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Acknowledgements



Eugenio Yunis
President of the
Foundation

It is with great pride as President of the Smartrip Foundation, as well as for my colleagues and members of the Board, to present this substantial Annual Report with the work carried out by our Foundation over the past years. Surprising work and valuable results that strengthen us as a Foundation by making social responsibility a reality for dozens of hotels throughout Chile.

Concrete results described in the following pages have been achieved with very limited financial resources and mainly with an enormous effort, genuine commitment, dedication and passion displayed by a small group of professionals led by Juan Luis Crespo, Founder and Executive Director.

The Foundation has benefitted thousands of entrepreneurs, very vulnerable micro enterprises and their families, not with handouts or philanthropy but by providing knowledge, techniques and opportunities to perfect their artisan and productive activities, improve their product's design and commercialization, opening up new markets, especially those related to tourism, and by helping them to better manage their business initiatives and sustain their activities with tourism in the long term.

The examples and testimonies described in this Annual Report also contribute to thanking all the hotels that have made them possible. I would also like to thank other collaborators such as tourists who believed in this initiative and have organized their trips with Smartrip. I hope that this report can reach out to other hotels which could join this initiative and also to Chilean and foreign tourists so "they can travel with meaning" and enjoy their trips twice as much.

Thank you very much to those who are part of this project and I invite you to continue growing.

Legal Name

Smartrip Charity Foundation

Registered Identification Number

65.060.401-6

Business Address

Magnere 1540, Office 1007, Providencia, Santiago

Telephone

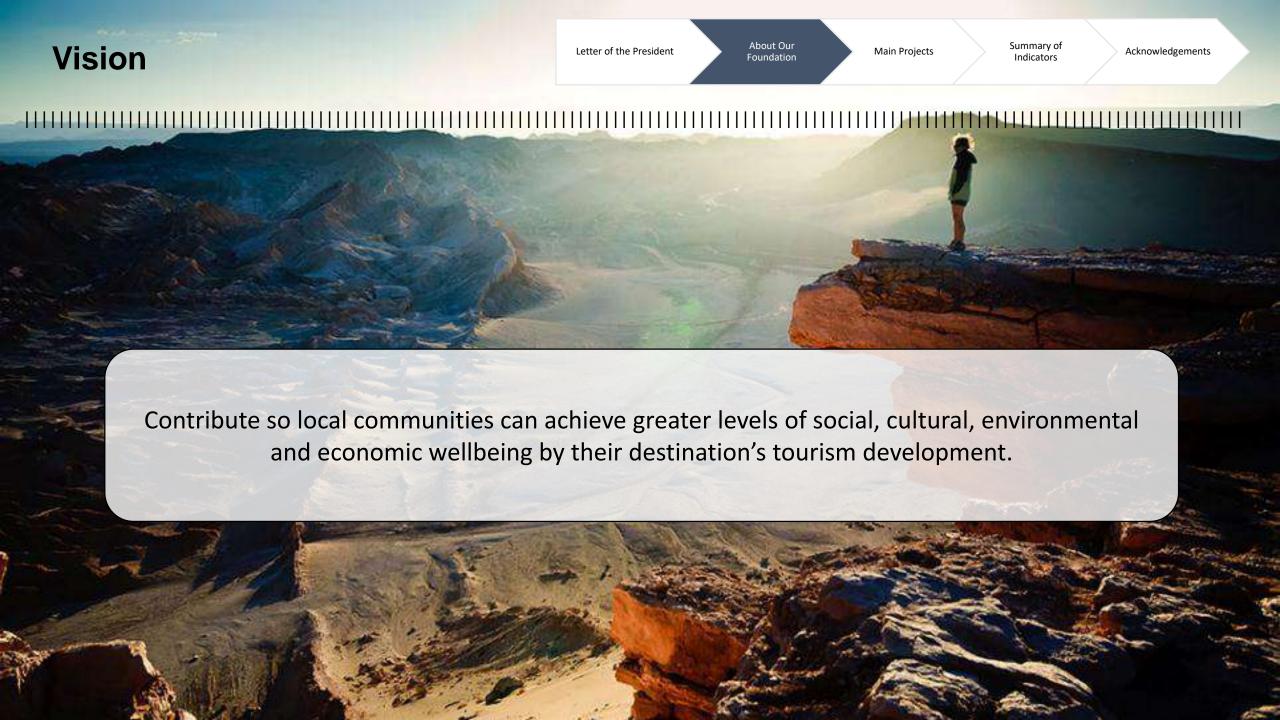
+56229297240

Website

https://fundacionsmartrip.org/







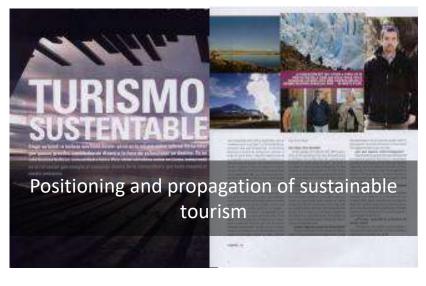












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Activities

- Train in design / added value
- Heritage workshops and sustainable tourism
- Volunteer work
- Visits with children to places of environmental / heritage interest
- Training in businesses
- Promote products / services to clients of Smartrip and hotels
- Effective communication workshops with actors and performers
- Inspirational talks by leaders

- Talks
- Press management

Products

- N° of people trained
- N° of people who attend workshops
- N° of places of interest that take part in volunteer work activities
- N° of places of environmental / heritage interest visited with children
- N° of people trained
- Increase in sales %
- Presentation and language skills
- Teamwork / Empathy
- Degree of self-confidence, self-esteem
- Inspiration / Motivation to improve
- N° of talks given by someone from the Smartrip Foundation
- N° of social appearances in press, social networks, TV, radio, magazines, etc.

