

2022

# Impact Report

Reflecting on a year of progress, innovation, and positive change. We are excited to present our annual impact report, showcasing the impact we have made in our community and beyond.

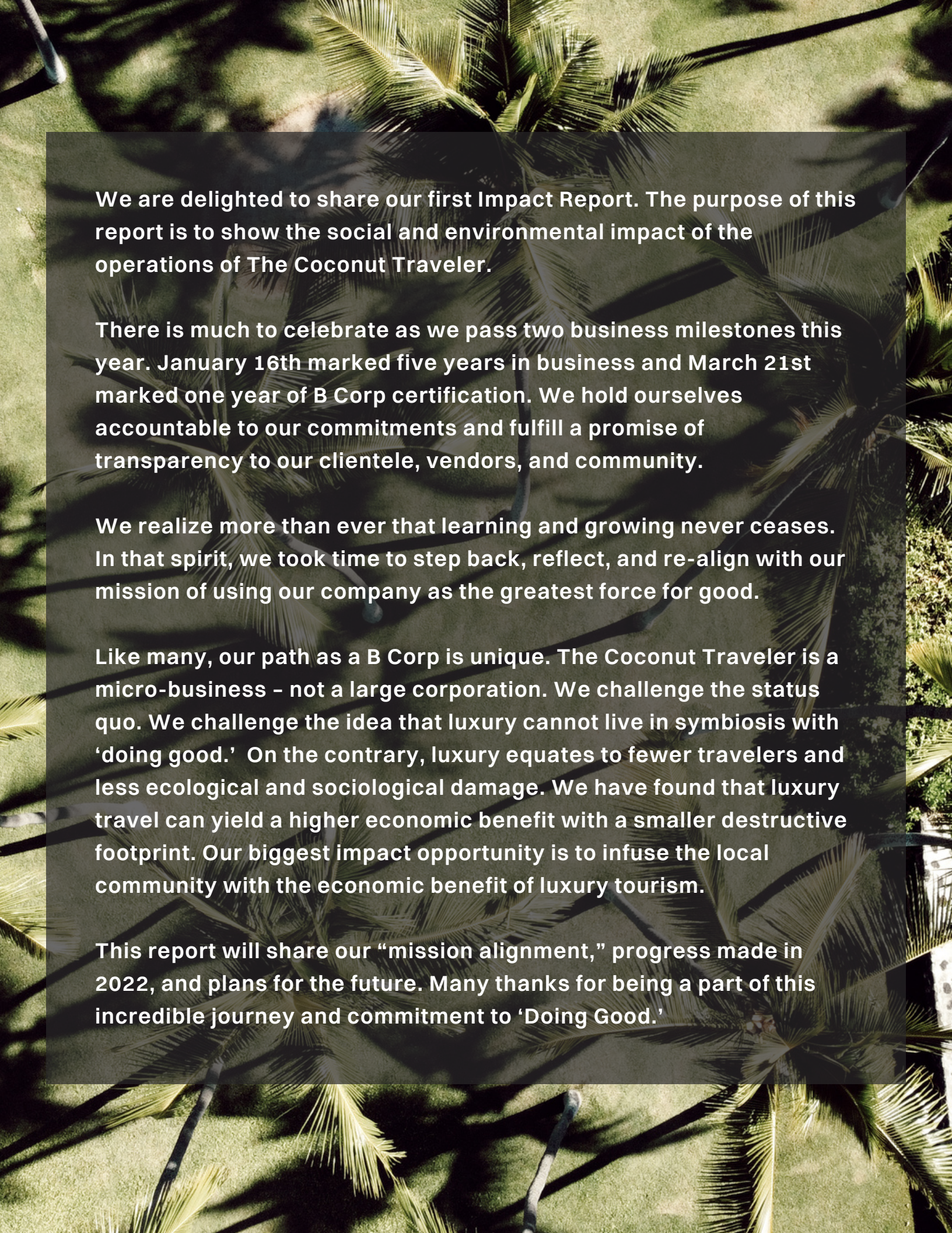
Certified



Corporation





An aerial photograph of a tropical beach with several palm trees. The image is used as a background for a text overlay. The text is white and set against a dark, semi-transparent rectangular area.

