

ALDEA

Travel For Good



STEADY GROWTH IN THE REGION

Latin America's popularity as an attractive destination for travelers has grown since the beginning of the last decade. Between 2010 and 2018, the region experienced an increase of nearly 55 percent in international tourist arrivals. Based on the contribution value in real prices, the travel and tourism sector accounted for nearly 299 billion U.S. dollars to the GDP of Latin America in 2019 alone.

ECONOMIC LEAKAGES

The World Travel and Tourism Council estimates that the travel and tourism industry accounts for 10.2% of GDP in the Latin America and Caribbean region. However according to the UNEP (United Nations Environment Program), for every US\$100 spent by a tourist on a holiday to a developing country, only US\$5 remains in the host community. That's a tourism leakage of 95%. The tourism industry has an endless supply chain with the margins made at the top of the chain. Especially in low resource communities with large gaps between rich and poor, the tourism expenditure is more likely to benefit a small local elite or foreign companies because these are usually the only ones who can provide tourism products that live up to international standards.



**THE
PROBLEM**



Our mission is to create a world where you can travel and **catalyze** positive impact. We **connect travelers** with locals that provide **experiential and immersive** travel experiences fostering **fair trade** and directly impacting **development projects** at the destination.

From tours to expeditions to cooking classes, browse through curated listings to find the ones that fit the way **you travel**. Delivering growth & prosperity that benefits everyone.

Learn more about a Listing by reviewing the description and photos, the **Host profile**, and past Guest reviews. If you have questions, just message the Host. When you are ready, choose the project you want to **support**.

OUR MISSION





To connect travelers with genuine, **authentic high quality hosts and experiences in Latin America** fostering **fair trade**, while donating directly to NGOs to catalyze sustainable development at the destination.

**OUR
PURPOSE**



Aldea we aspire to inspire.

From the mountains and the valleys, the beaches and the rivers, from the forests and the villages of South America, we inhale **intention** and **exhale positive change**.

We are a travel community beating with our people and their **wellbeing at our heart**.

The rhythm of our music, the flavors of our food, the **communities** in our path **inspire** us harder than we ever thought possible.

Absorbed, obsessed, naturally attached to our community and the regeneration and **restoration of our ecosystems**.

Hooked on landscapes and all the stories on the way, together we **reshape** the way we travel.

Nature positive, **just and fair**, one journey at a time.

Reshape the way you travel, take your journey, travel for good.



OUR MANIFESTO



OUR WORK

WHAT WE DO

- **Impact** peer-to-peer **travel marketplace** based in LATAM.
- **Handpicked** local guides and curated experiences.
- **Fairtrade** and true impact.

HOW WE DO IT

- **Curated**, local guides and experiences.
- Ensure fair terms of trade where the local is a **true beneficiary**.
- **Catalyze development** at the destination through meaningful donations to NGOs working with the Sustainable Development Goals at heart.
- Detail oriented & **Exclusive**.



PASSION

We do what we love in the best way we can, and we know how to communicate that to our clients and collaborators. Do your best - no more no less.



QUALITY

Our tours are created by expert guides who are passionate about their work, which ensures that our clients have unique and positive experiences.



SOLIDARITY

We always leave more than we take from the place. No one is left behind.



RESPONSIBILITY

We focus on Fair Trade, social and sustainable responsibility. We always give something back and generate true impact. Business not as usual.



TRANSPARENCY

We communicate the information of the tours, costs and projects that we manage. Our partners and customers always know exactly what to expect.

OUR VALUES



OUR PARTNERS

We believe that Tourism can be a true **Catalyzer** for development. That is why our partners, just like us, are **change manifesters** and **positive change believers**.

We **partner up** with organizations **at the destinations** who have ingrained sustainability at **their core**, who understand where the change needs to happen to better **support the communities** and from every trip you choose the project closer to your heart and **we donate a meaningful percentage**.

The donations received go on a **crowdfunding** and are **purposely directed** to a **specific project** which has been selected because of the **true impact** it aims to generate and the track record the NGO has.

As soon as we reach the **project target**, **work starts** at the community.



