

# HIGHLIGHTS FROM OUR 2024 IMPACT REPORT

Make it memorable



Better Places

5,422

travellers in 2024

8.9

was their average rating



€ 86,773

was reserved for our innovation fund, which we used to invest in projects focused on energy transition and biodiversity, including 'Lenteland'.

€ 14,812

was donated by our travellers to Médecins Sans Frontières. The Better Places team also raised €2,489 during the Dam tot Dam run.

€ 54,821

is 10% of our profit. This amount was donated to charities such as 'Rechten van de Natuur' and Children of Medellín.



29%

of our travellers chose a destination in Europe

18 days

was the average duration of all our trips



59%

of our trips took place outside the high season, helping to prevent overtourism

We aim to reduce our CO<sub>2</sub>e emissions by 55% by 2030 compared to 2019

55%

In 2024, total emissions were 86 kg CO<sub>2</sub>e per person per day, which is

16.5%

lower than in 2019. This means we're not on track. Emissions should have been 25% lower in 2024 compared to 2019.

46%

of our travellers chose transport other than flying



9%

travelled by electric car



28% went by car



9% took the train



Most travel organisations only measure the CO<sub>2</sub> emissions of the land package, whereas for long-haul trips, the flight can account for up to 95% of total CO<sub>2</sub>e emissions. Our calculations include transport to and from the destination.

The current price of a plane ticket does not reflect the true environmental cost to society and the climate. We are the only travel organisation that maps the real cost of flying and other modes of transport for every destination.

We are



Eerlijke Reiswijzer

