



Change-Makers

BUSINESS FOR GOOD

Businesses or individuals who have used their platform bravely; to redefine what experiential travel means, set new standards for the industry or help others. Proving that our community truly does have the power to Change Worlds.

Luxury Action

"The Arctic's First 5-Star Sustainable Luxury Resort Will Help You and the Planet Heal"

Dates Implemented: 2009 - 2023

WHY WAS THE CHANGE NEEDED?

We want to focus not only on experience, but also on sustainability and supporting local communities, who benefit from our activities by providing employment and economic opportunities. The goal is to help create a sustainable future for the region.

DESCRIBE THE IMPLEMENTATION

Everything we do is designed to have minimal impact on the region's ecosystem, ensuring future generations can enjoy Lapland's beauty. We support local scientists in the arctic, and donate to charity and local communities, including the indigenous Sámi community. The property was built by a local Sámi architect using sustainable materials and traditions methods. Our "eco-credentials" include green energy from wind, geothermal heating, using drinking water from a spring and locally sourced food.

WHAT WERE THE RESULTS?

The results are a carbon negative property with -893 tonnes of carbon dioxide. We have engaged with local communities to support their economic growth and wellbeing while maintaining cultural heritage. We attract environmentally conscious consumers and contribute to the long-term sustainability of Lapland, setting an example for other companies to follow.



📍 FINLAND

Song Saa Private Island

Melita Koulmandas

Dates Implemented: 2020 (ongoing)

WHY WAS THE CHANGE NEEDED?

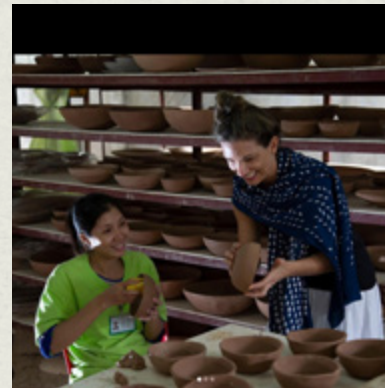
Change was vital to not only mitigate pandemic impacts on remote communities but also start regenerating for the future of Cambodia, its people and its ecosystems. Local incomes needed to be sustained, essential healthcare provided, and personal development reinvigorated.


DESCRIBE THE IMPLEMENTATION

Melita secured essential programs, launched medical relief, and promoted holistic staff wellbeing and development. She embarked on a large-scale regeneration project in the north, employing the local community to plant 197,000 endemic species, providing locals with jobs during the pandemic.

WHAT WERE THE RESULTS?

The initiative mitigated income disruptions, created jobs, and helped to create resilience, a regenerative mindset, and growth opportunities in staff and remote communities. Melita ensured healthcare access was provided to over 1000 villagers and preserved the Resort's contributions to the Foundation.



 CAMBODIA

Entrée Canada & Alaska

The Stories of Canada

Dates Implemented: 2020 (ongoing)

WHAT WAS THE PROJECT OR INITIATIVE'S PURPOSE?

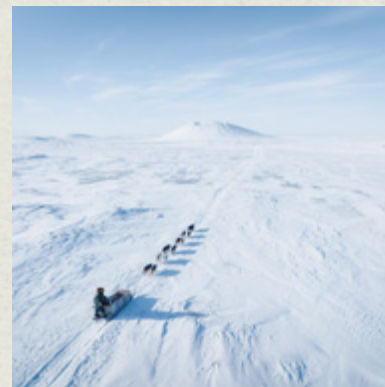
Canadian tourism suffers from a dispersion crisis. Too much demand is for a tiny amount of our land, and during summer months. The Stories of Canada is a collaboration between Entrée Canada and Destination Canada to create a travel collection featuring community-based visitation, bringing new destinations and storytellers to the shelf.

DESCRIBE THE IMPLEMENTATION

Partnering with the federal tourism board and all regional tourism boards to develop new itineraries across the country, Entrée founder crossed Canada with a crew of talented videographers to capture the beauty and people in each location. This collection features Canadians in their communities and facilitates storytelling from Indigenous hosts.

WHAT WERE THE RESULTS?

We have generated economic impact in places that traditionally saw few tourists. We have delivered significant exposure to our Indigenous communities and have showcased Canada in a new light, with new ways to visit.



 CANADA