

# Senderos Impact Report 2024-2025

SENDEROS  
Championing Sustainable Travel  
& Conservation in Latin America



Ibiti Project, Brazil



# At Senderos we represent a portfolio of nature-based, sustainable travel experiences across Latin America.

Founded in 2004 and based in Bristol UK, we are a small passionate team in love with Latin America and the positive cultural and environmental impact that tourism can bring.

Our mission is to support regeneration for incredible communities, biodiversity and science, financed by tourism; with travellers that return home profoundly impacted by their experience. Reciprocity in action.

We recognise a climate emergency and a biodiversity crisis and are called to push ever more strongly for tourism to mitigate, alleviate, restore. We desire to help prove the commercial viability and success of positive impact tourism.

Senderos proudly share our partners' amazing stories and connect them to our trusted network of tour operators, high end travel agents and the press.

**This report provides an overview of our key focus areas, initiatives, and projects for 2024-2025, highlighting the impact of our efforts.**

Anakonda Amazon Cruises, Ecuador

## Report Highlights

Introduction to Senderos	2 - 3
Our Mission	4
Conservation, Culture and Community	5
Our Partners	6
Our Work in Numbers	8
B Corp Unwrapped	9 - 11
The Climate Emergency & Carbon	12 - 13
Advocacy	14
The Power of our Networks	15
Sustainability and Impact: The Long Run	16
PR and Case Studies	18 - 23
Senderos Stories	24 - 27
Accessibility and Inclusion	28
Charitable Giving	29 - 31



## Reflecting on the last year

*Welcome to our third annual Impact Report. This serves as an audit for our work in the last year - our successes as well as areas for improvement - and for motivation to keep moving forward with energy to prove the commercial case for conservation tourism - that values, protects, cares for, can regenerate, fund and invigorate communities, cultures and wildlife.*

*Our partners lodges, hotels and small expedition vessels are our inspiration! We proudly work to support their missions by telling their stories and connecting them with clients. Our cherished tour operator and press allies and friends are also charged with the fire of positive impact through selling and promoting wonderful holidays in Latin America.*

*This year a very special, exciting and hard-won milestone was Senderos certifying B Corp in May 2024, officially announced at our 20<sup>th</sup> anniversary party in London in June. We unpack that a little from page 9.*

*Collective Effervescence - Our networks and alliances continue to energise us. As well as our ongoing relationships with great friends at The Long Run and The Conscious Travel Foundation, we joined the fantastic collaborative force that is Travel By B Corp. In September 2024 I attended the B Corp Louder than Words festival in Oxford and on the Wednesday I joined TBBC as part of the defence called to the dock – in front of a judge no less - at “**Tourism on Trial**”. This was a special enquiry into tourism, asking - in view of the climate and biodiversity crises - when can flying be justified and what does travel look like when it’s actively beneficial for people and planet as well as profit?*

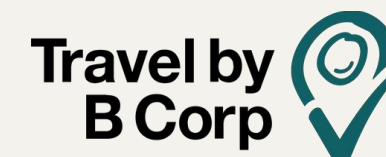
*From page 18 we take a look at our continued work in the Press – which so fortuitously supports our wider mission; as indeed has our project Senderos Stories reviewed from page 24.*

*We know that ‘sustainable’ is not a choice when it comes to holidays – simply put, the very BEST experiences are by nature protecting everything that has value...thriving wildlife, planet and people – for now and future generations.*

Simon, Founder



Senderos team 2024/25 - from left to right Naomi McKee, Fabiola Salcedo Heyes, Simon Heyes, Gareth Lyons, Nicola Gude, Rebecca Woolford



# Our Mission

Senderos champions the stories of wildlife lodges, small hotels and expedition ships in Latin America with a particular focus on conservation and impact.

Through responsible tourism Marketing and PR - & with the lens of The Long Run’s 4 Cs - Conservation, Culture, Community and Commerce - we help drive positive environmental, social and cultural change.



## Conservation

Dedicated to the preservation and protection of biodiverse landscapes spanning Latin America, from lush rainforests to expansive grasslands.



## Culture

Passionate about preserving and celebrating the rich cultural heritage and traditions of Latin America's diverse communities.



## Community

Committed to fostering local well-being by creating fair employment opportunities and supporting indigenous cultures across the region.



## Commerce

Striving to ensure the commercial viability of sustainable tourism partners through strategic marketing and trusted network connections in key markets.



## Conservation and Biodiversity

Together our partners directly protect around **400,000 acres** (150k hectares) of biodiverse land and forest in Latin America – from Patagonia to the Pampas; the biomes of Pantanal, Amazon, Mata Atlantica and Cerrado in Brazil; to the Ecuadorian high Andes and north to the bio hotspots of Costa Rica.

Instigating, supporting, and hosting projects ranging from Jaguar, Tapir, Hyacinth Macaw, and Maned Wolf habituation and conservation in Brazil; to condor rewilding and Spectacled Bear research in Ecuador; to pioneering citizen science in Antarctica—often working with key NGO partners—they are innovators and leaders in sustainable tourism, where conservation, research, and tourism work in synergy.