Results

Increased levels of awareness in local community members regarding the value of their culture, identity and environment

Higher incomes for micro entrepreneurs

Better life skills for local children and micro entrepreneurs

Bear and spread the spirit of sustainable tourism to the community and to different players in the tourism value chain

Impact

Protect and put in value the destination's cultural and natural heritage

Improve quality of life for the local community

Motivate tourism industry to act in a more sustainable way



Eugenio Yunis
President of the
Foundation
Civil Engineer and MA
in Economy



Juan Luis Crespo
Founder and Executive
Director of the
Foundation
Business
Administration and
MBA



Marcelo Ringeling
Director
Founding Partner of
Templado
Civil Engineer



Andrés Iriondo
Director
Co Founder and
Commercial Director
of Socialab
Business
Administration



Fernanda Claro
Director
Journalist and
Entrepreneur



Servaas Kerssemakers Director Casadoca Boutique Hotel Owner

Administration & Consultancies

Letter of the President

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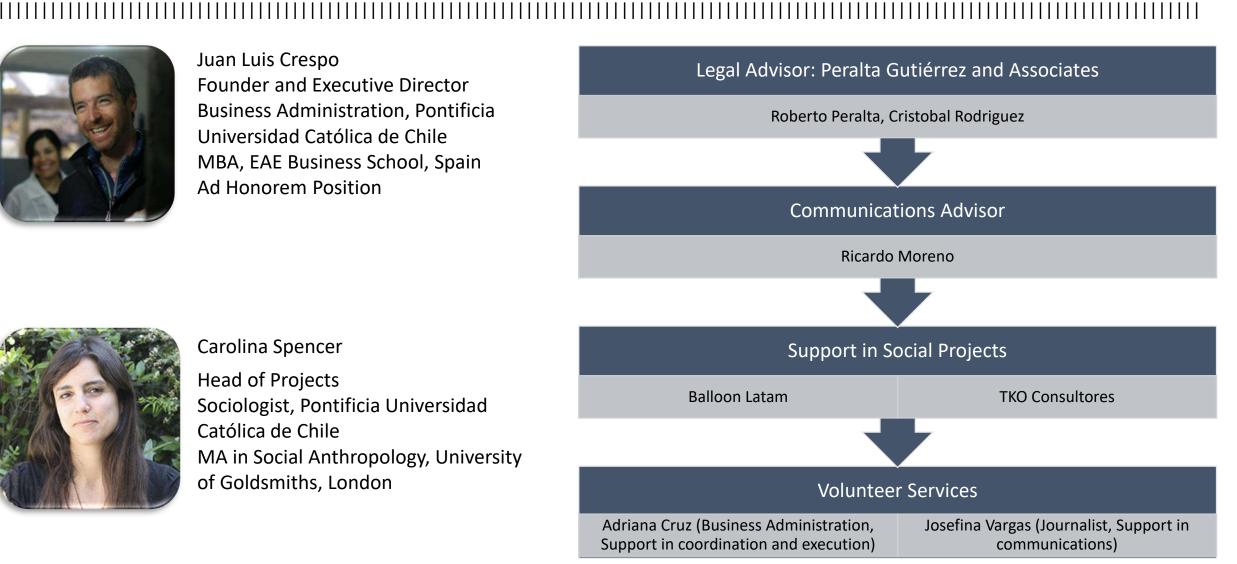
Acknowledgements



Juan Luis Crespo Founder and Executive Director Business Administration, Pontificia Universidad Católica de Chile MBA, EAE Business School, Spain Ad Honorem Position



Carolina Spencer **Head of Projects** Sociologist, Pontificia Universidad Católica de Chile MA in Social Anthropology, University of Goldsmiths, London



Funding



Since its creation in 2012 until April 2017, the Smartrip Foundation funded its programs by facilitating joint initiatives and making alliances with different players from the private and public sector, such as the Smartrip Travel Agency, the Smartrip partner hotel network, Balloon Latam, TKO Consultants, CORFO, Escondida Mining Foundation, Friends of Lago Colico Foundation and the valuable support provided by brands such as Subaru, Sodimac, Citroen, Unimarc and many others.

April 2017 marked the start of a new era for the Foundation. The signing of an Association Contract or Participation Accounts between Smartrip Travel Agency and the Smartrip Foundation kicked off a new and innovative model of financing. From that date on, Smartrip Agency must contribute 20% of its net income to the Foundation's social programs, which in turn is mandated by contract to execute efficiently those resources and generate social and environmental impact.

In order to strengthen this new stage for the Foundation, Smartrip Agency invested in a new website platform (https://fundacionsmartrip.org/) allowing us to better communicate the programs we are supporting. The new platform also enables "crowdfunding" where any person or client can make online donations to finance the social projects that we support.

The Foundation uses 15% of the total contributions received for its operational and team expenses.

Partner Hotels

Letter of the President

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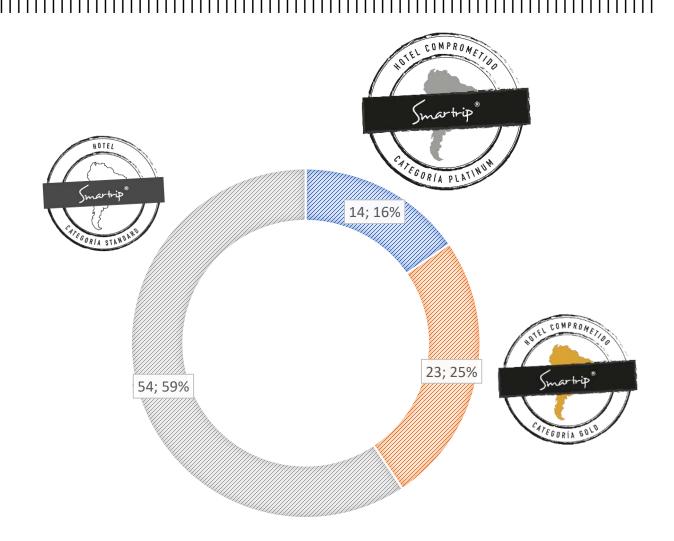
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Over 90% of the resources that our Foundation receives come from the Smartrip Travel Agency which generates its incomes from commercializing more than 100 of top tier hotels in Chile and Peru. Based on the hotel's commercial conditions and social involvement, we have created three categories: Platinum (the highest), Gold and Standard.

Platinum and Gold category hotels can propose social projects to the Foundation to benefit neighboring communities.

Standard category hotels cannot propose projects. Their contributions, generated by reservations, are used by the Foundation to finance projects at destinations where Platinum and Gold hotels operate.



