

PSA

PLAN SOUTH AMERICA

FRONTIER JOURNEYS



Impact Report

2024



Treading Lightly

Plan South America: A Year in Review

Welcome to our annual Impact Report where we reflect on the milestones we've achieved together in 2024 and our commitments for the year ahead.

We'd like to thank those who have travelled with us. Your adventures make this work possible and allow us to support a growing number of initiatives throughout Latin America.





Our Values

Fundamental to our DNA, our values influence our culture, decision making, and how we interact with our clients, employees and community.

Deep Knowledge & Specialism: Our foundation rests on unparalleled expertise and a profound understanding of our domain.

Spirit & Soul: More than a value, it's our essence — a continuous thread weaving through every conversation, decision, and selection of properties and transformative experiences.

People & Planet: Our prosperity is inextricably linked to the health and vitality of our planet and its communities. We commit to safeguarding and nurturing the environments, cultures and people that enrich our experiences.

Connection & Immersion: Fostering meaningful connections with the people, cultures, and places we encounter.



Overview

At Plan South America, our passion lies in the transformative power of travel, serving not only as a gateway to discovery but as a profound force for positive global change. We understand that with the privilege of access comes the responsibility to protect, preserve, and uplift.

In collaboration with local tourist boards, sustainability experts and conservationists, we are committed to ensuring that every journey we craft leaves a positive impact and builds a deeper connection for the communities and environments we encounter.

We take pride in our partnerships with a distinguished range of foundations focused on the protection of vulnerable communities and their natural habitats.



2024
AT-A-GLANCE

\$44k

Funds Raised

63

Trips Taken

77%

Repeat and Referral

Travel with Purpose



Choosing Plan South America for your travels means embracing the chance to effect tangible change.

Each of our travellers pays a donation of \$150 - a contribution Plan South America is proud to match.

This contribution of \$300 per traveller is allocated to meticulously vetted initiatives and charities across Latin America.

In tandem, we try to incorporate a social or ecological purpose into all of our trips. Many clients choose to devote part or all of their time to a local initiative

Whether building community infrastructure, delivering health and educational supplies to rural areas, teaching English or helping with wildlife conservation, volunteers can positively impact the people and places they visit.

By engaging with local communities and investing in their growth, we ensure that our travels benefit both our clients and the destinations.

We are mindful of our footprint from the moment the planning stage begins, and try to ensure all processes and operations reflect our commitment to the environment.

A Year in Review



Here is a snapshot of 2024, one we are proud to share,
and the areas of our operation that we hope will continue to thrive.

9

Team Trips
to Latam

9.5/10

Client
Satisfaction

3

Awards
Won

43%

Team
Growth

9.25/10

Good Place
to Work

57%

Female
Employees



Conde Nast Traveler Specialists
every year since 2017

Our Partnerships



World Land Trust

“The money that is given to the World Land Trust, in my estimation, **has more effect** on the wild world than almost **anything I can think of.**”

- David Attenborough

By partnering with the World Land Trust, we aim to dramatically reduce the footprint of our staff, and that of each journey we create. The emissions from every trip are calculated and the equivalent is donated to Reserva Ecológica de Guapiaçu (REGUA), an expansive ecological reserve in the Atlantic Forest in Brazil.

A donation was made on September 30, 2023 in the amount of \$5,900, the total commitment to date \$9,448.

Funds were dedicated to the Fundación Guanacas to help protect and restore the remaining cloud forest in Colombia's Antioquia Region. More specifically, supporting the purchase and protection of land, and the planting of native trees for wildlife and local communities.

REGUA is a conservation initiative dedicated to habitat restoration, reforestation, the reintroduction of native species and strategic research for reintroduction programs.

Reforestation: efforts to reforest degraded areas of the Atlantic Forest help restore habitats for various species, increasing biodiversity.

Species Reintroduction: Efforts to reintroduce locally extinct or severely reduced species help restore ecological balance and genetic diversity.

Habitat Protection: Conserving large tracts of land and creating corridors between forest fragments protects critical habitats for numerous species and allows biodiversity to thrive.



Children Change Colombia

By providing mentoring, psychological support and protection to the children of communities in Colombia's most endangered regions, Children Change aims to secure the safety and wellbeing of those most at risk of being recruited into guerrilla or paramilitary groups, prostitution or illegal mining.

