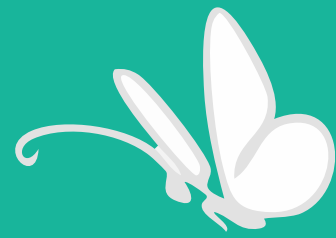


Jetwing
TRAVELS



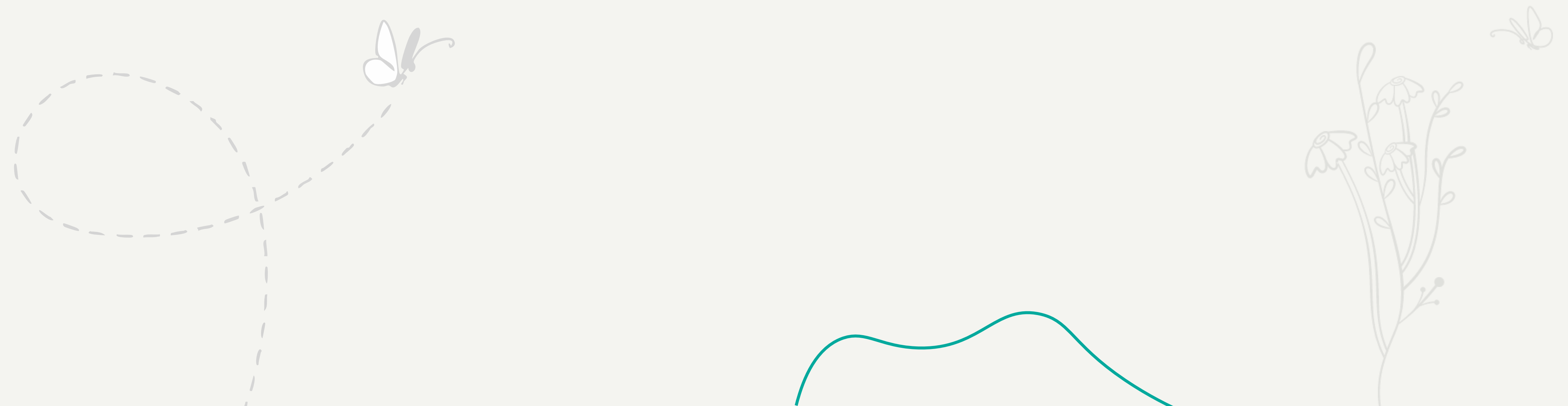
OUR COMMITMENT
TO RESPONSIBLE
TOURISM



Transforming Travel, Empowering Communities, and Protecting our Planet

At Jetwing Travels, we believe that responsible tourism has the power to shape a better world. Our commitment goes beyond providing exceptional travel experiences, it encompasses a vision of travel that actively contributes to the social, economic and environmental well-being of Sri Lanka. Aligned with the United Nations Sustainable Development Goals (SDGs), we have embedded sustainability at the core of everything we do.

Here, we share our journey and achievements from the past year, showing how every traveller's journey with us contributes to a sustainable future. By sharing our journey of sustainability, what we have learnt and what we hope to achieve, we aim to inspire change and create a butterfly effect.



Our Sustainability Pillars



We focus on **six key pillars** that guide our sustainability efforts:



1. Travel with Purpose - (SDG 13: Climate Action)

We're on a journey to carbon neutrality by minimizing emissions, transitioning to renewable energy and improving energy efficiency in our operations. Each initiative, from sustainable transport to eco-conscious accommodation choices, reflects our commitment to reducing our carbon footprint.



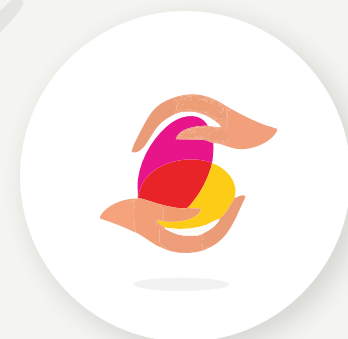
2. Governance & Regulatory - (SDG 12: Responsible Consumption and Production)

Our operations prioritize resource optimization, with a sharp focus on waste reduction and reusability. We actively manage resource use to minimize environmental impact, ensuring compliance with environmental standards and setting a benchmark in responsible tourism.



