



Jetwing
TRAVELS
SRI LANKA

IMPACT REPORT

Transforming Travel, Empowering Communities and Protecting Our Planet

2025/ 2026

Transforming Travel, Empowering Communities and Protecting Our Planet

At Jetwing Travels, we believe that travel has the power to create positive change. Every journey presents an opportunity to support local communities, celebrate cultural heritage, protect biodiversity and inspire a deeper appreciation for the places we visit. As one of Sri Lanka's leading Destination Management Companies, we recognise that our responsibility extends far beyond creating memorable holidays. It is about ensuring that tourism contributes positively to people, nature and future generations.

Throughout 2025/26, we continued to strengthen our approach to responsible tourism by building stronger foundations for sustainability across our operations. We enhanced the way we measure our environmental impact, deepened collaboration with suppliers and conservation partners, invested in the knowledge and development of our people and continued promoting authentic experiences that create meaningful benefits for local communities.

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

Our sustainability journey is guided by six interconnected pillars:



Travel with Purpose

SDG 13: CLIMATE ACTION

We are working towards reducing the environmental impact of our operations by improving resource efficiency, understanding our greenhouse gas emissions and supporting practical climate action initiatives. By measuring our impacts and making informed decisions we continue progressing towards a lower carbon future.



Governance & Regulatory

SDG 12: RESPONSIBLE CONSUMPTION AND PRODUCTION

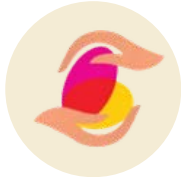
Strong governance provides the foundation for responsible tourism. We continue to strengthen our policies, ethical business practices and responsible procurement while promoting transparency, accountability and responsible resource management throughout our operations.



Environmental Stewardship

SDG 15: LIFE ON LAND

Sri Lanka's remarkable biodiversity is one of its greatest treasures. We promote responsible wildlife experiences, support conservation partnerships and encourage travel experiences that respect ecosystems while inspiring visitors to appreciate and protect the country's natural heritage



Thriving Community

SDG 8: DECENT WORK AND ECONOMIC GROWTH

Communities are at the heart of every meaningful travel experience. Through locally led excursions, authentic cultural encounters and support for small businesses, artisans and local entrepreneurs, we help ensure that tourism creates shared economic and social value across destinations.



Empowered Family

SDG 5: GENDER EQUALITY

Our people drive our sustainability journey. We continue to invest in learning, professional development and workplace wellbeing while fostering an inclusive environment where associates are empowered to contribute to responsible tourism and continuous improvement.



Impact Sourcing

SDG 10: REDUCED INEQUALITIES

Local procurement is central to our ethos. We work closely with accommodation providers, transport partners, excursion operators and local suppliers who share our commitment to ethical business practices, environmental stewardship and positive community impact.



Environmental Stewardship

Understanding our footprint enables informed decisions, lower emissions and stronger climate action over time.





33.7%

lower electricity consumption
during FY **2025/26** compared with
FY 2024/25.

