



Sustainable Development Strategy 2021



2024 UPDATE



2030 GOALS

Discover Banff Tours is committed to doing our part to advance the 2030 United Nations Sustainable Development Goals (UNSDGs).

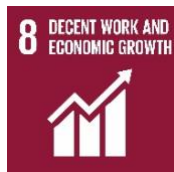
The UNSDGs represent an ambitious agenda to achieve a more sustainable future for all by 2030. We believe that responsible tourism can be a force for positive change. Discover Banff Tours has 3 core pillars: People, Community Building Experiences and Environment, under which we have 6 UNSDGs that we are focusing on.

The six UN SDGS we will focus on are:



Quality Education

Ensure inclusive and equitable quality education and promote lifelong learning opportunities



Decent Work and Economic Growth

Promote sustainable and inclusive economic growth



Good Health and Wellbeing

Ensure healthy lives and support wellbeing for all at all ages



Responsible Consumption

Ensure sustainable consumption and production patterns



Climate Action

Take urgent action to combat climate change and its impacts



Life on Land

Protect and restore terrestrial eco systems; halt biodiversity loss

OUR PEOPLE

1. All full-time staff have access to extended benefits. (Achieved)
2. Implement a calendar of team building and health focused events. (Achieved)
3. Outline and offer a diverse range educational programs for professional and personal development.
4. Wages are at or above average in the Bow Valley. (Achieved)

COMMUNITY BUILDING EXPERIENCES

1. First Nations heritage training implemented into standard guide training AND by end of 2024, 25% of our team completes Indigenous Canada course.
2. All staff are provided access to skills-based training in intercultural competency.
3. Implement an annual scholarship for students entering into post-secondary tourism programs.

ENVIRONMENT

1. Contribute 100 Staff hours towards clean-up programs by 2025
2. Find and support the protection of species at risk through a local organisation.
3. Reduce our GHG Emissions measured against guest numbers from our 2018 baseline by 20%
4. 100% of tours include an educational component about wildlife viewing, protected areas, heritage preservation and climate action.
5. Reduction of GHG Emissions of 32% by 2028 (Achieved!12% above our goal)

OUR PEOPLE - GOALS

Discover Banff Tours is empowering a diverse & healthy team of local stewards. Being a healthy place to work means being a fun place to work and feeling supported by your company and team. We foster holistic health including work-life balance, financial health, professional development, physical health and mental health. We want our customers to have fun with us and want our people to have fun at work too. **Our goal** is to have happier, healthier, better educated and long-term staff that are engaged in their work.

2030 TARGETS

1. All full-time staff have access to extended benefits. (Achieved)
2. Implement a calendar of team building and health focused events. (Achieved)
3. Outline and offer a diverse range educational programs for professional and personal development
4. Wages are at or above average in the Bow Valley. (Achieved)

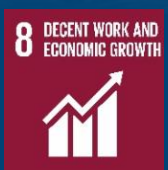
Key Performance Indicators (KPI's)

- Employee Net Promoter Score
- Average length of employee tenure

Highlight Achievement



Our annual staff retreats create unity within our team. Having a stronger understanding of who we are as people outside of our 'day to day' helps to connect who we are as co-workers and strengthens our connection with each other.



OUR PEOPLE

Achievements as of 2024

- ✓ Health Benefits offered to all full-time staff
- ✓ Bi-annual staff retreats re-implemented
- ✓ Calendar of staff events/team building created and available to all staff.
- ✓ Calendar of health focused events created and available to all staff.
- ✓ Mechanic apprentice program offered.
- ✓ All staff on above-average wages for the Bow Valley.
- ✓ Library of in-house and external training available to all staff.
- ✓ RRSP matching offered to all staff.
- ✓ Conflict resolution training completed by management staff and offered to all other staff
- ✓ Created a sustainability team to attendance at staff events.

