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Intrepid introduces 'Carbon Offset Trips'

Intrepid Travel addresses customer demand for 'green' travel with 38 'Carbon Offset Trips'

Intrepid Travel partners with world leading carbon offset provider, The CarbonNeutral Company to offset 38 trips

Intrepid Travel has launched 38 'Carbon Offset Trips' to help meet customer demands for travel that is less damaging to the environment.

Earlier this year Intrepid Travel conducted a survey of over 900 of its travellers from across the globe about their attitudes towards climate change and travel. Over 78 per cent of respondents said they would be willing to pay US\$1 per day of travel to offset the carbon emissions from the ground travel component of a trip with Intrepid Travel. The average cost of this component of Intrepid Travel's new 'Carbon Offset Trips' is less than 50 cents per day per passenger. Moreover, 94 per cent of the respondents said they believe it is critically important or somewhat important for Intrepid Travel to have climate change as one of its commitments to social responsibility.

Intrepid Travel has calculated the most significant carbon emission sources from 38 trips across its product range including carbon emissions of the ground transport, accommodation and waste in an effort to get a thorough assessment of its greenhouse gas impacts and to reduce emissions where possible. Any remaining carbon emissions will be offset with carbon credits from energy efficiency and clean energy projects in India, China and Peru purchased from offset provider The CarbonNeutral Company.

Where possible, Intrepid Travel has made changes to its itineraries to replace decrease carbon emissions. It has also worked with suppliers such as hotel owners to undertake environmentally friendly initiatives such as placing water coolers in hotel lobbies so that travellers can refill their water bottles.

The 'Carbon Offset Trips' offered were selected from different regions and across each of Intrepid Travel's trip styles including:

- two active holidays
- one family adventure through Vietnam
- five comfort holidays

"We want to be part of the solution rather than the problem. We have always sought to be respectful of the people and places we travel to and have been committed to responsible travel since day one. Launching our new 'Carbon Offset Trips' is a natural extension of this philosophy," said CEO and Co-founder, Darrell Wade.

Sue Welland, Founder & Creative Director, The CarbonNeutral Company said, "Committing to carbon responsible travel in today's climate is essential to help reduce the effects of climate change. As an international provider of high quality carbon credits, Intrepid customers can travel and know that their CO2 emissions are guaranteed to be reduced to net zero through carefully selected climate friendly schemes which are additional, this means that these projects would not have happened without the carbon credits monies."

Intrepid Travel will use 2009 to monitor the effectiveness of its 'Carbon Offset Trips' with the view to including the cost of carbon offsetting into all of its trips in 2010. Offering these trips is the next step in Intrepid Travel's journey towards becoming a carbon neutral company in 2010. When it first announced its intention to become carbon neutral in 2006, Intrepid was among the first travel companies to do so. Since then, it has also assessed the carbon emissions of its head office operations in Melbourne, its retail stores across Australia as well as emissions created from its associated offshore companies such as those in Thailand, Peru, Kenya, UK and New Zealand to assess and work on also reducing its corporate emissions.

Among these initiatives, Intrepid Travel has tackled its biggest carbon emission source - flights with the introduction of 'Carbon Offset Flights' in 2006. Intrepid includes the cost of offsetting flights in every quote it provides to customers.

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For more information please contact Eliza Anderson, Corporate PR Manager on +61 3 9473 2692 or +61 410 535 977.

Notes to the Editor:

CEO, Darrell Wade was among the first 85 Australians selected to undertake Al Gore's training to become a climate change ambassador in 2006.

Intrepid Travel has received recognition for its responsible travel efforts, including:
2006 Finalist, Global Tourism Business, Tourism for Tomorrow Awards.
2007 Winner 'Pacific Asia Travel Association' Gold Award for Environmental Practices.

Intrepid Travel's '*Carbon Offset Trips*' is the product name for 38 trips selected from different regions and across each of the trip styles including two active holidays, one family adventure through Vietnam and five comfort holidays. For a full list go to <http://www.intrepidtravel.com/ourtrips/carbon/>

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Survey of customers

Over 900 travellers who subscribe to Intrepid Travel's *Express* email newsletter responded to online to the survey. The survey asked them about their attitudes to climate change, Intrepid Travel and the role travel companies should play in tackling climate change.

'Carbon Offset Trips' quick facts

- Our trips are low impact because of the Intrepid style of travel (taking public transport where possible, sharing rooms, eating at local establishments, etc.)
- The trip with the biggest carbon emissions is Roam China with 71.55 kg CO2 emitted per passenger per day
- The trip with the least carbon emissions is Volunteering Ghana with 1.97 kgs CO2 emitted per passenger per day
- The average carbon emissions per passenger per day is 26.92 kgs of CO2
- Our comfort style of trips on average generate the most amount of carbon emissions
- Our active style of trips on average generate the least amount of carbon emissions
- The breakdown by travel component of CO2 emissions generated on our '*Carbon Offset Trips*' is:
 - Transport: 96.9%
 - Accommodation: 3.1%
 - Waste: 0.0053% (nothing)
- We have calculated that taking each of the following forms of transport equates to:
 - 5 km tuk tuk ride = 1.095 kg CO2 per passenger
 - 5 km canoe (with outboard motor) ride = 1.095 kg CO2 (same sort of engine size as a tuk tuk) per passenger
 - 100 km bus ride = 4.85 kg Co2 per passenger

About Intrepid Travel Pty Ltd.

With over 19 years of experience, Intrepid Travel is one of the world's leading small group adventure tour operators. Intrepid offers over 450 itineraries in more than 90 destinations worldwide. Intrepid trips are designed to go off the beaten track, meet the locals and travel in an unconventional way, joining locals on their transport, in their markets and even in their homes.

About The CarbonNeutral Company

The CarbonNeutral Company (www.carbonneutral.com) is the world's leading carbon offset and climate consulting business, working with over 300 major businesses and 60,000+ consumer clients. Over the last ten years, it has purchased carbon credits from almost 200 projects spread over six continents. CarbonNeutral® is the registered trademark of The CarbonNeutral Company (TCNC) and is the leading brand mark and quality standard for action on climate change. Permission to display the CarbonNeutral mark is only given to clients of TCNC when CO₂ emissions have been measured and reduced to net zero through a programme implemented in accordance with The CarbonNeutral Protocol. This Protocol assures quality of offset projects, carbon footprint assessments and communication and is regularly reviewed by an Independent Advisory Group. The 'audit trail' includes an annual independent verification of CarbonNeutral programs – from contracts with carbon offset partners through to contracts with clients and everything in between. The Head Office is located in London with offices in New York and San Francisco, and a network of affiliates in Japan, Canada, France, UAE and Asia Pacific. The CarbonNeutral Company is a founding member of The International Carbon Reduction and Offset Alliance (ICROA), which provides leadership and a unified voice advocating for rigorous industry standards www.icroa.org.

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