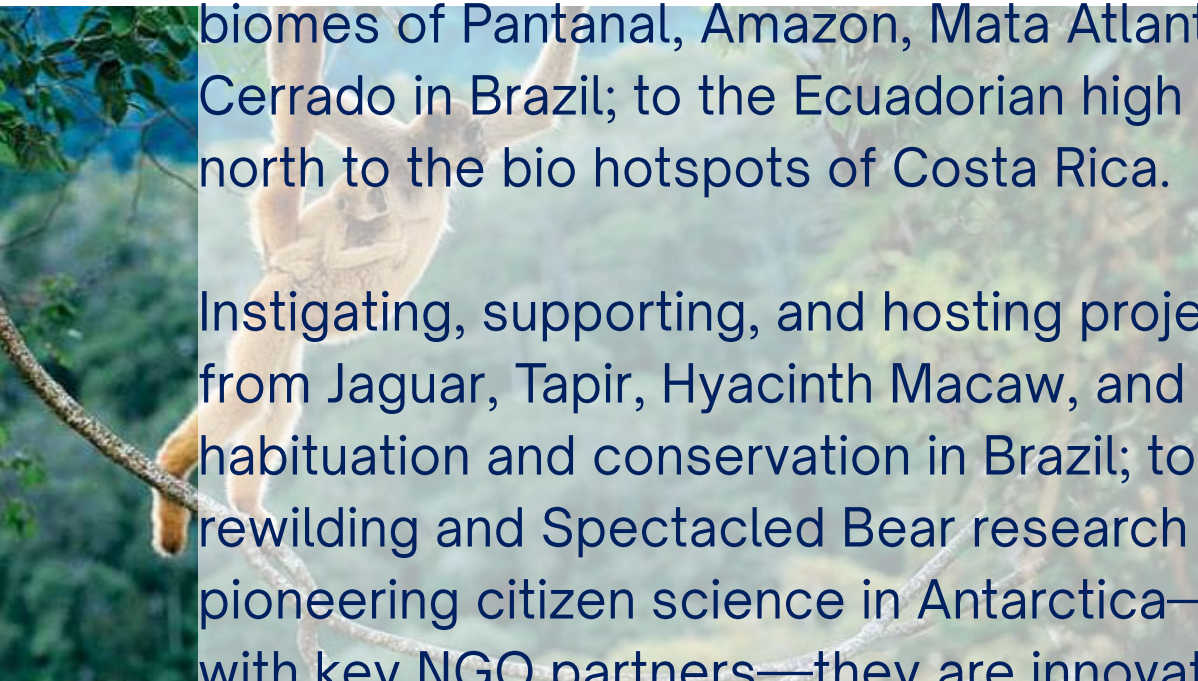
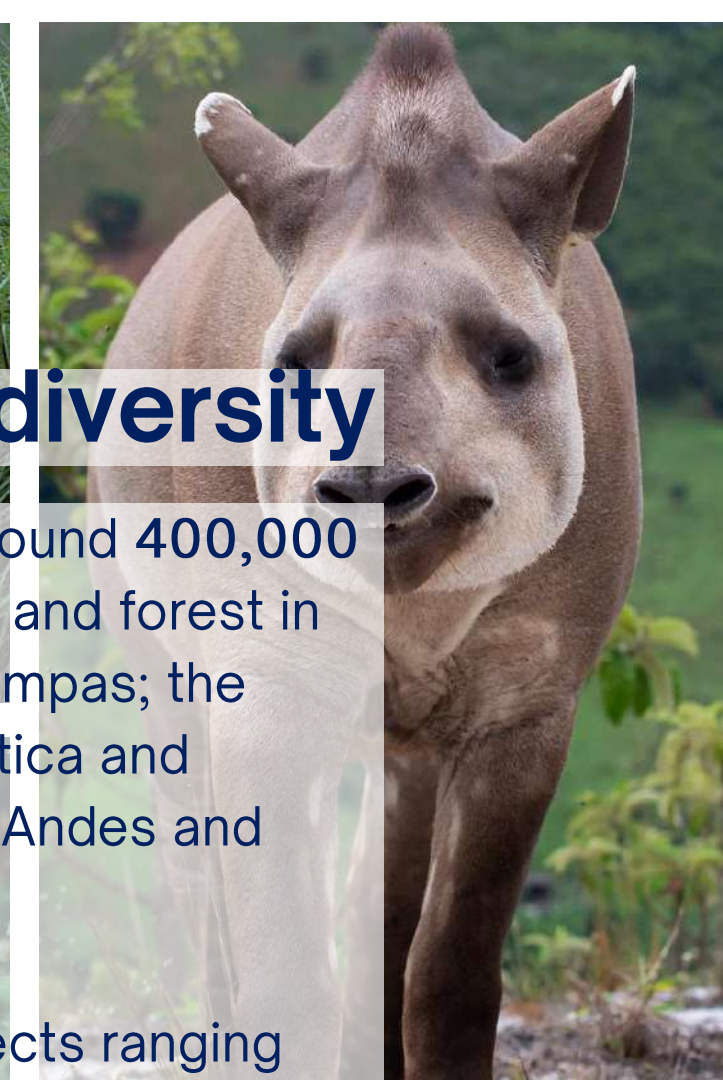
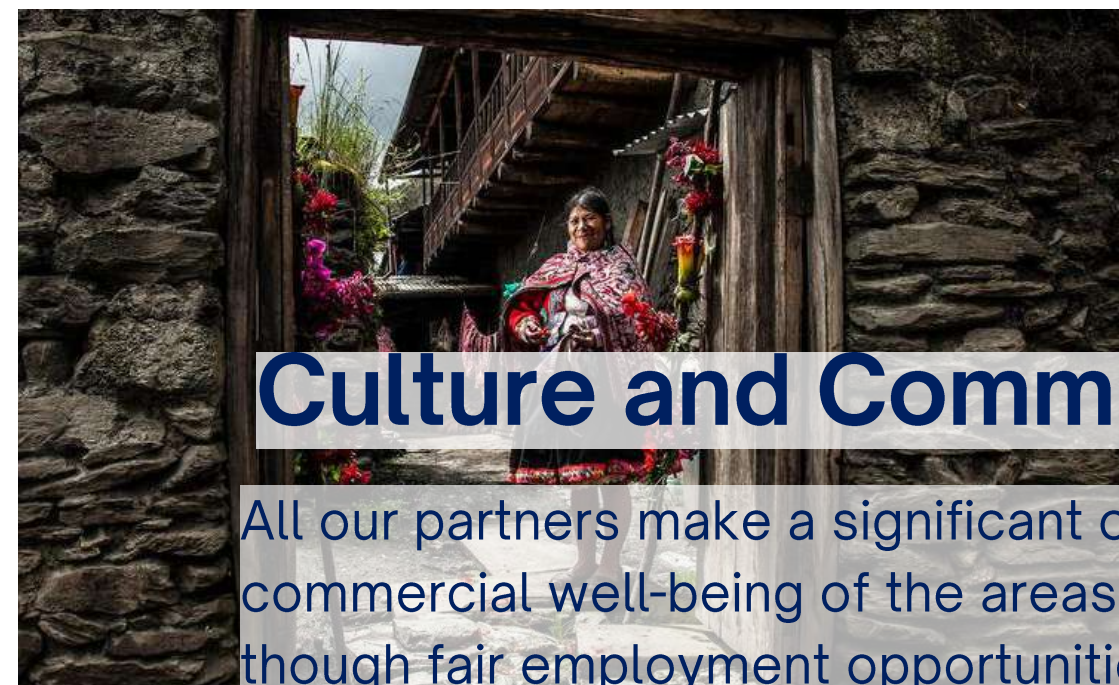
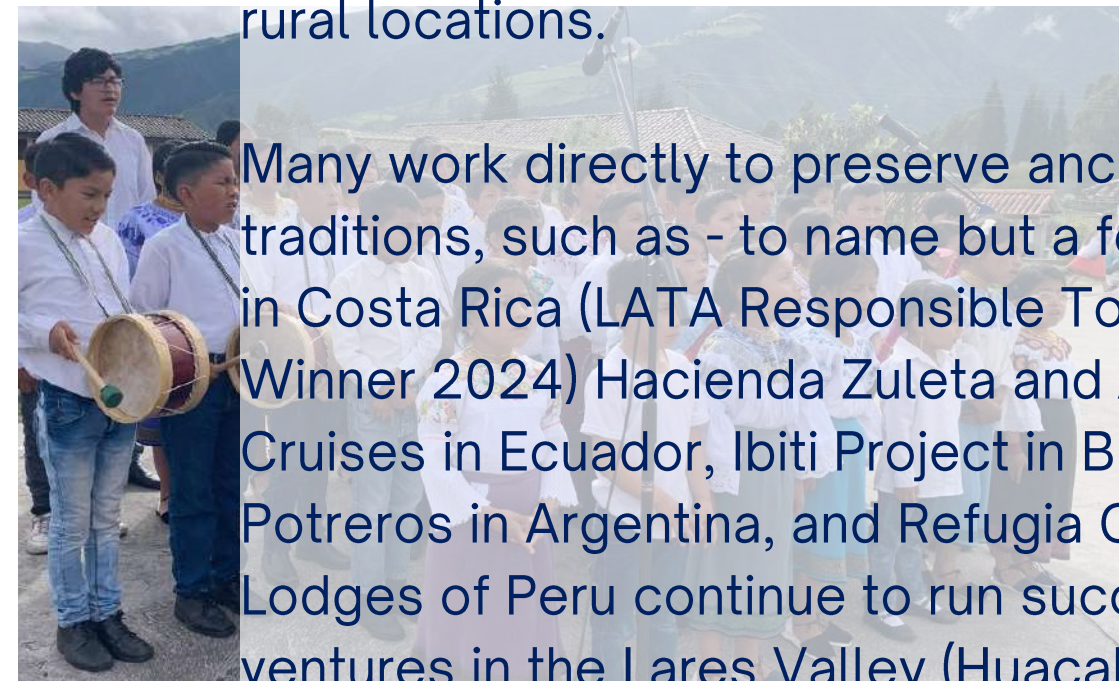
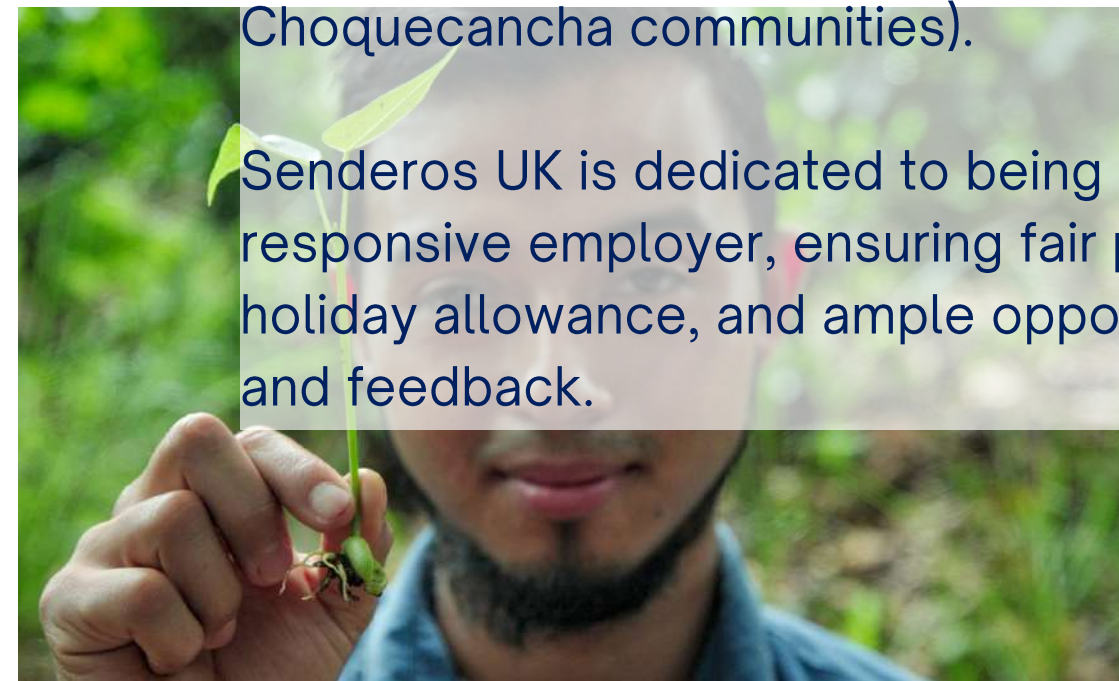