Ongoing Actions and Next Steps

- Monitor wage trends to maintain at or above average wages for the Bow Valley.
- Add training to onboarding to educate newbies on the full compensation package.
- Expand our library of resources (inhouse and external) for professional development.
- Offer financial management information to all staff.



3 GOOD HEALTH AND WELL-BEING



4 QUALITY EDUCATION



8 DECENT WORK AND ECONOMIC GROWTH



COMMUNITY BUILDING EXPERIENCES - GOALS

Discover Banff Tours offers small group tours that allow people to truly appreciate the culture, history, and stories behind the Canadian Rockies. Understanding these aspects of a place strengthens connection and therefore respect, and stewardship of the land, wildlife and its traditional people. We love the place we live and work and want to make it better for residents and visitors alike. **Our goal** in this pillar is to educate our visitors about the special place we live and help enrich the lives of locals through our own actions and through partnerships we create with local organizations.

2030 TARGETS

1. First Nations heritage training implemented into standard guide training AND by end of 2024, 25% of our team completes Indigenous Canada course.
2. All staff are provided access to skills-based training in intercultural competency.
3. Implement an annual scholarship for students entering into post-secondary tourism programs.

Key Performance Indicators (KPI's)

- Dollars (or value equivalent in services and tours) contributed to local organizations annually
- Number of local organizations donated to annually

Highlight Achievement



We turn our guest in to stewards of the National Parks and our wilderness through education on safe, fun and informative tours led by passionate guides.



COMMUNITY BUILDING EXPERIENCES

Achievements as of 2024:

- ✓ Discover Banff & its Wildlife offered through the Banff Ambassador training program to educate local staff
- ✓ 45% discount offered on our tours for local residents
- ✓ \$5609 in transportation and 118 guided tours donated in 2023 to local organizations
- ✓ Christmas food bank drive at our reservations store

Ongoing Actions and Next Steps

- Incorporate the history of Indigenous peoples and the traditional land in which we operate into training and onboarding programs.
- Add and create access to skills-based training in intercultural competency for managers and staff.
- Incorporate Indigenous Canada and/or other relevant courses into staff training library for continued education.
- Join the Banff Access Program to provide experiences to low-income residents



4 QUALITY EDUCATION



15 LIFE ON LAND



ENVIRONMENT - GOALS

We are grateful and proud to live and host our tours in an incredible natural area. We understand deeply the value of wild places and want to share that feeling. Our goal is to help leave the place we live and work in better shape than we found it and contribute to conservation of wild places. Through our tours, experiences and storytelling we believe we can create a higher appreciation amongst staff and guests of the wilderness and its importance in the world for its own right, and for the benefit of humanity.

2030 Targets

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Key Performance Indicators (KPI's)

These additional indicators will be monitored as we work towards our goals

- Landfill waste diversion
- Total annual donations to local conservation efforts

Discover Banff Tours has installed a total of 94 solar panels on staff accommodation and mechanic shop buildings.



ENVIRONMENT

Achievements as of 2024:

- ✓ Became a Carbon Neutral company in 2019
- ✓ Reduction of GHG Emissions by 32% (12% above our 2028 goal!)
- ✓ Staff Hoodoos viewpoint clean up
- ✓ Implemented vehicle telematics and driver feedback to reduce fuel consumption, eliminate speeding, and improve safe driving
- ✓ All tours contain an educational element regarding conservation of landscape, wildlife and the importance of national parks
- ✓ Solar panel installation on two buildings and a reduction of 48.4% in electricity emissions since 2018

Ongoing Actions and Next Steps

- Update and increase in-house, online, educational materials on conservation, ecosystems, and animal populations.
- Improve energy efficiency in all our buildings.
- Initiate bi-annual staff clean-up days.
- Continue to reduce paper consumption through digitization and process change
- Additional solar installations
- Electric vehicles for fleet case studies review



12 RESPONSIBLE
CONSUMPTION
AND PRODUCTION



13 CLIMATE
ACTION



15 LIFE
ON LAND