**We are delighted to share our first Impact Report. The purpose of this report is to show the social and environmental impact of the operations of The Coconut Traveler.**

**There is much to celebrate as we pass two business milestones this year. January 16th marked five years in business and March 21st marked one year of B Corp certification. We hold ourselves accountable to our commitments and fulfill a promise of transparency to our clientele, vendors, and community.**

**We realize more than ever that learning and growing never ceases. In that spirit, we took time to step back, reflect, and re-align with our mission of using our company as the greatest force for good.**

**Like many, our path as a B Corp is unique. The Coconut Traveler is a micro-business – not a large corporation. We challenge the status quo. We challenge the idea that luxury cannot live in symbiosis with ‘doing good.’ On the contrary, luxury equates to fewer travelers and less ecological and sociological damage. We have found that luxury travel can yield a higher economic benefit with a smaller destructive footprint. Our biggest impact opportunity is to infuse the local community with the economic benefit of luxury tourism.**

**This report will share our “mission alignment,” progress made in 2022, and plans for the future. Many thanks for being a part of this incredible journey and commitment to ‘Doing Good.’**



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# Aloha!

We are delighted to share our first Impact Report. The purpose of this report is to show the social and environmental impact of the operations of The Coconut Traveler.

There is much to celebrate as we pass two very important business milestone anniversaries this year. January 16th marked five years in business and March 21st marked one year of B Corp certification. We hold ourselves accountable to our commitments and fulfill a promise of transparency to our clientele, vendors, and community.

We realize more than ever that learning and growing never ceases. In that spirit, we took time to step back, reflect and re-align with our mission. As a result, we adjusted our focus to making a big impact in one area rather than a nominal impact in many areas.

Like many others, our path as a B Corp is unique. The Coconut Traveler is a small business – not a large corporation. We challenge the status quo. We challenge the idea that luxury cannot live in symbiosis with ‘doing good.’

On the contrary, luxury equates to fewer travelers and less ecological and sociological damage. We have found that luxury travel can yield a higher economic benefit with a smaller destructive footprint. Our biggest impact opportunity is to infuse the local community with the economic benefit of luxury tourism.

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# our travelers



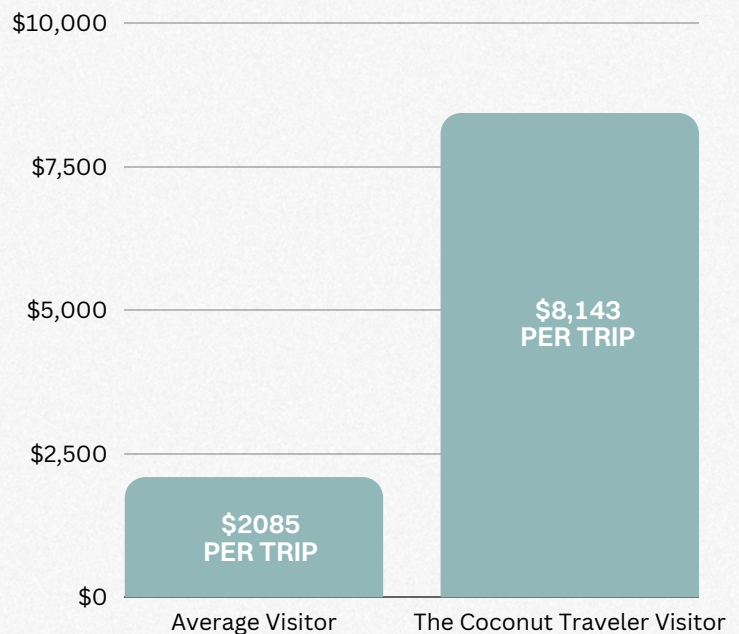
Spent \$1 million on local tours, activities, inter-island transportation, products, and other vacation expenses

Participated in our responsible tourism fee raising over \$51K which went directly to local non-profits

Spent more than 4x more than the average tourist spend in Hawaii

In 2022, tourists in Hawaii spent an average of \$2085 per person\*. While The Coconut Traveler's guest on average spent \$8143 on their itinerary.

The Coconut Traveler's per person spend is fourfold that of the average Hawaiian visitor spend reported.





**4**  
**ISLANDS**

**416**  
**GUESTS**

**134**  
**TRIPS**

**\$51k**  
**RAISED**



# introduction

## OUR MISSION

At our core, we believe that tourism can be a force for good. As a team of passionate travelers and residents of the beautiful Hawaiian Islands, we strive to create itineraries that go beyond the typical tourist experience. Our mission is to plan transformational itineraries that celebrate the unique culture, history, and natural beauty of the Hawaiian Islands while creating a net positive benefit for the local community.