Are those with the greatest commitment to our Foundation's social mission. Currently they are:

































Are hotels with the second highest level of commitment to our Foundation's social mission. Currently they are:

















































Main projects

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Between 2016 and 2018, we were able to support 29 initiatives directly benefitting 1,042 people thanks to contributions made by: the Smartrip Travel Agency (our main strategic ally), its partner hotels, people who have "travelled with meaning" that made donations through our crowdfunding platform, and by our partners in executing social projects. Additionally, we have given 15 talks for entrepreneurs and students at different education and training centers (with over 1,200 attendants) and we have also arranged news articles in written media to position sustainable tourism.

With the abovementioned initiatives, along with the 17 programs that we supported between 2013 and 2015 which directly benefitting 965 people, we have reached a total of 2,007 people.

We would like to point out that since 2017 we have included new lines of support, which now consider education and environment in our impact objectives.

46 initiatives supported

17

About Our

Foundation

2013 -2015

2016 - 2018

over 2,000 beneficiaries

965

1.042

2013 -2015

2016 - 2018

over 2,000 people attended our talks

800

1.210

2013 -2015

2016 - 2018

Main Projects

Our own programs (More Local Arts & Crafts, School Trip, others)

Direct monetary contribution to local micro entrepreneurs

Inspirational and/or technical talks conducted by our team for entrepreneurs and students / Mentoring

Monetary contributions to other NGOs, Foundations or B Company programs

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Programs executed (Period 2016 - 2018)

- Puerto Aysén (2 editions)

Hotel *Platinum* that support this iniciative:

puyuhuapi lodge & spa

In Alliance with:



More Local Arts & Crafts is a program created by Smartrip in alliance with TKO Consultants.

This program has the following objectives: (i) put in value and dignify the figure of local craftsmen and women, (II) improve their competitive position to face the "invasion" of mass produced foreign crafts that prevents them from competing on fair terms, and (III) help them establish commercial ties under fair trade standards with hotels that work with Smartrip and its clients. Its first edition was carried out in 2014 in Dalcahue, Chiloé and in 2015 in San Pedro de Atacama.

Stages of the program:

- 1. Define the final group of craftsmen and women we will work with
- 2. Determine a base line and complete a Form for brand design
- 3. Training workshops (i) Price and cost strategies, (II) Optimal product mix, (III) Business Model Canvas, (IV) Product design, and (v) Tour marketing
- 4. Create a graphic design proposal for each craftsman and woman (brand design, logos, labels, packaging, designation of origin logo and graphic promotion elements)
- 5. Present and validate graphic design proposals with craftsmen and women
- 6. Production and impression of graphic material
- 7. Manage the insertion of craftsmen & women to the commercial tourism value chain that hotels are a part of by facilitating commercial linkage
- 8. Exhibition of each craftsman and woman's picture, work and products
- 9. Closing ceremony, media management
- 10. Constant follow-up and continuity (Support to invest in equipment, sales, etc.)

Our Own Programs

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Puerto Aysén



22 Beneficiaries (95% women)



2016

In Alliance with:



Brands and logos developed:



Designation of origin logo:



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Workshops and fieldwork visits

Platinum Hotel that is supporting:

puyuhuapi lodge & spa

In Alliance with:













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Cases of beneficiaries

Platinum Hotel supporting:

puyuhuapi lodge & spa

In Alliance with:







SILVIA MANCILLA

Artesanía en lana Puerto Aysén | Patagonia | Chile

Inspirados en la mística de la leyenda del Calafate, en su gente, en un buen mate y en la magia de los bosques amparados por seres curiosos. Los hermosos trabajos de Silvia se plasman a través del baile de una aguja, la esencia pura de la Patagonia.





- 🕻 +56 9 77505259
- @ lourdes.911@live.com
- Domos Artesanales de Puerto Chacabuco



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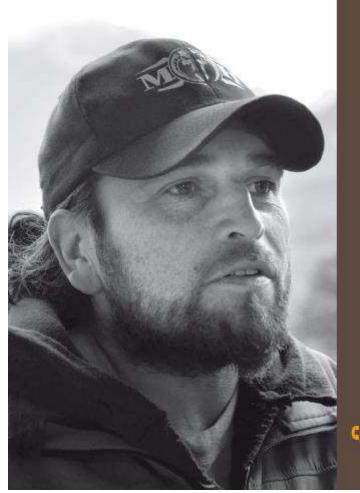
Cases of beneficiaries

Platinum Hotel supporting:

puyuhuapi lodge & spa

In Alliance with:







PEDRO BASTIDAS

Artesania en madera

Puerto Chacabuco | Patagonia | Chile

Gran conocedor y cultor del patrimonio local de Aysén, Pedro inicia su proceso de producción recolectando maderas nativas muertas que yacen en las riberas de los ríos ayseninos. Luego, estas maderas toman vida en notables muebles rústicos fabricados de manera artesanal. Bares, licoreras, pórticos y yuntas son parte de la obra de este verdadero personaje conocido como el Bagual.

Productos a pedido en:

+56 9 66329375







Cases of beneficiaries

Platinum Hotel supporting:

puyuhuapi lodge & spa

In Alliance with:







Los productos de Mirna reflejan las enseñanzas que desde pequeña recibió de su madre, una Machi o sanadora Mapuche del litoral de Aysén, donde creció entre el mar y la exuberante naturaleza. Sus productos 100% naturales son elaborados con plantas, hierbas y frutas de la Patagonia que conservan los secretos de los





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Cases of beneficiaries

Platinum Hotel supporting:

puyuhuapi lodge & spa

In Alliance with:





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Acknowledgements



Cases of beneficiaries

Platinum Hotel supporting:

puyuhuapi lodge & spa

In Alliance with:







LUCÍA REHBEIN Artesanía en lana y tejido Puerto Aysén | Patagonia | Chile

Desde muy joven Lucía se ha involucrado en todos los procesos vinculados a la lana, haciéndole honor a su slogan "Manos con Historia". Su inquietud y creatividad la han llevado a ser una de las productoras más prolíficas de la artesanía local de Aysén. Sus productos son garantía de calidad y del uso exclusivo de elementos 100% naturales de la Patagonia.

Productos y pedidos en:

- +56 9 82767173
- 👩 luciareh bein@hotmail.com
- Galería de Artesanos, Local 3





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Pichilemu | Cahuil



25 Beneficiaries (88% women)



2016

Gold Hotel supporting:



"More Local Identity" is a program that was proposed to Smartrip by the designer Pali Vial (from the Catholic University) which we decided to support due to its focus and profile.

