



## AGREEMENT FOR INTERNATIONAL TRAVEL OPERATORS AND TRAVEL AGENTS TO JOIN THE TOFTigers CAMPAIGN

*TOFTigers is a collective action campaign aimed at every International, National or Regional Tour operator or travel agent taking clients into the Indian subcontinent including India, Nepal and Bhutan's wilderness and wildlife destinations.*



Revised June 2019

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### **TOFTigers Mission**

To advise, plan, support and fund the protection, conservation and rewilding of natural wilderness and their wild inhabitants, especially tiger habitats, through the clever and wise use of nature tourism, using better visitor guidance, more community involvement, targeted green investment, enhanced governance and better monitoring.

# The campaign's aims are four fold:

**1** To help plan, advocate and support better tourism practices in wilderness areas with Governments and their related departments, offering specific best practice examples and guidelines as well as International standard monitoring tools.

**2** A collective action campaign within the travel trade that combines the actions and commitments of both International and domestic tour operators, destination management companies, agents, service, media and accommodation providers and all visitors to a verifiable purchasing supply chain.

**3** To catalyse and empower local communities to become involved in wildlife protection and tourism projects and initiate low impact and sustainable development which helps conserve the parks and benefits the communities through employment, education, awareness and enterprise opportunities.

**4** To catalyse initiatives and investment through the lodge community that enhance wildlife conservation and community support, protection and rewilding.

**These objectives are best achieved by collective action and the partnership of all those in the provision of tourism in wildlife areas of India.**



# The Benefits

## Each Travel Operator joining TOFTigers:

**1. Can state their support** for the TOFTigers campaign in brochures, literature and websites incorporating a TOFTigers 'logo' and mission statement where required.

**2. Will be linked** to the TOFTigers website as a Tour Operator partner with your own promotional webpage and links.

**3. Will be acknowledged** as a member of the TOFTigers campaign in literature and PR that is undertaken to promote wildlife and Tiger tourism and more sustainable tourism and conservation efforts in India.

**4. Will be informed** of projects, initiatives, training and activities that are carried out by TOFTigers by regular e-newsletters and news flashes.

**5. Will be given** examples of extra activities, projects and interesting conservation initiatives that are possible to include on clients' itineraries or mentioned as part of a tour dossier.

**6. Will be provided** with a Great Wildlife Travel Guidebook and a list of TOFTigers members and accommodation providers by PUG and Footprint certification rankings in 29 of India's most visited parks and travel destinations, which ranks lodges according to the business and ecological footprint of their operations.



# The Agreement

## YOUR COMMITMENT TO BEST PRACTICE IN MARKETING SOUTH ASIA'S WILDLIFE, SAFARI & WILDERNESS TOURISM

Company Name.....agrees, as part of joining TOFTigers, to:

### 1. Support, publicise and advocate your commitment to using the PUG Eco-rating certification is a basis on which you choose your accommodation provision.

Download PUG 'We use' Logos from here: <http://toftigers.org/resources/>



Support us by encouraging others to adhere too including:

- a) Your DMC, ground agents and service providers in South Asia to join the campaign and use the PUG / Footprint certification as part of their purchasing decision making. You could encourage them to take up 'Travelife certification', which TOFTigers oversees in India.
- b) Your lodging accommodation to be PUG / Footprint certified as "Ecofriendly" and to join the campaign and use their influence and practices to support destination sustainability. Download from here: <http://toftigers.org/resources/>  
☐ I agree      ☐ Don't agree



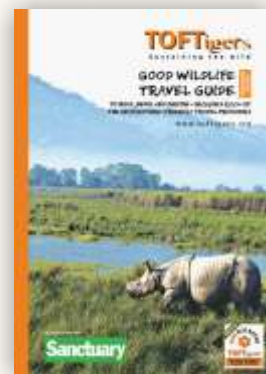
### Include details of TOFTigers campaign to

- i) Your pre-departure literature or travellers itinerary  
☐ I agree      ☐ Don't agree

### Purchase the Good Wildlife Travel Guide to India and Nepal

<https://www.amazon.co.uk/Wildlife-Travel-Guide-India-Nepal/dp/152721284X>

- ☐ I agree      ☐ Don't agree



### 2. Inform your tour leaders, guides and visitors of the ability to record infringements and both good and bad practice through the TOFTigers comments email [admin@toftindia.org](mailto:admin@toftindia.org), for appropriate recording and action by the TOFTigers team.