We are committed to supporting local, mission-aligned organizations that share our values and vision for sustainable tourism. Our itineraries are carefully crafted to showcase the best of Hawaii, from its breathtaking landscapes and rich cultural heritage to its vibrant culinary scene and warm hospitality. We work with local partners to create immersive experiences that provide a deeper understanding and appreciation of Hawaii's people, traditions, and environment.

We believe that by promoting responsible and sustainable tourism, we can help preserve Hawaii's natural and cultural resources for generations to come. Our goal is to leave a positive impact on the community, supporting local businesses and initiatives that align with our values. At the heart of our mission is a deep love and respect for Hawaii and its people, and a desire to share its beauty and magic with the world in a way that benefits everyone.

## OUR VISION

Our vision is a Hawaii where the protection, preservation, and restoration of its natural and cultural resources are at the forefront of tourism practices. We are committed to promoting responsible tourism that contributes to the long-term sustainability of the Hawaiian Islands, while also providing unique and memorable experiences for our visitors. We are committed to working with local organizations and individuals to reduce the negative impacts of tourism on the environment, such as overconsumption of resources, pollution, and habitat destruction. We also recognize the importance of preserving Hawaii's rich cultural heritage, and strive to provide opportunities for visitors to learn about and engage with local customs, traditions, and history. In addition to protecting and preserving Hawaii's natural and cultural resources, we are also dedicated to restoration efforts. We believe that through responsible tourism practices, we can help restore and revitalize areas that have been impacted by tourism or other human activities. We work with local organizations to support restoration projects, such as beach cleanups, native species reintroduction, and wildlife rehabilitation. Our vision is a tourism industry that benefits the Hawaiian Islands and its residents, while also providing meaningful experiences for visitors. We believe that responsible tourism can help protect, preserve, and restore Hawaii's unique and precious resources, while also supporting the local economy and enhancing the quality of life for all who call these islands home.



## Mission Clarity

A clear mission is essential for making great progress. Last year, we strengthened our foundation by clarifying our mission and vision and created a manifesto to guide our planning and decision-making. As a result, we revised our "Corporate Social Responsibility" manual and renamed it a "Commitment to Doing Good" guide. This change has streamlined our policies, systems, and processes to align more closely with our mission.



# our manifesto

We believe Hawaii is sacred and meant to be protected and revered.

## We Believe

Experiencing Hawaii can be a personally transformative experience that leaves visitors smitten by the land and community. Creating endearment through engagement with, and respect for, the Hawaiian culture, people, and ecosystem are essential.

That travel can and should be a force for good. Travel can be a form of wealth distribution that benefits travel destinations when tourist dollars stay in the local community. It can open the hearts and minds of travelers and raise awareness of social and environmental issues that face communities.

That travel is a privilege that bears social responsibility. The greater the consumption, or carbon footprint, the greater the responsibility. We know that rampant tourism can degrade the land, wildlife, and community of destinations. Therefore, contribution to the restoration and preservation of the local community and ecosystem is an ethical non-negotiable.

In the power of partnerships. Responsible tourism is a group effort. We rely on the generosity and participation of our clientele and partnerships with mission-aligned organizations. Together, we keep tourist dollars flowing in our community – through the financial support of local businesses and volunteer organizations.





## Theory of Change

Our theory of change acts as a north star guiding our time and resources to where they have the greatest impact. It accomplishes the following:

- Acknowledges that tourism poses a problem and provides a solution.
- Commits to actions that aim to achieve positive outcomes in specified areas of impact.
- Identifies how we can mitigate potential negative effects of our business activities.



	ACTIVITIES	OUTPUTS	OUTCOMES
LOCAL BUSINESSES	Partner with local vetted, mission-aligned businesses prioritizing businesses that purchase and donate locally.	90% of itinerary costs are directed to local businesses.	Local businesses and non-profits benefit financially and continue to circulate revenue.
LOCAL VOLUNTEER ORGANIZATIONS	Identify local volunteer organizations devoted to the environment, wildlife, or community and partner for mission-aligned causes and to donate the "Responsible Tourism Fee."	100% RTF donation to vetted local volunteer organizations each annual "Giving Tuesday."	Specific actions that benefit wildlife, the environment, and the community are identified annually as a result of donations to non-profits.



