



Bay Area Green Business Program Environmental Values At Work



All of Whole Travel's marketing materials are printed on recycled content paper with soy inks

Whole Travel

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In an effort to minimize the environmental impact the growing tourism industry has on travel destination communities, Whole Travel was established to provide travel clients with something more than just a vacation. The goal of the travel agency is for their clients to minimize their environmental footprint and support local socioeconomic growth by choosing sustainable hotels, resorts and tour activities. Whole Travel provides a ranking system on their website that allows clients to see how sustainable a tour operator or hotel is and book the accommodation or activity according to what level they want to support. "We focus on sustainable travel as well as adventure travel and our accommodations range from tent cabins to four-star hotels," says Pamela McLeod, Sustainability Specialist for Whole Travel. "Clients can have a luxurious experience that is eco-friendly as well!"



Employees use their own refillable water bottles which have replaced single-use store bought water bottles

Because they felt it was important to practice what they preach, Whole Travel has implemented many measures in their office to minimize their environmental impact in the local community. They use natural light from the large office windows to work by, put their computers in auto-sleep mode when they are not in use, and have installed compact fluorescent light bulbs throughout the office. Since they don't have a sink in the office, they have switched to using a water service and their own reusable water bottles and they use glassware and reusable flatware instead of disposables.



Paper used on one side is placed in a "draft paper" tray for reuse and all other paper is recycled

The majority of their employees walk or bike to work and they try to use local "green" vendors when they can. One of the vendors is a printer that uses soy-based inks and recycled paper on all of their promotional brochures and business cards. To minimize paper use, they installed several large whiteboards to write notes and ideas on, and they reuse, then recycle all of their office paper. "People would be surprised at how easy it is to contribute to a more sustainable environment," says McLeod. She is looking forward to continually improving Whole Travel's environmental footprint and hopes their clients are as well.

For more information on the environmental efforts of Whole Travel, contact Pamela McLeod.