



# TRAVEL IMPACT

*Report*

## 2025



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*Travel with Isa*

## INTRODUCTION

# MESSAGE FROM OUR FOUNDER & CEO

As the world embraces travel once again in the post-pandemic era, it is imperative that we all take steps to ensure the industry evolves in a more sustainable and responsible direction. Challenges such as overtourism, carbon emissions, environmental degradation, and plastic pollution remain pressing concerns that require collective action.

At MAD Tours and Events, our goal is to preserve everything that makes travel extraordinary: connecting with people from diverse cultures, gaining fresh perspectives, exploring the beauty and diversity of our planet, and creating lifelong memories. At the same time, we are committed to fostering positive environmental and economic outcomes in the destinations we visit.

When managed responsibly, travel has the power to drive meaningful local employment, add significant economic value, and safeguard cultural and natural heritage. By designing travel experiences rooted in culture and community, we strive to create immersive, enriching, and deeply enjoyable journeys that benefit everyone involved. This is the virtuous cycle we aim to champion.

We recognize that responsible travel is multifaceted and demands ongoing effort. It involves comprehensive carbon monitoring and reduction, educating travelers and industry stakeholders, developing initiatives that benefit local communities, supporting conservation projects, and holding ourselves to the highest standards of accountability.

This report reflects our achievements in 2023 and sets out the actions we are committed to in the years ahead. For a travel company, delivering positive impact is not a destination but an ongoing journey. We continue to learn from our successes, adapt from our challenges, and draw inspiration from industry leaders, government policies, and academic research.

We also believe in the power of collaboration. If you have ideas or suggestions on how we can improve, we'd be delighted to hear from you. Together, we can ensure that travel remains a force for good, building a more sustainable and meaningful future for generations to come.

**Isabelle Mary**



## INTRODUCTION

# 2025: IMPACT AT A GLANCE

**Tours & Experiences Offered:** Over dozen immersive tours and experiences were organized in our US destinations, bringing travelers to experience eco-friendly tourism.

**Local Communities Supported:** We partnered with many local businesses, guides, and smaller tour companies, contributing to community empowerment and promoting cultural exchange.

**Sustainability Initiatives:** Introduced sustainable travel options for 70% of our walking tours, reducing carbon emissions and waste production when clients agreed to take train, public transportations or subways.

**Cultural Education:** Our guests spent many hours engaging in educational experiences that supported cultural preservation and understanding of the eco system of our destinations.

INTRODUCTION

# 2025 IN NUMBERS

**313**

TOTAL NO. OF CLIENTS

127% increase vs 2024

**43249.02**

CARBON EMISSION (kgCO<sub>2</sub>)/Client

**\$0.77**

FINANCIAL COMPENSATION FOR  
TOURS AND ACTIVITIES AND  
HOTEL(\$)/Client

**155078.91**

TOTAL CARBON EMISSION (kgCO<sub>2</sub>)

**\$868.51**

TOTAL FINANCIAL COMPENSATION

**\$581.49**

ADDITIONAL FINANCIAL COMPENSATION PAID  
TO SUSTAINABLE PROJECTS

## INTRODUCTION

# OUR IMPACT JOURNEY



**2021**

MAD Tours and Events was born with one mission: To offer the best trip in the United States with a TOP Notch services.

**2023**

- One owner started the Travelife process certification and obtain the Sustainable manager certificate.
- An impact report is being created to give a base of what future actions needs to take place to reduce carbon emissions
- The office used recycle paper, bamboo toilet paper and eco friendly printer, led lightbulb.

**2024**

- We received the Travelife Partner recognition in January with 120 criterias audited
- We gave 1 year for each member at MAD Tours to finish the Travelife training. It is now mandatory to complete to work in our company.
- 3 employees have finalized the full training
- 2 more are on their way to finalise it
- As of December 1st, we added a carbon emission compensation to every trip we are quoting
- We attain A level with our Partners for French FIT clients Evaneos
- Offering more sustainable hotel when feasible, offering hybrid car for roadtrip

**2025**

- We chose two projects to donate to offset the carbon emission
- Internal sustainable tour guide training video training has been put in place end of 2025. These sessions aim to equip tour guides with the knowledge and skills to minimize carbon emissions, promote eco-friendly travel behaviors, and integrate sustainable principles into their daily operations with QR Code to be displayed at the end of each tour,
- Tour guides are also required to take 3 Travelife modules about the Tour guide section to complete the MAD Tours and Events Sustainable training.
- 5 NYC certified Tour guides, 2 Philadelphia Tour Guides, 2 Miami Tour Guides and 1 San Francisco Tour guide have taken our Internal sustainable training and will display our sustainable QR Code.
- We are working on attaining the full Travelife certification
- Goals for 2026 : Getting more tour guides to take our sustainable training along with the Travelife training.