The program had very similar objectives to More Local Arts & Crafts: (i) put in value and dignify the figure of local craftsmen and women, (II) strengthen the value proposals and presentation of products made by local craftsmen and women, as well as by local producers, and (III) help them establish commercial ties under fair trade standards with hotels that work with Smartrip and its clients.

Stages of the program:

- Fieldwork visits to meet and define the final group of craftsmen and women and producers benefitted
- 2. Determine a base line and complete a Form for brand design
- Create graphic design proposals for each craftsman and woman (labels, packaging, graphic promotion elements)
- 4. Production and impression of graphic material
- 5. Exhibit products made by local craftsmen and women, as well as by local producers in the Cuarzo Lodge Hotel (Quartz Lodge) to facilitate and promote the value added chain between beneficiaries with hotels and travellers



Getting to know each other and fieldwork visits

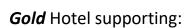
Gold Hotel supporting:







Getting to know each other and fieldwork visits











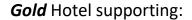








Getting to know each other and fieldwork visits

















San Pedro de Atacama



37 students



2018

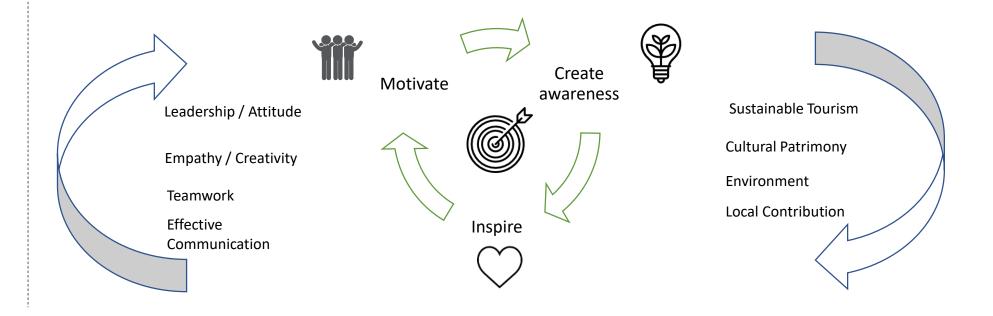
Platinum Hotel supporting:

ALTO ATACAMA

denert Rootge & spa

School Trip Program is an education program developed by the Smartrip Foundation that contributes to developing education for life skills in students from public schools. It covers subjects such as, sustainability, patrimony, art, expression, and communication to stimulate motivation and awareness of their heritage (cultural and natural) and expression skills.

In August and September 2018, a pilot program of School Trip was conducted with Alto Atacama Hotel in San Pedro de Atacama. Our work focused on the Likan Antai Municipal School and the beneficiaries were the students of the tourism area.



Our Own Programs

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Main activities

Contribution: \$7,5 millones

Platinum Hotel supporting:



To address different program objectives we conducted a series of activities supported by first level professionals in each field:

- Arturo Soto, social entrepreneur from Antofagasta, gave a motivational talk about how he managed to overcome various difficulties he had to face until he created Budeo, his current company, making him an example of personal accomplishment, self-improvement and leadership.
- Blanca Lewin, acclaimed movie, theatre and TV actress, carried out a series of communication workshops for students' expression and communication skills. This activity was very well appreciated and had great results.
- Francisco Maturana, mural artist, conducted a workshop in which he presented a brief history of street and mural art and prepared students to paint the main wall of their school.
- Carolina Spencer, sociologist and MA in Anthropology, did a theoretical and practical workshop to identify local heritage.
- Tomás Sánchez, coach and consultant, gave classes on sustainability and climate change.
- Juan Luis Crespo, Smartrip general manager, presented on current global trends in tourism.
- Students went on a fieldtrip to experience concrete examples of sustainability.

On Thursday, September 27 we celebrated World Tourism Day with students, occasion in which for a whole school day they painted the main mural of their school, stamping an important aspect of their heritage as a legacy for future generations and the school community.



Motivacional Talk Arturo Soto | BUDEO











See Video here





Effective Communication Workshops| Blanca Lewin























Platinum Hotel supporting:



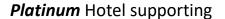








Expression and Heritage Group Activity















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SA VIAJE ESCUELA 2018 PROFITADO POR LA FUNDACIÓN.



Expression and Heritage Group Activity

Platinum Hotel supporting







Budeo experience

Funds: \$1,6 millones

Platinum Hotel supporting



The second edition of the School Trip program will be supported by the Cumbres San Pedro Hotel.

In this stage we will take 11th grade students of the tourism specialty at Likan Antai School in San Pedro de Atacama to live Arturo Soto's experience as a BUDEO tour operator. Arturo is the social entrepreneur who dictated a motivational talk for these students in the first stage of the program.

This outdoors educational experience will take place in December, 2018 in Antofagasta. Students will have the possibility of snorkeling at the Rinconada Marine Reserve where they will take part in a beach cleaning activity. They will cross the footpath by millenarian cliffs concluding with a reflective group activity in charge of Claudio Alquinta, psychologist and director of the Budeo School, and Arturo Soto, the School founder, who will reflect upon the importance of taking care of our environment.







Direct monetary contribution

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We also make direct monetary contributions to micro entrepreneurs. We support micro entrepreneurs who meet one or more of the following criteria:

- Put in value aspects of their culture and identity
- Care for the environment
- Have potential for growth
- Have previously participated in one of our training programs or with our partners i.e.
 Balloon Latam
- Have shown perseverance and passion in making their entrepreneurial project a success

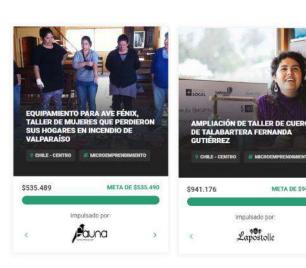












Equipment for "The Trail of My Herbs"



Funds: \$900.000

Platinum Hotel supporting



Patricia Pérez is an Atacameña micro entrepreneur who lives in Toconao, where she started her SME, "La Atacameña", dedicated to putting in value herbs found in the highlands of the Andes plateau. We met her in 2015 when she was one of the beneficiaries of the More Local Arts & Crafts San Pedro de Atacama Program, which was carried out in alliance with TKO Consulting. In that occasion, she made quite an impression on us because of her passion and great knowledge of herbs and their properties, as well as her ties to ancestral culture. She currently provides herbs for many of our partner hotels in San Pedro and also for Rodolfo Guzmán's acclaimed Boragó restaurant.

