Conventional tourism development is linked to a variety of environmental and socio-economic impacts spanning across terrestrial and coastal environments. It is responsible for billions of dollars of damage to ecosystems worldwide, and often perpetuates distributional inequalities that benefit foreign tourism developers rather than local residents. As the industry continues to grow, conventional tourism operations risk destroying the environments and wildlife that attract travelers in the first place.

Destination communities are turning to tourism initiatives that support sustainable development and prioritize conservation efforts to help stop the incursion of more resource-extractive industries and exploitation by mainstream tourism developers.

Why aren't well-intentioned travelers booking sustainable travel options?

41% of travelers report that they do not know how to find sustainable travel options.

70% of consumers say they have avoided travel options due to mistrust that the operations are truly sustainable.

Travelleco is a dual-sided online platform that connects conscientious adventure travelers with verified tours and accommodations that are locally-owned and sustainably-minded in order to motivate a shift toward less extractive and more equitable practices in the travel and tourism industry. By partnering with community-based, conservation-driven tourism projects, Travelleco makes it safer and more convenient for travelers to book with local responsible alternatives.
Adventure travel is a type of tourism that is usually carried out in remote locations and entails participation in physical activities that involve perceived risk.

The adventure travel market is expected to grow 15.9% annually.

Travelleco's unique blend of sustainability commitment, community building, and market expansion of responsible tourism opportunities will have significant effects for travelers and businesses who use our platform.

- Economically beneficial to destination communities
- Support for conservation outcomes and community infrastructure
- Cultural exchange between locals and tourists who book through the platform
- Reduced resource use by more tourists at sustainable operations

**THE VENTURE**

- Partner with NGO-sponsored community-based tourism ventures to build their market presence
- Connect travelers to verified responsible travel options
- Use clear sustainability scoring criteria to provide consumers with easy-to-understand info on green practices
- Increase visibility for local businesses to boost their market power

**THE MARKET**

US-Based Adventure Travel (10% Commission)

- $966 Million
- $724 Million
- $290 Million

**THE IMPACT**

Adventures, community building, and market expansion of responsible tourism opportunities will have significant effects for travelers and businesses who use our platform.

**THE ADVANTAGE**

- Build consumer trust through collaboration with established NGOs
- Transparent sustainability verification for consumer knowledge
- Reduce time spent searching for responsible travel
- Lower fees to attract businesses and increase their economic gains

**THE VENTURE:**

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Learn more at ecpctravel.com

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