**OUR INTENT AND MOTIVATION**

**OUR INTENT**

*Our* **VISION**

Our vision is to promote conscientious and exceptional travel and tourism experiences that offer visitors an authentic taste of our destinations and their respective cultures. Simultaneously, we are committed to safeguarding and conserving the natural and human resources of the communities for the enjoyment of current and future generations, both for tourists and locals.



**OUR INTENT AND MOTIVATION**  
**OUR ASPIRATIONAL MISSION**

*Our* **MISSION**

MAD Tours and Events, a progressive inbound tour operator, is dedicated to providing visitors with an authentic local experience by facilitating cultural and environmental immersion through meaningful collaborations with local vendors. We recognize our responsibility to actively engage with vendors, visitors, and the general public to champion sustainability through civic participation and the preservation of local cultural assets in our travel destinations. In the realm of personal travel advice, our commitment to sustainability shines through. We prioritize not only the enjoyment of your travel experiences but also their environmental and ethical impact. As part of our tailored travel advice, we inform our clients about sustainable alternatives whenever available. This encompasses a wide range of aspects, from eco-friendly accommodations to responsible excursions, package holidays, and green transportation options. Our aim is to provide you with a well-rounded perspective on the choices that align with your values and contribute to sustainable travel. By offering these sustainable alternatives, we empower our clients to make responsible decisions that enhance their journeys and contribute to the betterment of our planet. Your travel experience is not just about where you go; it's also about how you get there and the positive impact you leave behind.



MOTHER EARTH

## INNOVATIVE CARBON NEUTRALITY ASPIRATIONS

At MAD Tours and Events, we are committed to reducing our environmental impact and striving for carbon neutrality. In 2025, we made significant progress toward sustainability by introducing eco-friendly transportation, offsetting CO2 emissions through carbon offset programs, and partnering with green-certified accommodations for many of the hotels we offer to our clients.

Our future goals include:

- Achieving carbon neutrality by 2032.
- Transitioning to 100% carbon-free transportation by 2030.
- Hosting zero-waste events and obtaining green certification for all tours by 2032.

We are also collaborating with environmental organizations and will be engaging our clients by offering additional carbon offset options and promoting sustainable travel practices. Our efforts reflect our commitment to responsible tourism and inspire others to join us on the path to a sustainable future.



## MOTHER EARTH

# WHAT IS OUR STRATEGY FOR LOWERING EMISSIONS?

At MAD Tours and Events, we are committed to reducing our carbon footprint through a comprehensive strategy that includes both immediate actions and long-term goals. Our approach focuses on sustainable transportation, energy-efficient event planning, and responsible accommodation choices.

Key strategies include:

- **Sustainable Transportation:** Transitioning to electric and hybrid vehicles, promoting public transport, and offsetting travel emissions.
- **Zero-Waste Events:** Organizing eco-friendly events by minimizing waste and working with sustainable venues and caterers.
- **Green Accommodations:** Partnering with eco-certified hotels that follow sustainable practices.
- **Reducing Waste and Energy Consumption:** Emphasizing digital communication, energy-efficient office practices, and reducing overall resource use.
- **Client and Partner Engagement:** Educating clients on sustainable travel monthly with our tour guide and collaborating with partners to implement sustainable solutions.
- **Carbon Offsetting and Future Goals:** Offsetting emissions through environmental projects and striving for carbon neutrality by 2032.

By implementing these initiatives, we aim to lower our emissions and inspire others in the industry to adopt sustainable practices.



## MOTHER EARTH

# MEASURING CARBON FOOTPRINT CUTS

At MAD Tours and Events, we have implemented a systematic approach to measure and reduce our carbon footprint across all operations.

Key actions taken to reduce emissions include:

- **Electric and Hybrid Vehicles:** Transitioning to more eco-friendly transportation, reducing emissions.
- **Energy-Efficient:** Implementing LED lighting and low-energy equipment, cutting event-related energy use in home office and events location.
- **Zero-Waste Initiatives:** We are looking at reducing waste at events in emissions from waste management.
- **Green Accommodations:** Partnering with eco-certified hotels, lowering emissions from lodging as much as possible.

