

## Fair Voyage becomes limited company (AG), adds investors and new board member to prepare for accelerated growth

Zurich, 9 March 2020. Fair Voyage, an impact startup with the mission to make sustainable travel easy by connecting global travellers with verified responsible local companies through its innovative multi-day tour booking platform, is preparing for accelerated and sustainable growth. The Swiss startup has converted its legal entity from a limited liability company (“Gesellschaft mit beschränkter Haftung” or “GmbH”) to a limited company (“Aktiengesellschaft” or “AG”). To strengthen its capital base and governance, Fair Voyage has built a circle of select investors close to the startup who support its purpose-driven mission as a social enterprise, with a dual objective to maximize value for its shareholders while at the same time having a material positive impact on society and the environment. Its investors include Ralph Schwaninger, senior software engineer at Berlin-based travel startup GetYourGuide, and Punleuk Kam, founder of the value-based advisory firm Black & Silver. Punleuk Kam is also joining the company’s Board of Directors to contribute his expertise and global network to the startup’s accelerated growth.

Fair Voyage is a purpose-driven social enterprise with the mission to make sustainable travel easy. Founded 2017 in Zurich, the company exclusively promotes independently verified socially and environmentally responsible tour operators, initially focused on the Mount Kilimanjaro region in East Africa. In September 2019, the startup announced the launch of its innovative multi-day tour booking platform, enabling travellers globally to compare, customise and book fair trips directly with local destination experts.

*“I’m impressed about the platform that Fair Voyage has been able to build up within a very short time,”* applauds Ralph Schwaninger who joined the startup’s advisory board in 2019. As senior software engineer at rapidly scaling travel startup GetYourGuide, he is intimately familiar with the technology requirements to grow a successful travel startup. *“Alex and her team have shown strong execution over the past year, and I wholeheartedly wish and believe Fair Voyage will realize their impact mission.”*

To implement its sustainability mission, Fair Voyage collaborates with leading sustainable travel audit and training organizations who conduct independent on-site checks. Together with its partners, the startup supports responsible local tourism entrepreneurs as sustainability changemakers in their destinations. Last week, Fair Voyage also announced the launch of the Good Travel Alliance to make sustainable travel easy for consumers, in partnership with Green Destinations, organizer of the annual Sustainable Top 100 Destination Awards, and bookdifferent.com, the leading platform for sustainable accommodations.

*“With our proprietary technology platform and strong global partnerships, we’ve built an exceptional foundation to scale our impact globally this year. By strengthening our capital base and governance, we’re now 100% ready to execute”, beams founder Alexandra Pastollnigg. “I’m extremely grateful for all the support we’ve been receiving from our first investors and excited that Punleuk is joining our Board. Fair Voyage will benefit greatly from his tremendous marketing expertise and global network to help accelerate our growth.”*

As a social enterprise, the startup has a dual objective to maximize value for its shareholders while at the same time having a material positive impact on society and the environment. The company’s new foundational documents solidify its sustainability mission and dual purpose, in line with the requirements for B Corp certification.

*“For impact startups, it can be challenging to identify the right investors and stay clear of future conflicts of interest as they grow their shareholder base”, explains investor and Board member Punleuk Kam. “It’s extremely important for social entrepreneurs to set the right framework from the very beginning in order to protect their founding purpose. I’m very happy that Fair Voyage has done so and look forward to helping them scale and accelerate their impact globally.”*

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## Contact information

For more information about Fair Voyage, visit [fairvoyage.com](https://fairvoyage.com) or contact Alexandra Pastollnigg via [media@fairvoyage.com](mailto:media@fairvoyage.com).

## About Fair Voyage

Fair Voyage is a purpose-driven social enterprise with the mission to make sustainable travel easy. Founded 2017 in Zurich, the startup has built an innovative multi-day tour booking platform that exclusively promotes independently verified sustainable tour operators. Travellers can compare, customise and book fair trips directly with local destination experts. In partnership with leading sustainable travel audit and training organizations, Fair Voyage verifies sustainability through independent on-site checks and supports responsible local tourism entrepreneurs as sustainability changemakers in their destinations.

