

# Alltournative

An EarthCheck Certified Story



EARTHCHECK  
GOLD CERTIFIED  
2018

March 2019



# Lifetime Experiences.

Walking the Talk

# Alltournative Performance.



## Energy

0.772 MJ / REVENUE  
PER PASSENGER  
KILOMETRE\*



## GHG Emissions

0.058 KG CO<sub>2</sub>-E /  
REVENUE PER  
PASSENGER KILOMETRE



## TOTAL GHG Emissions (Scope 1 & 2)

2,392,132 KG



## Water

0.200 L / REVENUE  
PER PASSENGER  
KILOMETRE



## Waste

0.002 L / REVENUE  
PER PASSENGER  
KILOMETRE

\*Total Revenue Passenger Kilometres (RPK) is calculated by multiplying the number of paying passengers by the kilometres travelled by each person transported.



### Contact Alltournative

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# EarthCheck

Good for the Planet Good for Business



Alltournative is a specialist tour operator guiding ecological and adventure expeditions throughout Riviera Maya in Quintana Roo, Mexico. Their dedicated team fosters an appreciation of the Mayan people and their unique culture, ensuring visitors act responsibly and respect the local communities and natural environment.

By genuinely promoting the natural treasures of Mexico and establishing authentic programs for cultural and ecological preservation, Alltournative is committed to achieving economic and sustainable development for the local community. Tourism is one of the main drivers of development in the region representing 16% of Mexico's GDP and offering more than 8 million employment opportunities.

Alltournative is EarthCheck Gold Certified and keen to continue reducing their impact and encouraging others to embrace sustainability.

#### **Community development**

Enhancing the development of Mayan communities in the region has helped local people to transition from subsistence agriculture to generate a more sustainable income.

Alltournative hires 100% of their staff from the local community and 100% of service contracts are awarded to local contractors. In addition, Alltournative purchases perishable goods solely from local producers. These strategies benefit local communities and inject economic value to the region and boost its growth.

#### **Cultural heritage**

Alltournative encourages the local Mayan community to embrace their ancestral heritage. Providing employment opportunities and engaging with local adolescents has helped to minimise migration to major cities for work and the possibility of cultural dissolution.

Operations Director, Fabian Arriaga, said Alltournative began its sustainable journey with EarthCheck in 2012:

**“We were looking for a certification program that focussed on environmental and social aspect. The EarthCheck Certified Program covers three pillars of sustainability - economic, environmental and social - and their management system is very comprehensive.”**



### **Taking waste management to the next level**

The Alltournative team is determined to minimise their environmental footprint. They have reduced waste sent to landfill by 15% per year on average, which is the equivalent of 492 wheelie bins!

Recycling and composting are two major tactics taken to address waste management. During 2017, Alltournative was able to recycle or compost 60-69% of paper waste as well as 80-99% of all plastic, rubber and organic waste.

### **Water conservation, challenge accepted**

One of Alltournative's main assets is their vehicle fleet. This group of more than 80 cars, vans and trucks is not only a potential carbon emission booster but keeping it clean could affect water resources. Alltournative, has addressed this challenge by opting to invest in a low water consumption Karcher cleaning system.

In a bid to combat waste water, Alltournative has implemented a hydrological plan and installed a Mexican high-tech waste water treatment plant in the Jungle Maya native park.

### **Clean energy, clean world**

To minimise its energy consumption, Alltournative installed high LED technology across their parks, powered by solar panels. The air conditioning equipment has been replaced with efficient technology such as the inverted system.

Sustainability is a deeply entrenched value at Alltournative – going beyond their organisational boundaries by encouraging every stakeholder to be more sustainable. For example, Alltournative implemented an educational campaign about energy efficiency and they encouraged their visitors to join them for Earth Hour which is now the world's largest grassroots movement for the environment, inspiring millions of people to take action for the planet and nature.

**“It was a long process, but once we established a month-to-month data collection process we were able to measure our usage of energy, water and waste.”**



## Challenges

One of the biggest challenges for Alltournative was their initial benchmarking assessment and the lack of an already established system in place to gather the necessary information.

“It was a long process, but once we established a month-to-month data collection process we were able to measure our usage of energy, water and waste,” Mr Arriaga stated.

“For example, keeping track of water consumption was difficult since some of our locations use well water. However, within just one year, we managed to install water meters and taps in all of the wells.”

## Outcomes and Benefits

The EarthCheck Certification program has helped Alltournative to be more aware of how their operations affect the environment and the community. According to Mr Arriaga, Alltournative now has a more meaningful relationship with the local community, promoting their culture and helping to preserve the Mayan heritage.

The Alltournative team has been developing environmental awareness across the community about water efficiency, waste recycling and local wildlife and natural environment preservation. Alltournative’s goal is to nurture and protect more than seven hectares of Mayan Jungle!

EarthCheck Certification has also given Alltournative a competitive edge in the marketplace.

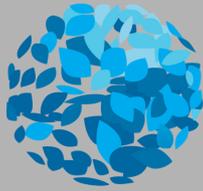
## What’s next?

Alltournative will continue to work closely with local communities, installing solar farms and a waste water treatment plant that will recycle up to 40% of the water processed.

“At Alltournative, we are driving operational efficiencies and looking forward to a green economy model so that we can leave a positive impact for future generations”.

Alltournative is aiming high – they will continue to innovate and reduce the impact of their operations.

**“Having a reliable environmental management system helps us to benchmark against global businesses and sustainable projects are highly valued by tourists.”**



EARTHCHECK

EarthCheck is the world's leading scientific benchmarking, certification and advisory group for travel and tourism. Since 1987, we have helped businesses, communities and governments to deliver clean, safe, prosperous and healthy destinations for travellers to visit, live, work and play. We understand the value of big ideas and the importance of clear communication. We know that what can be good for the planet is also good for business.



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