



Sponsor Profile

Your name: Sarah Bradley
Organisation: Journey Latin America
Position: Managing Director

Organisation Profile:

Journey Latin America is the UK's leading travel specialist for the region with over 30 years' experience. From small beginnings in 1980 as a two-man band this award-winning company now has a staff of over 60 dedicated and enthusiastic specialists, dealing with tailor-made itineraries, group tours and flights.

Can you summarise your commitment to sustainable/responsible travel?

To us sustainable tourism is nothing new. We have long believed that it is our responsibility to do all we can to protect the places to which we send clients and to put something back into the region.

Examples of recent actions?

In 2008 we sent clients travelling to Peru a toothbrush to support The Dental Project Peru and their work in dental hygiene and treatment in rural communities. For the 2009-10 Patagonia season, we encouraged clients to refill water bottles where possible and reduce plastic waste by sending them a complimentary durable water bottle. 2010 marked our 30th anniversary and we embarked upon an ambitious challenge to get 30 key hotels we use in Latin America to reduce their water and energy consumption.

What about your carbon footprint?

Closer to home we carefully monitor our impact on the environment. In the office we continually look at ways to reduce usage of energy, water and paper; we source sustainable fair-trade goods where possible, and we were first in line to take part in a wider recycling programme with our local council. In the summer one third of our staff regularly cycles to work (in the winter it's closer to one fifth).

Given the nature of our business, we do take flights to Latin America throughout the course of the year. To maintain our expertise and up to date knowledge, this is unavoidable. However we minimise the number of trips whenever possible and all staff travel is offset through the TICOS scheme.

Are you involved with the Latin America Travel Association?

We were one of the founder members, some 20 years ago and I was elected chairman in May 2010. As a coalition of airlines, hotel groups, publishers, tourist boards, tour operators and ground agents LATA has had considerable success in promoting the region generally and has developed strong relations with Latin America embassies. The LATA press lunches, airline forums and Health and Safety seminars work for the benefit of members and give a clear lead to the travel industry.

Can you outline your involvement with the LATA Foundation:

Journey Latin America is involved with the LATA Foundation at all levels. One of our travel consultants, Megan, is on the fundraising team. Our Product Manager, Isabelle, is on the projects team, as is Sue Parrott, the wife of one of the company's founding directors. In my capacity as chairman of LATA, I am on the board of trustees. Journey Latin America immediately responded to the appeal following the floods in Peru in 2010. Our staff are all interested in the projects supported by the LATA Foundation and help to raise funds

You have recently announced additional support for the LATA Foundation:

Yes indeed. Over the years we have supported a number of Latin American projects, initiatives and charities. Being more closely involved with the LATA Foundation has inspired us to see the benefit of pooling our efforts and expertise: it's not a competitive environment, so through the Foundation, we now all pull together. Our passengers, our ground agents, hotels, airlines, embassies, tourist boards, our own staff and even our competitors can, and do, support so many deserving and imaginative projects throughout the region. We're pleased and proud to be a part of that.