7,574.50

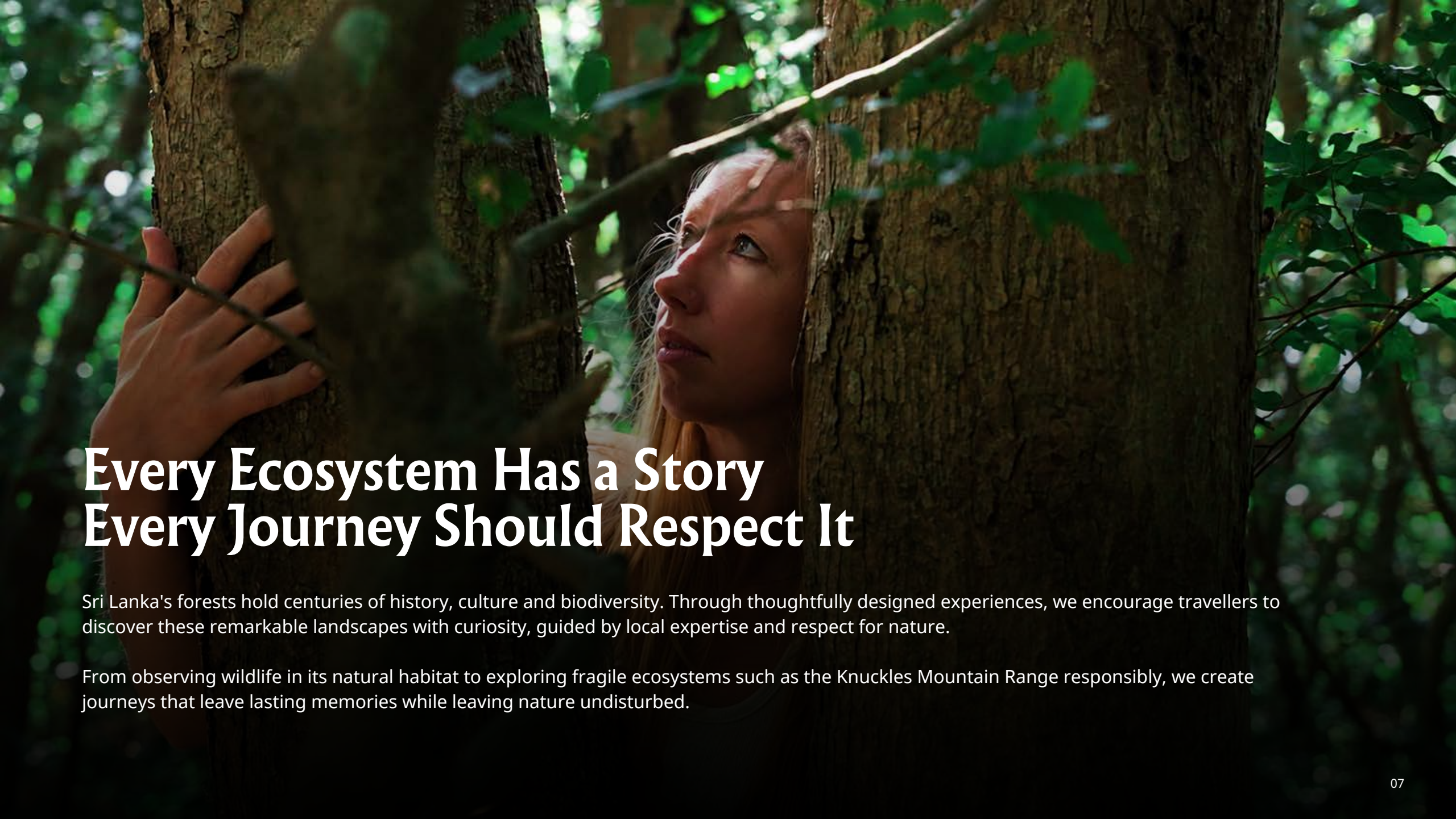
tonnes CO₂e Scope 1 emissions
from the vehicle fleet.

Energy Efficiency

Electricity consumption is monitored annually to identify opportunities for improved efficiency. During FY 2025/26, electricity consumption decreased by **33.7%** compared to FY 2024/25, reflecting continued efforts to improve energy performance across our operations.

Greenhouse Gas Emissions (Scope 1)

As business operations expanded during FY 2025/26, the number of tours operated increased by around 20% compared to the previous financial year. Consequently, direct (Scope 1) greenhouse gas emissions from our vehicle fleet increased by **22.3%**, reaching **7,574.50** tonnes **CO₂e**. This reflects increased operational activity while reinforcing our commitment to continuously improve operational efficiency and support our long term decarbonisation journey.

A woman with blonde hair is looking up at a large tree trunk in a forest. She is holding onto the tree with her right hand. The background is filled with green foliage and sunlight filtering through the leaves.

Every Ecosystem Has a Story Every Journey Should Respect It

Sri Lanka's forests hold centuries of history, culture and biodiversity. Through thoughtfully designed experiences, we encourage travellers to discover these remarkable landscapes with curiosity, guided by local expertise and respect for nature.

From observing wildlife in its natural habitat to exploring fragile ecosystems such as the Knuckles Mountain Range responsibly, we create journeys that leave lasting memories while leaving nature undisturbed.

Building a Responsible Supply Chain

Sustainability is only as strong as the network that supports it. Building a responsible supply chain is one of the most complex yet influential aspects of a business's sustainability journey, requiring shared commitment and continuous collaboration with business partners.



Shared standards across every journey

Supplier Code of Conduct

During FY 2025/26, our Supplier Code of Conduct was fully integrated into the supplier registration process, making its acknowledgement and acceptance a mandatory requirement for all the suppliers. This reinforces our expectations for environmental, social, ethical and governance performance across our supply chain.

Responsible Excursions & Activities

A total of **86** excursions and experiences with recognised sustainability features were identified to support responsible product development and itinerary planning. This growing portfolio of community focused, cultural, nature and low impact experiences reflects our commitment to creating more responsible travel experiences across Sri Lanka.