- ☐ I agree      ☐ Don't agree

### 3. Pay a yearly membership contribution invoiced in May or on joining (See overleaf for details).

- ☐ I agree      ☐ Don't agree

### 4. Add a suggested minimum of £25 (or US\$35/EU30 or equivalent) per client who visits a park or wilderness destination as part of their itinerary - to a fund managed by TOFTigers charity. This can be collected in the best way possible for your organisation (e.g added to tour price, added to clients invoice, collected by leaders or guides in host country, or part of your CSR funds etc). At the end of the main tourism season in May you will be asked to submit these funds - collected on an honesty basis - to the appropriate account.

- ☐ I agree to add this client contribution

**PLEASE COMPLETE IN BLOCK CAPITALS**

**(This application will remain CONFIDENTIAL)**

Company Address : .....

.....

.....

Postcode/Zip : ..... Tel No : .....

Main Contact : ..... Email Contact : .....

Second Contact : ..... Email Contact : .....

Website Address : .....

Signature : ..... Date: .....

PATA, AITO, ATTA, ATOL, ABTA or other trade associations: .....

Approximately how many clients do you send to India's and Nepal's tiger reserves per year?

☐ Less than 25    ☐ Less than 100    ☐ less than 250    ☐ Over 500    More .....

Do you run        ☐ Groups    ☐ FIT        ☐ Both

Please tell us who is your main ground agent in India? .....

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In Nepal?.....

In Bhutan?.....

Please give us their full contact details and your main contact there.

(These details are kept confidential but allow us to also contact them about your membership)

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When can you start to effect the guidelines and membership obligations above?

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How do you see your organisation applying the purchasing PUG commitments and how will you help the campaign?

How do you see your organisation collecting the funds?

Would you be keen to be more actively involved in the campaign as part of your commitment to TOFTigers. How would you like to do this?

TOFTigers details/updates/News will be sent to the main contact’s email ID but if you want it to be sent to others in your organisation please list in priority order here by giving us their email ID.

Email ID 1) .....

Email ID 2) .....

## Annual TOFTigers Membership Contribution

TOFTigers invoices a yearly membership contribution in May each year (or pro rata on joining).

- ☐ For Tour Operators who take less than 25 clients per year to India's parks  
£250 or EU280 or US\$300 or INR23,000
- ☐ For Tour Operators who take up to 100 clients per year to India's parks  
£450 or EU540 or US\$600 or INR45,000
- ☐ For Tour Operators who take up to 250 clients per year to India's parks  
£850 or EU1025 or US\$1200 or INR90,000
- ☐ For Tour Operators who take up to 500 clients per year to India's parks  
£1200 or EU1450 or US\$1600 or INR120,000
- ☐ For Tour Operators who take over 500 clients per year to India's parks  
£1800 or EU2150 or US\$2450 or INR184,000

### Membership contribution:

Fill in the form and send via email at [toftigersindia@gmail.com](mailto:toftigersindia@gmail.com). Upon receipt of the form, we will email you the details to make the contribution

#### India Office Shiela Chopra

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#### Europe Representative Mili Sham

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#### North America representative Kiki Paris

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### Please note:

The TOFTigers campaign is open to all travel operators and agents who wish to participate. Its strength is in its collective partnership and combined action for a common goal – better experiences for your clients – and a better way to help preserve South Asia's wilderness and wildlife.

*Membership of TOFTigers in not provide an endorsement of 'good practice' of any participating tour or travel company's itineraries or activities, because no independent certification has been taken at this stage.*



**For further information please contact**

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