## Culture and Community

All our partners make a significant contribution to the commercial well-being of the areas they operate though fair employment opportunities in often poor rural locations.

Many work directly to preserve ancient cultures and traditions, such as - to name but a few - Tortuga Lodge in Costa Rica (LATA Responsible Tourism Award Winner 2024) Hacienda Zuleta and Anakonda Amazon Cruises in Ecuador, Ibiti Project in Brazil, Estancia Los Potreros in Argentina, and Refugia Chiloe. Mountain Lodges of Peru continue to run successful joint ventures in the Lares Valley (Huacahuasi and Choquecancha communities).

Senderos UK is dedicated to being a responsible and responsive employer, ensuring fair pay, generous holiday allowance, and ample opportunities for training and feedback.





# Our Partners

At Senderos, we are so privileged to collaborate with a diverse and passionate network of people and projects across seven remarkable countries in Latin America: Argentina, Peru, Antarctica, Chile, Costa Rica, Ecuador, and Brazil.

These partnerships extend across breathtaking landscapes, from the rugged terrains of Patagonia, the Atacama Desert and Brazil's cerrado to the wetlands of the Pantanal & lush rainforests of the Amazon; from the pristine beauty and wildlife of Antarctica and Costa Rica to the vibrant cultures of Peru and Ecuador.



## Highlights

### 7 Countries

Our network of partners share our commitment to sustainability and positive impact.

### 29 Partners

Our network of partners shares our commitment to sustainability and impact.



SENDEROS.CO.UK

Championing Sustainable Travel and Conservation in Latin America

info@senderos.co.uk



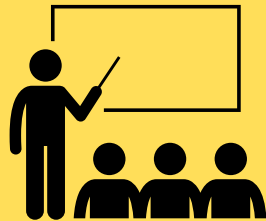
tierrahotels







# Senderos' work in numbers 2024/25



120

Individual Tour operator staff at 58 travel companies trained. Most people on multiple partners. Excl webinar training

28

Journalist visits to partners. 10 organised PR trips where we fixed the itinerary & worked with tour ops. [press trips](#)

13

[Senderos Stories](#) interviews published

8

Senderos Partner **Webinars**, reaching an audience of 226 people at 140 European tour operator companies. Many attended several webinars

166

individual tour operator **fam trips** supported to our partners

2

Senderos **group fam trips** organized, hosted, and accompanied by us in Brazil and Chile

13

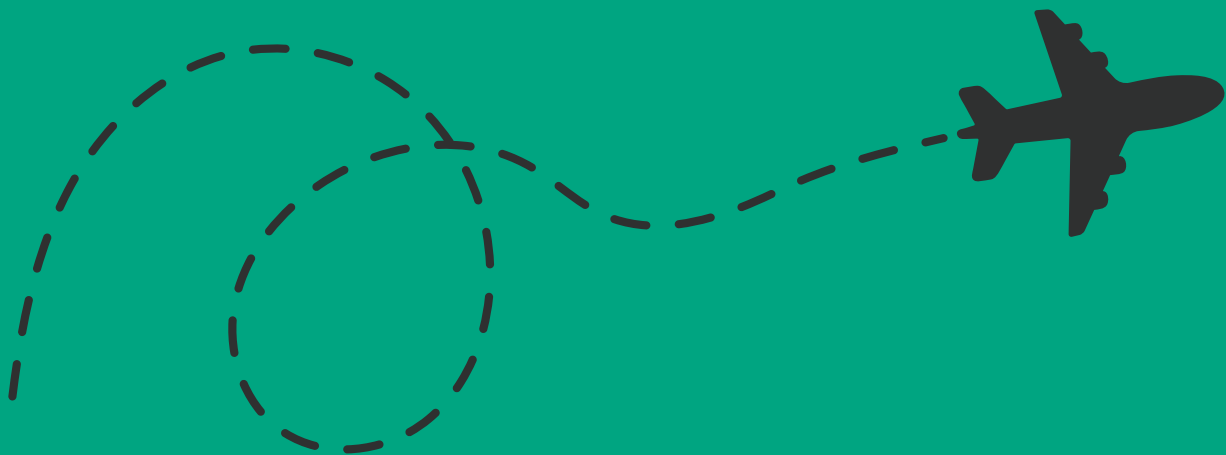
UK Partner **roadshows** organised, tour operator meetings around the country

6

major **travel shows** attended alongside partners where we supported partner meetings - Remote Latin America, Pure, LATA EXPO, Americas Connect, ITB & WTM

4

Senderos Quarterly Newsletters to an average of 1239 trade partners with 37.38% open rate



**Costa Rica**  
Finca Rosa Blanca  
Lapa Rios Ecolodge  
Monteverde Lodge  
Pacuare Lodge  
Tortuga Lodge

**Ecuador**  
Anakonda Amazon Cruises  
Hacienda Zuleta  
Integrity Galapagos

**Peru**  
Mountain Lodges of Peru:  
Sacred Valley & Lares  
Salkantay Lodge to Lodge Trek  
Gocta Nature Reserve

**Brazil**  
Caiman  
Casa dos Arandis  
Cristalino Lodge  
Ibiti Project  
Pousada Trijunção  
Pousada Literaria  
Pousada Tutabel

**Argentina**  
Bahia Bustamante  
Estancia Cristina  
Estancia Los Potreros  
Finca Valentina  
Hosteria El Peñon  
Las Balsas

**Chile**  
Mallin Colorado Ecolodge  
Tierra Atacama  
Tierra Chiloé  
Tierra Patagonia

**Antarctica**  
Polar  
Latitudes:  
MS Seaventure



Certified

B

Corporation

Headquarters

City of Bristol, United Kingdom

Certified Since

May 2024

Industry

Other info service activities

Sector

Service with Minor Environmental Footprint

Operates In

Argentina, Brazil, Chile, Costa Rica, Ecuador, Peru, United Kingdom

Website

www.senderos.co.uk



# Senderos (UK) Ltd

Senderos represents a portfolio of high end, nature-based, sustainable travel experiences across Latin America. We are passionate about Latin America and the positive cultural and environmental impact that true sustainable tourism can bring. Experiential tourism at the sweet spot where conservation of landscapes and biodiversity intersects with scientific endeavour and the preservation of cultures and ancestral knowledge. Marketing, Sales and PR for estancias, rainforest and wildlife lodges, expedition vessels and small upmarket hotels – from the Galapagos to Antarctica, Costa Rica to Brazil, Peru, Ecuador, Argentina and Chile.

