

Reset Tourism Fund

Investing in the future of tourism, for a better world

Powered by the

LaTours
Foundation

“Tourism done well can benefit destination communities, incentivize protection of nature and history, and enrich the traveling public.”

Future of Tourism Coalition

NOT ENOUGH CAPITAL

IS FLOWING TO THE

BUSINESSES TRANSFORMING

THE INDUSTRY FOR GOOD.

Tourism: At A Glance

Tourism has massive potential to address the world's most pressing issues.

80%

Small Businesses

Small tourism businesses operate at the front lines of community impact, economic opportunity, and environmental justice.

10%

Global Jobs

Depend on tourism as a source for job creation and economic growth.

10%

Global GDP

Comes from travel and tourism.

8%

Emissions

Are generated by the global travel industry.

The **Reset Tourism Fund** aims
to change that.

Our mission is to provide flexible growth capital to businesses that are building a better future for the tourism industry.

We aim to do this by investing in businesses that:

- Are led by under-represented founders and leaders
- Imbed community-enhancing practices into their business models
- Fight poverty and restore livelihoods by providing good jobs
- Regenerate rather than extract from the natural environment
- Offer ALL travelers a meaningful and culturally appropriate experience

Why Us?

\$10M

INVESTED INTO WORLD-CHANGING
SOCIAL ENTERPRISES

350+

INVESTMENTS AND LOANS MADE
INTO SOCIAL ENTREPRENEURS

100%

OF OUR ENDOWMENT IS DIRECTLY
INVESTED INTO BUSINESSES

50+

FOUNDATIONS INSPIRED TO
FOLLOW OUR MOVEMENT



We own and operate **UnTours**, a sustainable travel company and the world's first ever Certified B-Corporation

Certified



Corporation

The background of the slide is a teal-colored image of three women smiling. The woman on the left is wearing a dark top, the woman in the middle is wearing a patterned top, and the woman on the right is wearing a dark top. They are all looking towards the camera.

The Reset Tourism Fund is investing
mission-aligned capital into the
world-changing businesses shaping
the **future of tourism.**

Our Approach

Reset Tourism Fund

- Investments range from \$10,000–\$100,000
- 20–25 tourism-based businesses supported in Phase 1
- Deal Structures:
 - Debt
 - Revenue Based Financing
 - Equity
- In-depth technical assistance provided to portfolio companies by UnTours Foundation and key partners.
- Revolving fund – capital is continually reinvested.



Our Investments

Reset Tourism Fund



Transformational Travel Council

Global

Unlocking travel's potential to transform individuals, communities, and societies from the inside out.



Playa Viva

Juluchuca, Mexico

Ecolodge on the Pacific Coast of Mexico focused on regenerative practices and where "your vacation can meet your values".



Operation Main Street

Baltimore, USA

Renovating an office building to create short-term rentals in the upper floors which support a hub for local entrepreneurs at the street level.

The Green Program

Global

Immersive sustainability education experiences around the globe for students and professionals.



Roar for Good

Global

Wearable panic buttons for hotel housekeeping staff – ensuring the safety of the most vulnerable employees in the travel industry.



ROAR for Good

GoPark Safaris

Nairobi, Kenya

Specialist tour operator providing high quality holidays in East Africa.



Purple Elephant Ventures

Nairobi, Kenya

Venture studio creating multiple start-ups each year at the nexus of tourism, climate, and tech.



Click the boxes to learn more about each of our portfolio companies

**“Climate, community, equity.
They’re 100% linked and none of
them can be achieved without the
other.”**

– Jeremy Sampson, The Travel Foundation CEO

Our Partnerships

Reset Tourism Fund



Funding Partners



Our Industry Partners



ADVENTURE TRAVEL
TRADE ASSOCIATION

Phase 1 Fundraising Goal

The Philanthropic Investment Opportunity

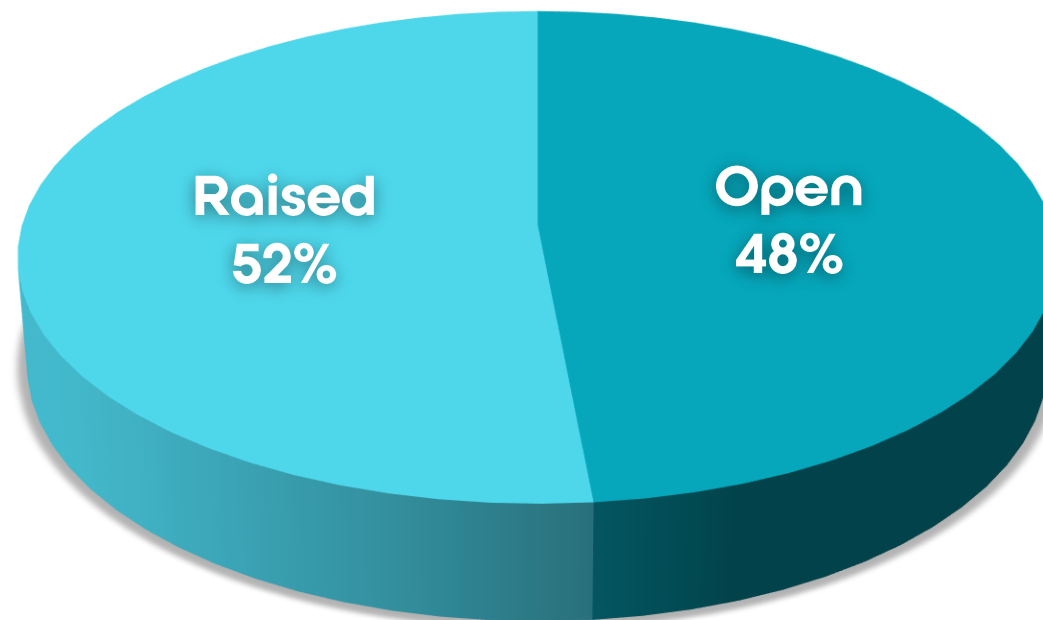
\$1 Million

\$515,000

Already committed

\$138,000

Already deployed



Revolving Fund Goal: **\$10 Million**

Hundreds of businesses funded each year, tens of thousands of quality jobs created, and an entire generation of businesses setting the standard for using tourism as a force for good.

“The potential of tourism is enormous, and we have a shared responsibility to make sure it is fully realized.”

– Zurab Pololikashvili, UNWTO Secretary-General

We invite you to invest
in the **future of tourism** with us.

Your Philanthropic Investment...

- Multiplies the impact of your **donation** because the revolving fund recycles as repayments occur, producing long-term impact.
- Empowers businesses owned and led by **under-represented founders and leaders**.
- Fights **poverty** and restore **livelihoods** by providing quality jobs.
- **Regenerates** rather than extract from the natural environment.
- Ensures that travelers have **life-enhancing** experiences, host communities **thrive**, and natural & cultural resources are **respected, restored, and regenerated**.



**Let's join forces to rebuild
the tourism sector.**

UnTours Foundation
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