In 2017, Patricia wanted to expand her business promoting the spirtual and health benefits of herbs by creating a tourist trail called "La ruta de mis hierbas" (the path of my herbs).

Our contribution allowed Patricia to buy all the equipment and supplies needed to make her trail around Toconao and the foothills of the Lascar Volcano.







Equipment for Evangelista Soza's Workshop



Funds: \$900.000

Platinum Hotel supporting:





Evangelista Soza, is a craftswoman, a peer reference and promoter of the Atacameño weave. She was born in the town of Talabre and has dedicated a good part of her life to pass on the legacy of weaving looms to the women of San Pedro and their daughters.

She participated, along with two of her daughters - Adriana Puca and Nolbia Puca, in the More Local Arts & Crafts program in 2015 that we carried out in San Pedro de Atacama in alliance with TKO Consulting and the support of all our partner hotels in the area.

From that program on, we have developed a very close relationship with Evangelista and her daughters, resulting in different supports that are detailed further below in this Annual Report. The contribution made along with the Alto Atacama and Cumbres San Pedro Hotels consisted of resources to improve equipment in her workshop. This has made processes more efficient and also improved the quality of their traditional weaves. With this objective in mind, she asked for and we bought her a sewing machine, a teasing machine, a balling machine and a hanking machine to improve her work.







A Boat for Don Romilio



Funds: \$250.000 (Smartrip)

Gold Hotel supporting:



In February 2016, Eugene Simonetti, a Smartrip client travelled to the Quesahuen Pass. There he met Don Romilio, a fisherman and true colonizer of those lands who told him that he lived alone in that isolated place. Don Romilio "takes care" of those lands and has been doing so, for over 20 years. He also said that his boat had sunk in 2015 so he could no longer fish with his nets and only survived on what some of the boats that go to the San Rafael Lagoon leave for him, if the weather allows it every 15 days.

After much work, Eugene managed to get hold of some funds. The Smartrip Foundation wanted to be part of this noble project and financed the remaining \$250,000 needed to finish building a new boat for Don Romilio and getting it to him.

On November 27, 2017 the boat built in Puerto Montt was finally delivered to Don Romilio's house as a surprise.







Equipment for Javier Arias' Business Initiative



Fund: \$1,2 millones

Platinum Hotel supporting:



Javier Arias is a tourism micro entrepreneur from Curarrehue, in the Araucanía Region.

We met him in 2014 when he participated in a social program supported by Smartrip called Balloon Pucón - Curarrehue. From the first day on, we were amazed by his passion, joy of life, motivation to get ahead and his entrepreneurial spirit, despite the accident that left him physically challenged. In 2015, after his participation in the Balloon program, we supported Javier with a \$300,000 fund so that he could purchase equipment for his rafting company.

In 2017, we assigned him additional resources, this time to expand his business so he could service bigger groups of clients. So, we helped him purchase gear to fulfill that goal. In this opportunity he received 6 helmets, 6 wetsuits, 6 pairs of boots and 6 life jackets.







Equipment for Juana Quintoman's Workshop



Fund: \$600.000

Gold Hotel supporitng:



Juana Quintoman is a native Mapuche craftswoman from Lago Neltume, in the Los Ríos Region. In 2013, she was one of the beneficiaries from Smartrip's first social program held in Huilo Huilo (in alliance with Balloon Latam). In that opportunity she proved her potential and talent by winning first place in the entrepreneurship competition.

With the prize money we built Juana a workshop next to her house so that she could work quietly and further her recent start-up in wool crafting.

In 2015, we gave her another contribution, this time for \$300,000 to buy raw materials that would allow her to continue expanding her business.

In 2017, in alliance with Amukan Lodge de Panguipulli, we purchased a stationary circular saw and a brush so that she could improve and increase her production.







Equipment for the Ave Fénix Group's Workshop



Funds: \$500.000

Gold Hotel supporting:





Estándar Hotel supportiting:



The Ave Fénix is a collective group of 25 women, all micro entrepreneurs from the Valparaiso region. The group came into being as a way to overcome the loss of their houses in the ferocious fire that affected the city in 2014. The group makes bags, T-shirts and crafts.

Visual artist Virginia Guilisasti proposed that we support this group with whom she made an exhibit called "Recovery Practices" in August 2016, in the Denmark Building Gallery in Valparaiso and later in the CCU Art Gallery in Santiago.

The funds contributed by Smartrip were used to buy a stamping machine and fabrics for making recycled bags that would allow them to increase their production and raise their incomes.







Workshop Expansion for Fernanda Gutiérrez



Funds: \$900.000

Platinum hotel supporting:



Standard hotel supporting:



Fernanda Gutiérrez works in saddlery in the Colchagua Valley and has the soul of a self-taught entrepreneur.

We met Fernanda in 2014 when she participated in the Balloon Colchagua program for entrepreneurs that we conducted with Balloon Latam in which Fernanda got one of the final prizes.

Ever since we met her we realized she had an entrepreneurial strength different from all others. Her dedication, affection and passion for what she does have taken her a long way. Her case will be described below and in detail in the section of impact indicators.

In 2018, we contributed more than \$900,000 to expand her workshop and equip it properly to incorporate other women from the commune to work with her taking on bigger orders.







Reforestation of the Renca Hill with Native Species



Funds: \$1,5 millones

Gold Hotel supporting:

 $\frac{ \text{HOTEL TORREMAYOR} }{ \textit{Providencia} } \; \frac{ \text{HOTEL TORREMAYOR} }{ \textit{Lyon} }$

Standard hotel supporting:



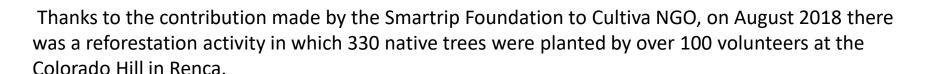












The activity is set in the framework of the "Lets Reforest Native Chile" program, aimed at socioenvironmentally regenerating areas affected by forest fires and/or that have been historically desertified. It involves the participation of communities along with education programs for young people from the communes. It also considers a 2 year tree maintenance program, creating local jobs and reactivating local economies.