## Environment 9.8

Environment evaluates a company’s overall environmental management practices as well as its impact on the air, climate, water, land, and biodiversity. This includes the direct impact of a company’s operations and, when applicable its supply chain and distribution channels. This section also recognizes companies with environmentally innovative production processes and those that sell products or services that have a positive environmental impact. Some examples might include products and services that create renewable energy, reduce consumption or waste, conserve land or wildlife, provide less toxic alternatives to the market, or educate people about environmental problems.

Environmental Management	0.0
Air & Climate	3.6
Water	0.2
Land & Life	1.7

## Community 17.8

Community evaluates a company’s engagement with and impact on the communities in which it operates, hires from, and sources from. Topics include diversity, equity & inclusion, economic impact, civic engagement, charitable giving, and supply chain management. In addition, this section recognizes business models that are designed to address specific community-oriented problems, such as poverty alleviation through fair trade sourcing or distribution via microenterprises, producer cooperative models, locally focused economic development, and formal charitable giving commitments.

Diversity, Equity, & Inclusion	5.2
Economic Impact	3.5
Civic Engagement & Giving	4.2
Supply Chain Management	2.5

Certified



Corporation

This company is part of the global movement for an inclusive, equitable, and regenerative economic system.

## Workers 29.1

Workers evaluates a company’s contributions to its employees’ financial security, health & safety, wellness, career development, and engagement & satisfaction. In addition, this section recognizes business models designed to benefit workers, such as companies that are at least 40% owned by non-executive employees and those that have workforce development programs to support individuals with barriers to employment.

Governance

Workers

Community

Environment

Customers

Financial Security	9.5
Health, Wellness, & Safety	9.0
Career Development	3.1
Engagement & Satisfaction	6.3

## Customers

16.5

Learn what your company can do to improve the value that you create for your direct customers and the consumers of your products or services.

# Our B Corp Score Unwrapped

## Overall B Impact Score

Based on the B Impact assessment, Senderos (UK) Ltd earned an overall score of 94.7. The median score for ordinary businesses who complete the assessment is currently 50.9.



- 94.7 Overall B Impact Score
- 80 Qualifies for B Corp Certification
- 50.9 Median Score for Ordinary Businesses

Governance

Workers

Community

Environment

Customers

## Governance 20.1

Governance evaluates a company's overall mission, engagement around its social/environmental impact, ethics, and transparency. This section also evaluates the ability of a company to protect their mission and formally consider stakeholders in decision making through their corporate structure (e.g. benefit corporation) or corporate governing documents.

Mission & Engagement	4.9
Ethics & Transparency	5.1

+ Mission Locked 10

**What is this?** A company with an Impact Business Model is intentionally designed to create a specific positive outcome for one of its stakeholders - such as workers, community, environment, or customers





**Simon Heyes** • You  
 Founding Director at Senderos (UK) Ltd / Marketing and PR  
 1yr • Edited •

What on earth are we up to here?

Well this is a small part - admittedly one of the highlights for us travel folk - of the truly brilliant 2 day festival 'Louder than Words' earlier this week in Oxford - the world's largest-ever gathering of B Corps to harness the power of people using business as a force for good.

So many great speakers - thought provoking, eye opening and yes at times vertigo inducing. Always the incredible energy, optimism and collaboration of people and community daring to challenge a status quo that's not working.

B Corp as a living lab for new ways of thinking and doing. As one speaker put it we need to rewrite the broken code of our economic system.

On Wednesday Travel By B Corp with the assistance of Emma at Warwick Events put 'Tourism on Trial'. Or better put, a special enquiry into tourism, asking - in view of the climate and biodiversity crises - when can flying be justified? What does travel look like when it's actively beneficial for people and planet as well as profit?

What do you think? I believe the right kind of travel can be reciprocal and already values nature and biodiversity, community and traditions. It recognises these are not somehow incidental but vital to our businesses as well as more fundamentally to our wider lives... and to all living things. We know we are not separate to nature. We must always strive to do more, find new ways to protect and regenerate. We aspire to better, much better.

Personal heartfelt thanks to the amazing Travel b Corp community who have welcomed in this newbie.

[Rochelle Turner](#) [Thomas Power](#) [Rachel Parsons](#) ✈️ [William Bicknell](#) [Tessa Holmes](#) [Paul Conroy](#) [Sam Clark](#) [Mirjam Peternek](#) [McCartney](#) [Abigail Best](#) [Dom Hughes](#) James at Marmot Tours. Last but not least to [Sarah Prager](#) our peerless judge on Wednesday - at turns insightful, down right scary and eye-wateringly funny!



**Travel by  
B Corp**



# Travel by B Corp is a collective of companies



Although entirely independent of one another, we share a belief that travel is a force for good. That's why we choose to collaborate.

*"Travel by B Corp is richer for the joyous energy and fantastic ideas that Simon and his colleagues at Senderos bring to our events and plans. They are always among the first to raise their hands in support, encouragement and to help collaborate in the work that we are doing as a collective."* Rochelle, co founder Travel by B Corp

## The Problem:

*Travel and tourism too often damage our natural world and exploit host communities.*

*As an industry, we're undermining our own future.*

## Our Belief:

*We believe that together it's possible to imagine, design and scale a travel industry that benefits everyone, including generations to come.*

## Our Mission:

*To practise, prove and promote travel and tourism that benefits all*

<https://www.travelbybcorp.com/>

- Being part of the group helps raise wider awareness of a better way of business for tourism and more solutions for our industry to follow
- We are working collaboratively to share best practices and help solve industry issues. The biggest challenges need collective action and we're trying, through TBBC to be part of the solution. Specifically through initial SHIPs (Shared Interest Projects) we're exploring
  - How we can help people engage more in nature
  - Possible solutions to overtourism
  - How 'sustainability' makes travel & tourism BETTER
  - How purpose can bring stronger ROI to travel companies