3. Environmental Stewardship - (SDG 15: Life on Land)

At Jetwing Travels, preserving Sri Lanka's rich biodiversity is our privilege and duty. From coastal clean-ups to habitat conservation, we work closely with local partners to protect and rejuvenate the natural landscapes that make Sri Lanka truly unique.



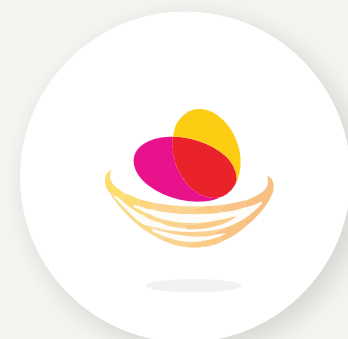
4. Thriving Community – (SDG 8: Decent Work and Economic Growth)

Sustainable tourism is only as strong as the communities it uplifts. We collaborate with local artisans, farmers and business owners to share economic and social benefits with our surrounding communities. Our programs create meaningful employment, support local crafts and foster cultural pride.



5. Empowered Family – (SDG 5: Gender Equality)

Within our own Jetwing family, we promote equal opportunities and encourage personal and professional growth. Our employees are our ambassadors and we invest in their development, promoting a workplace of innovation, growth and inclusivity.



6. Impact Sourcing – (SDG 10: Reduced Inequalities)

Local procurement is central to our ethos. From fresh produce to handmade crafts, we prioritize local suppliers, thereby supporting small businesses and strengthening our communities.

