

## Giving Back

Rather than donating to a charity or handing over some secondhand goods, 'Impact Travel' is a new breed of trip that gives back. The term refers to adventures, expeditions or tours that put a positive social impact at the heart of the experience. Look for organizations or companies creating travel experiences that work a little harder, and address a tangible need, whether building community infrastructure or delivering medical supplies. Since each community and destination requirements vary hugely, these experiences should be tailored and bespoke; avoid any cookie-cutter approaches. Some platforms connect travellers with meaningful ways to give back, including Visit.org, Backstreet Academy and Airbnb Social Impact Experiences. US-based Impact Travel Alliance shares regular inspiration for how to travel to support poverty alleviation and equality.



### CASE STUDY

#### RELIEF RIDERS INTERNATIONAL, MONGOLIA

Another adventure with purpose is Relief Riders International's horse-riding expeditions in Mongolia, India, Ecuador and Turkey (above). For over fifteen years, these intrepid adventures have delivered medical support to over 28,000 people by horseback. Some are so pioneering that they have been instrumental in influencing subsequent efforts by governments and the Red Cross. Founder Alexander Souris comments, 'When our riders experience themselves outside of their daily routine and travel intimately through one of the most vibrant countries on the planet, in a dynamic, heart-opening way, the effect is profound. It changes people.' And changing people, after all, is what travel is all about.

#### SOLIO CAMP, KENYA

If you like the idea of a little more luxury either side of do-gooding, The Safari Collection's Solio Camp has some bespoke impact travel opportunities. One eye-opening experience is donating and supporting the camp's annual eye clinic, which last year treated 1,110 patients and performed over a hundred life-changing surgeries. As many as 320,000 Kenyans are living with blindness, and 80 per cent of cases are highly curable. Solio hopes to bridge the gap, and guests can provide on-the-ground support in administrative roles in return for donations.

One patient, Karugu Migwi, describes finding out about the camp, 'I exhausted all my resources seeking treatment. It never worked; I had to go back home. It is a shame, and I cannot earn my living because of poor eyesight. When I heard the announcement over the radio about this medical camp, I told my wife: this is my last hope to recover my eyesight.' The procedure to remove his cataracts was a success and took only fifteen minutes.