

To whom it may concern,

With the support of our 10,000 team members around the world, I am the Chief Executive of the Travel Corporation (TTC) which is a highly successful international travel group of 29 brands. As a worldwide travel expert, with 40 sales offices, serving 1.9 million guests worldwide annually, we take our travelers to over 70 countries. Being a 4th generation, family-owned business that is financially independent, we pride ourselves on taking a long-term view, with an ethos of being driven by service to our customers, being a caring and engaged employer, with a keen attention to detail in all areas of the business.

Our philosophy is quite simple and consistent – to create enriching experiences and value for our travelers by combining an unbeatable mix of exceptional service and quality, at great value. Our multi-award-winning portfolio ranges from luxury hotels and boutique river cruises, to independent holiday package companies and a variety of guided travel experiences.

I am also the founder of our not-for-profit TreadRight Foundation which recently celebrated its 10-year anniversary. Created as a joint initiative between TTC's family of brands, TreadRight is working to help safeguard the planet, wildlife and people in the communities we visit for generations to come. The Foundation's guiding principle is to encourage sustainable tourism through conservation, giving back and support for communities. To date, TreadRight has supported over 50 sustainable tourism projects worldwide. We truly believe travel is a force for good and the importance of making travel matter to the local communities we visit. That's why, in 2017, The Travel Corporation and our not-for profit foundation, TreadRight, joined the United Nations World Tourism Organization (UNWTO), as a Diamond Sponsor, working to mobilize industry leaders, partners and travellers, around the valuable role tourism can and does play in helping to make a meaningful difference for the betterment of people, wildlife and the environment.

By travelling and experiencing meaningful interactions, especially with our amazing partner, ME to WE, we have helped open our hearts and minds to a better understanding of the remarkable histories and cultures of the local people. We contributed directly to the local economy by spending time and money in different places and supporting local artisans, merchants, restaurants, taxi drivers, etc., as well as personally engaging with some of them – and in turn helped numerous families and small businesses. Our lives were touched and enhanced by the people we met, and hopefully we in turn did the same for a few of them.

Tourism has a key role to play in achieving the United Nations' 17 Sustainable Development Goals (SDGs). The World Travel and Tourism Council estimates that 3.8 million jobs will be created by the tourism industry in Sub-Saharan Africa alone over the next 10 years—more than any other industry sector. Through TreadRight, we have carefully selected partners and projects to create a positive impact for the communities we visit worldwide, through the likes of job creation, economic development, capacity development, supporting education projects and building global awareness to name a few.

I would like to acknowledge the incredible work of one of those partners who in my professional experience is raising the bar on meaningful travel within the industry. ME to WE Social Enterprises unites travel with true purpose and they are making a very positive, highly sustainable impact. I believe their efforts and longstanding accomplishments are unparalleled in their ability to provide meaningful interactions and experiences for both the visitor and the local community, while also positively contributing to the sustainability and economic development of the local community and country as a whole alongside its charity partner, WE Charity.

This type of experience, one that provides opportunities for genuine interaction, learning, and creates positive change in the communities and countries visited, is one that many within the travel

industry strive to provide and offer, but very few can truly do in a way that is sustainable and makes headway on many of the Sustainable Development Goals. In my professional experience, and also from my personal experiences travelling on ME to WE trips to Kenya and India with my family over the past two years, I can attest to the unparalleled travel experiences ME to WE Trips offers that allow individuals to visit, get to know, learn from developing communities and contribute to a development project alongside community members where ME to WE's charitable affiliate, WE Charity, works.

WE Charity partners with the members of those communities to deliver its unique sustainable WE Villages development model, based on five holistic pillars: education, health, food, water, and economic opportunity. In addition to partnering with WE Charity to provide meaningful travel and development contribution opportunities to the WE Villages model, ME to WE donate at least half its profits every year, including trip revenue, to support WE Charity's work in these communities, further contributing to the unique partnership and offering ME to WE trips provided within the travel industry.

My family and I have been privileged to experience two transformational ME to WE purpose driven trips to Kenya (2017) and India this past summer. Our first visit to Bogani Lodge in Kenya was a week of learning, exploration, observation and participation. We also received an in-depth view of the social change which they have brought to the communities in the Maasai Mara over the past 20 + years. We saw and visited some of the schools they have built during the past two decades. They are now doing a multi-year project to build WE College, the first tertiary educational institute of its kind in rural Kenya. Community members will now have access to tertiary education in the fields of nursing, education, hospitality and more.