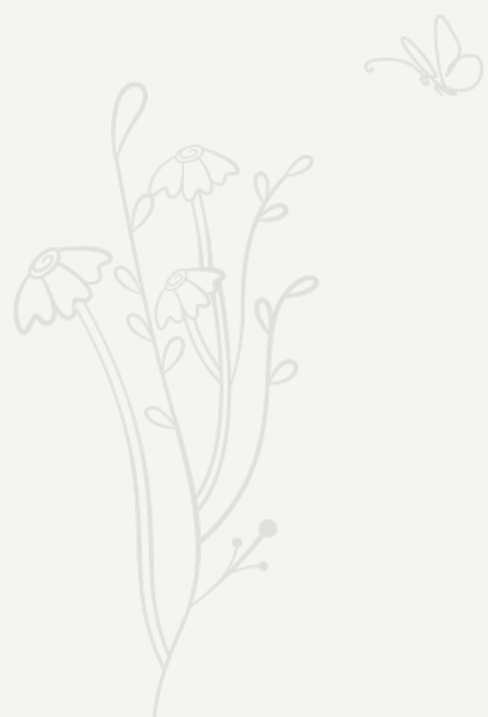


2023 - 2024

Highlights & Achievements

Building Capacity for Sustainability

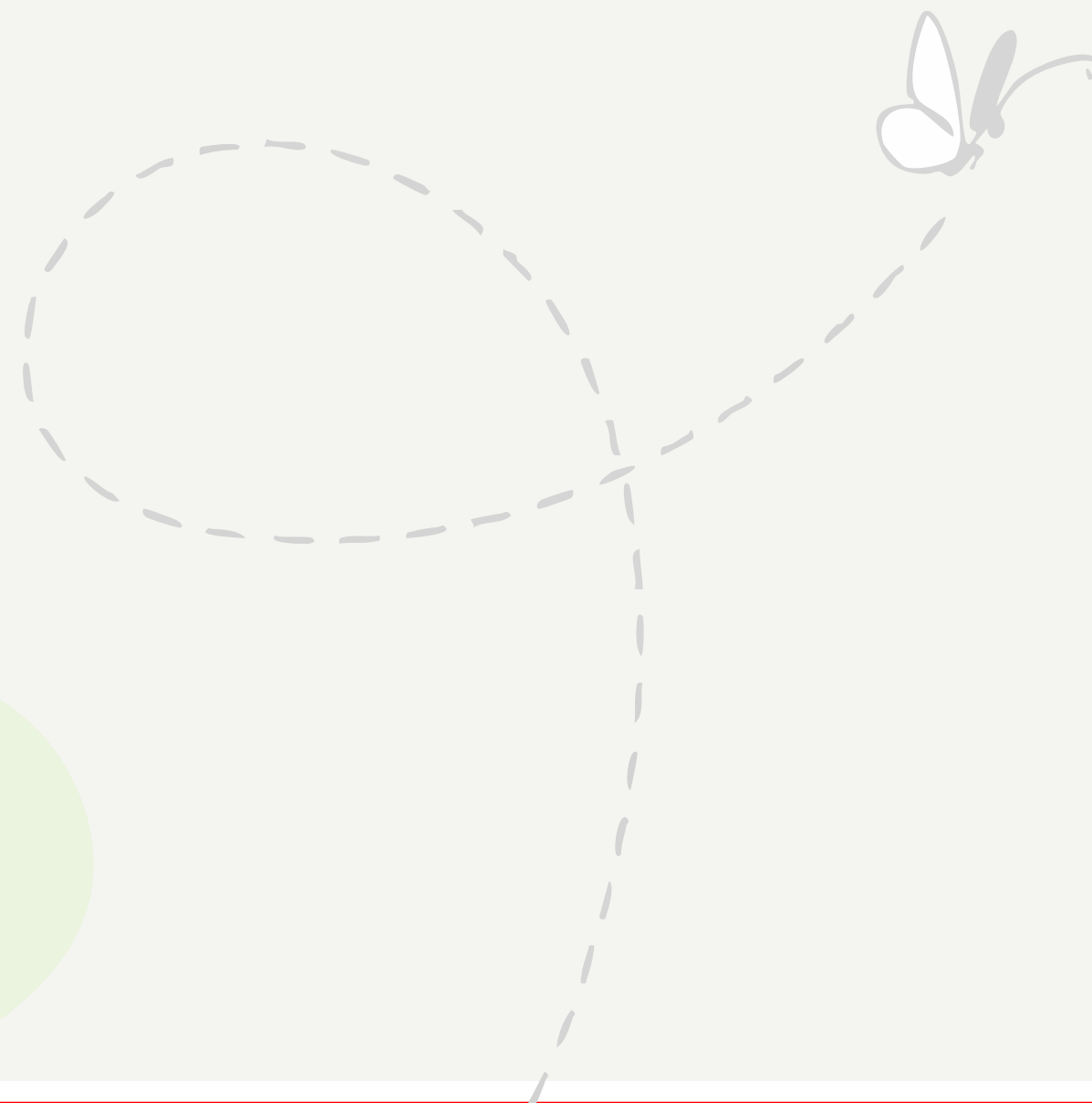
Our Sustainability team is highly trained and aligned with global best practices in sustainable tourism. Regular training and awareness sessions keep our entire team engaged, informed and aligned with our sustainability goals.