Excursion Assessments & Awareness

Building a responsible supply chain begins with understanding it. Sustainability assessments and awareness visits were carried out for selected excursion providers, including community focused village experiences, elephant related facilities and turtle conservation attractions. These visits strengthened our understanding of animal welfare and visitor management while encouraging more responsible tourism practices among our partners.

Sustainable Accommodation Partners

A review of our accommodation portfolio identified **93** properties holding recognised sustainability certifications or environmental management credentials. This strengthens the visibility of responsible accommodation partners within our portfolio and supports more informed and sustainable supplier selection.

Guided By The Love For Nature and The Treasured Gentle Giants

One of the year's defining moments brought us together with the **Sri Lanka Elephant Project (SLEP)**, where Jetwing Eco Holidays hosted a training session for jeep safari drivers in Minneriya, just ahead of the world famous wildlife phenomenon, The Elephant Gathering. More than a workshop, it was an opportunity to share knowledge, strengthen understanding and encourage more ethical interactions with Sri Lanka's wild elephants and other wildlife.

By exploring the importance of elephant conservation and responsible safari practices, we took another step towards fostering science-based, compassionate tourism alongside the people who help shape every wildlife experience.



Our Partnerships

We believe collaboration drives progress. By partnering with like-minded organisations, we strengthen our efforts to advance responsible tourism and create lasting positive impact.





Bridging Education and Industry

In partnership with the Colombo Academy of Hospitality Management (CAHM) at SLIIT, affiliated with the William Angliss Institute, Australia, we launched the **Certificate Course in Inbound Travel and Tourism**.

By bringing together students, Jetwing employees and industry experts, the programme equips future tourism professionals with practical knowledge in eco, wildlife and adventure tourism, sustainability, experiential travel, itinerary planning, digital marketing and more within a collaborative learning environment focused on the evolving needs of global travel.





Supporting Biodiversity Through Partnership

Jetwing Travels became a Patron Member of **Biodiversity Sri Lanka** (BSL), strengthening our commitment to biodiversity conservation and responsible tourism through collaboration with one of Sri Lanka's leading environmental networks.

The partnership also provides a platform for exploring future collaborative environmental initiatives.





Rooted in Compassion, Community and Connection

One of the year's most meaningful moments took us to Galaha, Kandy, where we partnered with **The T.E.A. Project** to support *The Cloud* Preschool. What began as a community initiative quickly became a reminder that sustainability is ultimately about people.

Through shared stories and laughter, our Sustainability Team spent time with the community, contributing resources to support the little learners of *The Cloud*. We left inspired by the generosity with which we were welcomed and reminded that the greatest impact often begins with genuine human connection.



Inspiring Responsible Journeys

Through clear guidance and shared responsibility, we encourage every journey to respect Sri Lanka's communities, culture and environment.



Our guests are at the heart of responsible travel

Enhanced Responsible Traveller Guidance

Our pre-arrival communication was further strengthened with more comprehensive guidance under the **Responsible Traveller Code of Conduct**, providing practical guidance on respectful behaviour, cultural sensitivity and responsible travel.

The updated communication also reinforces Jetwing Travels' zero-tolerance approach to harassment, exploitation, discrimination and inappropriate behaviour, while educating guests on prohibited and illegal souvenirs, including products derived from protected wildlife and culturally significant heritage items.

Digital Customer Feedback

A digital customer feedback platform was developed to enhance the collection of guest feedback on responsible travel experiences and overall service quality.

The platform provides more timely insights to support data driven decision making and continuous improvement, while streamlining processes, reducing paper use and improving the quality of information across our operations.



Inspired By Kindness, Inclusion and Hope

One of the year's most inspiring initiatives brought together a group of thoughtful travellers and Jetwing Eco Holidays to complete the "ලියක මහිම" project at Hanthana Estate. In partnership with Kotelawala Defence University and the Saheli Foundation, they donated sustainable menstrual kits, selfcare hampers and undergarments to schoolgirls affected by period poverty helping support their health, confidence and everyday wellbeing.

Beyond the donations, the initiative encouraged an important conversation about menstrual health and hygiene, reminding us that responsible tourism can create opportunities to uplift communities, empower the next generation and travel with purpose.



Our People

Our people are the driving force behind our sustainability journey. By fostering a culture of integrity, continuous learning and shared responsibility, we empower our associates to create meaningful experiences while upholding our commitment to responsible tourism.



Strengthening Governance

Our Associate Handbook and Code of Conduct were reviewed and updated, supported by organization wide Code of Conduct training to reinforce ethical behaviour and workplace expectations.