## Mitigating Negative Impact with Responsible Tourism

At The Coconut Traveler, we recognize that the largest risks in tourism are related to pollution, cultural heritage, interference with wildlife and marine life, destination degradation, and lack of support for local businesses. To mitigate these risks, we make every effort to encourage our travelers to uplift, preserve, and restore the Hawaiian islands through philanthropy embedded in our Responsible Tourism Fee.



## UN Sustainable Development Goal 8.9

UN definition: By 2030, devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products.

At The Coconut Traveler, we believe that promoting sustainable and beneficial tourism is crucial to preserving the beauty and integrity of the Hawaiian Islands. That's why we've aligned our purpose with SDG 8.9, which aims to promote sustainable tourism that creates jobs and promotes local culture and products while minimizing negative impacts on the environment and cultural heritage. Our mission, manifesto, and theory of change are all centered around this fundamental goal. We're committed to creating transformational itineraries that celebrate the Hawaiian Islands while creating a net positive benefit for the community by supporting local, mission-aligned organizations. We strive to ensure that our trips not only provide a memorable experience for our guests but also contribute to the sustainable development of the destination. By doing so, we hope to be a positive force in promoting responsible tourism and supporting the local community while preserving the natural beauty and cultural heritage of Hawaii for generations to come.

## Commitment to 'Doing Good'

Our CSR program, initially launched in 2021, was designed based on conventional CSR structures. However, as a micro-sized business, The Coconut Traveler, by nature, has a small ecological footprint.

The original CSR included an Environmental Management System aimed at measuring resource usage and waste. This involved tracking energy and water consumption, office supplies, and proof of recycled ink cartridges, among other metrics. However, as a 100% remote operation with a paperless approach and minimal office supplies, our actual resource usage was significantly lower. Tracking energy and water usage based on personal utility bills was not reflective of our unique circumstances, as it did not differentiate between workers and families.



# our commitment

We've made some exciting updates to our CSR program at The Coconut Traveler. Here's what's new:

We've changed the name from "Corporate Social Responsibility" to "Commitment to Doing Good." We believe this better reflects our genuine dedication to making a positive impact in the communities we serve.

We've introduced a Wildlife Welfare Policy, which underscores our commitment to protecting the welfare of local wildlife and promoting responsible wildlife tourism practices.

We've removed the formal "Environmental Management System" as we continue to refine our sustainable practices to align with our micro-sized business model and paperless operations.

We've added a new section called "Our Clientele - A Three-Way Responsibility," which highlights the roles and actions expected of our clientele, Travel Advisors, and The Coconut Traveler in striving for responsible tourism. We believe that responsible tourism is a collective effort that involves everyone in the travel ecosystem.

We've incorporated our manifesto, theory of change, and "Who We Are & What We Believe" sections into the revised guide to provide a clear and comprehensive overview of our values and principles.

We've simplified our Vendor & Supplier Code of Conduct, recognizing that many of our vendors and suppliers are small businesses with limited resources for data tracking and management.

We've added two new conditions to our list of top choice vendors or suppliers: a public commitment to buying local and a formal "give back" policy that donates proceeds to mission-aligned organizations. We believe in supporting businesses that share our values and contribute positively to the community.

Commitment	Why?	The Outcome
We prioritize sourcing from local, mission-aligned suppliers and vendors who share our values.	We believe in supporting the local community and promoting responsible business practices.	Increases the numbers of jobs created or supported, promotes local culture and products in our community.
Contribute to the preservation, restoration, and protection of the land, culture, and people	We believe in uplifting the environment and leaving the land better than it was found.	Our partners have planted more endemic trees, rehabilitated more wildlife, and protected more watersheds.
Educate our travelers on how to "travel pono," which means to travel with respect and mindfulness towards Hawaii.	We believe in fostering a deeper understanding and appreciation of the local culture and land with our travelers.	Our guests have reduced less waste, conserved more water + energy, disturbed less wildlife, and respected more local customs and traditions.



# 2022 impact

In 2022 we set out to make a direct and measurable impact in three areas: Local vendors, local non-profits, and our clientele. We surpassed the goals impacting our local community, but fell short on the goal for clientele. As is often said, if you hit every mark, you're not pushing yourself hard enough.

## 1

### 2022 GOAL

50% increase in Responsible Tourism Fee donation which goes directly to local non-profits

### 2022 RESULT

162% increase in responsible tourism fee. Bonus: Over \$10,000 in non-RTF donations.

