

2024 IMPACT REPORT



A Journey of Positive-Impact
Travel in Wild Western Canada



A Message from our Founder

Dear Fellow Travellers, Partners, and Friends,

When I founded Mosaic Earth Travel in 2020, my vision was to create experiences that went beyond traditional tourism - experiences that tapped into our collective desire to connect more deeply, more meaningfully with the world around us. Our commitment to sustainable, regenerative tourism has been at the core of our work from the beginning and reflects our belief that meaningful travel can be a powerful catalyst for positive change.



This past year has been a testament to that commitment and vision as we've taken important steps to further our positive impact on both the destinations we visit and the travellers we welcome here.

This first annual Impact Report reflects our comprehensive approach to sustainability, examining our progress across three critical pillars: environmental conservation, cultural preservation, and sustainable community development.

Key accomplishments include measuring, analyzing and offsetting our Scope 1 & 2 carbon emissions, supporting local conservation work including sponsoring a humpback whale with the Marine Education and Research Society, and signing on as a Reconciliation Partner with the Indigenous Tourism Destination Fund. These initiatives complement our ongoing efforts to reduce our environmental impact, to support remote communities and local businesses, and to further environmental and cultural education.

We're proud of the progress we've made, but we're even more excited about the potential for continued growth and impact. As we look forward, we invite you to join us on this journey of reimagining travel as a force for good - a means to both enrich the lives of travellers while contributing to the well-being of the communities and ecosystems we cherish.

With gratitude,

Pam McGarel
Founder & CEO

Cover photo: Students and Faculty from Royal Roads University with Guide, Pam McGarel, participating in a beach clean-up as part of the Live the Wild Pledge on northern Vancouver Island.

We Acknowledge...

Mosaic Earth Travel acknowledges with gratitude and respect that we live, work, travel, and play on the traditional lands of the Indigenous Peoples of British Columbia & the Yukon. Our office is located on the unceded traditional territory of the Sk̓wx̓wú7mesh Úxwumixw (Squamish Nation).

We are deeply committed to working in partnership with Indigenous communities, recognizing their profound wisdom and connection to these lands. Through our collaborative approach to tourism, we are grateful to learn from Indigenous knowledge keepers, community members, and guides who have been the original stewards of these territories since time immemorial. Our tours are designed with respect, humility, and a commitment to amplifying Indigenous voices, cultural preservation, and sustainable practices rooted in traditional ecological knowledge.

We understand that this acknowledgement is but a small step in a larger journey of reconciliation, respect, and meaningful collaboration.



Hiking in Kluane National Park & Reserve, Yukon Territory - co-managed by Champagne and Aishihik First Nations, Kluane First Nation, and Parks Canada.



Grizzly bear tour with Sea Wolf Adventures - a leader in wildlife and cultural tours where guides share Indigenous stories and traditions to sustain culture and educate visitors.



Local guides Ron and Janet from the Homalco First Nation (Xwémalhkwu) in Campbell River, on tour with Homalco Wildlife and Cultural Tours.



We are proudly affiliated with:



Our Approach

Mosaic Earth Travel is dedicated to creating immersive, educational travel experiences that generate meaningful benefits for both travellers and destinations. Our approach weaves together deep community connection and environmental stewardship, transforming each journey into a powerful exchange that goes beyond traditional tourism.

We are focused on 4 key initiatives where we can drive the most meaningful and strategic impact:

1 Destination Stewardship

Intentionally prioritizing lesser-known, off-the-beaten-path destinations - those welcoming of visitors - thereby reducing pressure on over-crowded hotspots and directing economic benefits to rural and remote communities.

2 Community & Economic Impact

Working closely with local stakeholders to design tours that align with local priorities for tourism, while actively supporting local guides and businesses to keep economic benefits in the community and enhance the authenticity of experiences.

