

# INCREASE POSITIVE IMPACT

## Highlights 2022

Better  
Places

### OUR TRAVELLERS



**4.299**

travellers in 2022

They gave us an average score of

**8,9**



### DONATIONS & INVESTMENTS

**€ 54.615**

was invested in the energy transition and biodiversity through an innovation fund

**€ 6.300**

was donated by our travellers to JustDiggIt

**€ 41.445**

is 10% of our profit. That amount went to charities like 'Artzen Zonder Grenzen' and Give Well



### RECOGNITION



### OUR TRIPS

CLOSER, LONGER AND DISPERSION

**53**

countries in our travel offering

**35%**

of which are within Europe

**58%**

of our trips took place outside the peak season. This helps prevent over-tourism



**59%**

of the trips outside Europe and the Middle East lasted at least 17 days. This way, we create a increased positive impact

### OUR TRAVEL EXPERTS

**67%**

have made their operations more sustainable since partnering with Better Places

**44%**

of our travel experts with their own businesses are women

Better places for people to live in, and better places to visit

# REDUCE NEGATIVE IMPACT

## Highlights 2022

Better  
Places

### TRAVELING CLOSER, JUST AS SPECIAL



**25%**

of our travellers chose a destination within Europe

### FLYING LESS, MORE ADVENTURE

We encourage travellers to travel within Europe by car or train. More than half did so as well



**39%**

took the car



**8%**

took the train



**3%**

traveled electrically

Still flying? Then opt for direct flights whenever possible.

**73%** of travellers who flew within Europe by plane took direct flights to their destinations

### NOT COMPENSATE BUT REDUCE

We want to reduce our carbon emissions by 55% by 2030 compared to 2019

In 2022, total emissions at 241 kg per person per day were

**23%**

lower than in 2019. Things are moving in the right direction!

### FAIR IS FAIR

Most travel companies only measure the CO<sub>2</sub> emissions of the land package. While in the case of a long-haul trip, the flight accounts for up to 95% of CO<sub>2</sub> emissions. We do count transportation to and from the destination.

The price of a plane ticket is disproportionate to what it really costs the airline and the climate. Therefore, we are **the first travel company in the Netherlands to calculate the real price of flying.**



Eerlijke  
Reiswijzer

Better places for people to live in, and better places to visit