YAANA Ventures Advances Global Conservation Efforts By Joining Adventure Travel Conservation Fund





ATCF members provide direct funding to support natural and cultural projects in destinations around the world

YAANA Ventures is proud to announce its membership in the Adventure Travel Conservation Fund (ATCF), an international non-profit organization focused on funding on-the-ground conservation projects around the world. The ATCF provides members in the travel and outdoor industry an avenue to directly support projects that are critical to protecting the future of adventure travel.

“YAANA Ventures fully supports the triple bottom line of people, planet and profit in responsible tourism,” said Willem Niemeijer, CEO of YAANA Ventures. “Our membership of ATCF reinforces the ‘people and planet’ part of that commitment.”

ATCF Board Member, Shannon Stowell, who is also President of the Adventure Travel Trade Association, welcomed YAANA Ventures, saying, “We’re thrilled that YAANA Ventures has chosen to join industry leaders in supporting the Adventure Travel Conservation Fund. As this initiative grows and unites us all in the ATCF cause, we believe we will make a positive impact. We applaud YAANA for having such vision.”

ATCF members include adventure and outdoor organizations that have come together to protect international travel destinations. “Without the conservation of these unique environments, cultures and communities, we risk losing the very experiences that we seek when we travel,” said Soraya Shattuck, ATCF Executive Director.

The adventure tourism industry is highly dependent on conserving the world’s natural and cultural resources. YAANA Ventures and ATCF members from across the globe have therefore united to help protect threatened communities, cultures and wild places.

Once a year, the ATCF awards grants to organizations seeking conservation funding. Grant recipients are nominated and voted on by members of ATCF. One hundred per cent of ATCF membership dues fund chosen conservation projects.

“The adventure travel community has the power, the resources, and the responsibility to make an incredible impact on the world,” said outdoor industry pioneer Steve Barker, Founder of Eagle Creek and ATCF Board Chair. “Through ATCF, companies around the globe unite their influence and passion to support organizations that protect, preserve and improve destinations, resources, and indigenous cultures so they’ll be around for years to come.”

Both non-profit and for-profit organizations, which may include conservation groups, indigenous people groups, tour operators, or accommodations, can receive project funding from ATCF. To learn more about the funding criteria, or to apply for a future ATCF grant, please visit the projects page on the ATCF website. To learn more about joining ATCF and becoming a member organization supporting global conservation, visit adventuretravelconservationfund.org.

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About YAANA Ventures
YAANA Ventures is an owner, partner and operator of entrepreneurial travel and hospitality ventures in Asia. YAANA distinguishes itself by sharing real experiences that are grounded in the cultural richness of Asia. The company is the champion of the triple bottom-line: it empowers its ventures with the values to nurture the people with whom it works. Visit Yaana-ventures.com.

ABOUT THE ADVENTURE TRAVEL CONSERVATION FUND (ATCF)
The mission of the Adventure Travel Conservation Fund (ATCF) is to directly fund local projects engaged
in the conservation of unique natural and cultural resources of adventure travel destinations. The ATCF is an international non-profit organization focused on funding conservation projects primarily outside the United States and Canada. The ATCF members are a diverse group of leading adventure travel and outdoor recreation businesses that share a common ethos and commitment to protecting the resources from which the adventure tourism industry depends on. Visit adventuretravelconservationfund.org.

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