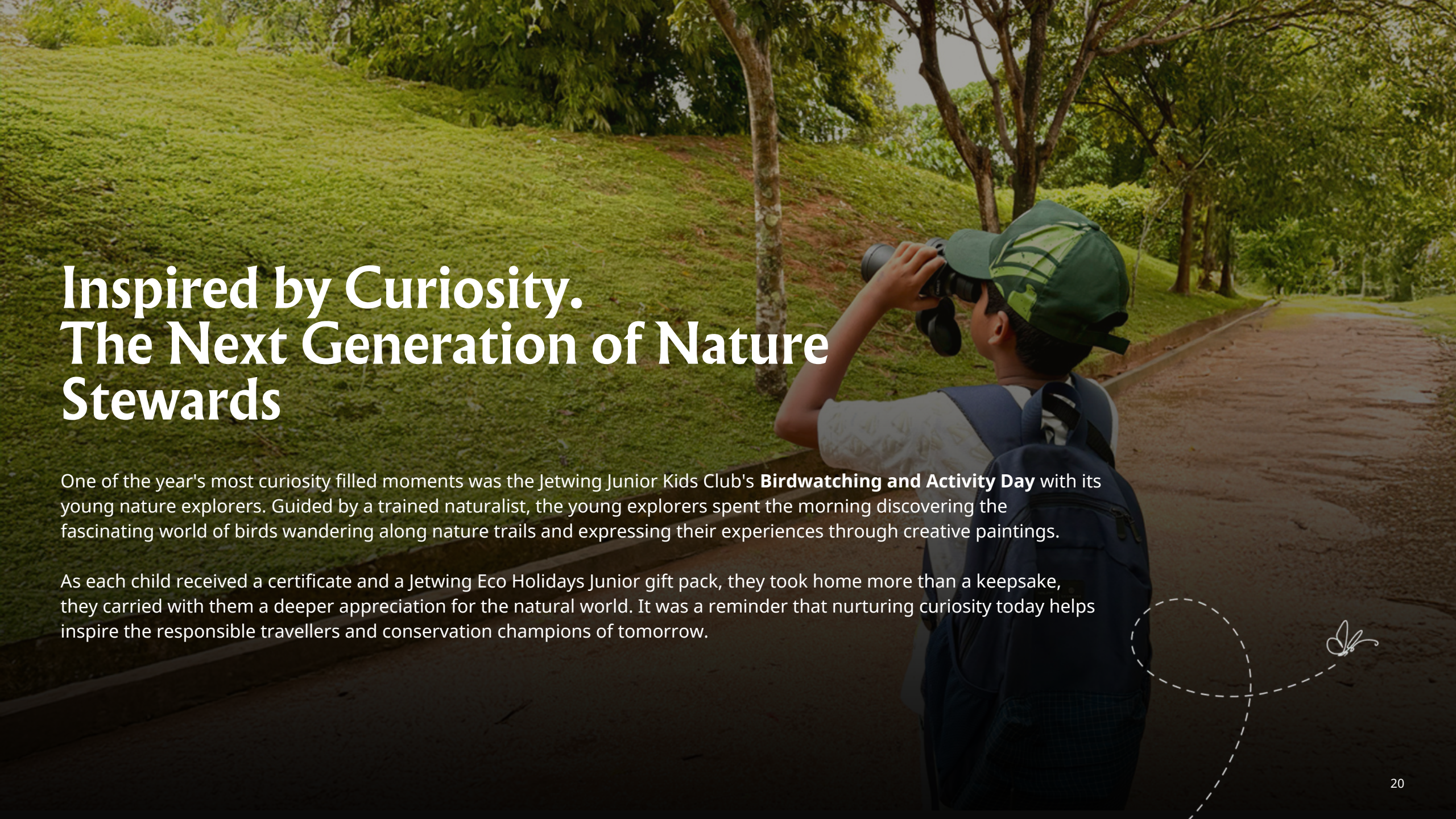
Embedding Sustainability Learning

Mandatory online sustainability learning was introduced for all newly recruited associates, ensuring a consistent understanding of responsible tourism and environmental stewardship from the start of their journey with Jetwing Travels.

Guide Capacity Building

In addition to the annual mandatory training for all tourist guides the **Tourist Chauffeur Enhancement Programme** conducted in collaboration with the **Sri Lanka Tourism Development Authority** (SLTDA), further strengthened their expertise in guest engagement, responsible tourism practices and delivering authentic, high quality visitor experiences.



A young boy wearing a green cap and a backpack is seen from the side, looking through binoculars. He is standing on a dirt path in a lush green park with many trees. The background is slightly blurred, emphasizing the boy and his activity.