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Education Program Toki Foundation



Fund: \$1,4 millones

Standard hotel supporting:



In August 2018, our Executive Director, Juan Luis Crespo personally handed out a contribution to the Executive Director of the Toki Rapa Nui Foundation, pianist Mahani Teave, at her Foundation's offices on Rapa Nui Island.

This contribution will be used to give free Rapa Nui dance classes to the children of the island and is mainly aimed at providing students with the possibility of learning their traditional dance and language in a fun way. Likewise, it is also geared at rescuing and teaching Rapa Nui stories and legends that have been historically transmitted by oral tradition. These classes are geared for children and young people from Rapa Nui, at pre-school, primary and secondary school levels. Ethnic natives and island inhabitants in general can participate. The workshop also develops self-esteem, cultural identity, commitment and responsibility through the development of musical and artistic skills. Classes will be carried out by professors of excellence as a way to ensure they are a real tool for developing musical talent in children and young people in Rapa Nui.







Monetary contributions to other NGOs, Foundations

Construction of the Kalen Culture and Education Center



Funds: \$10 millones

Platinum hotel supporting:



Puerto Bories Hotel

Kalen is a self-managed, not-for-profit foundation. It was created by a group of parents and teachers who were in need of a place to foster integral education – considering artistic, intellectual, emotional and spiritual dimensions by means of workshops and activities with families.

Since 2016, weekly artistic and cultural activities for children between 3-12 years of age have been developed. In addition, Family Get Together, Theater Presentations for the community and Talks on Raising Children have also been carried out in a privately owned space that was lent and adapted for these purposes.

Due to the community's growing interest, the lack of a cultural center and the need to count on a place "of their own", in 2018 the construction of the Kalen Culture and Education Center started in a piece of land lent in commodatum to the Foundation. The total cost of this work is \$50 million and the \$10 million contribution made by Smartrip and The Singular Patagonia will allow the community to finish its construction and service 200 children and 250 parents per year.







Inclusive Trekking in Cochamó / Puelo



Funds: \$480.000

Gold hotel supporting:



Smartrip Foundation and AWA Hotel have supported this project after an invitation extended by the Puelo Patagonia NGO, which led this initiative along with Wheel The World, to implement the first inclusive trekking in the Cochamó / Puelo area.

The project consists in the purchase of gear and equipment (2 special wheel chairs for trekking, an adaptation for kayak, ropes, harnesses and carabiners) as well as training for local tour operators in the use and handling of the new equipment so that people with reduced mobility can live the experience.

The total cost of the project is 15 million pesos and will be contributed by several institutions and private donors. Smartrip and AWA Hotel contributed \$483,964 to support this cause.

Once the project is finished, the gear and equipment will be donated so that other people can live the experience in the zone.







Letter of the President

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Balloon Latam Program Frutillar / Puerto Varas



Funds: \$5 millones

Gold hotel supporting:





Standard hotel supporting:



Balloon Latam is a social program for innovation and entrepreneurial projects that aim to develop entrepreneurial initiatives in poor communities. It provides tools and methodologies for innovation, networking, specialized consulting and seed capital. It works with volunteer professionals from different parts of the world (Fellows).

Smartrip has supported several previous versions of this successful program, such as Huilo - Huilo, Colchagua, Pucón - Curarrehue, Cunco - Melipeuco, among others. In 2016, we also supported the Frutillar - Puerto Varas edition, for the benefit of 140 local micro entrepreneurs. In this edition Smartrip contributed \$3.5 million in prizes for the winners of the program. We financed

the participation of Ricardo Fernández, a recognized actor, who conducted oral expression and effective communication workshops to help program finalists be better prepared for their presentations. After the program ended, in January 2017, Smartrip organized a commercial value chain integration meeting with 14 micro entrepreneurs and its partner hotels in Frutillar / Puerto Varas (Cumbres, AWA and Puelche Hotels).







Ver Video aquí:



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International Balloon Program | Maule



Funds: \$500.000

Platinum hotel supporting:



In July 2018, we received an invitation from Balloon Latam to cooperate once again with this wonderful social innovation and entrepreneurship program in its Maule edition. Within the framework of sustainable tourism, this edition's goal was to acknowledge entrepreneurs for rescuing and putting in value local culture and identity.

In this context, we rewarded two entrepreneurs with a prize of \$250,000.

One prize went to Georgina Correa from Vichuquén, an artisan who inherited a technique in ceramic crafts who is trying to put in value her culture by this means. Currently, Georgina is doing the same with experience-based travel and tours allowing visitors to live the process of making ceramic crafts, as well as extracting clay.

The other prize was for Don Augusto Cordero, an entrepreneur from Licantén who owns and runs La Leona Recreation Center that lodges travellers and offers activities that connect families with the countryside. He also educates the local community so that it can consolidate its local identity and become a stronger community in the process.







Support of study tours

Platinum hotel supporting:





Standard hotel supporting:



Within the framework of the School Trip San Pedro de Atacama 2018 program, the tourism specialty professor raised the issue that two twelfth graders could not participate in the school's Study Tour because they did not have the resources to finance their trip. This is how a \$400,000 support fund so these students could participate in the Study Tour began.

Click on the images below to hear their testimonies:





Eugenio Yunis, Foundation President and Juan Luis Crespo, Foundation Founder, actively participated in the organization of the First 3xi Meeting for the Tourism Industry led by FEDETUR (Inspire, Include and Innovate). On June 11 and 12, 2018 the meeting gathered over 100 participants from different industry segments (business owners, entrepreneurs, foundations, NGOs, indigenous community leaders and local community leaders, among others). The Meeting took place in the Colchagua Valley under the motto the Encounter Culture (La Cultura del Encuentro). Its goal was that all the players met, spent some time together and got to know each other personally so they could all develop the industry in a more sustainable way. Our Foundation contributed over \$800,000 to bring in and lodge community leaders from different destinations in the country and our partner hotel, Cumbres Vitacura, also contributed with lodging. See the video summary:



Design and Commercialization Support for Craftsmen and Women by Remade in Chile.

