



Arabian Adventures

Our Sustainability Policy

We are committed to conducting the highest ethical standards and responsible business practices – with a focus on economic, social, and environmental sustainability. Our goal is to make a meaningful contribution to local communities, while minimising any negative impacts. Whenever possible, we work with local partners and suppliers who share our philosophy and actively monitor their business practices and services.

This policy details our existing practices and our ongoing commitment to deliver our services in a responsible manner while providing an innovative and varied product offering to our valued customers.

Our core commitments align to the following nine themes that cover how we manage sustainability internally, and how we engage with our suppliers and customers.

This policy is effective from December 2025.

Sebastian Garcia
VP Destination Management

Sustainability management

We conduct our operations with compliance with applicable laws, regulations, and ethical standards. We commit to the principles set out in the United Nations Global Compact by promoting human rights, responsible labour practices, environmental sustainability, and anti-corruption.

We have established governance structures, resources, and systems to ensure sustainability is embedded into our core business practices. Our business activities are carried out responsibly, and in accordance with compliance with local regulatory requirements.

We maintain a comprehensive sustainability action plan with specific key performance indicators (KPIs) and assigned responsibilities that enables us to drive continuous improvement across our operations. Our sustainability KPIs aligned with regulatory and corporate requirements, which are regularly monitored, evaluated, and reported. These KPIs support compliance, transparency, and continuous improvement across our sustainability performance.

We maintain a sustainability risk register to systematically identify, assess, manage and monitor sustainability-related risks across all operations, including environmental and climate change risks, human rights risks, supply chain risks, legal and regulatory risks, and reputational risks.

Social policy & human rights

We uphold fair labour practices and treat all employees with dignity and respect. We promote diversity, non-discrimination, and equal opportunity, and uphold internationally recognized human rights principles.

We are committed to compliance with applicable labour laws, the prohibition of forced and child labour, and the prevention of all forms of exploitation, discrimination, and harassment. We provide fair employment conditions, including written terms of employment, and maintain accessible grievance mechanisms for employees.

We are committed to maintaining high health and safety standards through proactive and systematic safety management and by fostering a positive safety culture at all levels.

Our activities

We conduct our activities in a responsible and sustainable manner, respecting local traditions, animal welfare, and the environment. Our excursions, and those we engage through our suppliers, are socially and culturally appropriate and do not have adverse effects on the environment or society – especially sensitive activities involving animals and protected areas.

Community impact

We strive to optimize our social impact by enhancing the livelihoods of the local community. We achieve this by fostering partnerships with local businesses, supporting local initiatives, and promoting cultural experiences on our excursions. Our products are designed to generate economic benefit for local communities, ensuring fair and equitable working conditions for local employees and contributing to the growth of the local economy.

Environmental impact

We commit to minimizing the environmental impact of our operations across all our businesses and activities, including our supply chain and communicating our progress. We aim to meet the needs of our customers while minimizing greenhouse gas emissions, reducing waste and preventing pollution by using energy, water, fuel, materials and other resources efficiently and responsibly, consuming responsibly, and preserving wildlife and habitats.

We develop and maintain management systems and procedures for the continuous improvement of our environmental performance, and monitor, evaluate and report on the environmental impact and performance of our operations. We also support initiatives focused on responsible tourism and the protection of natural capital and biodiversity.

Animal welfare

We ensure the welfare and ethical treatment of animals throughout our excursions and experiences, and those of our suppliers. We take great care to conduct any activities or interactions involving working animals, animals living in captive or restricted environments, or wildlife in a responsible and respectful manner, adhering to strict guidelines and international standards.

Sustainability across our value chain

We communicate the Sustainability Policy to our suppliers and partners to help ensure alignment with our objectives, and to encourage them to adopt more sustainable practices. We work with suppliers who operate responsibly, comply with applicable laws, respect labour and human rights, including child protection, avoid illegal wildlife trade, minimize waste and environmental impacts, and accept sustainability-related contractual requirements.

We also promote more sustainable options and excursions to customers, providing the information needed to make more sustainable choices and informed decisions, while ensuring awareness of environmental and cultural sensitivities.

Staff engagement & training

We ensure our employees understand our goals and are accountable for implementing our sustainable policies and procedures. We continuously educate our staff, particularly our tour guides, to enhance their understanding and involvement in sustainable practices and uphold their exceptional level of knowledge about local communities and culture. We foster a culture of respect for people, local traditions, and heritage among our staff, who are actively encouraged to promote the local culture to our customers.

Customers

We commit to effective customer communication and protection, which includes complying with all relevant marketing and advertising standards, data protection and cybersecurity, safeguarding customer privacy, and providing a 24-hour emergency hotline for assistance while in-destination. We provide comprehensive information on the destination, its natural surroundings, local culture and heritage, and any relevant health and safety considerations. We continuously gauge customer satisfaction and have well-defined procedures in place to manage all feedback received. We aspire to create enriching experiences for all our customers.

Related documents

Emirates Group Business Code of Conduct
Emirates Group Supplier Code of Conduct
Emirates Group Sustainable Procurement Policy
Emirates Group Anti-Slavery Statement
Emirates Group Environmental Policy
Emirates Group Anti-Bribery and Corruption Policy
Emirates Group Anti-Slavery and Human Trafficking Policy
Emirates Group Antitrust and Competition Law Policy
Emirates Group Data Protection Policy
Emirates Group Cybersecurity Technology Policy
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