OUR COMMON GOALS ALIGN WITH THE



**SUSTAINABLE
DEVELOPMENT**

GOALS

ALDEA´S IMPACT FRAMEWORK

We are committed with these goals as a blueprint to achieve a more sustainable future for all:

SDG 12 Responsible consumption and production

SDG 10 Reduced inequalities

SDG 5 Gender equality

SDG 17 Partnerships for the goals

SDG 8 Decent work and economic growth

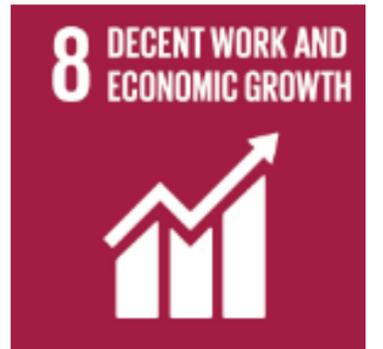
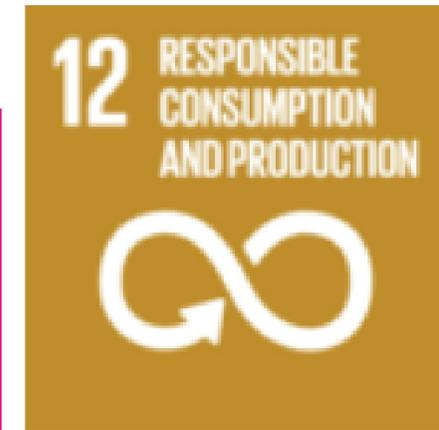
Whilst our partners focus on:

SDG 14 Life below water

SDG 15 Life on land

SDG 4 Quality Education

SDG 1 No poverty



We express the individuality of the cultures that enrich our world, we go out of the conventional. Our priority is fair trade - we love to offer authentic and exciting experiences to our customers.

“Explorer” Aldea

OUR ARCHETYPE



OUR PERSONALITY

HUMAN CHARACTERISTICS

Generous,
charismatic, positive.

Trustworthy,
collaborative,
inclusive.

Warm and competent.



Aldea is warm and educated with the soul of a young adventurer.

Aldea is close, loving with a mentality that we can do it together.

Aldea is motivated to take the first step of knowing that the world can be changed one day at a time.

Aldea is completely convinced that business can be done with no one left behind. Business NOT as usual.



Loves adventure and culture.

Fun but not childish.

Smart but not stodgy.

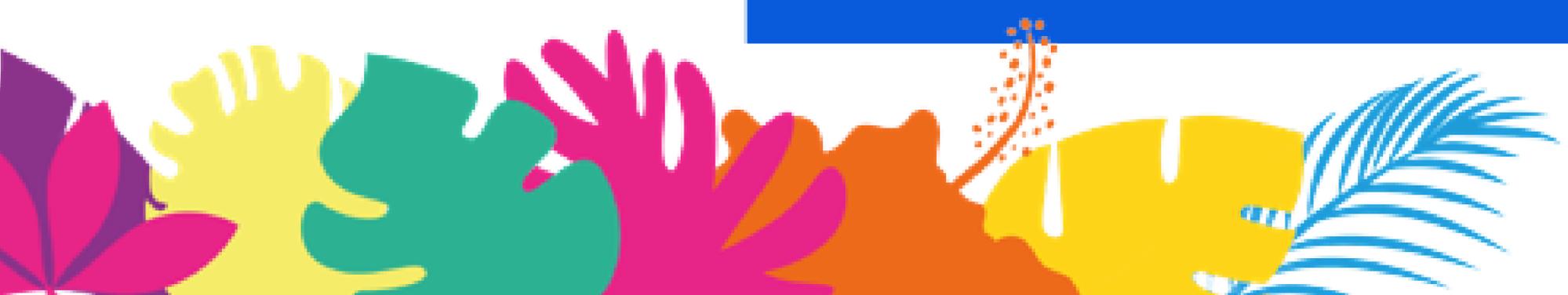
Informal but not sloppy.

Helpful but not overbearing.

Expert but not bossy.

Clever but not silly.

Cool but not alienating.



OUR PERSONALITY

FUNCTIONAL BENEFITS

High-quality exclusive and genuine tours by certified and experienced hosts designed with great attention to detail.

