements calculated we will work towards our annual reduction target in line with our Glasgow Climate Declaration and will publish the reductions we make on an annual basis.	In Progress
	Our target will be in line with the destination target. The Maldives has adopted a conditional emissions reduction target of 26% by 2030.	In Progress
	We will explore practices and alternative options to reduce the footprint of our daily Hulhumale based operations. These may include energy usage, materials used in business operations and transportation.	In Progress
	We will work with our property partners to save water and reduce electricity usage over next 5 years.	In Progress
	We will work with our property partners to re-evaluate the food supply chain. Our objective is to introduce a wider range of authentic local dishes, locally sourced agricultural produce and locally caught fish. Our aim is to end consumption of beef by all our partner properties by end of 2025	In Progress

We will work with our property partners to re-evaluate the food waste. During 2025 we will measure and establish the current practices in place in order to be able to ascertain actions that can be taken to reduce food wastage in the following years. Our annual impact report will provide relevant updates

In Progress

We will continue to reduce the single-use plastic water bottles on tours and will work with our partner properties to provide a drinking water source for refills, our aim to provide plastic free tours by end of 2026

In Progress

REGENERATE

Support and invest in initiatives that protect and restore marine and coastal ecosystems and promote positive impacts for local communities

We will support the work of MMRI by establishing a Secret Paradise Maldives account on the MMRI portal in order that we can submit marine research data to MMRI a minimum of every quarter from 2024.

In Progress

We will create an eco-specific day tour focused on coral reef health, mangroves and seagrass which will be offered at a discounted rate for Maldivians in 2024.

In Progress

We will create an educational training program focused on Green Fin snorkeling practices, Marine life codes of conduct, the importance to the Maldives of the protection of coral reefs, mangroves and seagrass for local island excursion and activity guides, potentially collaborating with Maldives Ministry of Education accreditate by end of 2025

In Progress

COLLABORATE

Work with partners, communities and travelers to drive climate action and build a more sustainable tourism future.

In October 2023 we became a signatory of the Glasgow Declaration on Climate Action in Tourism and the Adventure Travel Trade Association Travels Climate Action Agreement

Complete

From November 1, 2023, to April 30, 2024, we will collect data and insights from our travelers to assess their awareness of climate change and identify potential local-level actions that we, our partners, and visiting travelers can undertake in the Maldives.

Complete

We will take every opportunity to build awareness of climate change with our travelers, engaging them with ideas and opportunities for positive action through the activities and experiences we provide on our tours.

In Progress

We will offer truthful and transparent information regarding the climate effects of tourism, greenhouse gas emissions, and carbon offset initiatives, allowing our travelers to make well-informed choices.

In Progress

We will continue to collaborate with the Maldives Tourism Industry and parties such as USAID to further develop and implement the Maldives Tourism Climate Action Plan and will join and promote the Maldives Climate Smart Tourism Program.

In Progress

ACHIEVEMENTS & RECOGNITION



Shortlisted for the World's Leading Small Sustainable Organisation in the 2025 World Sustainable Travel & Hospitality Awards.



Completed ATTA Sustainability Audit – awarded ATTA Sustainability Supporter Badge



Completed required annual review for Glasgow Climate Declaration

CONCLUSION

Every year, putting our Impact Report together gives us a chance to stop, look back and ask ourselves a simple question:

Are we actually doing what we say we are doing?

Sustainability is a journey made up of actions, some big and some small. As we continue our journey, we feel increasingly strongly that we need to be more accountable for the actions we take and the impact we are having.

This means better measurement and better data.

Not simply for the sake of numbers, but because we need to understand what is working, what isn't and whether our actions are making a difference.

The introduction of Baotree has been an important step, giving our team a practical way to record the environmental actions already taking place across our tours, from marine life observations and research data to waste collection and guest education.

We are not perfect, and we never claim to be. There are areas where we need to do better and targets we have not yet achieved. What matters is being honest about that and continuing to improve.

Through all of this, one thing remains constant: our team. They are the foundation of our business, and so much of what we have achieved simply wouldn't happen without their commitment, enthusiasm and hard work.

A huge thank you to every one of them.

For us, positive impact will continue to be about creating meaningful experiences for our guests, supporting the places and people they visit, taking meaningful action, and always looking for ways to do better.

THANK YOU FOR BEING PART OF OUR JOURNEY.