Collaborations with Sustainability Leaders

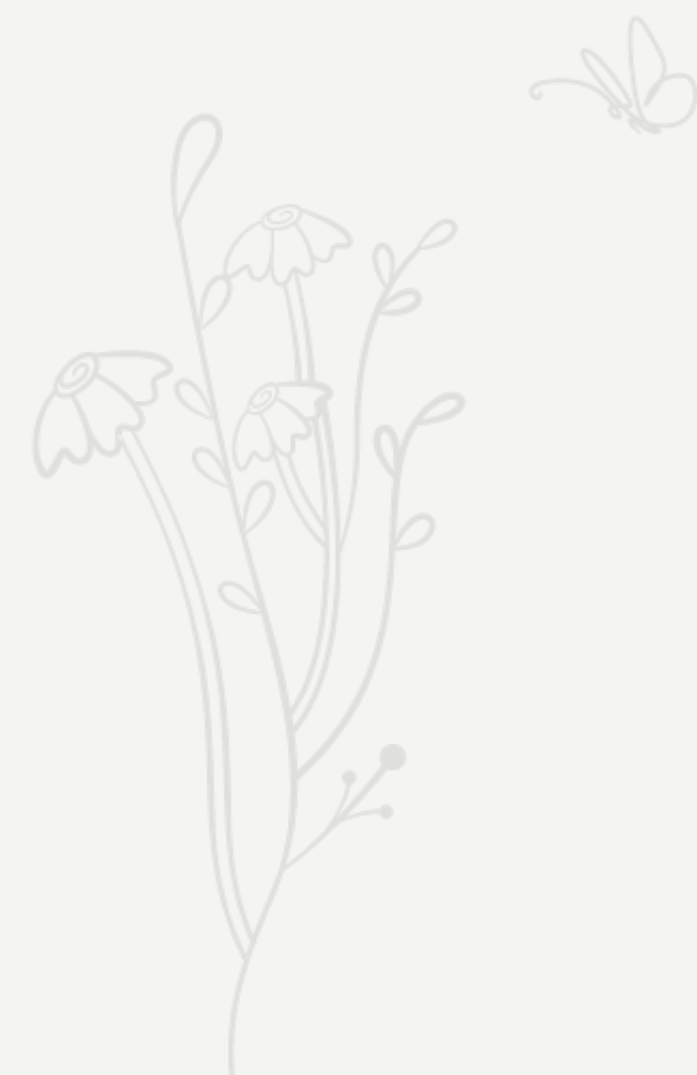
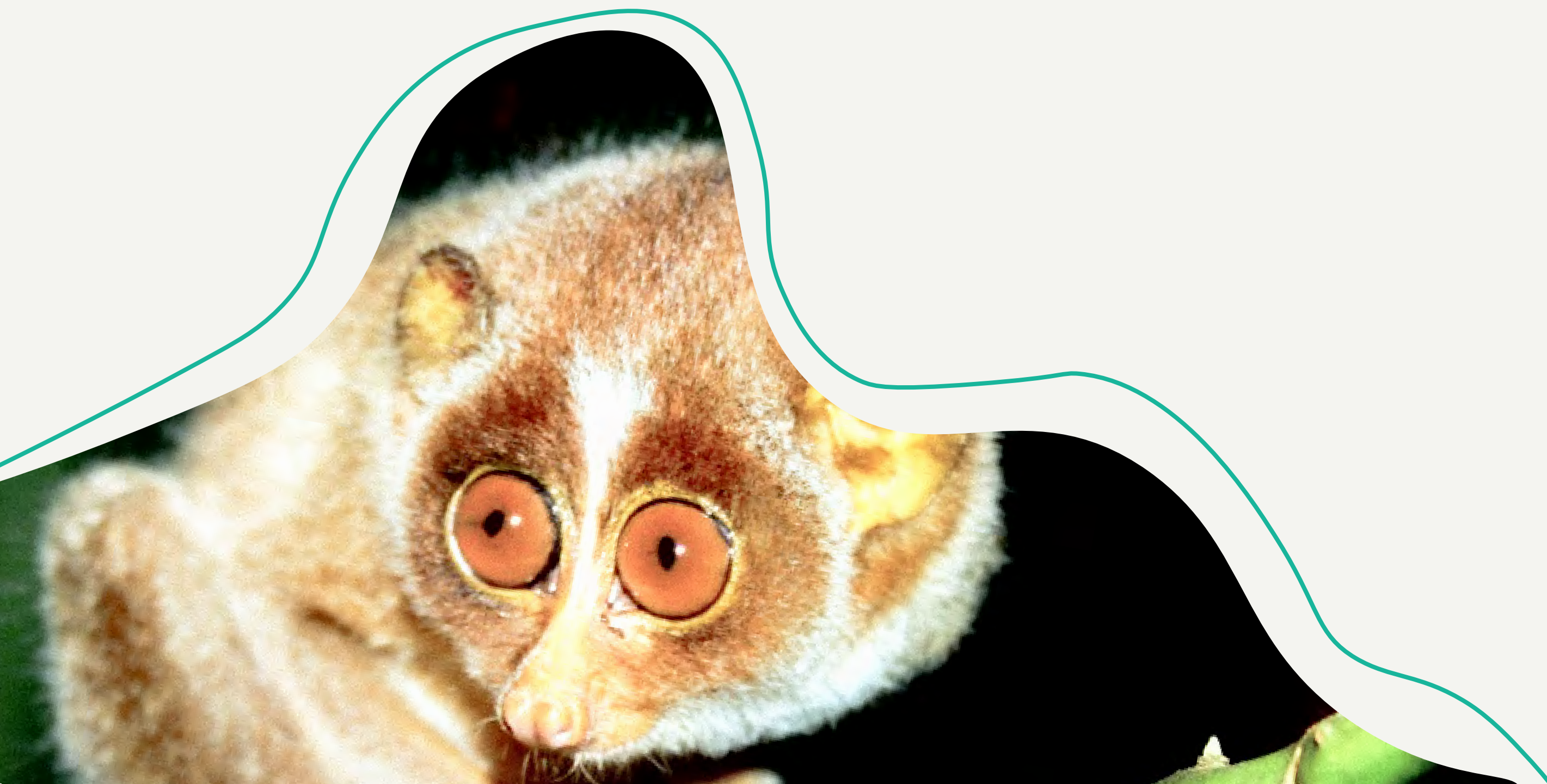
Over the years, [Jetwing Travels](#) has collaborated closely with the UN Global Compact and leading sustainability advocates. In 2024 we have taken an active role in the “SDG innovation accelerator program 2024” held by UN Global Compact.



