



INCREDIBLE ADVENTURES

Sustainability Report

2021

Environmental Initiatives

“You cannot get through a single day without having an impact on the world around you. What you do makes a difference and you have to decide what kind of a difference you want to make.”

—Jane Goodall



Leave No Trace Training

All of our guides are trained by Leave No Trace and abide by the code of outdoor ethics to promote conservation.

Zero Single- Use Plastic Bottles

Single use plastic bottles are NEVER offered on tour and water refill spots are shown to guest along route.



Tours ran on biofuel

Using biofuels instead of petroleum diesel produces far less emissions and uses natural waste materials.



Incredible Adventures uses 23 passenger mini-buses operated on sustainable, petroleum-free biofuel made from recycled cooking oil and renewable plant-based stocks known as RB20 fuel: a blend of 20% pure domestic BioDiesel and 80% HDR Renewable Diesel. This is the highest legally-allowed BioDiesel blend in California at this time, and a completely renewable and petroleum-free fuel.

253,310 MILES

Miles driven in 2021

6,327 GALLONS

Gallons driven on renewable energy in 2021

113,886 MILES

Driven on biofuel instead of petroleum in 2021

Supporting the Local Economy

As a small family owned business of our own, Incredible Adventures works closely with other locally owned businesses to excel the economy through tourism and to use regionally sourced products.



Eat farm to table meals at the Yosemite Bug

This local establishment sources their organic offerings from regional suppliers for lunches along Yosemite tours.



Visit the first winery in the U.S founded by Mexican vineyard workers

The Robledo winery is a small family owned winery featured on our tours and is in the first in the United States of it's kind.



Enjoy a First Nations salmon lunch experience

Join the Nez Perce Tribe for a river to table experiences that acknowledges the important significance that salmon has played in tribal history.

Milestones & Deliverables

\$73, 010

Dollars spent at Yosemite National Park, sustaining the national park system.

4,300

The number of vehicles NOT driven through Yosemite, along with the parking spots saved because people chose to do a group tour.



10

The number of tours conducted by Incredible Adventures with Wheel the World, a tour company allowing accessible travel

2,801

Single-use plastic bottles not used on trips in which we encourage the use of reusable water bottles.

66%

Percentage of Incredible Adventures manager roles occupied by women versus the 25.5% in the travel/hospitality industry.

Workplace Highlights



Volunteer Days

The team volunteered at Muir Woods and flossed the deck to make sure it can sustain itself against rain and guests, protecting the trees roots.

In 2021, the team packed 600 boxes of food to be delivered to Bay Area senior citizens during lockdown - each box containing a two week supply of food!



Women in Leadership

Incredible Adventures is proud to be a woman-led and owned company. Jolie Ginsburg has been the CEO of I.A since 2000.



Sustainable Development Goals for 2022

In 2015 the United Nations made 17 sustainable development goals for a more sustainable future by 2030. Incredible Adventures continues to evolve and grow the business to better align with these goals and make measurable progress towards a better tomorrow.

Sustainable Development Goal

Action

Outcome

11 SUSTAINABLE CITIES
AND COMMUNITIES



Have quarterly paid community service days in our local communities and national parks.

In 2022 we will engage in 4 volunteer days at national parks and within the community. Paid volunteer days will be available to remote employees..

12 RESPONSIBLE
CONSUMPTION
AND PRODUCTION



Create a partnership with an organization that will accept food not used on tour.

Reduce overall food waste on camping tours.

Reduce single use plastic from El Portal and Oakhurst lunches.

By the end of 2022 we hope to have collaborated with our lunch partners to use reusable or compostable dish ware for lunches on Yosemite trips.

17 PARTNERSHIPS
FOR THE GOALS



Use our website to market other travel industry partners using biofuels.

The Incredible Adventures marketing team will use social media and our website to highlight and market other companies using biodiesel.

Join us in building a better tomorrow!

Thank you for the continuous support and collaboration! As we make moves for progress in 2022 we hope that you will join us in our efforts. Below are a few ways you can work with us to build a better tomorrow.



Consider using alternative fuels

Check out feuleconomy.gov or similar sites to find out information about using more sustainable fuels.



Commit to one volunteer day a year

Talk with your local community and collaborate with protected parks to volunteer. Check out websites like voluntermatch.org.



Pick up trash in nature

Make an effort to take a walk with gloves and a trash bag. Organize a beach clean up with friends.



Share your sustainable efforts on social media

Encourage others to get involved and educated on ways to treat each other and the planet better.

THANK YOU AND TRAVEL RESPONSIBLY



Incredible Adventures
765 Pennsylvania Ave.
San Francisco, CA. 94107
www.incadventures.com
info@incadventures.com