## What we have so far As a collective



*A website and manifesto*



*A unifying brand*



*An engaged collective*

## As individuals



*A platform to leverage*



*Shared insight and learning*

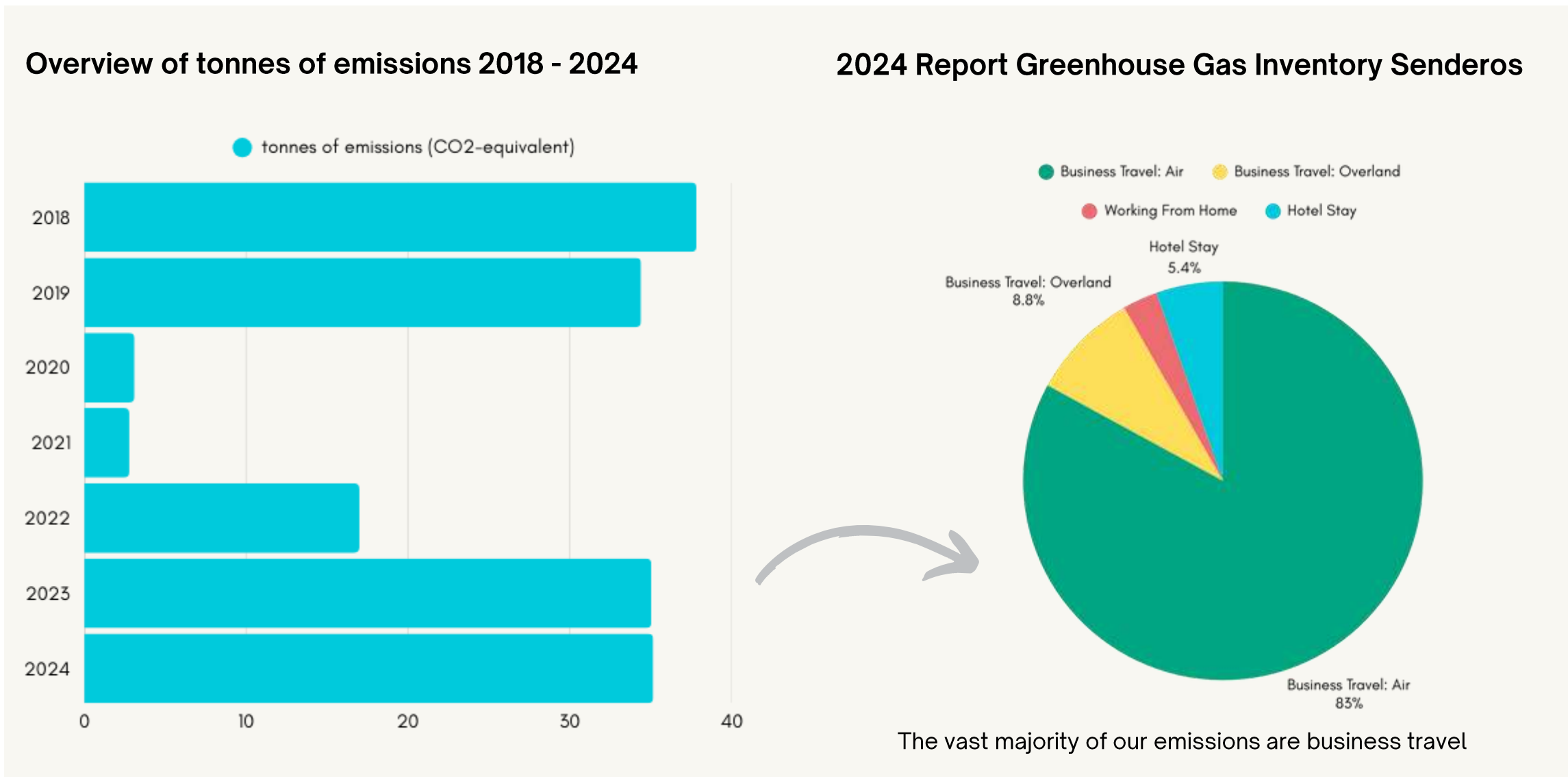


*A vibrant community to amplify our voice*



# The Climate Emergency

In 2024, all our emissions are Scope 3. Not having any Scope 1 or 2 emissions is a real challenge. We run our business without a dedicated office or any company vehicles, so reducing our emissions is dependent on others reducing too (e.g. the airlines we fly with, the hotels we stay in etc). We minimise travel, use trains where possible but sadly the aviation industry doesn't look set to decarbonise any time soon, especially long haul. If you have any questions or comments on our carbon performance, please reach out to [simon@senderos.co.uk](mailto:simon@senderos.co.uk)



Understanding Our 2024 Carbon Footprint

According to our friends at Ecollective, this is equivalent to...

439,517 miles travelled by train

118,313 miles in a medium size petrol car

54,104 pints of local ale at the pub

35,167 miles swum in a heated pool

21,980 avocados shipped from Peru or Chile

106 sq metres of sea ice melted



# Climate and Carbon Continued:

In early 2024, we participated with The Conscious Travel Foundation's steering committee collaborating with [Pinwheel](#) to launch the [Climate Fund](#) in March 2024 and then joined that [collaborative Climate Fund](#). Senderos' impact apportioned:-

- 42 tonnes carbon avoided
- 2.5 tonnes carbon removed
- Contribution towards mangroves being planted and bunds dug as part of the CTF's wider impact of 465 mangroves planted and 85 bunds dug.

Our projects also contributed were primarily aligned to UN SDG goals on climate action, life on land, decent work and economy, clean water and sanitation and partnerships. These are the top UN SDGs aligned to your projects, the projects also hit other UN SDGs.

In 2024/25 we continue working with our friends at [E-Collective](#) to robustly measure our carbon emissions.



@ Casa dos Arandis



# Advocacy

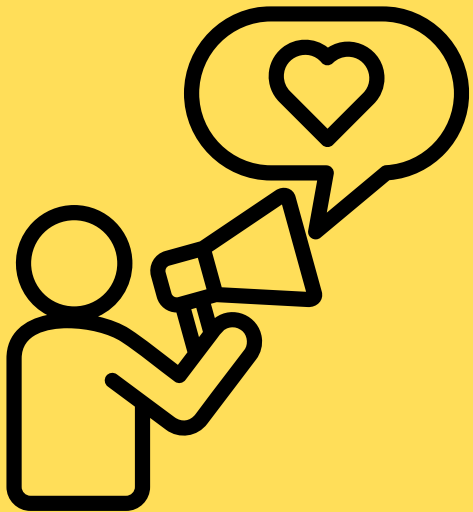
Advocacy plays a pivotal role in our journey to greater impact.

We're extremely selective about our clients and we make our commitment clear, stressing our focus and showcasing our partners. We work with advanced sustainability/impact/conservation projects and also those with great ambitions to progress on this journey.

We support initiatives like increasing ring-fenced APD, frequent flyer tax, and ending tax-free aviation fuel, as detailed in Responsible Travel's Aviation Manifesto.

We urge our travel trade partners to carbon balance their staff travel on our fam trips, and if required, we'll do that for them.

We remain committed to collaborating with partner organisations, such as The Long Run, to contribute to the accurate measurement and quantification of our clients' value as essential carbon sinks and biodiversity conservators. Exciting developments in this area!



## Goals

### By 2025

Our goal remains to have 50% of our property partners aligned with organisations we hold in high regard, such as The Long Run, B Corp, TCTF or SunX's Climate Friendly Travel Registry

### Certifications

We encourage all our partners to achieve certification by a GSTC recognised standard as a significant milestone.

### 42%

From 32% in 2023, we've increased to 42% of our clients in 2024 and we're on course for 50% in 2025/26

### B Corp Partners

We are proud to count 3 partners as B Corp certified and a 4<sup>th</sup> joining us in 2025



# The Power of our Networks

## *Collective Effervescence*

Senderos as advocates for positive, meaningful travel





# THE LONG RUN

## The Sustainability Network

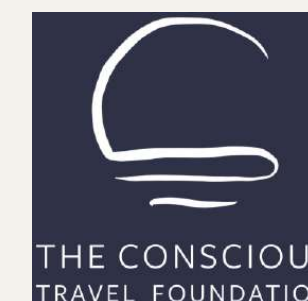


*I'm impressed with the quality of the "Senderos Impact Report 2023-2024. It has an impressive blend of key impact indicators and inspiring stories of the positive difference they are making in restoring and protecting biodiverse landscapes, contributing to the well-being of communities, and preserving and celebrating local cultures. Their report serves as an excellent example of how positive impacts can be effectively communicated in the context of the larger mission of a business and an encouragement to other travel businesses to start their own impact reports. I highly recommend this report for any consumer, hospitality business, and travel and tourism professional to understand what is possible when economic, environmental, and social priorities are balanced and integrated into the mission of a business.*