Remade in Chile is a social entrepreneurial initiative that uses design as a strategic tool for adding value to products created by artisan micro entrepreneurs. We supported this initiative by asking the craftswomen who were being supported by Smartrip to join this project, covering part of the costs for the field visits made by Remade and also by organizing the Meeting in the Cumbres Hotel. The aim was that Smartrip's hotel network would know about these art and craft products so they could buy them. (2016)



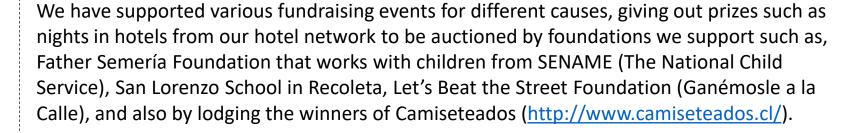


Juan Luis Crespo, Smartrip Founder, took part in a program called **Mentoring with Impact**, a network focused on supporting and strengthening through out Chile entrepreneurs and companies that are generating a positive impact on the world.

In 2016, Juan Luis Crespo mentored Diego González for 6 months. Diego is the founder of My Web Orchard (http://mihuertoweb.cl/) a local, fair and inclusive agriculture project.





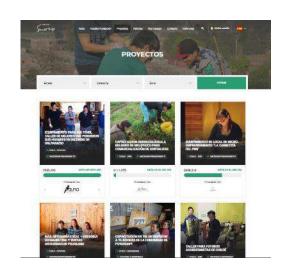








Web Platform for Crowdfunding



Aporte: \$ \$7.794.500

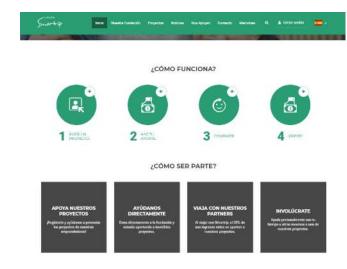
Apoyado por:





As mentioned above, April 2017 kick-started a new era in our Foundation with Smartrip's investment in a new website platform (https://fundacionsmartrip.org/) to help us leverage and strengthen our new donations model. The new "donation based" platform allows us to better communicate the programs we are supporting and it also enables "crowdfunding" so, any person or client can make online donations to fund social projects supported by us from our own website.

This platform collects contributions generated by Smartrip reservations, as well as contributions from people interested in donating to faster fund projects. Since it was launched, we have collected \$3.876.042 in contributions, mainly from Smartrip clients who use crowdfunding to fund our projects. Even though this may be a good start, we had expected better results, for this reason we are working on a strategy to improve these numbers.





Letter of the President

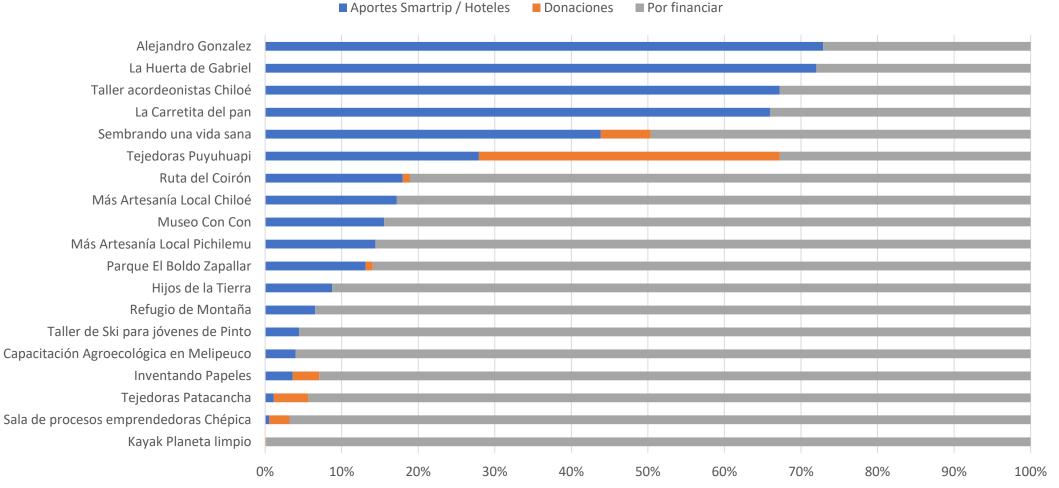
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Since the financing model was launched in April 2017, we have already been able to fund more than 20 projects and there are 19 other initiatives that are only partially financed. Status of Projects with partial funding:



Amount raised or collected to date: \$ 12.807.260

(19% of the total)

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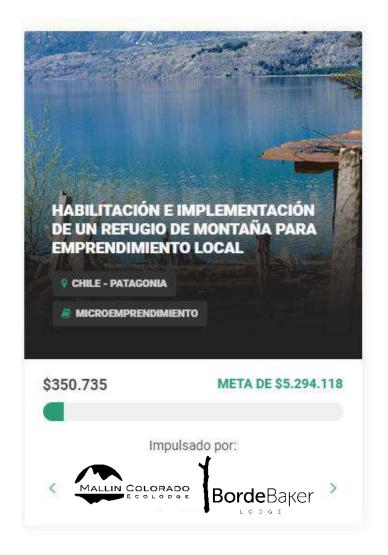
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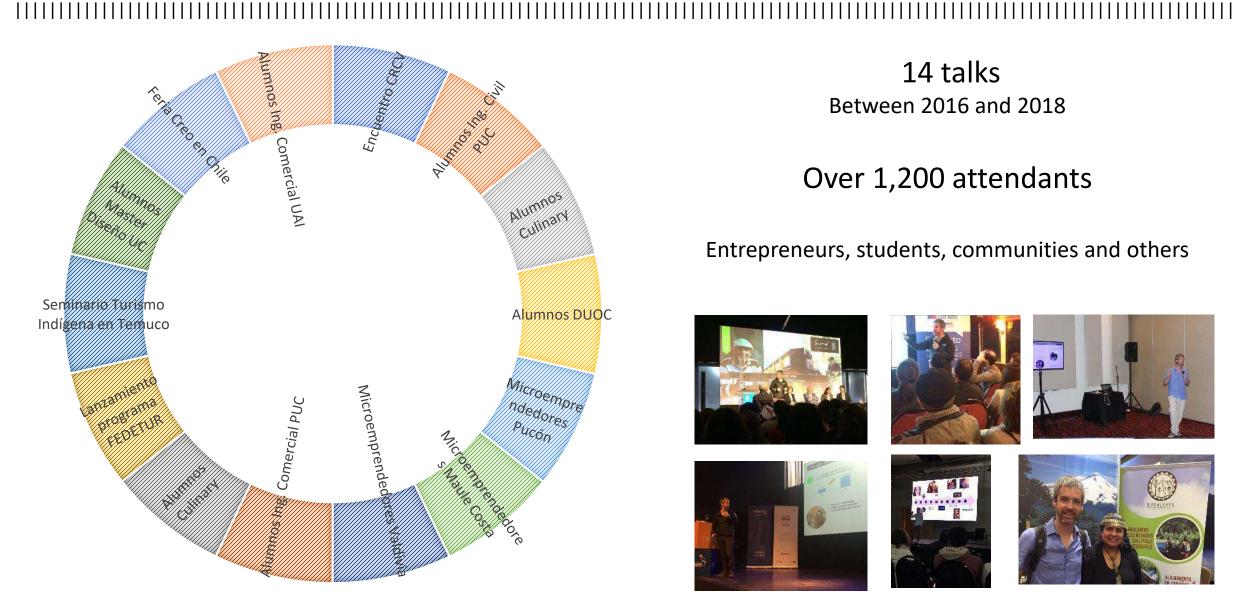












