THE KIND COMPASS

Four principles to help every journey leave a kind footprint.
*Not where to go. **How** to go.*

K
KNOW

Understand where you are.

PEOPLE · CULTURE · LOCAL LIFE

Take the time to notice the place you're visiting and the organisations already doing good there.

D
DISCOVER

Let kindness change the way you travel.

LOCAL STORIES · HIDDEN GEMS · NEW PERSPECTIVES

There's more to a place than what you came to see.

I
IMPACT

Give kindness a place in the journey.

Sometimes it's **spontaneous**. Sometimes it's **planned**.

Turn a little of your travel energy into a little good.

N
NURTURE

Care for what you encounter.

ONE KIND ACT
MANY TRAVELLERS
MORE RIPPLE