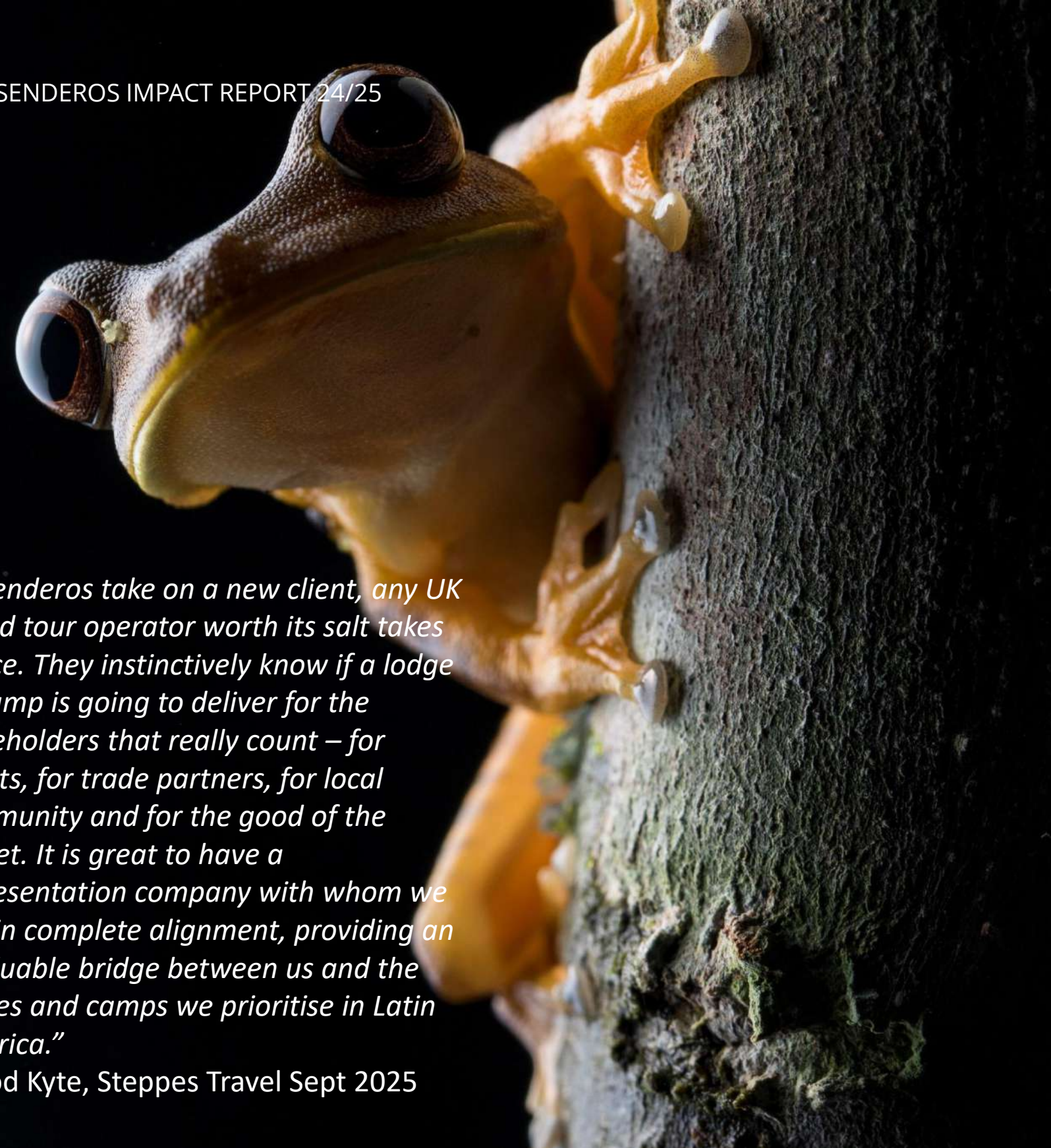
Tim O'Donahue, The Long Run

In September 2024 Senderos presented at The Long Run's Virtual Impact Show <https://www.thelongrun.org/virtual-impact-show-2024>

"You are a catalyst of change and the work you do to promote your clients is huge." Director, Anne-Kathrin Zschiegner







*"If Senderos take on a new client, any UK based tour operator worth its salt takes notice. They instinctively know if a lodge or camp is going to deliver for the stakeholders that really count – for guests, for trade partners, for local community and for the good of the planet. It is great to have a representation company with whom we feel in complete alignment, providing an invaluable bridge between us and the lodges and camps we prioritise in Latin America."*

Jarrold Kyte, Steppes Travel Sept 2025

## Positive Impact: How We Encourage Our Main Stakeholders

- 1 Tour Operators:** We offer training and webinars emphasising our partners' sustainability, aiding tour operators in making informed choices and promoting their own positive impact.
- 2 PR and Press:** Press trips and events that stress purpose and positivity, creatively & honestly, without green washing.
- 3 Supporting Partners:** We assist our Latin American partners in achieving their sustainability goals and in effectively communicating them to the world.
- 4 Website Focus:** Impact and the 4Cs are central to our website, underscoring our commitment.



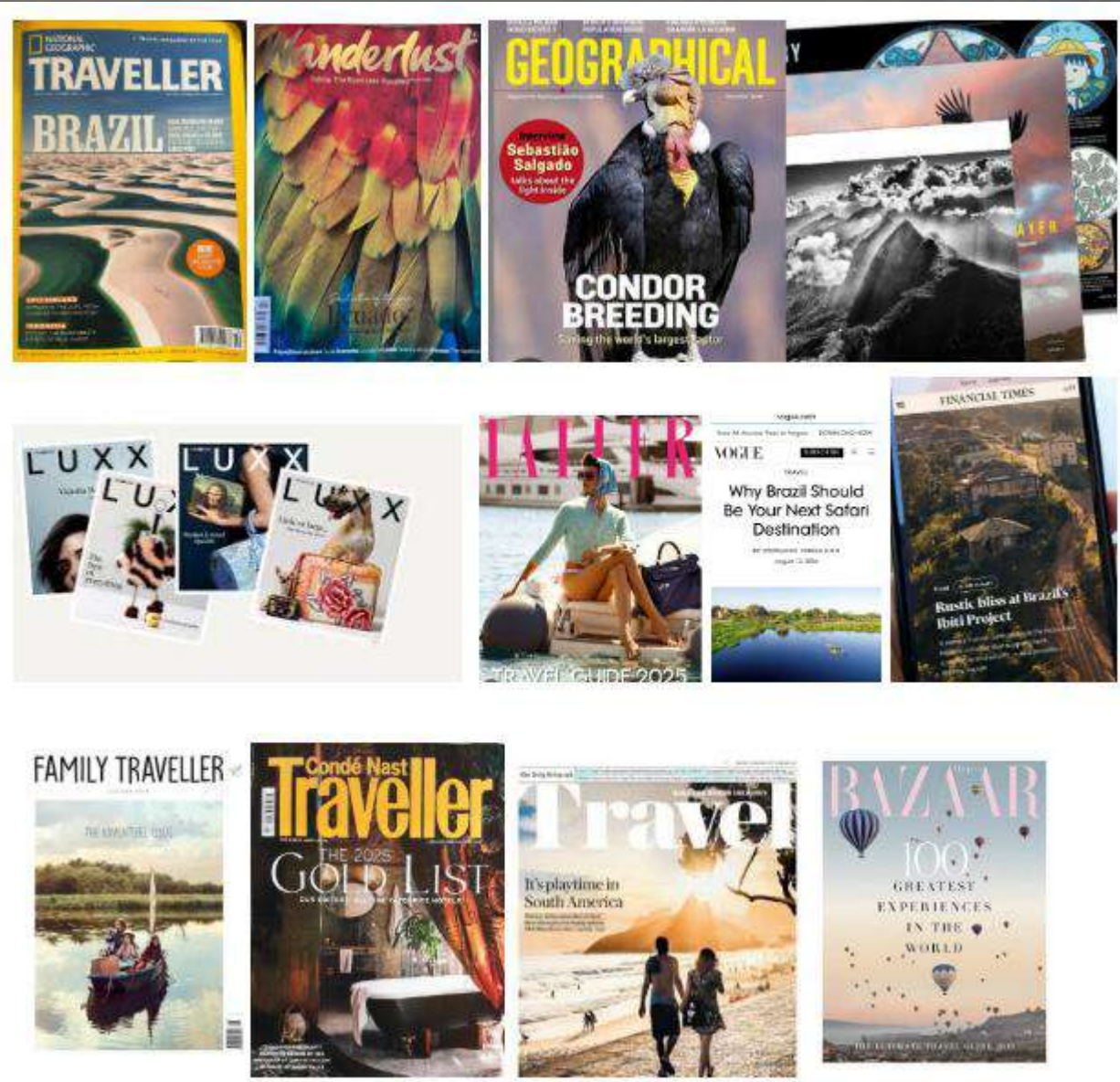
Our key stakeholders include tour operators, travel agents, press, trade associations such as LATA and ARGE, Destination Management Companies (DMCs), and tourist boards