Leave no one behind--direct connection creating decently paid work and economic growth.

Transparency in transactions and impact.



SOCIAL BENEFITS

Feel creative, bold, and different from your friends. Well-traveled and independent and brave.

Feel proud to directly contact the talented people at the destination and feel good about helping others.

Feel proud to buy local, promote fair trade, and reduce economic leakages. Deeply connects knowing that local projects are supported generating measurable impact.

EMOTIONAL BENEFITS

The people in Aldea are cheerful, friendly, professional, and feel like want to travel more.

I feel that much can be done in the world, one day at a time. Makes me feel positive and hopeful.

I can create real links with the locals, I know their stories, and their environment and they become my friends.





OUR TONE OF VOICE



Simple + Direct: Straightforward, we are transparent handling the information.

We speak Positive + Expressive, we consider our client's desires & needs.

Cultural language mix, Spanglish and local expressions.

OUR COMMUNICATION PILLARS



Latam is fashionable. Our Trips to Latam are adventurous - classy style, **world traveler meet local**, eclectic, **authentic**. Not shy, speak to the eyes. Slow living.

Aldea transmits good vibes, super high energy, joy and brings **smiles**. Very **strong**, very vivid colors.

Traveling is an essential part of life. Multiculturalism is gold. **Protect** destinations by **valuing** them. Exotic travels enrich my own culture.

Support and value all local. Achieve **fair trade** and protect quality of life in communities. **Sustainable development** through projects. Support the SDGs.

Sustainable travel coach, helping entrepreneurs create **successful** and **responsible** trips.





MEET TATI,

She is a legend at her job! She absolutely loves nature and Latin America. The culture, the music, the festivals, the food an all inspiring megadiverse part of the world. Tati is multilingual and in the past she had a “real job” she has a masters degree and used to work in a “proper” offices, but a few years ago decided that being a guide was her absolute passion, since then she never looked back. She loves her job and is out - standing at it!

Tati is convinced that the best way to travel is by generating a positive impact everywhere she goes, the good energy is like a ripple effect. The visitor has a great time and the locals benefit too. Tati hates corruption and injustice, so every time she can she helps the communities she visits but wishes she could do more.

Tati knows she is great and values her own work, I’m one of the “best in fact” laughs when asked. This is why she has decided to sell her trips directly to the visitors. She is not too keen on reducing her fees or let anyone else decide her tour. She likes her customer to have all the freedom.

ALDEA SUPPORTS PERSONAL JOURNEYS, EMPOWERING INDIVIDUALS TO TRAVEL FOR GOOD

YOUR DESIGN, YOUR WAY

You can design unlimited tours on the platform by profile and create tailor-made experiences and expeditions. If you can dream it we'd love to see you host it.

WE MARKET, YOU TRAVEL

Create your experiences and leave the rest to us. You don't need to be doing campaigns, marketing, and sales. No subscription fees.



YOUR EXPERIENCE, YOUR FEE

Design your experience, and define your fee. You are the creator of the experience, the host, and the one who gets the highest reward. Fairtrade all the way. We believe in prosperity for all and recognize the value of your trade., an inclusive and distributive model.

FOSTER RIPPLES OF CHANGE - CATALYZE AND IMPACT

From every experience, we donate a percentage to social projects that contribute to our local communities. Helping communities thrive, protect and restore nature. We deliver benefits beyond the borders of our own business fostering ripples of change.





MEET MARLA OUR AVATAR

She is the nicest and kindest! Marla is super approachable and sociable. Optimistic and creative. Celebrates cultural diversity and is always looking to see new parts of the world. Enjoys slow living. Traveling is in her heart and it is a fundamental in her life. She is the one in charge of organizing trips (1 to 3 per year) for family and friends, often loyal to brands such as hotel chains. Has traveled a lot, she is on her 15+ country.

Marla thinks of culture as gold and seeks connection and authentic experiences when traveling. Loves nature and the outdoors. She is really quite empathic and sometimes worried about the developing world. Value artisanal, local and fair trade. Developing World Problems worry her, also not being able to help.

