



TripAdvisor's Corporate Social Responsibility |

UNWTO 3rd International Congress on Ethics and Tourism
Helena Egan, Global Director Industry Relations



The TripAdvisor Charitable Foundation

Background and Core Programs

The TripAdvisor Charitable Foundation has donated more than \$25 million to charitable organisations across the world addressing key humanitarian and societal issues since 2010

The mission of the Foundation is to inspire and enable TripAdvisor employees to volunteer their time and skills for causes they care about and to help strengthen human lives and communities around the world through a variety of grant programs.

Employee Volunteer Grant Program

Awards \$20,000 to \$50,000 grants to charities with which employees volunteer. These grants go above and beyond the traditional donation “gift matching” as they inspire and reward employees and charities for high level commitment

Global Volunteer Week/Month

Each year our offices dedicate a day within a one week or month period - in 2016, over 1000 of our employees participated in this annual event and our 2017 event will be held in June



Engaging with our traveller community

Fall 2015: TripAdvisor Began Refugee Support

- Dedicated email & ad campaign reaching millions of travelers
- \$1.4+ million donated to Mercy Corps and International Rescue Committee (IRC)
- TripAdvisor matched
 - Traveler donations 1:1
 - Employee donations 2:1
- TripAdvisor employees allowed 5 days off to volunteer

Join Us In The Refugee Crisis Relief [Donate Now](#)

Dear rsantago,

We are reaching out to our TripAdvisor traveler community in a global effort to support humanitarian relief for the refugees in crisis arising on Europe's shores.

Because our travel community is built upon a generosity of spirit, we hope to have the biggest impact possible on the relief effort.

The TripAdvisor Charitable Foundation is making a donation of \$250,000 to humanitarian organizations Mercy Corps and The International Rescue Committee (IRC).

If you would like to make a donation, the foundation will also be providing a 1-to-1 match for each donation of up to \$5,000, made by our global community.

Please join us in the effort to help these families and individuals find safety and rebuild their lives.

Sincerely,

Steve Kauder
CEO & Co-Founder


Charitable Foundation

Thank you for your support of the Refugee Crisis Relief Effort.

Dear Tali,

We'd like to extend a heartfelt thank you to all those who joined the TripAdvisor Charitable Foundation in support of the refugee crisis relief effort. When we asked our traveler community to join us a few months ago, the response was overwhelming. In just 48 hours, your donations reached over \$375,000 to help thousands of refugees arriving in Europe. Our combined contributions to Mercy Corps and IRC's emergency humanitarian efforts have totaled over \$1.4 million, which exceeded our match goal.

However, there is still a great need for support. We encourage you to share this message with others and continue supporting organizations on the frontlines of this crisis, helping families and individuals that are most in need.

To learn more about the campaign and the impact of your donations please see:

TripAdvisor's Original Appeal
Mercy Corps Crisis Response





Continuation is key

Sept 2016: TripAdvisor Makes New Commitment

TripAdvisor is committing at least \$5 million from the TripAdvisor Charitable Foundation over the next 3 years (2016—2018) to aid the global humanitarian refugee crisis.

In addition, TripAdvisor will:

- Provide in-kind resources in multiple areas including technical and business support from our product, engineering, advertising and marketing teams for key projects in partnership with nonprofit organizations
- Convene the travel and other private sector players around addressing this crisis via a variety of industry forums
- Launch a number of education and fundraising campaigns aimed at engaging our traveler and business community
- Develop a robust set of partnerships and initiatives for our employees to volunteer with both humanitarian aid and resettlement organizations locally and globally

Foundation funding and additional resources and programs will address 4 key focus areas of needs identified:

1. Meet **urgent humanitarian needs** in Europe and the Syria region
2. Enable **access to critical information via technology** solutions for refugees to make smart and informed decisions along their journey
3. Provide essential **education and empowerment opportunities** for refugee youth
4. Support & strengthen **resettlement opportunities** in the U.S., and in other host communities



Disaster Giving

TripAdvisor provides international funding in the case of a global disaster in areas where our employees live and work and/or are affected by the event. Some previous examples of our giving include:

- Central Italy Earthquake 2016: \$15,000 to Mission Bambini
- Boston Marathon 2013: \$100,000 to the One Fund
- Japanese Earthquake & Tsunami 2011: \$250,000 to the Red Cross
- New Zealand 2011: \$50,000 to the United States-New Zealand Council “American Friends of Christchurch” program for Christchurch earthquake
- Nepal Earthquake 2015
- Cyclone Pam in Vanuatu 2015
- Hurricane Sandy 2012: \$200,000 total to Hurricane Sandy Relief Fund, City Harvest, Mayor's Fund to Advance NYC, and Red Hook Initiative

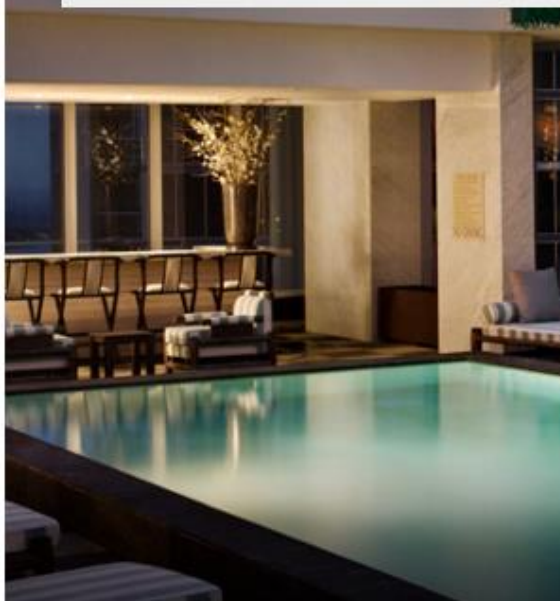


GreenLeaders

greenleaders

Your eco-friendly stay starts here.

The TripAdvisor GreenLeaders Program showcases a variety of eco-friendly hotels and B&Bs, from budget to luxury – and they're all committed to green practices like recycling, local and organic food, and electric car charging stations.





Animal Welfare



Krakow Zoo (

308 reviews

Features Animals | Out

Overview | Reviews



TripAdvisor Revi

Krakow Zoo

308 reviews

Features Animals

Overview | Revi



This attraction features animals

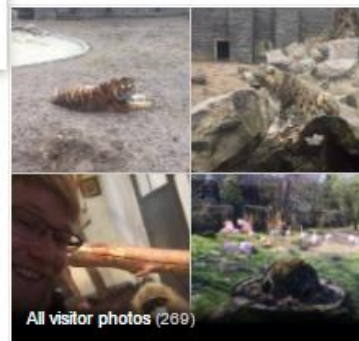
Click below for expert advice on animal welfare in tourism.

[Learn more](#)



ate of Excellence

As featured in Krakow Guide for Families



All visitor photos (269)

Address: al. Kasy Oszczednosci Miasta Krakowa 14, Krakow 30-232, Poland



Big Data helps to understand travellers

UNWTO Silk Road Trends Guide (joint project since 2015)

61%

of respondents said they were interested in exploring the ancient Silk Road cities



58%

of respondents said they were interested in visiting UNESCO World Heritage Sites on the Silk Road



44%

of respondents said they were interested in trying local Silk Road gastronomy



39%

of respondents said they were interested in attending local festivals and events



Thank You!

Helena Egan
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