# PR and Press Case Studies

Senderos showcases sustainability and regeneration through impactful stories, initiating, organising and assisting press trips for our partners.

See more info [here](#)





Condé Nast  
SENDEROS IMPACT REPORT 24/25  
**Traveller**

THE WORLD MADE LOCAL

THE 2025  
**GOLD LIST**

OUR EDITORS' ALL-TIME FAVOURITE HOTELS

**Tierra Patagonia &  
Caiman featured in the  
Conde Nast Traveller Gold  
List 2025**

CUBA'S ENDURING BEAUTY  
DARWIN TO BROOME BY SEA





Wanderlust

## Mark Stratton / Mountain Lodges of Peru / Wanderlust

# Written in the stars

How astronomy has shaped  
the story of Peru

Journalist Mark Stratton showed how Mountain Lodges of Peru is keeping knowledge of Inca archaeo astronomy alive in Peru in an article in Wanderlust. His feature 'Written in the stars' won Best Latin America Travel Feature in a Magazine at the 2025 LATA Media Awards.

IN THE  
FOOTSTEPS OF

Andrés  
Adasme

ARCHAEOASTRONOMER,  
EXPERIENCE DESIGNER &  
CO-FOUNDER OF KIND HUMAN





# The Travel Green List™ 2025

## THE LONG RUN

### Wanderlust Green List

Three Senderos partners featured in the Wanderlust Green List 2024 - Lapa Rios, Bahia Bustamante and Hacienda Zuleta all made the Green Sleeps section and Senderos nominated our friends at The Long Run as a green project making a difference.





# The charming Brazilian beach town beloved by the A-list

With abundant wildlife and a Samba soundtrack, Trancoso is an off-the-radar gem – but might not be for long

Kate Wickers

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The Telegraph

TRAVEL

FAMILY TRAVELLER 



Featured | Magazine Excerpts

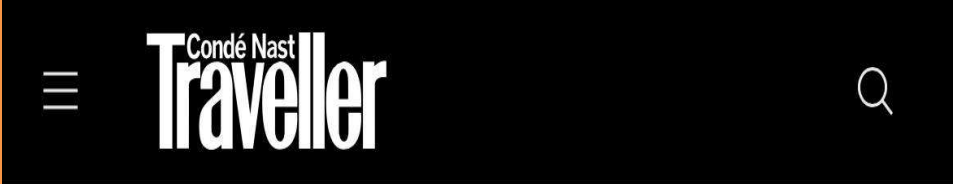
## SAVANA, QUEEN OF THE DESERT

by Kate Wickers | January 14, 2025





Lapa Rios' eco pioneer reputation was enhanced with glowing reviews of its accommodation and experiences by many publications across the year, but especially by articles in Forbes, Vogue and Conde Nast Traveller



BEST NEW HOTELS IN THE WORLD BEST NEW RESTAURAN

# The best Costa Rica hotels

Costa Rica promises the best of all worlds in one leafy, smiley eco-loving republic

BY JULIET KINSMAN, ANNA PRENDERGAST AND CATHERINE FAIRWEATHER

6 February 2024

Forbes



# The 12 Best Resorts In Costa Rica



BEST NEW HOTELS IN THE WORLD BEST NEW RESTAURAN



Lapa Rios Ecolodge

# Lapa Rios Lodge, Osa Peninsula

VOGUE

SUBSCRIBE



# Lapa Rios Lodge





# Senderos Stories

**12 Journeys. 12 Voices. One Truth:** Travel and tourism has the power to uplift communities, protect places, and restore nature.

From Peru to Costa Rica, we've shared rarely heard stories including: Indigenous communities in Ecuador protecting pink river dolphins, a hacienda bringing condors back from extinction, an organic farm and hotel in Costa Rica restoring soil health, and tourism changing the fate of jaguars in the Pantanal.

**These are the faces of change across Latin America.**

*Stories written in collaboration with Rebecca Woolford.*





# Senderos Stories

## Rediscovering Our Humanity Through Nature...

“The moment we began to **plant trees as part of a reforestation effort, the land dropped in value.** I quickly realised that replanting forests on its own was not enough. For the region to thrive, and for the land to be protected, the reserve also needed to be a social and cultural initiative. We now have more than 300 people working here.

**My dream is that in 1,000 years,** we don't need to talk about sustainability because the planet has rebalanced and humanity has changed.”

Renato Machado, Ibiti Project, Brazil



## Condors, Presidents and Homemade Cheese...

“We started the Condor conservation project in 1994 before the first-ever guest arrived - it wasn't designed as a guest attraction. **We're hosts to the only two breeding pairs of captive condors in Ecuador!** The condor is the world's largest flying bird, it is a majestic bird to witness in the wild and it's extremely vulnerable to extinction.”

Fernando Polanco, Hacienda Zuleta, Ecuador



## Ecotourism: Changing The Fate Of Big Cats...

“98% of the Pantanal is privately owned and livestock is a big deal here. So, when safeguarding endangered wildlife, removing cattle is not an option. **Ecotourism is a powerful vehicle** which enables conservationists and biologists like me to approach this challenge in a different way. Caiman - a retreat - is a blueprint for ecotourism in the Pantanal.”

Lilian Rampim, Pantanal, Onçafari biologist



Senderos Stories reached listeners in 36 countries via the Tourism RESET Podcast, in partnership with our friends Kiwano Tourism.





## Senderos Spotlight: Indigenous-Led Experiences In Ecuador

For over 40 years, Raul Garcia has navigated the rivers of Ecuador's Amazon - a region that holds just 2% of the Amazon basin yet remains one of the most biodiverse.

Through Anakonda Amazon Cruises, Raul has forged strong, reciprocal relationships with 18 indigenous communities along the Napo River, creating a sustainable model that puts indigenous peoples at the centre. For Raul, the mission is clear: **"Tourism is the only opportunity there is for many of the people of the Amazon to have a real future."**

Twelve years ago, endangered pink river dolphins were being hunted for their teeth. Working with local communities and biologists, Anakonda established an economic agreement that transformed community members into protectors - a pod of just three river dolphins has since grown to 18.

The Senderos' interview with Raul highlights the power of indigenous-led tourism to protect both culture and nature - a blueprint for travel that doesn't extract, but restores.







