GIDITOUR / IMPACT REPORT 2026

Travel that brings people closer.

A look at the community we serve, the experiences we champion, and the kind of travel we want to make possible.

3,500+

travelers in the GidiTour community

A note on this report

This report shares GidiTour's current community reach and the principles that guide its work. The confirmed figure supplied for this report is 3,500 travelers. It is presented as a community reach figure, not as a claim that 3,500 trips were completed during 2026. Detailed breakdowns such as trips completed, destinations visited, local partners supported, and traveler satisfaction are not included because verified figures were not provided for this edition.

Who we are

GidiTour helps travelers discover places through the culture, food, people, stories, and everyday life that make each destination distinctive. The aim is to make travel feel more personal than a checklist of landmarks: an opportunity to learn, connect, and see a place from a richer perspective.

Our vision and mission

OUR VISION	A world where travel brings people closer together and helps people discover new places through culture, connection, food, and memorable experiences.
OUR MISSION	To create thoughtful travel experiences that go beyond sightseeing and connect travellers with the people, stories, culture, and everyday life that make each destination unique.

HOW WE THINK ABOUT IMPACT

More than places on a map

For GidiTour, meaningful travel is about what people experience and learn along the way. Our approach is built around three priorities.

01 / Local immersion

We highlight the food, culture, history, and everyday life that help make a destination meaningful—not only the landmarks most visitors already know.

02 / Local knowledge

Local guides and people with first-hand knowledge can bring context, stories, and practical insight to an experience. GidiTour's approach values that knowledge.

03 / Experiences shaped around people

Different travellers arrive with different interests. Thoughtful experiences should make room for curiosity, personal interests, and a deeper connection with a place.

What we want to measure better

A strong impact report should grow alongside the work. As reliable records become available, future editions can report measurable outcomes such as:

- Trips and experiences completed, with the reporting period clearly stated
- Destinations and local experiences represented on the platform
- Local guides, hosts, and tourism businesses involved
- Traveller feedback, satisfaction, and repeat participation
- Stories or examples showing how experiences benefited visitors and local communities

Looking ahead

GidiTour's next step is to pair its purpose with consistent measurement: keeping clear records, listening to travellers and local partners, and sharing progress with care. Reporting what can be verified—and being clear about what is not yet measured—helps build trust as the community grows.

Our commitment

To encourage travel that creates connection, celebrates local character, and gives people more meaningful ways to experience a destination.