## 2

### 2022 GOAL

A minimum of 80% of annual expenses are paid to our vetted partners, local businesses, such surf instructors, tour guides, dive shops and more.

### 2022 RESULT

92% of annual itinerary expenses paid to our vetted partners.

## 3

### 2022 GOAL

75%+ of our guests (clientele) report increased awareness of responsible tourism.

### 2022 RESULT

Data not obtained but resulted in review & improvement of impact measurement. See "Looking to the Future" for more details.



# our educational itineraries

## Maui

Maui is the second largest island in the Hawaiian island chain. It offers rich Hawaiian culture, authentic adventures, excellent food, snorkeling, and some of the best beaches in the world. The island's history ranges from the legendary demigod Maui to the whaling, ranching, and sugar industries, and so much more; this island will intrigue you. It's an island of historical sites which generations of Hawaiians have nurtured.

Maui's ancient history, as with all the islands, was passed down through hundreds of years, multiple generations, and by the kahuna, priests, of old Hawaii. Hana has some of the islands' richest and most vibrant history of the entire Hawaiian Island chain.

In Hana empires were born and battles were fought. And although the town was invaded several times by the Ali'i, royalty and rulers, from the Big Island, it became the seat of power for the entire island.

As you visit Maui, we hope you'll take time to understand and appreciate Maui's past and respect the Hawaiians who call the island home today. Before visiting the Hawaiian Islands, we urge you to take to heart the Pono Pledge. And, while you're in town, take a morning to volunteer with one of these or other organizations in need of your assistance: Pacific Whale Foundation, Redline, or Surfrider Foundation. The sacred island of Maui and the local culture are alive and vibrant. We ask you to tread lightly this holiday.



## Oahu

The most populated island and third largest in Hawaii is Oahu, the capital is located here, Honolulu. It was once the home of the Hawaiian monarchy, was the site of the overthrow of the Hawaiian Kingdom, the birthplace of modern and big wave surfing, and the Pearl Harbor, the site that led to the United States involvement in World War II.

Oahu offers some of the most beautiful beaches, waterfalls, and rainforests in Hawaii. From a sacred cliff where hundreds of warriors lost their lives fighting for unity in the Hawaiian Islands from the historic ruins that hosted a luau of more than 10,000 people there is no shortage of historical sites to visit on the island.

The cultural significance of Honolulu's I'olani Palace to Hawaiians is its representation of a time in Hawaiian history when King Kalakaua and his sister and successor, Queen Liliuokalani, walked the halls and ruled the Hawaiian Kingdom. The Palace complex contains beautiful memories of grand balls and hula performances, as well as painful ones of Liliuokalani's overthrow and imprisonment. Since the illegal overthrow of the Hawaiian Monarchy, the Palace has undergone many changes as it once served as the Capitol for almost 80 years and was later vacated and restored to its original grandeur in the 1970s. Please be reminded that you're entering a community and Oahu is home to over 1 million people. Before visiting the islands, we urge you to commit to the Pono Pledge. And, if you'd take time to volunteer there are many organizations looking forward to your visit such as Aloha Tree Alliance, Conservation Dogs of Hawaii, and Malama i na Honu. Learn more about Hawaiian culture and the significance of cooking with intent in the islands. Thank you for your care for our community and environment.

Debbie Misajon, The Coconut Traveler founder, picked and replanted 98 kukui nut trees to donate to Kupu Hawaii. This donation isn't tracked or reported and wouldn't have been included here if she had not mentioned it in passing to her Responsible Tourism Coordinator. If all 98 saplings survive, a conservative estimate is that they will sequester about 1,000 tons of CO2 in their first five years. That's roughly the equivalent of 20 seven-day, 14-member family reunions flying commercially from the east coast to Hawaii. The kukui nut tree is believed to have arrived in Hawaii as early as 300AD.



# our educational itineraries

## The Big Island

The Big Island, as the island of Hawaii is known, is the youngest of the islands. Scientists suggest it is 800,000 years old and got its name because it is the largest island in the Hawaiian chain, and Central Pacific. With 4,028 square miles of land, and growing, the Big Island represents almost 63% of the total State of Hawaii.