Marla enjoys ticking off the bucket list but is very keen to be in charge of her trips and wants to go off the beaten path. Marla asks loads of questions, she is an educated woman after all. She requires transparency and proof of the claims a product makes. Prefers good quality and good reputation. Marla is detail oriented, likes casual luxury, and looks for good quality and expects and demands good service.



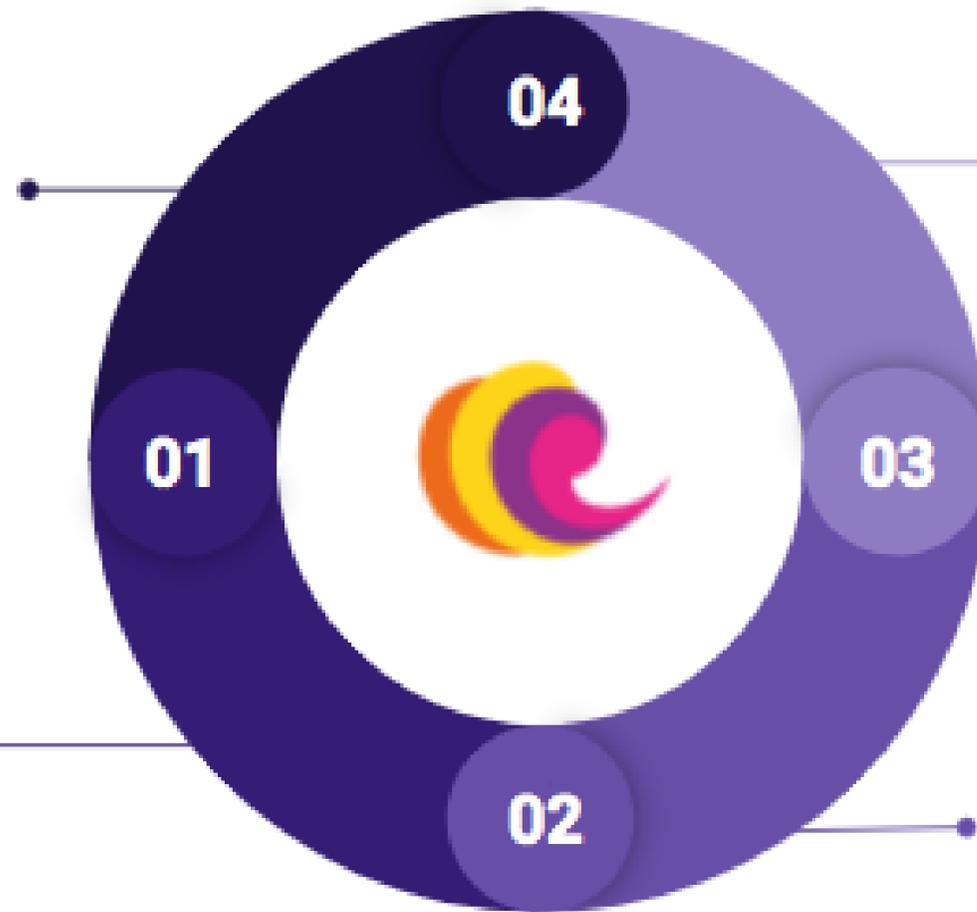
ALDEA SUPPORTS PERSONAL JOURNEYS, EMPOWERING INDIVIDUALS TO TRAVEL FOR GOOD

YOUR WAY WITH THE BEST

Expeditions and experiences with some of the best hosts on the continent. Curated exclusively for their great talent and wonderful knowledge and charming hospitality. Detail oriented and Exclusive.

CONNECT AND TRAVEL MORE

Love your experiences whilst generating a positive impact knowing you are leaving no one behind. Enjoy connections creating decently paid work and economic growth.



YOUR EXPERIENCE, FAIR TRADE ALL THE WAY

Design your experience directly with your host knowing that the locals are the true beneficiaries. We believe in prosperity for all and recognize the value of their trade., an inclusive and distributive model.

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From every experience, we donate a percentage to social projects that contribute to our local communities. Helping communities thrive, protect and restore nature. We deliver benefits beyond the borders of our own business fostering ripples of change.