3 Traveller Education & Engagement

Providing educational resources, community connections, and meaningful discussions before, during, and after our trips to deepen travellers' understanding and appreciation of local ecosystems, cultural heritage, and responsible travel practices.

4 Environmental Stewardship

Actively working to minimize our environmental footprint and positively impact local ecosystems through resource management, carbon offsetting, and charitable contributions that support conservation initiatives.

SUSTAINABLE DEVELOPMENT GOALS

Each of our initiatives is aligned with one or more of the United Nations Sustainable Development Goals (SDGs) - a set of 17 interconnected global objectives adopted by all UN Member States in 2015, designed to address critical global challenges by 2030, with the overarching aim of creating a more sustainable, equitable, and prosperous world for all people and the planet.



Key Impacts in 2024



WILDLIFE CONSERVATION & EDUCATION



Since 2021 we have proudly supported the Marine Education and Research Society (MERS) through annual donations, whale sponsorship, and by sharing their messaging with our travellers. Based in Port McNeil on northern Vancouver Island, MERS is dedicated to promoting conservation and understanding of marine ecosystems through scientific research, environmental education, and marine wildlife response.

In 2024 we officially **sponsored a humpback whale named Moonstar**. Born in 2008, Moonstar has returned to northeast Vancouver Island each year and is one of the first humpback whales who learned to 'trap-feed' - a feeding technique whereby whales hang at the surface with jaws open so fish may enter their trap to get away from the birds. Humpbacks are given nicknames to help identify them as individuals, and hopefully create greater public engagement and potential for conservation.



CARBON OFFSETTING

In 2024 we calculated, analyzed, and offset our Scope 1 and 2 Greenhouse Gas (GHG) emissions. This includes our direct GHG emissions from passenger vans during guided tours (Scope 1) along with indirect emissions from electricity and heating for our office in Squamish (Scope 2). After measuring our emissions, we can identify areas to reduce consumption, and where reduction is not possible, we proceed with purchasing verified carbon offsets. This year we contributed to the **Great Bear Forest Carbon Project** in British Columbia through Carbon Zero.



In 2009, Coastal First Nations and the Province of British Columbia agreed to one of the largest carbon offset projects in existence. **The Great Bear Forest Carbon Project** increases carbon sequestration stocks through conversion to protected forests that were previously available for commercial logging. The trees and soil in the Great Bear Rainforest store more carbon per hectare than any of the world's tropical rainforests, including the Amazon. This project also preserves critical ecosystems for endangered species like the Spirit Bear while generating direct economic benefits for Indigenous communities through carbon offset revenue.

Photo: Destination BC/Yuri Choufour

Key Impacts in 2024

CONTINUED

WASTE REDUCTION

To consciously manage our impacts from waste during our tours, Mosaic Earth Travel has adopted the classic Reduce, Reuse, Recycle principles which guide our purchasing decisions and field operations. This involves, for example, purchasing food items in bulk to reduce packaging, choosing cups, plates, and cutlery for packed lunches that are made from recyclable or compostable materials (when reusable items are not feasible), and then managing our waste disposal for proper separation of recycling and compost.



Our traveller Packing List includes 'reusable water bottle' and we provide a water refill station on our vehicles. For guided tours, we gift travellers with a keepsake reusable coffee mug - an easy way to remove a common waste item from our day-to-day lives.

While waste management initiatives can be challenging while travelling, especially in rural areas, we are committed to continually improving by assessing purchasing decisions and waste output and identifying innovation ways to mitigate these impacts.

INDIGENOUS TOURISM DESTINATION FUND

This year we became a Reconciliation Partner with the [Indigenous Tourism Destination Fund](#) (ITDF), committing to a contribution of \$25 per traveller from 2024 onward which supports Indigenous tourism development across Canada.