PSA's 2023 donation supported the Football for Peace programme in Chocó for purchasing new sports kits and development of workshops on sports for development in peace-building processes, towards the prevention of forced recruitment for over 350 children in the area.

Our current donation is helping to support the construction of a multipurpose, two-level shelter in Istmina, Chocó. The first level will be a dual space, with a communal kitchen and a community hall to serve as transitional resting place for displaced families and a shared space for collective activities, like training sessions and assemblies. On the second-floor, family bedrooms and communal bathrooms will be permanently available to foster displaced by emergency situations.

childrenchangecolombia.org





Looking Ahead

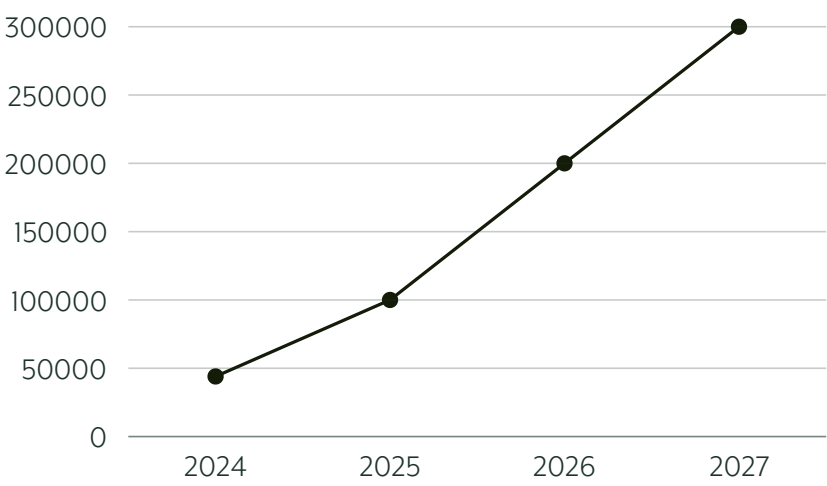
From October 1, 2023 - September 30, 2024, we generated \$44,000 of support, divided equally between our partners, the World Land Trust and Children Change Colombia.

2025-2027 FUNDRAISING ROADMAP

USD 300,000

We ask for a \$150 contribution towards our impact initiatives from every traveller, and match that figure annually.

With a forecast of 20% annual growth, we aim to achieve the following towards our selected initiatives.



PROJECTED IMPACT

YEAR	CLIENT DONATION	PSA MATCH	TOTAL
2025	\$33,750	\$33,750	\$70,500
2026	\$40,500	\$40,500	\$85,500
2027	\$37,650	\$37,650	\$100,000



Healing Venezuela

For the year ahead, we are proud to be partnering with Healing Venezuela.

Healing Venezuela provides aid through a series of high-impact programmes dedicated to tackling the local health crisis. The organisation focuses on access to healthcare, clean water, and food security for vulnerable populations by providing vital:

- Scholarships for Junior Doctors
- Water purification plants in large state hospitals
- Food security for children at risk
- Donation and repair of medical equipment
- Sustainability

We are excited to explore innovative ways to enhance our positive contributions, while offering unparalleled travel experiences to our clients. As you know, we pride ourselves on providing unique journeys and thanks to our network of independent, expert local guides in each of our destinations, we make these decisions based on authentic insights from every place, the people there, and what really matters.

Broaden Your Horizons

Looking to make an impact through travel? We have developed a portfolio of adventures rich in purpose, from delivering school or medical supplies to remote communities, to assisting in house building programmes and rewilding endangered species. Here are a few sample itineraries from our most popular destinations. Explore more at plansouthamerica.com



Azul Patagonia

Argentina: Supporting local conservation efforts via reforestation and wildlife protection.



Hacienda Montezuma

Costa Rica: Supporting harmony with nature through environmental stewardship.



Palopo Art

Guatemala: An ongoing social development project in a rural town, using art and design as a tool for change, creating a brighter future.



Sol y Luna

Peru: Guests are invited to share skills in language, art and sustainability to help share with children in the Sacred Valley.



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10,000
small
businesses