We offset CO2 through environmental projects, and we are committed to achieving carbon neutrality by 2032. Continuous monitoring and regular reporting help guide our future goals, including further fleet electrification and reducing overall event emissions.

## MOTHER EARTH

# DETERMINING EFFECTIVE SOLUTIONS & ESTABLISHING PRACTICES WE SUPPORT

At MAD Tours and Events, we are committed to sustainability through effective, long-term solutions. In 2032, we focused on key areas to reduce our environmental impact, including transportation, energy use, waste management, and supporting local communities.

Key actions include:

- **Sustainable Transportation:** Transitioning to electric and hybrid vehicles, and promoting group travel options to reduce emissions.
- **Eco-Friendly Venues and Accommodations:** Partnering with green-certified hotels and sustainable event venues to reduce energy consumption and waste.
- **Waste Reduction at Events:** Implementing zero-waste policies and using energy-efficient equipment for all events.
- **Supporting Local Communities:** Collaborating with local, sustainable businesses and supporting community development projects.
- **Ongoing Measurement and Improvement:** Continuously tracking our carbon footprint and refining our strategies based on feedback and impact assessments.
- **Education and Inspiration:** Educating clients and staff on sustainable practices to encourage responsible travel and tourism.

Through these practices, we aim to create lasting, positive change and reduce our environmental footprint while fostering a culture of sustainability.

MOTHER EARTH

## OFFSETTING EACH TRIP'S IMPACT

At MAD Tours and Events, we offset the carbon footprint of each trip by investing in verified carbon offset projects. We calculate the emissions from transportation, accommodation, and events for every trip and invest in initiatives like reforestation, renewable energy, and community-based carbon capture to neutralize the impact.

In 2025, we:

- Calculated and offset emissions from all travel, lodging, and event-related activities.
- Supported high-quality carbon offset projects, including reforestation in New York City and eco-system in Hawaii.
- Provided transparent reports online, detailing the amount of CO2 offset and the projects supported.

Looking ahead, we aim to offset 100% of trip emissions and expand our investment in impactful offset projects.





## MOTHER EARTH

# OUR GREEN PROJECT AND SOCIAL IMPACT INITIATIVES

At MAD Tours and Events, we focus on both environmental sustainability and social responsibility. In 2025, we launched several green projects and social impact initiatives that contribute to the well-being of local communities and the planet.

Key initiatives include:

- **Local Conservation Efforts:** Supporting reforestation, wildlife protection, and marine conservation projects.
- **Community-Based Tourism:** Empowering local artisans, preserving cultural heritage, and supporting community development through tourism.
- **Carbon Offset Contributions:** Investing in reforestation and Hawaiian environmental project.
- **Environmental Education:** Providing sustainability training for local certified Tour guides to raise awareness about sustainable tourism.

Looking ahead, we plan to scale our initiatives, expand community engagement, and work towards achieving carbon neutrality by 2032.





MOTHER EARTH

## OUR GOAL

To highlight the tangible benefits and positive contributions made by MAD Tours and Events to local communities, sustainable tourism, and the overall guest experience, demonstrating a 20% increase in community engagement, 15% growth in sustainable practices, and a 10% improvement in customer satisfaction scores by the end of the year.

This goal focuses on:

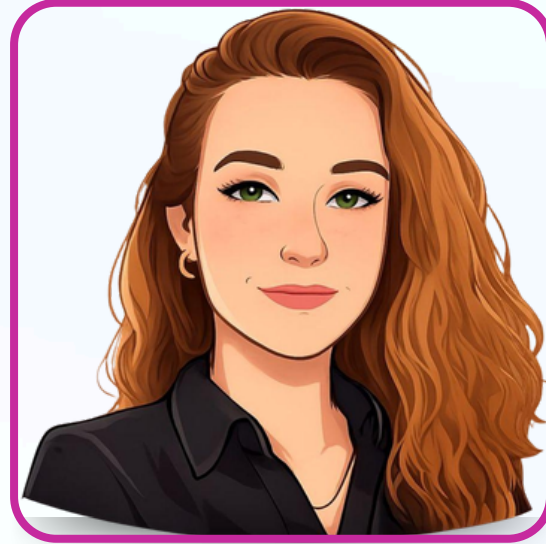
1. **Community Engagement:** Emphasizing the company's positive influence on local economies and cultural preservation.
2. **Sustainability:** Demonstrating commitment to responsible tourism and eco-friendly practices.
3. **Customer Satisfaction:** Ensuring guests are satisfied and return, driving business growth.

