



Sustainability Promise

🌿 Travel with Purpose — Because Responsibility is the Only Way Forward 🌿

At Asia My Way, sustainability isn't a buzzword. It's a mindset, a responsibility, and a promise we live by — every day, in everything we do.

We operate across Southeast Asia and the Pacific, and we know that the vibrant communities, beautiful environments, and rich cultures around us are the reason we exist. That's why we're committed to growing with our destinations — not at their expense.

Sustainable travel has been one of our guiding principles from the very beginning. Our mission is simple:

- Maximize the positive impact of tourism on people and places.
- Minimize the negative impact on the environment, society, and culture.

This living policy reflects what we've achieved, what we're working on, and where we're headed. It's embedded in our operations, our relationships, and our everyday choices — and we invite our partners, suppliers, and travelers to be part of the journey.

What Sustainability Looks Like in Our Offices:

- We've appointed a Group Sustainability Manager and local coordinators in every country to drive, monitor and improve our initiatives.
- All our teams are actively engaged, aware of our sustainability goals, and encouraged to bring their own ideas and energy.
- We care for our team members, embrace diversity, and support their well-being.
- We reduce business travel wherever possible and use virtual meetings as the norm. When travel is essential, we prefer public or shared transportation, and avoid flights when alternatives exist.
- We support eco-friendly commuting: carpooling, public transport, or cycling.
- Staff living far from the office are encouraged to work from home one day a week.

Asia My Way Co. Ltd.,

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- We take waste reduction seriously:
 - ✓ No single-use plastics.
 - ✓ We recycle batteries, paper, cans, and glass.
 - ✓ We limit packaging and buy in bulk.
 - ✓ We go digital whenever possible.
- We track and reduce our energy and water use:
 - ✓ Low-energy appliances only.
 - ✓ Air conditioners set between 22–26°C depending on the climate.
 - ✓ Lights and equipment turned off or in sleep mode when not in use.
 - ✓ Regular checks for leaks or overconsumption.
 - ✓ We migrated our websites to a provider with a sustainable approach to web hosting that proves technological innovation can align with environmental responsibility.
 - ✓ We buy local products for office needs — from coffee to client gifts.
 - ✓ We use only non-toxic, eco-certified cleaning supplies.
 - ✓ We communicate regularly about our progress, both internally and publicly.

What Sustainability Means On the Ground:

- We prioritize locally owned hotels, lodges, restaurants, and artisans that reflect local culture.
- We recommend accommodations with verified sustainability practices.
- Our guides and drivers follow clear responsible travel guidelines.
- We avoid activities that harm wildlife, exploit children, or impact fragile communities.
- We favor slow travel: trains, shared vans, public transport, bicycles, walking.
- We use the greenest transport option available for each itinerary.
- We educate and empower our guests to make informed, ethical travel choices.
- In South-East Asia, we provide guests with reusable and 80% biodegradable water bottles.
- We don't allow the purchase of items made from threatened species or illegal artifacts.
- We consider the carrying capacity of destinations, promote less-visited areas (with local community support), and design experiences that are mindful of over-tourism.
- We enforce a strict No Child Labor policy and condemn human trafficking and sex tourism.

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Our Ethical Foundations:

- **Respect for Cultures**
 - √ Promote meaningful and respectful exchanges with locals.
 - √ Include (or recommend) experiences that celebrate traditional crafts and cuisines.
- **Respect for the Environment**
 - √ Follow all rules in protected areas and cultural sites.
 - √ Prefer non-motorized or electric transport when possible.
 - √ Visit popular places at quieter times to avoid overcrowding.
 - √ Leave no waste behind.
 - √ Encourage refillable bottles and local, plastic-free snacks.
- **Respect for Animals**
 - √ No promotion of shows or direct interaction with animals in captivity.
 - √ Prioritize wildlife observation in natural settings.
 - √ Maintain safe distances and no feeding policies.
- **Support for Local Economies**
 - √ Promote local handicrafts and family-owned businesses.
 - √ Recommend restaurants and lodgings that support farmers and communities.
- **Guest Awareness**
 - √ Share cultural and environmental information with travelers in advance.
 - √ Ensure our guides and partners provide thoughtful, respectful context about history, beliefs, and nature.
 - √ Provide pre-arrival handbooks with guidance on dress, behavior, and photography.
- **Zero Tolerance for Corruption**
 - √ No bribes. No commissions. No gifts from suppliers to staff. Integrity is non-negotiable.

In Short

We don't just want to bring people to beautiful places — we want to help protect what makes them beautiful.

Every choice we make, as a company and as individuals, can help build a more respectful, balanced, and inspiring way to travel. And we're proud to invite you along on this journey.

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