Over several days, we were able to help build the walls of a dormitory for the young men on that campus. Each school was immaculate, well looked after and completely self-sustaining. We were all blown away – it is a truly sustainable community model they have built and maintain, which as they say is all about “giving a hand up, not a hand out” to the people in the communities they are involved with. This entire region of Kenya has been lifted out of despair, and the hope and excitement is palpable.

On another note, being in the business of providing extraordinary trips for people to see the world and providing life-changing experiences for individuals and families, I personally believe that this was one of the most meaningful journeys I have ever had with my family. Working shoulder to shoulder with my children to help a community, meeting so many people with whom we bonded in these villages despite our cultural differences, and sharing the beautiful scenery of Kenya together, makes this an ideal bonding family holiday.

Our family experienced our second life-changing ME to WE Trip to India this past July, to help continue building out another school they are constructing for the local community of Antri, in Rajasthan an ongoing, multi-year project. Travelling with other like-minded families and individuals last month, some of whom we did a similar school-building project with last year in Kenya, we were welcomed warmly and traditionally to the Araveli Cottages and Tented Camp. While at Araveli, we also participated in “A Day in the Life” activity – spending time in a local village, helping the local women with their morning activities. We learnt to make chapatti in a local community leader's home (Monsi Bai – 44 years old, married with no children after suffering several miscarriages as a young child bride), hauled water from the local well, fed their animals and applied a mixture of dung, soil and water to a wall they are repairing.

These experiences informed us about shared communal responsibility and frugality, in response to their limited resources and sustainability defined by the renewable and functional use of resources. We observed how WE has helped improve their health and quality of life by introducing a two stove, vented system which allows them to boil clean, safe water while also being able to heat a hot plate on which to cook the chapatti bread and their new local legumes and other vegetables, which WE have taught them to grow to improve the diversity of their diet. We also spent time with local men and women in gender

specific circles, to learn more about what is important to women and men in rural Rajasthan, and discover parallels and differences with our lives. We also observed local, adult workers and community members helping and participating, where appropriate, in the supervision and directing of the work we did, in which they clearly took great pride and were quite skilled at doing – clearly with the support and mentoring of We Charity, to provide them with the skills and experience to run such projects, which is very impressive.

The positive impact of ME to WE Trips on host communities is equally immense, and one many within the travel industry strive to achieve, but cannot do with the authenticity, longevity and real impact on the ground, including TTC. Hence why we have chosen to partner with the premier company in the world who does so. ME to WE Trips serve as a source of economic development through the fulfillment of trip operations. Every year, more than 350 local staff support trip operations as drivers, cooks, guides, facilitators, guides and administrative personnel. As mentioned above, overseeing and directing the work of volunteers, local workers gain higher-level employment and skills training as supervisors, engineers and project managers.

Food and other trip resources are locally sourced to boost the community's economy. ME to WE volunteer travellers benefit communities by significantly speeding completion of infrastructure projects like school rooms and clinics, as well as providing skilled service through medical services and education services. First-hand I witnessed the power of ME to WE Trips to fuel the WE Charity development model providing education, employment and sustainable income sources for thousands for community members in a manner that is truly community-first.

Beyond maximizing its positive impact, I have been very impressed by the thought and care ME to WE has put into ensuring its trips are sustainable, environmentally and socially. In both my professional and personal experience, ME to WE Trips exceed industry standards. ME to WE minimize the carbon footprint of its trips by growing organic produce in local gardens and engaging in a tree nursery program to support reforestation programs. Through carefully thought-out policies, such as a restriction on photography to uphold the dignity and privacy of community members, a gift policy to prevent dependence, and a gold standard child protection policy, ME to WE ensures there are no negative social impacts on its community partners.

The attention to detail, thoughtfulness and quality of a ME to WE Trip experience is bar none, from the community interactions, educational learning exchange, and local economic impacts to the quality of the traveller experience. Understanding many individuals who choose to participate in a ME to WE trip are embarking on this type of sustainable travel with purpose for the first time, ME to WE Trips provide a comfortable, safe and all-inclusive experience that truly allow travellers to immerse themselves into the experience. In all of my experience over 40 years in the industry, you'd be hard-pressed to find better than an all-inclusive ME to WE travel experience. We are.

The Travel Corporation, TreadRight, my family and I are fully committed in supporting our exceptional partner, ME to WE, and their outstanding immersive volunteer trips and the international sustainable development projects which WE Charity has created through their WE Villages program. We are both honored and proud to be associated with, and partners to this superb organization and charity.

Sincerely,

Brett Tollman
Chief Executive



The Travel Corporation