

**CASCADA EXPEDICIONES
SUSTAINABILITY POLICIES
TOUR OPERATOR**

I.CONTEXT BACKGROUND

Under their concept of providing memorable and emotional travel experiences through full contact with nature, Cascada Expeditions generates environmental changes in their customers, suppliers and their staff through connection and awareness.

There is a growing global demand for tourism products that place the focus on sustainability. This is demonstrated by the results of specialist market studies such as:

1. Tansat Air (2009) concluded that i) 89% of English travelers think that the tourism industry should be more sustainable and ii) 81% declare that they will always prefer products or services with sustainable characteristics over other with the same price conditions.

2. UNEP (United Nations Environmental Program) made extensive research between 2003 and 2004 among the Member States of the UNWTO (World Tourism Organization), which considered the United Kingdom, India, Brazil, Russia, Germany and Switzerland. One of the main results obtained from the process is that 36% of tourists are willing to pay more for sustainability.

3. The Tourism Institute of the University of Lucerne, Switzerland, conducted a survey of more than 6,000 tourists and concluded that 22% said that sustainability was one of their criteria when choosing a destination (1 in 5 tourists).

Worldwide, the tourism sector is experiencing an increasing demand for products and services that incorporate real sustainability practices. These demands can bring great benefits to destinations and local communities and we, as Tour Operators, are the ones that can contribute the most by encouraging the adoption of voluntary

standards and good practices oriented to sustainable tourism.

The integration of sustainability into decision making must have two edges:

a) Take into account the economic, sociocultural and environmental aspects when managing the company and b) Take into account these aspects when developing tourism programs and when choosing suppliers.

The actions of Cascada Expediciones within its areas of action point to the implementation of measures that promote sustainable tourism and which protect the environment and natural resources, as well as benefiting the local community in each destination, especially since its future activities will depend on the conservation of these factors.

II.ROLE OF TOUR OPERATORS IN SUSTAINABLE TOURISM

We believe that by being in this position as intermediaries, and as key links in the design and structuring of tourism products and positioning of markets through the distribution chain, we therefore relate to practically all activities and products that are part of the tourist offer and thus have the broad capacity to influence the development of more sustainable tourism.

In light of this, Cascada Expediciones wishes to promote tourism that incorporates sustainable practices, both at the level of service providers and the destination as a whole.

Our promise is to generate and establish measures that take into account the protection of the environment and natural

resources, thus benefiting the local community in the destination.

One of our strategies to achieve sustainable tourism is to develop and implement the good practices expressed with actions that prevent, correct and/or improve certain aspects of tourism development, applicable in all areas of service and operation of our company.

This is based on the fact that all the studies carried out since 1996 onwards, both by UNWTO and by UNEP, indicate that adopting good practices generates the following benefits:

- Reduced variable costs.
- Greater competitiveness in companies, due to the improvement in service quality and responsibility towards the environment and local communities.
- Raised awareness among customers, staff, and suppliers about the importance of having a vision of sustainability.
- The development and fostering of good relationships within the local community and surrounding communities.
- Protection and conservation of the environment and its natural resources.

III. CORPORATE SUSTAINABILITY POLICY OF TURISMO CASCADA LTDA.

Cascada Expediciones wishes to contribute concretely to the construction of sustainable tourism by orienting its strategic definitions and management towards achieving the reduction of undesirable impacts generated in the environmental, sociocultural and economic areas.

For this, we have defined a corporate sustainability policy that guides our actions, focusing on respect and care at work, the environmental responsibility of our operations and within the community

in which it impacts, and which always seeks to combine economic growth with environmental protection.

In line with the above, our commitment to sustainability is to tend to business management and its correlation with the relationship with our workers, strategic partners, suppliers, and customers so that we always exceed the standards required by law. The tireless search for better policies, technology, and innovation are based on the following principles:

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REGARDING THE ENVIRONMENTAL DIMENSION

- Develop and promote tourism that works with the environment.
- Minimize the generation of waste and responsibly manage them.
- Continuously improve sustainable technology and innovation.
- Promote energy efficiency.
- Promote the use of renewable energies.
- Neutralize our carbon footprint.
- Promote recycling.
- Support the conservation of nature and the preservation of flora and fauna

REGARDING THE SOCIO-CULTURAL DIMENSION

- Create and provide our customers with unique and ecological experiences.
- Actively promote policies and actions against the exploitation of human beings in any of its forms and engage our suppliers and clients in it.
- Develop environmental education programs aimed at our internal and external customers, suppliers, and staff in order to create awareness that our actions should preserve nature and ensure its conservation for the enjoyment of by new generations.
- Promote the participation of our suppliers, subcontractors, employees, customers, and the rest of society in our sustainability management system by rewarding the incorporation of contributions that improve their results, especially by the communities where our work is carried out.
- Share and encourage ecological life as a philosophy of environmental sustainability.
- Deliver information to our clients regarding our principles on sustainable development and the management we do to preserve the environment and local culture.

REGARDING THE ECONOMIC DIMENSION

The company adheres to 5 principles of fair trade, these are:

- Fair business practices.
- Respect for the environment.
- Commitment to compliance of the laws based on the Human Rights of the UN.
- No child labor
- No forced labor
- No discrimination (ensuring gender equality, freedom of association)
- Good working conditions
- Ensure excellent working conditions for all of the Cascada team, allowing for their personal and professional development.
- Work happiness

The company adheres to the worldwide ethical code for tourism and its management reflects the principles outlined in it. The company ensures that its operations and communications, both internal and external, be carried out through digital media in order to reduce the use of paper, thus reducing its environmental impact and operating costs. Careful selection of our suppliers and other Operators based on their environmental and sustainable policies.



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