The island has just under 100 documented waterfalls, diverse terrain that spans colored sand beaches from green to black. It's also the only island with two active volcanoes, Kilauea and Mauna Loa, and four dormant volcanoes. A visit to the Hawaii Volcanoes National Park can be the highlight of a trip for adults and children alike. Mauna Kea is the world's tallest mountain from base to peak at 33,500 feet making it taller than Mount Everest, Chomolungma, in Tibet. Central to the Native Hawaiian view of Mauna Kea is the idea that the summit is where gods dwell and humans aren't allowed to live. A centuries-old chant says the mountain is the oldest child of Wakea and Papawalinu'u, the male and female sources of all life.

It's estimated that King Kamehameha was born on the Big Island in 1758 and spent his early years in Waipio and later was trained as a warrior. His legendary strength was proven when he overturned the Naha Stone, reportedly it weighed 2.5 - 3.5 tons. This stone can be seen in Hilo. While attempting to unify the Hawaiian Islands in the late 18th century, Kamehameha the Great sent his aunt to seek advice from a prophet named Kapoukahi. The message relayed from the priest was that if Kamehameha built a heiau, or temple, on the hill called Puukohola in Kawaihae, on the northwest coast of Hawaii, he would gain the power of the gods and overcome his enemies. In 1790, thousands of men went to work building the temple. As the story goes, the workers formed a line over 20 miles long to hand-pass smooth lava rocks from a valley to the site. Without mortar or cement, the crew stacked the rocks in a neatly prescribed way and completed the structure within a year. The fact that it has been standing over two centuries is a testament to their skill. Before visiting the islands, we urge you to commit to the Pono Pledge. There are numerous ways to give back while you're visiting the island, lend a hand at the Hawaii Wildlife Center in Hawi. Learn more about the the Big Island of Hawaii and the connection between Hawaiians and their home.

## Kauai

Kauai, the oldest of the Hawaiian Islands, is estimated at 5.1 million years old. According to legends, the first inhabitants were Polynesian gods from Tahiti. Legends also say Kauai was home to Menehune, a race of tiny people who were exceptional stonemasons and extraordinary builders. Tradition has it that even before the Menehune, another people called Mu, inhabited the island. Whoever the early inhabitants were, their skills in exceptional ancient stonework are unique to Kauai and are still evident.

Archaeologists believe Kauai's first settlers came from the Marquesas, Tahiti, Samoa and other South Pacific islands around 500 A.D.

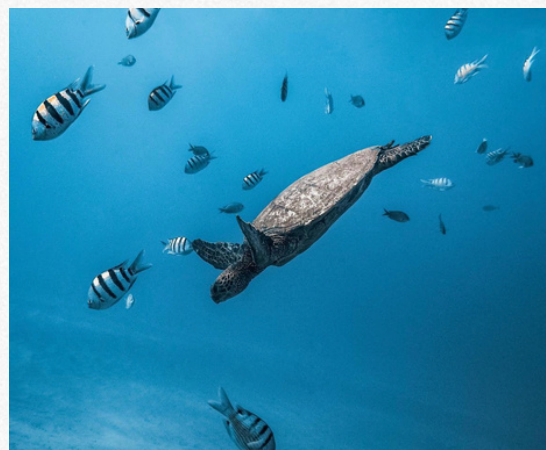
Explorer Captain James Cook and his crew first landed in Hawaii at Waimea on Kauai's west coast in 1778. Ruled by Kaumuali'i until his death in 1810, Kauai was the only one not taken in battle by Kamehameha the Great when he established the Hawaiian Kingdom.

Kauai is known for its world-renowned beaches, rugged sea cliffs, and breathtaking waterfalls. As the second wettest spot on earth, it's no surprise why this lush Hawaiian island has been nicknamed the "Garden Isle." From the 15-mile stretch of the Na Pali coast to the charming beach town of Poipu, Kauai offers beautifully untouched beaches, scenic lookouts, and some of the best hiking opportunities in the world.

While visiting the island, remain respectful of the local community and the environment. Hawaii is known as the extinction capital of the world, tread lightly as these tiny islands are in the midst of great challenges. Before visiting the islands, we urge you commit to the Pono Pledge. And, while on Kauai make time to volunteer, there are numerous opportunities to give back that include Malama i na Honu and many others. Take a moment to understand Hawaiian culture rooted in a hula legacy.



