

Reset Tourism Fund

Catalytic capital and **vital technical assistance** for world-changing businesses that represent the future of tourism

Welcome to the Future of Travel

Tourism accounts for approximately 10% of global GDP, jobs, and emissions, making it an incredibly powerful lever to pull in order to achieve systemic economic, social, and environmental impact. Through this fund, the Untours Foundation aims to not only help preserve tourism jobs and small businesses, but to reconsider the future of tourism itself. We wish to help reshape the nature of the industry, making it more beneficial to host communities, business owners, workers, and the natural environment. The pandemic has provided unprecedented challenges to the travel industry, but it also provides an opportunity to learn, rethink, and reset. That is why we are investing in the next generation of travel and tourism companies and funding a better future for tourism.

The Statistics

The Impacts of COVID-19

\$2 Trillion LOST

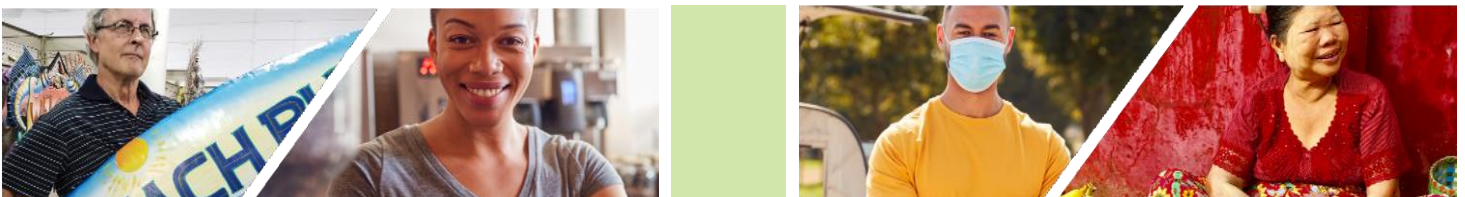
COVID-19 reduced revenue in the global tourism sector by over \$2 trillion.

80% Small Business

In the world of tourism, 80% of businesses are small. The drop in tourism has resulted in the closure of thousands of these businesses, with thousands more on the precipice.

120M Jobs Lost

Up to 120 million jobs have been lost, with women, people of color, and young people in low-wage positions the most acutely impacted.



The Opportunity

Invest in small businesses that represent the future of tourism and are in a position to rebound.

Build racial and gender equity by investing in businesses owned by women and people of color.

Empower the changemakers by investing in businesses that provide good jobs and build stronger communities.

Promote climate resiliency by investing in businesses that imbed environmental sustainability into their business models.

The Goal

➤ 2021

\$1,000,000 fund that begins deploying capital quickly getting out in front of the relaunch of the tourism industry – maximizing our impact, solidifying returns, and catalyzing businesses that represent the future of tourism.

➤ Long Term

\$10,000,000 fund that is financially sustainable (returns cover losses and basic operating expenses), while otherwise prioritizing impact through every investment.

➤ The Details:

Investments range from \$5,000-\$100,000

20-25 tourism-based businesses supported in Phase 1

In-depth technical assistance provided to portfolio companies by the Untours Foundation and key partners

Deal Structures (in order of priority)

- Revenue-based Repayment – 1.3-2x initial investment, paid as a % of revenue over 2-5 years
- Traditional Debt – 4-8% interest
- Equity – Angel or Series A

Key Partners



Geographic Focus

Initially launching in one US-based location - Philadelphia - and one global region - Caribbean. New cities, countries, and regions will be added in Phase 2.

Outcome Goals – Phase 1



Creation or stabilization of **500+ jobs** in the tourism sector.



Over \$5 million in additional capital catalyzed in portfolio companies.



Revenue for portfolio companies **will return to 2019** (pre-COVID) **numbers** within 1 year of investment.



90% of investments will go to businesses owned and led by **women, people of color, or other under-represented and under-resourced** groups.



Proving the model—building a **financially sustainable fund** that meets our impact goals.



All portfolio companies sign the Future of Tourism Pledge and **50% become Certified B Corporations or actively use the B Impact Assessment** to measure and improve their social and environmental performance. (assisted by the B Tourism Coalition).