



130 Hotels, Destinations, & Charities Empowering Travelers to do Good
BLLA celebrates Kind Traveler's one-year anniversary and a way for travelers to easily make a positive difference

Los Angeles, Calif., August 15, 2017 - [Kind Traveler](#), the travel industry's first socially responsible, 'Give + Get' hotel booking platform and blog, celebrates all of the partners who have come together to create values-aligned travel options. Expanding on its mission to empower travelers to become a force that benefits communities, the environment, and animals, Kind Traveler and BLLA come together to fulfill this vision.

Additionally celebrating 2017 as the UN-designated International Year of Sustainable Tourism, BLLA and the other 130 hotels, charities and destinations that have teamed up with Kind Traveler, are working together to fulfill Kind Traveler's mission that's strategically aligned with the United Nations' Global Goals for Sustainable Development: preventing poverty, protecting the planet, and promoting wellbeing for all.

The way it works is simple: travelers give a \$10 nightly donation to a local charity that positively impacts the neighborhood they are traveling to, or to a charity of choice; as reward for their donation, travelers unlock an exclusive hotel rate and special perks with curated hotels and unique properties throughout the United States, Mexico, Canada, the Caribbean, and Costa Rica. 100 percent of the donations raised on the Kind Traveler platform are given to charity. In addition to being a socially conscious hotel booking platform, Kind Traveler is a great place for travelers to receive inspiration how to live and travel consciously through its blog and Kind News, or where they can win amazing prizes and travel packages via its 'Win This' section of the site.

Frances Kiradjian, BLLA Founder & CEO and Kind Traveler Advisory Board member, said "We are proud to promote Kind Traveler and their platform to DO GOOD. We believe in their business model and our hearts are full knowing their charities and hotels are reaping the benefits of doing good while traveling!"

Metrics of 'What \$10 Can Do' are communicated throughout the site, giving travelers a tangible example of the type of impact they can create by booking with Kind Traveler. For example, an exclusive hotel rate is unlocked with a \$10 donation to City Harvest that will also help feed 40 in-need New Yorkers. A \$10 donation can also help plant 10 trees with Arbor Day Foundation, provide 40 nutritional meals for school children in need with World Food Program USA; and feed one rescue animal for one week with Animal Defenders International. In addition to making a positive impact, travelers will

receive exclusive rates that are as or more competitive than many travel booking sites, as well as perks such as complimentary breakfast, discounted spa treatments, waived resort fees, etc.

“We are witnessing a powerful shift towards consciousness in traveler spending, and Kind Traveler is facilitating the connection between travelers and businesses that want to be an active participant in addressing societal and environmental challenges,” said Jessica Blotter, CEO & Co-Founder of Kind Traveler. According to [the 2017 Cone Communications CSR Study](#), 89 percent of consumers will switch to a brand that supports a good cause over one that does not, given similar price and quality. Before Kind Traveler, there was not a hotel booking site that helps travelers vote with their dollars for causes they care about with the reward of exclusive hotel rates.

The opportunity for travelers to marry purpose with purchase comes at a time when individuals are looking to have an impact on important issues, given the political, societal and environmental uncertainties that regularly dominate news headlines.

For all charity information and destinations, visit www.kindtraveler.com. Please tell your friends, share your experience with us on social media – [Twitter](#), [Facebook](#), [Instagram](#), and [LinkedIn](#) - and remember to #TravelKindly.

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[Video](#)

ABOUT KIND TRAVELER

Kind Traveler, a Public Benefit Corporation (PBC), is the first socially-conscious, 'Give + Get' hotel booking platform to empower travelers to become a force that benefits the wellbeing of communities, the environment, and animals. Travelers 'give' to a local charity that positively impacts the neighborhood they are traveling to, or to a charity of choice; as reward for their donation, they 'get' an exclusive rate to book directly with curated hotels and unique properties. 100 percent of the donations raised on the Kind Traveler platform go directly to charities.

ABOUT BLLA

The Boutique & Lifestyle Lodging Association ([BLLA](#)) is the first and only alliance dedicated to uniting the world's independent boutique and lifestyle hotels and small brands. [BLLA](#) was created to be the unifying voice of this distinctive subset within the hospitality industry. With almost 1,000 members, [BLLA](#)'s goal is to unite the world's collection of boutique & lifestyle properties and the suppliers that sustain them. [BLLA](#) offers their members the opportunity to successfully compete on a level playing field

with major hotel companies. The association educates members in order to market themselves to meet the ever-increasing demand from discerning boutique-seeking clients. For more information, or to become a member visit www.blla.org