

AAA Bahia Sustainability Policy

Mission

At AAA Bahia, our mission is to be a catalyst for sustainable tourism by crafting authentic travel experiences that celebrate the unique cultural and natural heritage of each destination. We are committed to environmental conservation and strive to minimize the negative impacts of our operations by promoting best practices among our clients and partners.

Our dedication extends to supporting local communities, ensuring that our journeys contribute positively to their social and economic well-being. With a focus on ethical practices and continuous improvement, we aim to foster meaningful connections and uphold the highest standards of sustainability in all that we do.

Scope

AAA Bahia is committed to operating responsibly and contributing to the sustainable development of tourism in Brazil. Our actions focus on reducing social, environmental, and cultural negative impacts while promoting positive economic and social benefits for local communities.

This Sustainability Policy applies to all AAA Bahia operations, employees, suppliers, and partners. Specific thematic sustainability policies may complement this document and are binding for relevant activities and suppliers.

Sustainability Management & Legal Compliance

Top management at AAA Bahia fully supports this Sustainability Policy and is responsible for its implementation and oversight.

AAA Bahia:

- Complies with all applicable local, regional, national, and international legislation;
- Commits to ethical business conduct and transparency;
- Engages in continuous improvement of sustainability practices.

We use recognised frameworks and platforms, such as Travelife, to monitor, evaluate, and report on our sustainability performance. Our sustainability actions and objectives are reviewed periodically to ensure ongoing compliance and progress.

Internal Management: Social Policies & Human Rights

AAA Bahia recognises that employees are fundamental to the success and sustainability of our operations. We therefore commit to:

- Providing safe, healthy, and respectful working conditions;
- Ensuring fair remuneration and compliance with labour legislation;
- Promoting inclusion and equal opportunities regardless of gender, race, age, religion, sexual orientation, or any other personal characteristic;
- Encouraging active employee participation in sustainability initiatives;
- Offering continuous training in sustainable tourism practices and professional development.

Internal Management: Environmental Practices

Our environmental commitment includes:

- Reducing consumption of natural resources within office operations;
- Promoting waste separation and recycling where possible;
- Encouraging energy- and water-saving practices;
- Prioritising digital documentation to reduce paper usage;
- Encouraging employees and clients to use public transport or low-emission alternatives whenever feasible.

Suppliers and Partners

AAA Bahia works exclusively with suppliers and partners who share our commitment to responsible and sustainable tourism.

All suppliers must:

- Comply with labour, human rights, environmental, and anti-corruption legislation;
- Respect women's rights, workers' rights, and community well-being;
- Strictly prohibit child labour and any form of child exploitation;
- Adhere to AAA Bahia's Code of Ethics, including clauses related to the prevention of sexual exploitation of children in tourism.

Sector-specific sustainability policies (e.g. accommodation, transport, activities) may apply and are binding for relevant suppliers.

Transport

AAA Bahia is committed to promoting the most sustainable transport solutions available.

Wherever possible, we:

- Prioritise land transport over air travel;
- Encourage the use of bicycles, walking, and public transport;
- Optimise itineraries to reduce unnecessary emissions.

Accommodation and Activities

At AAA Bahia, sustainability is a core criterion in the design of travel experiences.

We give preference to accommodations and activities that:

- Respect local culture, architecture, and traditions;
- Minimise environmental impact;
- Promote animal welfare;
- Generate positive benefits for local communities.

We do not offer excursions or attractions involving captive wildlife unless they are strictly regulated and fully compliant with local, national, and international legislation. All wildlife-related activities must follow recognised codes of conduct to ensure animal protection and ecosystem preservation.

This commitment is formally governed by the AAA Bahia Sustainable Accommodation Policy, which defines detailed criteria for the selection, evaluation, monitoring, and collaboration with accommodation partners. This policy aligns with Travelife for Tour Operators, GSTC criteria, and Brazilian legislation and applies to all destinations in which AAA Bahia operates.

AAA Bahia actively works to minimise disturbance to natural ecosystems and ensures that activities offered do not cause harm to nature or local populations.

Destinations

AAA Bahia prioritises working in destinations that integrate sustainable development principles into their tourism strategies.

We actively:

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- Promote alternative destinations to reduce over-tourism;
- Encourage respect for human rights, environmental protection, and cultural heritage;
- Support balanced tourism development that benefits host communities.

Customer Communication & Protection

AAA Bahia ensures transparent, honest, and responsible communication with its customers.

Our commitments include:

- Informing travellers about the social and environmental impacts of their trips;
- Offering sustainable alternatives for accommodation, transport, and activities;
- Protecting customer privacy and personal data in accordance with applicable laws;
- Avoiding greenwashing by ensuring that sustainability claims are accurate, verifiable, and evidence-based.

All marketing, communication materials, and sales information must be truthful, complete, and consistent with services delivered. Employees are fully informed of this commitment, and AAA Bahia ensures that all promises made to customers are honoured.

Monitoring and Review

This Sustainability Policy is reviewed annually to ensure continuous improvement and alignment with recognised sustainability standards.

Specific thematic sustainability policies may follow different review cycles depending on operational relevance and certification requirements.

Implementation of this policy is a shared responsibility across the organisation and is coordinated by the Sustainability Coordinator, with full support from management.

Related Policies

This Sustainability Policy is complemented by the following internal documents:

- AAA Bahia Sustainable Accommodation Policy
- Supplier Code of Ethics
- Child Protection Policy



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Effective Date

This policy takes effect from October 2024 and was last updated in December 2025. It will be reviewed periodically to ensure continued relevance and compliance.

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