



*Better  
Places*

# Exploring Business Model Innovation

Better places for people to live in, and better places to visit



# About me

- Better Places
- Avontuur Dichtbij
- FairAway

**Avontuur**  
dichtbij



FairAway



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# Better Places

*We are an online travel organization that connects travelers from the Netherlands and Belgium with local travel experts at their destination.*

- Tailor-made trips
- Adventurous and more sustainable
- Over 60 destinations worldwide



# The True Price of flying



## **Raising awareness**

Informing travelers about the harmful effects of flying



## **Encouraging better choices**

By comparing different modes of transport and distances, travelers can make informed decisions



## **Achieving climate goals?**

It helps us gain more insight into the impact of our trips and steer better towards achieving our climate goals



## **Asking for contributions and investing**

From 2025, travelers will be asked to pay the true cost of their trip and, through the Future Friendly Fund, invest in sustainable innovation and biodiversity



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# Goals 2030

- Reduce **CO<sub>2</sub> emissions** per traveler per day by 50% compared to 2019
- At least 50% of all booked trips go to destinations within **Europe**
- At least 15% of our travelers within Europe choose the **train** as their mode of transport
- At least 10% of our travelers within Europe choose the **electric car** as their transport to the holiday destination



# We can't do it alone

- ➔ Tax flying fairly
- ➔ Set climate targets for aviation
- ➔ Invest in real innovation
- ➔ Encourage sustainable travel behavior instead of polluting choices





A scenic mountain landscape with a hiker on a trail. In the foreground, a hiker in a red jacket and backpack is walking away on a dirt path through a grassy field. The path leads towards a small hut on a hill. The background features rolling green mountains under a blue sky with scattered clouds. A teal circle is overlaid on the upper part of the image, containing the text 'Better Places' in a white script font.

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Thank you and any questions?

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