# our RTF recipients

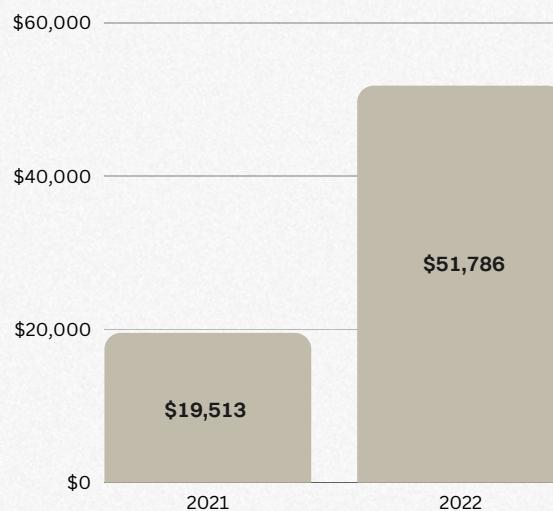


## Giving Tuesday 2022: Responsible Tourism Fee Distribution

Each of the local volunteer organizations received a donation of \$10,357 on Giving Tuesday. This represented 100% of the \$51,786 in responsible tourism fees paid by our clientele. Each of these organizations has committed to using the funds for the following impact goals.

# \$51,786

## Responsible Tourism Fee 2022 vs 2023





## HAWAII WILDLIFE CENTER

The RTF directly supported the medical and rehabilitative care of native birds and bats in Hawaii, providing crucial resources for emergency response and ongoing treatment.

Our RTF covered one year's worth of fish provided to seabird patients. Additionally, mice were provided for hawk and owl patients, which are essential for their diet and rehabilitation process. This support helped to ensure that these birds received the best possible care and had the best chance of returning to their natural habitats. In addition to food provisions, our RTF also covered five vet visits for X-rays. This allowed for prompt and accurate diagnosis of injuries and ailments, which is critical for effective treatment and recovery. These vet visits were instrumental in providing proper medical care to the native birds and bats, ensuring that they received the appropriate treatment and attention they needed.

## HAWAII ASSOCIATION OF WATERSHED PARTNERSHIPS (HAWP)

The impact of our RTF extends to supporting a state-wide native planting effort in watershed areas, specifically timed to coincide with Earth Day. This initiative focuses on planting native species in critical areas to promote the health of native forests, watersheds, coastal, and coral reef areas. By planting native species, HAWP helps to reduce erosion and sedimentation runoff into streams, which in turn improves water quality and supports the health of watersheds. This has a direct positive impact on the health of native forests, coastal areas, and coral reefs, as well as the diverse wildlife that relies on these habitats. Our RTF supports this state-wide native planting effort, providing resources for the purchase of native plants, the engagement of local volunteers and community partners, and the coordination of planting events. By actively participating in this initiative, we are contributing to the restoration and protection of Hawaii's natural heritage, and promoting sustainable practices that benefit both the environment and local communities.

## ALOHA TREE ALLIANCE

The Aloha Tree Alliance is an initiative that focuses on the restoration and reforestation of a lot of hiking trails on Oahu. By contributing to their effort through our Responsible Tourism Fee (RTF), we aim to make a positive impact on the environment and the local community. Reforestation plays a vital role in slowing down climate change and restoring native ecosystems that have been damaged by human activity. By planting trees, Aloha Tree Alliance not only helps to mitigate the negative effects of climate change but also creates a habitat for native Hawaiian flora and fauna to thrive. Additionally, the restoration of the hiking trail promotes sustainable tourism practices by encouraging visitors to appreciate and respect the natural environment while engaging in recreational activities. By supporting the Aloha Tree Alliance through our RTF, we hope to make a significant contribution to the restoration and preservation of Hawaii's natural beauty and cultural heritage.

## MALAMA I NA HONU

The impact of our RTF in 2022 extended to supporting the conservation efforts of sea turtles in Kauai, Hawaii. We have successfully contributed two turtle satellite trackers for first-time use in the newly established Kauai Branch. These satellite trackers are crucial in gathering valuable data about the movements, behavior, and potential hazards faced by sea turtles at sea. They provide insights into the turtles' activity patterns, including their activities while submerged underwater. This information helps researchers and conservationists better understand the turtles' behavior, habitat use, and nesting patterns, which are vital for their protection and conservation. By providing these satellite trackers, our RTF directly contributed to the ongoing efforts to safeguard sea turtles and their nesting sites. It enables researchers to track the turtles' movements, assess potential threats, and develop effective conservation strategies to ensure their survival and thriving in the wild. It is part of our commitment to responsible tourism, actively supporting the conservation of endangered species and their habitats.

