

INCREASE POSITIVE IMPACT

Highlights 2023

Better Places

OUR TRAVELLERS

5.133

travellers in 2023

They gave us an average score of

8,9

38%

of the travel parties were families.



DONATIONS & INVESTMENTS

€ 77.052

was invested through our Innovation Fund in energy transition and biodiversity, with projects such as 'Land van Ons'

€ 8.350

was donated by our travellers to a school in Tanzania

€ 58.425

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



RECOGNITION



OUR TRIPS

CLOSER, LONGER AND DISPERSION

52

countries in our travel offering

39%

of which are within Europe

60%

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



15

days was the average trip duration for trips in Europe and the Middle East. That's 3 days longer than our goal of 12 days

OUR TRAVEL EXPERTS

50%

of our travel experts have a non-Dutch nationality

49%

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 2023

Better
Places

TRAVELING CLOSER, JUST AS SPECIAL



26%

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



38%

took the car



12%

took the train



4%

traveled electrically

78%

of our 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 2023, total emissions at 241 kg per person per day were

20%

lower than in 2019. We're right on track!

FAIR IS FAIR

Most travel companies only measure the CO₂ emissions of the land package. While in the case of a long-haul trip, the flight accounts for up to 95% of CO₂ 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