Inspired by Curiosity. The Next Generation of Nature Stewards

One of the year's most curiosity filled moments was the Jetwing Junior Kids Club's **Birdwatching and Activity Day** with its young nature explorers. Guided by a trained naturalist, the young explorers spent the morning discovering the fascinating world of birds wandering along nature trails and expressing their experiences through creative paintings.

As each child received a certificate and a Jetwing Eco Holidays Junior gift pack, they took home more than a keepsake, they carried with them a deeper appreciation for the natural world. It was a reminder that nurturing curiosity today helps inspire the responsible travellers and conservation champions of tomorrow.

Purposeful Storytelling

Through thoughtful and authentic communication, we inspire visitors to experience Sri Lanka with greater purpose, respect and appreciation.



The Stories We Share Shape The Journeys Travellers Choose

Celebrating Local Communities

Through the *Rooted Campaign*, we celebrated the communities that welcome travellers into their homes, traditions and everyday lives.

By sharing authentic stories and experiences the campaign highlighted the value of responsible tourism in supporting local livelihoods, preserving cultural heritage and fostering meaningful connections between visitors and host communities.

Championing Wellness and Slow Travel

Through the *Breath Campaign*, Jetwing Travels continued to position Sri Lanka as a destination for wellness, mindfulness and slow travel.

The campaign encouraged immersive, lower impact experiences that foster a deeper appreciation of the country's natural beauty, local way of life, cultural heritage and holistic wellbeing.

About Finding Balance and Rediscovering What Truly Matters

Through our Breath campaign, we began reimagining Sri Lanka as a destination for wellness, mindfulness and slow travel, inviting travellers to experience the island beyond its landmarks and at a gentler pace.

It began with inner transformation and learning to pause. It found belonging in nature, connection through people, understanding through culture and respect through conscious living. As the story evolved, it arrived at balance celebrating holistic wellbeing and the growing desire for experiences that nurture both people and planet.

As wellness tourism continues to reshape global travel with more travellers actively seeking meaningful experiences that support their wellbeing, Sri Lanka offers a slower, more mindful way to travel where healing is found in forest walks, traditional wellness, cultural rituals and the people who make every journey memorable.



Travelife Partnership

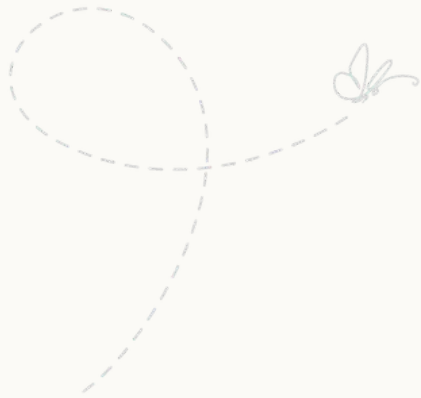


Our continued Travelife Partnership reflects Jetwing Travels' commitment to internationally recognised sustainable tourism standards. By embedding responsible environmental, social and ethical practices into our operations, we strive to create positive impacts for the destinations, communities and travellers we serve.



Small Flutters Giant Ripples

This year has strengthened our understanding that meaningful progress begins with understanding our own operations. Beyond measurable achievements, it has helped us identify where our greatest opportunities to create positive impact truly lie.



- 1 Continue strengthening supplier engagement through regular assessments, awareness programmes and collaboration to raise sustainability standards across our value chain.
- 2 Encourage a culture of innovation, empowering our teams to discover and develop authentic experiences that celebrate Sri Lanka's natural, cultural and community heritage.
- 3 Promote a more balanced approach to tourism by introducing travellers to lesser known destinations, helping disperse visitor pressure from heavily visited sites while creating wider economic opportunities for local communities.
- 4 Deliver a consistently responsible travel experience across all markets by embedding shared sustainability standards throughout our operations.
- 5 Better understand and reduce our environmental footprint by strengthening emissions measurement, improving operational efficiency and supporting meaningful restoration initiatives.
- 6 Continue guiding travellers towards more responsible choices, recognising that lasting behavioural change is built through awareness, inspiration and shared responsibility.

A close-up photograph of a person's hand using a dark stone mortar and pestle to grind spices. The background is blurred, showing green foliage and a stone wall. A small, white, dashed-line illustration of a butterfly is positioned to the right of the text.

Every Itinerary Thoughtfully Designed **Every** Supplier Empowered **Every** Traveller Inspired **Every** Destination Respected

At Jetwing Travels, we believe that sustainability is built through thousands of everyday small decisions rather than a single defining action. As we move forward, we remain committed to listening, adapting and working alongside our associates, partners, suppliers and travellers to inspire change and create a butterfly effect that leaves a positive and lasting impact on Sri Lanka.



Thank You!