



**VISIT GOODPLACE d.o.o.**

Rimska cesta 2b, 1000 Ljubljana, Slovenija  
info@visit-goodplace.com

## PURPOSE STATEMENT

### Our Purpose

*Visit GoodPlace exists to create meaningful and responsible travel experiences that contribute positively to local communities, cultural heritage and the environment, while supporting a more sustainable and inclusive tourism industry.*

This Purpose Statement was formally approved by the Board of Directors on 22.12.2025, which confirmed its integration into the Company's strategy and decision-making processes (see Board of Directors Meeting Minutes, 22.12.2025).

### How We Deliver on Our Purpose – Our Material Topics

Our purpose is not a general aspiration – it is expressed through concrete, ongoing commitments that are publicly documented on our website ([visit-goodplace.com/sustainability/](https://visit-goodplace.com/sustainability/)), in our Code of Conduct, and in our Employee Handbook. These represent the topics we consider most important to our business and our impact:

#### 1. Prioritizing green and local partners

We design itineraries around destinations and providers committed to sustainable development, prioritizing local, boutique, family-run accommodations and certified sustainable partners over mass-tourism providers. This directly shapes our product design and supplier selection criteria (Code of Conduct, “Supporting Local Communities”).

#### 2. Leaving no trace – climate action and CO<sub>2</sub> offsetting

Our tours are designed around sustainable mobility (cycling, hiking, train transport) to minimize carbon footprint. We calculate and offset CO<sub>2</sub> emissions through a dedicated reforestation program, guided by our Climate Action Plan, and provide guests with a carbon footprint calculator.

#### 3. Responsible conduct – setting the rules and being an example

We maintain a public Code of Conduct covering environmental responsibility, support for local communities, guest safety, human rights (aligned with the UN Guiding Principles on Business and Human Rights and others), JEDI principles, and a public statement on lobbying. This Code applies to our guides, accommodation providers, luggage carriers, and customers.

#### 4. Our people – fair and supportive employment

As a small company, our employees are our most important asset. Our Employee Handbook sets out our commitment to dignity, fair treatment, non-discrimination, and continuous employee satisfaction monitoring. Staff are regularly trained on our sustainability policy, objectives and measures.

#### 5. Resource stewardship in daily operations

Our Sustainability Policy sets concrete, monitored commitments across energy consumption, water use, waste management and recycling, paper/print reduction, and business-travel reduction – reviewed and updated as part of our ongoing environmental management approach.

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## 6. Responsible purchasing

Our Purchasing Policy prioritizes local goods and services, and products carrying recognized sustainability certifications (fair trade, organic, FSC, etc.), directly linking procurement decisions to our purpose.

## Business Relevance and Integration into Strategy

Our purpose is not a separate CSR initiative – it is the foundation of our business model and strategic decision-making:

- **Product strategy:** our core tour offering (cycling, hiking, wildlife-watching) is built around low-impact mobility and authentic, locally-rooted experiences – including our co-developed Bike Slovenia Green routes, the first fully “green” certified routes of their kind.
- **Governance:** the Board of Directors explicitly states that it “makes its decisions guided by the principles of JEDI” and formally reviews the company’s social and environmental performance and impact as a standing agenda item.
- **Certification strategy:** we pursued and obtained B Corp certification (the first Slovenian company to do so) and Slovenia Green / Travelife certification, embedding external, independently verified sustainability standards into how we run the business.
- **Partnerships:** our strategic collaboration with the Institute for Sustainable Tourism GoodPlace (NGO) embeds our purpose into destination development, not only into marketing.
- **People strategy:** our HR policy and Employee Handbook link workforce wellbeing directly to business continuity, given our reliance on a small, highly engaged team.
- **Marketing and communication:** our Responsible Marketing and PR Principles ensure that how we communicate our purpose to guests is itself evidence-based, transparent, and non-greenwashing.

## Governance and Approval

This Purpose Statement was reviewed and formally approved by the Board of Directors of Visit GoodPlace d.o.o. on 22.12.2025, with confirmation of its integration into company strategy and decision-making, signed by all six Board members (Katja Defrančeski, Matija Klanjšček, Jan Klavara, Jana Apih, Monja Ferčec, Sara Mavrič).

Progress against this purpose will be reviewed by the Board as a standing agenda item at future annual Board meetings, alongside the Company's social and environmental performance and impact.

## Public Availability

This Purpose Statement, together with the underlying commitments described above, is publicly available at: <https://www.visit-goodplace.com/sustainability/>, which also links directly to our Code of Conduct, Employee Handbook, and Board of Directors documentation.

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Ljubljana, 22.12.2025

**Visit Goodplace d.o.o.**

Katja Defrančeski, CEO / Director

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