## CONSERVATION DOGS OF HAWAII

The RTF provided transportation for up to two specially trained dogs, enabling them to make up to twelve trips between Oahu and Maui or other Hawaii Islands. In addition, The Coconut Traveler pledged an additional 100,000 airline miles, which will further support these transports. These dogs play a crucial role in the conservation efforts of the Hawaiian archipelago. They are trained to detect invasive and endangered plant species, and with their human partners, they work tirelessly to restore and protect the delicate wildlife and ecosystems in the region. By providing transportation for these dogs, our RTF directly contributes to their ability to reach different islands and effectively carry out their conservation work. The flights made possible by our RTF support the logistical needs of these conservation efforts, allowing the trained dogs and their handlers to efficiently travel between islands, conduct surveys, and identify and remove invasive species. This is vital in safeguarding the unique biodiversity of Hawaii and restoring the balance of its ecosystems.



# our goals

	2022 Goals	2023 Goals
Local Non-Profits	50% increase in RTF donations	75% increase in Responsible Tourism Fee donations
Local Businesses	A minimum of 80% of annual expenses are paid to vetted partners	Maintain over 90% of annual itinerary expenses paid to vetted partners
Community	No goal set	10% of itinerary expenses paid to “top choice” vendors that give back to the community via “buy local” or non-profit donation policies.

## Focus on Impact ROI

We readjusted our focus in 2023 to bringing economic benefit to our community. This is within our ability to effect a greater impact. Therefore, we are implementing the following actions beginning in 2023:

- Increase the Responsible Tourism Fee charged on each itinerary.
- Prioritize and track business with “top choice” vendors. These are businesses that have formal policies that give back to the community by committing to buy local or donating to local non-profits. We currently support businesses affiliated with Sustainable Tourism Association of Hawaii (STAH) by certification or contribution. Our corporate sponsorship of the organization was renewed for 2023 and we strive to deepen ties with their membership.
- Refocused efforts on providing information and resources to travel agents with a commitment that they will pass this on to our clientele. This is outlined in more detail in our “Commitment to Doing Good.”

The goals and activities mentioned are significant, but our micro-sized business has limitations in making a substantial impact due to limited time and resources making collaboration essential.

**Reducing our carbon footprint:** As a micro-sized business, our natural footprint is already small, so the potential return on efforts to reduce it is minimal compared to the impact of spending our revenue within the local community.

**Raising client awareness:** To measure an increase in client awareness of responsible tourism, we need to communicate directly with them. However, obtaining survey results is not feasible as our primary contact is usually through travel agents.



# Mahalo

With great humility and sincerity, we are proud to share that, through our collective efforts, we are able to create this meaningful and measurable positive impact on our community in the year 2022. We are grateful for the opportunity to contribute to the well-being of those around us. Our deepest hope is that this impact will continue to spread like ripples in a pond, far beyond what we can currently see or measure. We are inspired and motivated by our success, and it drives us to strive for even greater achievements in the future. We acknowledge that there is always more work to be done, and we are committed to doing our part to make a difference. We are grateful for the support and collaboration of our community and clients, and we look forward to continuing our journey of making a positive impact together.

Ready to make a positive impact? Here's how you can take action:

1. Show your support by donating to the non-profit organizations listed on our page. From restoring wildlife habitats to preserving natural wonders, they're making a real difference in protecting the local ecosystem.
2. Stay in the loop and be part of our philanthropic efforts by following us on social media or signing up for our e-newsletter. Get updates on exciting opportunities for responsible tourism and learn about the latest news in sustainable travel.

## A note from our founder:

*We are grateful for the power of partnerships and the generosity of the travelers who support us in our efforts. As we reflect on this past year, we are filled with gratitude and a renewed commitment to our mission.*

*Cheers to many more years of responsible tourism and the positive impact The Coconut Traveler has on the Hawaiian Islands!*

*Debbie Misajon*



2022

# CONTACT

[thecoconuttraveler.com](http://thecoconuttraveler.com)  
[debbie@thecoconuttraveler.com](mailto:debbie@thecoconuttraveler.com)

Calling all Travel Advisors and Tour Operators. We are a B2B company. Discover how you can offer responsible tourism itineraries through The Coconut Traveler. Join us in promoting responsible travel and exploration. Contact us to learn more.