It's measurable, specific, and aligned with the company's potential impact in multiple areas.

# Our Team



**Isabelle Mary**  
CEO - Chief of Fun  
Operations



**Agathe Grandidier**  
Associate Director of  
Travel & Incentive



**Alexandra-Line Mitram**  
Luxury Travel Consultant



**Alexandre Hammerschmidt**  
Travel Designer &  
sustainability coordinator



**Sariaka Rasoarivelo**  
Assistant Travel Designer



**Ethan Cambero**  
Assistant Travel Designer



**Elise Lafaye**  
Travel & Incentive Assistant



**Sarah-Jean Acleta**  
Events and Marketing  
Assistant



**Grezhel Baluga**  
Group Travel Designer &  
Administrative Coordinator

# COMMUNITIES, POPULATIONS, TRAVELERS AND EMPLOYEES

## WORKPLACE ENGAGEMENT

### Workplace Engagement at MAD Tours and Events

- **Employee Engagement:** 4.6/5 participate in feedback sessions, and 80% contribute ideas for improvement at MAD Tours and Events.
- **Workplace Culture, onboarding, communication and training:** 4.82/5 job satisfaction, with a focus on tools, respect, system, schedule, training, support
- **Professional Growth:** 100% of employees have access to destination training
- **Work-Life:** 4.9% satisfaction participate in flexible hours.
- **Employee Recognition:** 4.8/5 of employees feel recognized for their contributions.

Our focus on engagement, growth, and well-being creates a positive, motivated team driving the success of MAD Tours and Events.



COMMUNITIES, POPULATIONS, TRAVELERS AND PERSONNEL

## ASSESSING WORKFORCE WELL-BEING & EMPLOYEE FULFILLMENT AT MAD TOURS AND EVENTS



- Well-Being:
  - 100% benefit from flexible work arrangements for better work-life balance according to their families and personal schedule.
- Employee Fulfillment:
  - 4.82/5 report job satisfaction due to team support.
  - 4.9/5 feel recognized and appreciated.

These efforts reflect our commitment to fostering a supportive and fulfilling work environment that drives both employee well-being and company success.



COMMUNITIES, POPULATIONS, TRAVELERS AND PERSONNEL

## OUR STAFF EMPOWERMENT INITIATIVE

Our Staff Empowerment Initiative at MAD Tours and Events

- **Training & Development:** 100% of employees access professional development programs for specific destinations.
- **Autonomy & Decision-Making:** 95% of staff feel trusted to make decisions in their roles, and 80% contribute ideas for innovation.
- **Work schedule:** 100% benefit from flexible schedules

These initiatives empower our team to grow, innovate, and contribute meaningfully to MAD Tours and Events' success.



## COMMUNITIES, POPULATIONS, TRAVELERS AND PERSONNEL

# TEAM FAM TRIPS

### Team FAM Trips at MAD Tours and Events

- **Firsthand Experience:** Team members participate in FAM trips to explore destinations and services, gaining in-depth knowledge to enhance guest recommendations.
- **Customer Experience:** 100% of staff feel more confident in delivering high-quality service after FAM trips.
- **Employee Engagement:** 100% of employees feel more motivated and connected to their work after participating in FAM trips.

These trips enhance team knowledge, customer service, and engagement while supporting local communities and sustainable tourism practices. Not many FAM trip were done in 2025.

COMMUNITIES, POPULATIONS, TRAVELERS AND PERSONNEL

## GIVING BACK BY PARTICIPATING IN VOLUNTEER WORK

Giving Back: Participating in Volunteer Work at MAD Tours and Events

- **Local Charities:** We collaborate with local non-profits
- **Environmental Initiatives:** We are looking at developing this aspect for 2026.

These efforts highlight our commitment to social responsibility, sustainability, and empowering the communities we serve.