Policy Enhancements for Global Alignment

We continually reassess and enhance Jetwing Travels' policies each year. This year we have introduced guidelines for the management of freshwater and marine impacts. This includes responsible water usage, as well as active measures to reduce pollution and protect coastal ecosystems.

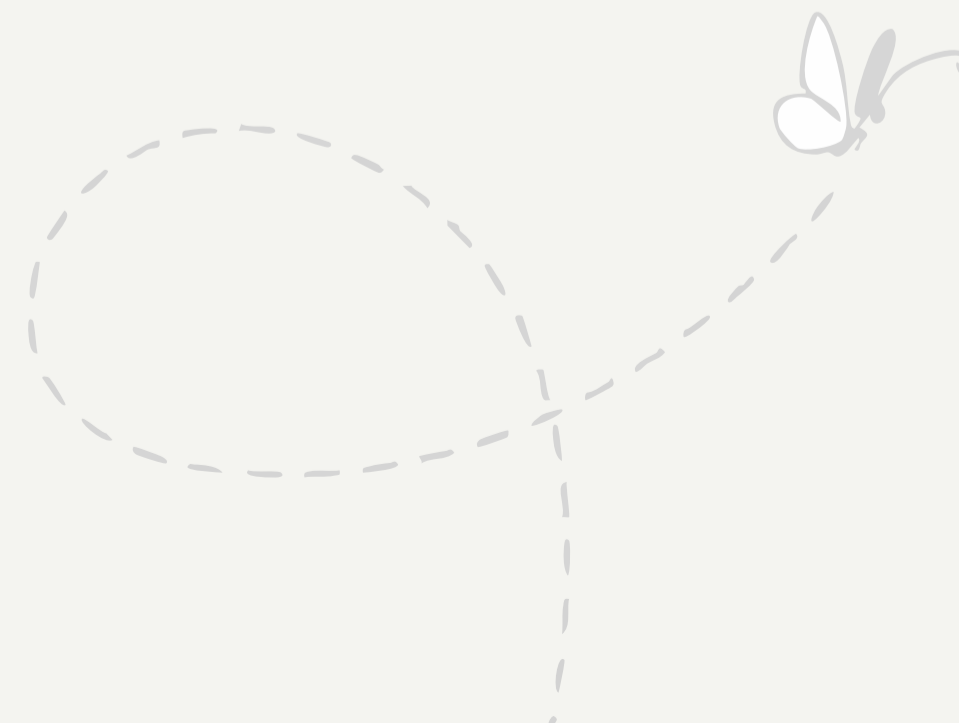
We have also prioritized child protection by developing a strict policy for visits to schools and local communities. This ensures that interactions with children are respectful, educational and do not disrupt their daily lives.