Established by the **Indigenous Tourism Association of Canada**, the ITDF enables businesses and individuals to take real action towards reconciliation in Canada, specifically the Truth and Reconciliation Commission's Call to Action #92. Contributions to the ITDF are invested in tourism infrastructure, human resources, transportation, business development and marketing projects, helping Indigenous communities build sustainable economic opportunities through tourism.



Key Impacts in 2024

CONTINUED



SUSTAINABLE TOURISM EDUCATION

As Associate Faculty at **Royal Roads University** this fall, our Founder, Pam McGarel had the opportunity to educate graduate students on sustainable and regenerative tourism in practice.

The course - Responsible Tourism Field Study - covered topics including community partnerships, sustainability certifications, experience design, and transformational travel, followed by a 6-day field school on northern Vancouver Island. Here the students connected with and learned from local businesses, non-profit organizations, and Indigenous leaders. The experience, which included daily reflection and discussions, led to important learning outcomes and inspired a cohort of future leaders who are driven by the power of travel for education and positive change.



*Students with the team at MERS
(Marine Education and Research Society)*



During this Field Study we signed on to Vancouver Island North's '**Live the Wild**' Pledge - an initiative aimed at educating visitors about marine plastics and empowering them with effective solutions to protect our precious shorelines. As part of the pledge, the group participated in a beach cleanup in Cape Scott Provincial Park alongside our local partners at Cove Adventure Tours.

Earlier in 2024, Pam attended the **IMPACT Sustainability Travel & Tourism Conference** as a panelist for a session on Regenerative Experience Design - speaking to industry professionals about tools for designing travel experiences that benefit communities and the environment.

These projects complement the educational programming we pride ourselves in providing to our travellers - through pre-trip resources (e.g. [Leave No Trace](#) and [Respectful Travel in the Yukon](#)), field education and community connections, and post-trip follow-up to help translate learning into meaningful action. If you have ideas for educational resources we can include, please get in touch!

Looking Ahead

GOALS FOR 2025

We recognize that sustainable, regenerative tourism is a journey - a continuous process of learning, analyzing, and implementing changes to reduce our negative impacts and enhance our positive contributions. As a small business, we must be realistic in our goals and focus on where we can create the most meaningful change within our capacity.

Into 2025, we will continue to work tirelessly to ensure that each traveler's experience generates tangible benefits for the destinations and people they encounter. Here are a few initiatives we're working on:

- Continue developing tours in lesser-known regions: In 2025 we will be introducing new summer and winter tours in the Kootenay Rockies region. With support from BC Tourism Innovation Lab, Kootenay Rockies Tourism, and Destination BC, we have designed unique routes in what is called the "Rainforest to Rockies" tourism corridor, with the goal to encourage travellers to connect more deeply with the people and wilderness that lies between Vancouver and Banff.
- Work towards carbon neutrality: We will continue measuring Scope 1 & 2 along with Scope 3 sources, analyzing where we can reduce emissions, and then offsetting the remainder.
- Introduce carbon offsetting tool for travellers: We aim to provide an easy way for our travellers to calculate and offset their carbon emissions from flights and car travel to and from the destination, and during their trip in the case of self-drive tours.
- Expand and improve educational resources and programming: We will continue to work with local experts and knowledge keepers to build the quality and breadth of our educational content - including traveller resources, guide training and tour programming, and blog stories.

Have an idea for how we can create a greater impact through travel? We welcome you to get in touch! Send us an email at: travel@mosaicearth.ca.



Thank You!

We extend our heartfelt gratitude to the travellers who chose Mosaic Earth Travel in 2024, trusting us to guide them on immersive, enriching experiences in our beautiful backyard. Our deepest thanks go to our tour partners including local guides and experts, Indigenous communities, and businesses who have been our most important collaborators in creating exceptional and respectful journeys. We are equally grateful to our industry partners, conservation organizations, and tourism networks who continue to support our vision of sustainable, regenerative travel. Together, we are reimagining what travel can be - a force for connection, understanding, and positive change.



LEARN MORE + GET IN TOUCH

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