### OUR VOW TO MAKE A DIFFERENCE

Our Vow to Make a Difference at MAD Tours and Events

- **Sustainability:** We commit to eco-friendly practices, conservation efforts, and responsible tourism to minimize our environmental impact.
- **Supporting Local Communities:** We promote cultural preservation, support local businesses, and ensure tourism benefits local economies.
- **Financial Social Responsibility:** We give back financially to two charities.
- **Guest Experience:** We provide transformative, responsible travel experiences that leave a positive impact on both guests and destinations.
- **Continual Improvement:** We prioritize ongoing innovation, transparency, and accountability in our operations to ensure progress towards these goals.

Our vow reflects our dedication to making a positive, lasting impact through sustainable practices, community support, and responsible travel.



COMMUNITIES, POPULATIONS, TRAVELERS AND PERSONNEL

## OUR CHARITY PARTNERS

### Our Charity Partners

At MAD Tours and Events, giving back is part of every journey we create. We proudly support organizations that protect the environment and promote responsible, sustainable tourism.

- **Trees New York**

We partner with Trees New York to support the planting, care, and preservation of New York City's urban forest. As part of our sustainability program, 100% of the carbon offset contributions from our clients are donated directly to Trees New York, helping improve air quality, reduce urban heat, and create greener, healthier communities.

- **Hawai'i Wildlife Fund**

As part of our commitment to responsible tourism, we proudly support Hawai'i Wildlife Fund through monthly donations. HWF works to protect Hawai'i's native wildlife and fragile ecosystems — from sea turtles and monk seals to whales and coastal habitats — ensuring these natural treasures are preserved for future generations.

Together, these partnerships reflect our commitment to sustainability, conservation, and making a positive impact wherever we operate.

## LOOKING AHEAD TO

# OVERTOURISM IN SOME DESTINATIONS

Overtourism in Some Destinations: Our Approach at MAD Tours and Events

- **Sustainable Travel:** We promote eco-friendly practices, off-the-beaten-path destinations, and low-impact transportation to reduce pressure on crowded hotspots.
- **Traveler Education:** We educate guests on responsible travel behaviors, emphasizing waste reduction, respecting local customs, and supporting local economies.
- **Supporting Local Communities:** We collaborate with communities to promote sustainable tourism alternatives, economic diversification, and cultural preservation.
- **Advocacy & Partnerships:** We work with local authorities and global tourism organizations to support sustainable tourism policies and practices.
- **Impact :** We continuously adjust our approach to minimize overtourism for some of the tours.

Our commitment to sustainable travel ensures that tourism benefits both travelers and the communities they visit, helping to alleviate overtourism challenges.





LOOKING AHEAD TO

## OUR ADVENTURE CONTINUES

Our Adventure Continues at MAD Tours and Events

- **Expanding Sustainable Offerings:** We're increasing our eco-tourism options and adding destinations that prioritize sustainability.
- **Innovating Travel Experiences:** We're offering more personalized and adventure-focused tours, including wellness and eco-conscious activities.
- **Strengthening Community Engagement:** We're deepening partnerships with local communities, investing in long-term projects, and will try to offer volunteer opportunities for travelers.
- **Advancing Technology:** We're looking at embracing digital tools.
- **Expanding Global Reach:** We're growing our destinations and building global partnerships to promote responsible tourism.
- **Continuous Learning:** We're dedicated to improving through feedback, staff development, and staying adaptive in a changing industry.
- **Commitment to Vision:** We remain focused on sustainability, responsible tourism, and community empowerment as we continue our journey.

Our adventure continues with a commitment to making travel more meaningful, sustainable, and impactful for both travelers and the communities we engage with.

## LOOKING AHEAD TO **ENDNOTE**

*As we conclude this Impact Report, we at MAD Tours and Events are proud of the strides we've made in creating meaningful, sustainable, and responsible travel experiences. However, we recognize that our journey is ongoing, and there is always more to be done in a country like the United States. Our commitment to environmental sustainability, community engagement, and delivering authentic travel experiences remains at the core of everything we do.*

*We are grateful for the support of our guests, partners, and the local communities we work with, and we are excited for the future ahead. Together, we can continue to make travel a force for good impacting the world positively and ensuring that our adventures leave lasting benefits for generations to come.*

*Thank you for being a part of our journey. Here's to the future of responsible travel, the stories we'll tell, and the change we'll create, together.*

*With gratitude,*

*Isabelle and the MAD Tours and Events Team*



*Travel with Isa and  
her amazing team*

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**THANK** *You*