**3000+**

Our 12 campaigns reached professionals with over 3,000 email opens

**316**

Latin American specialists clicked through 316 times to engage with the stories

**12**

Senderos Stories interviews published

**7**

Latin American countries represented



Celebrating **two incredible decades**, discover what's on the horizon below.

Few companies make it to 20 years old, let alone ones with the energy and passion to bring forth fresh ideas AND find new ways to empower local communities, particularly women in Northwest Argentina.

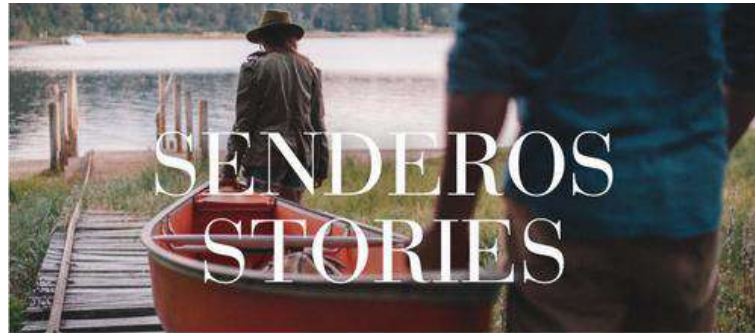
Fabrizio shares an incredible story, including how a conversation on a bus with a curious solo traveller changed the trajectory of his life...

**... resulting in 20 years of transformative travel.**



**Discover More**

Founder, Fabrizio Ghilardi  
Socompa Adventure Travel  
Finca Valentina & Hosteria El Penon



The oldest standing Relais & Châteaux property in Latin America and the first hotel in Argentina to be given B Corp status, Las Balsas is one of a kind.

In a secluded spot enveloped by native Patagonian forest, hotel Las Balsas has been gazing across the glacial waters of Lago Nahuel Huapi since 1988.

Below in an insightful interview discover a slow food movement, a purple Canelo pepper that grows naturally in the surrounding wetlands, as well as...

**... one team's commitment to a 3 year long B Corp assessment.**



**Discover More**

With Sebastian Tuvio  
General Manager  
Las Balsas, Argentina



Inspired by a sabbatical to Latin America 49 years ago, Bill Roberson and his family continue to champion transformative travel for their guests with no less energy, enthusiasm and vigour.

In this recent interview (see below) find out how Bill became one of the first licensed Galapagos naturalist guides in the world, the impacts of climate change, what you don't know about these islands AND what exactly makes their guests experience unique.

**"To get a real sense of what we do is to firstly appreciate and understand how connected we are to this place." Marika**



**INTEGRITY**  
*Galapagos*


**Discover More**

With Bill and Marika Roberson  
Integrity Galapagos



# Accessibility and Inclusion

## A long road ahead!



**Women in Travel CIC**  
6,841 followers  
9mo • 🌐

A warm welcome to Cohort 4 of our Women in Travel Male Allyship Network!

We're thrilled to introduce two inspiring individuals joining the programme:

- 🌟 **Simon Heyes**, Founding Director at **Senderos (UK) Ltd**
- 🌟 **Elisa Spampinato**, CEO & Founder of **TravellerStoryteller**

Their passion and commitment to championing gender inclusion make them incredible additions to the network. We wish Simon and Elisa every success as they embark on this meaningful journey!

Interested in joining or learning more about our Male Allyship Network?  
🌟 Visit <https://lnkd.in/gigZ37D6>

#MaleAllyship #InclusionMatters #WomenInTravel #allyship





**Women in Travel  
Male Allyship Network**

**COHORT 4**

Ally



**Simon Heyes**

Mentee



**Elisa Spampinato**



*"Simon's support through Senderos has been nothing short of transformative for us this year. His guidance and thoughtful introductions opened doors that proved vital for the success of our TransHistórias project in Brazil, and his encouragement and energy kept our team morale high along the way. Just as important to us has been Simon's commitment to inclusion. He has stood proudly as an ally for communities that are too often overlooked, including the trans community, even when it may not always be the popular stance in Latin America. That solidarity, combined with his generosity in sharing our work with his networks and supporting our crowdfunder, made a real difference. Thank you, Simon, for being such a trusted ally and friend on this journey." Jayni Gudka, founder & CEO Sama Sama Int'l*



# Charitable Giving

In 2024-25 Senderos increased real and % of turnover contributions to charitable causes to nearly £ 6000

- LATA FOUNDATION <https://latafoundation.org/>
- The Galo Plaza Foundation, [Condor Huasi](#)
- Movimento Reforesta, Brazil <https://www.movimentorefloresta.org/>
- Masiphumelele Creative Hub Cape Town <https://www.masicreativehub.org/>

Local to Bristol & the UK

- The Julian Trust <https://www.juliantrust.org.uk/>
- The Aviva Penpont Project: [Restoring Nature in Wales](#)
- LAB [The Latin America Bureau](#)

As well as the above we were pleased to support with donations to amongst others tree planting in Peru, Hike for Nature with Rebecca Woolford (for female rangers) and a community project in Choquecancha Peru through Kind Human



## Giving Back

“This gift is so greatly appreciated and warmly received. Thank you ever so much for this large sum. This is a fantastic amount of money that would actually enable us to feed all out guests for an entire week!”

-The Julian Trust



# Focus on Movimento Refloresta, Brazil

In 2024 Senderos again supported a scholarship place for this innovative, impactful project co-founded by our friend Martin Frankenberg. We were also delighted to again recommend the project to The Conscious Travel Foundation. Whilst funding wasn't granted this time Movimento Refloresta were given free membership



Explore the project in greater detail by visiting their [website](#) and instagram page... [here](#), and view the full impact report [here](#)

## Impact thesis

Most **Brazilians** have no knowledge about half of their territory: the Amazon

Faced with the climate crisis, the **preservation of the Amazon** is urgent.

It is necessary to have both **knowledge** and **emotional bonds** to be able to care for anything.

**Strengthening the people of the Amazon** is the key to environmental preservation and climate injustice.

**Young people are our main bet** to imagine a new future, new ways of seeing and living.

**Encounters that generate strong bonds with shared meaning can awaken hope** in young people, new perspectives, ways of thinking and acting in the world.

**Effective and consistent transformations are born from grass roots movements.**



## What we do

1.

### We organize JOURNEYS,

Much more than a simple trip, designed to forge links between youngsters and the communities, creating bonds, new perspectives, that allow them to taste the power of collective action.

2.

### We create and foster a network of young activists

centered on the issues facing the Amazon, also connecting with other networks and organizations to amplify voices and actions.

3.

### We strengthen the communities of the Amazon,

through the execution of hands on projects that put the youngsters and residents into action towards a common goal.



# Focus on The LATA Foundation

We're very proud that Senderos' UK Market Manager Nicola Gude is still the Vice chair of the LATA Foundation & delighted to support her in this important role as well as continuing our long term donations to the charity.

“Since its creation in 2007, the Foundation has raised over £700,000 to support a range of charitable projects throughout Latin America, largely through the support of the travel industry – including donations from Senderos. The organisation has been volunteer lead up until this year when it was decided the Foundation needed more direction and management in order to maximise its impact and so a new paid role, Fundraising and Volunteer Manager, was created. This has proved very successful, and we've seen more efficiency in supporting more exciting projects such as: Funding academic tutoring for 15+ children in Buritaca, Colombia with coaching offered in English, Spanish, and Maths, alongside support with their homework, homestay and hospitality training for women in Belize, Eco-guide training and provision of resources in Panama.



**Nicola Gude**, Market Manager and Vice Chair of the LATA Foundation.



**Thank you for taking the time to read  
our third Impact Report for the year  
2024/25.**

**We're striving to do better, more impactful business, we know we're not there yet.**

**Please get in touch for any further information [simon@senderos.co.uk](mailto:simon@senderos.co.uk)**