Supporting Local Economies

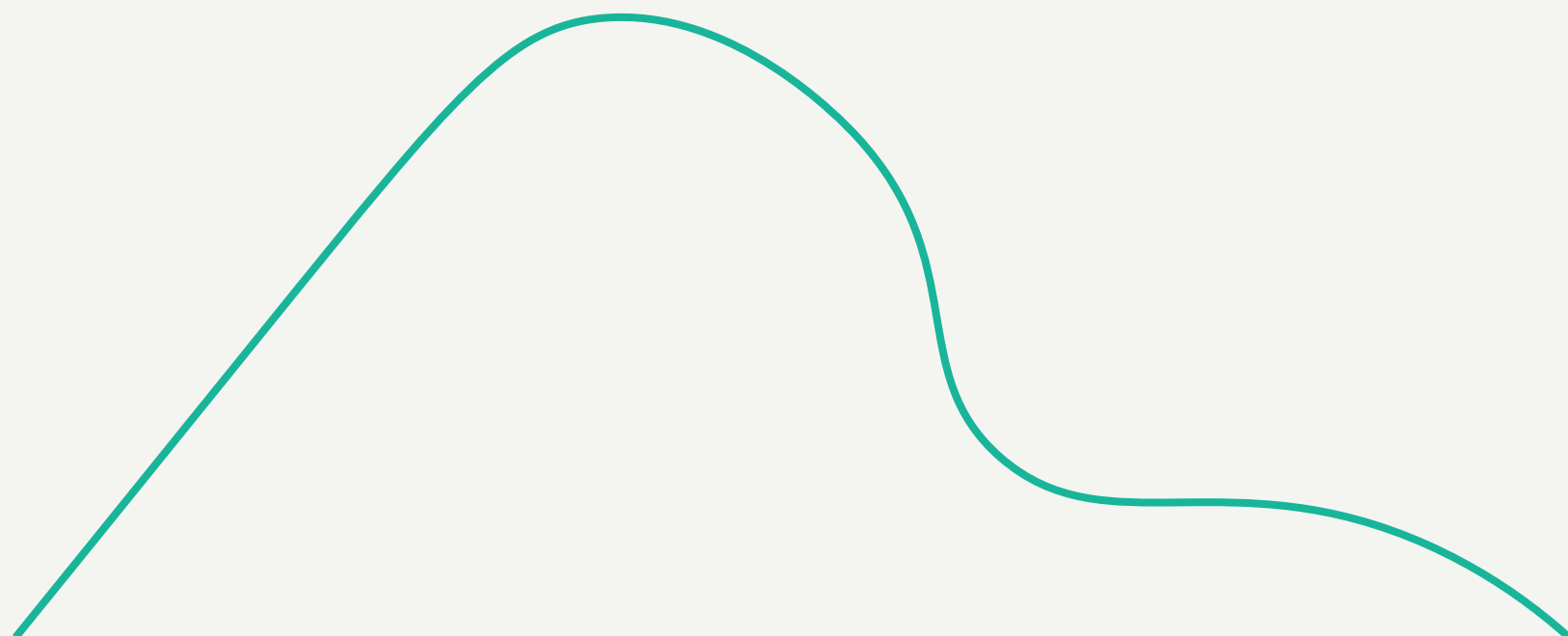
We integrate community-based activities, like "Travel Like a Local" and "Trails and Treks Tour," where travellers can connect directly with local artisans and communities. Furthermore, we encourage our tour executives to include at least two community supporting excursions in each itinerary, ensuring every tour contributes to the betterment of local livelihoods.



Energy Efficient Economies



We integrate community-based activities, like "Travel Like a Local" and "Trails and Treks Tour," where travellers can connect directly with local artisans and communities. Furthermore, we encourage our tour executives to include at least two community supporting excursions in each itinerary, ensuring every tour contributes to the betterment of local livelihoods.





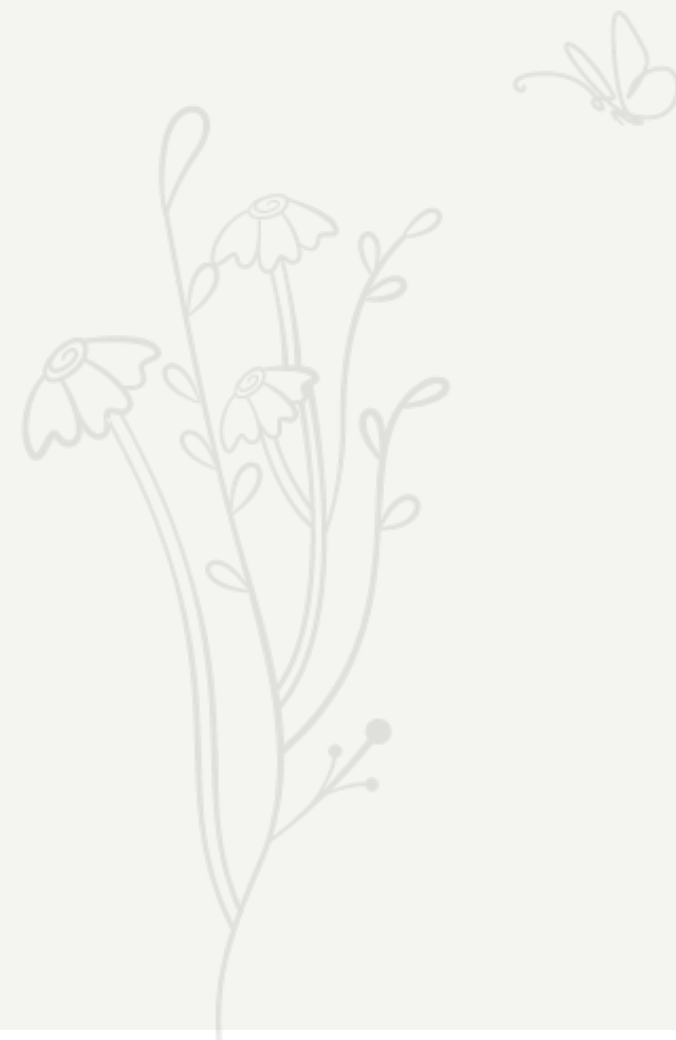
Conserving Resources

Our commitment extends to responsible waste management and adherence to circular economic practices. We recycle vehicle batteries in partnership with Toyota Lanka and encourage the use of rechargeable batteries across operations, taking every possible step to reduce and repurpose waste.



Championing Community Driven Tourism

By selecting local guides, we do not just provide authentic experiences for travellers, we create sustainable employment. Our programs encourage guests to support local communities, from purchasing crafts to volunteering, making each journey a means of direct community support.



Travelife Partnership

Aligning with Travelife's principles of sustainable tourism, we've reinforced our commitment by adopting policies that support environmental conservation, ethical labour practices and cultural preservation. We continually assess and improve these standards, ensuring we operate responsibly and respectfully in every community we visit.





A Shared Journey to a Sustainable Future

At Jetwing Travels, we are constantly evolving to ensure our practices contribute positively to our communities and environment. Our alignment with the UN SDGs allows us to measure and amplify our impact, making each journey a part of a larger mission for a better world. We thank our travellers, partners and team members for being part of this journey toward a sustainable future for tourism in Sri Lanka.

We believe that sustainability is a journey of discovery, innovation and tenacity, making changes today, however small, can lead to a better future for all. By sharing our journey of sustainability, what we have learnt and what we hope to achieve, we aim to inspire change and create a butterfly effect.

Join us as we continue to redefine travel together, for a better tomorrow!