14 talks Between 2016 and 2018

Over 1,200 attendants

Entrepreneurs, students, communities and others













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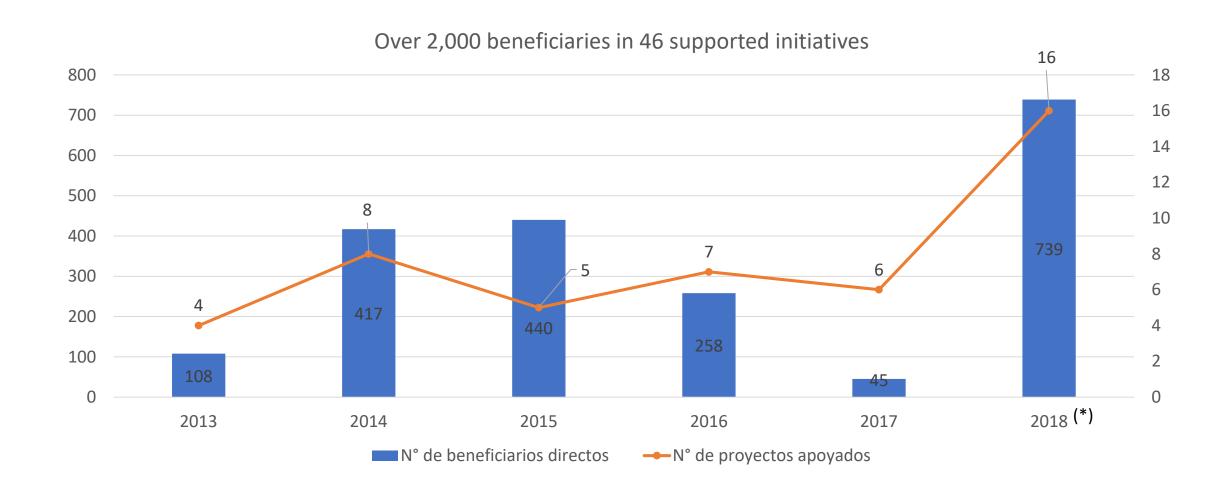
Over 50 appearances Between 2016 and 2018 Interviews, news articles, opinion columns

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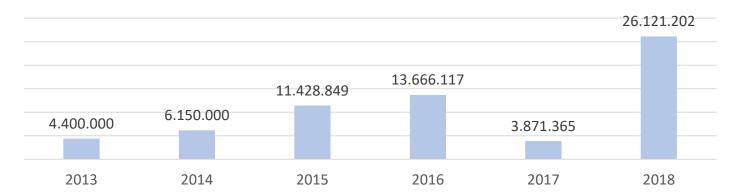
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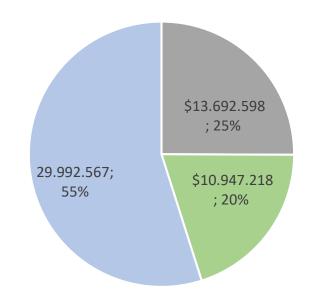
Direct monetary contribution made by Smartrip in alliance with hotels for already funded programs (in Chilean pesos)



Direct monetary contribution made by Smartrip in alliance with hotels (From April 2017 to September 2018)



Distribution of direct monetary contributions made by Smartrip in alliance with hotels (From April 2017 to September 2018)

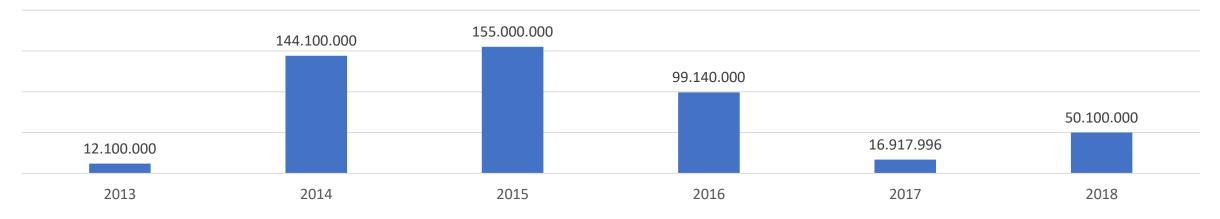


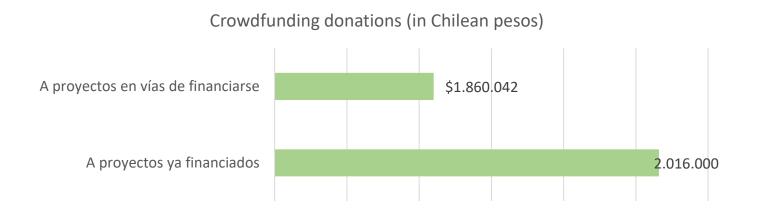
- Sin destinar aún (Proyectos en vías de formulación)
- A proyectos en vías de financiarse
- A proyectos ya financiados

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Third party contribution (*) to projects we support (*) Other NGOs, Foundations, CORFO, Brands, etc.





Over the past two years contributions from third parties have fallen due to the fact that we have concentrated our efforts on implementing the new 20% net revenue based model. Nevertheless, in 2019 we will make the necessary efforts to collect more donations and contributions from public and private funds to increase our impact.

Summary of indicators

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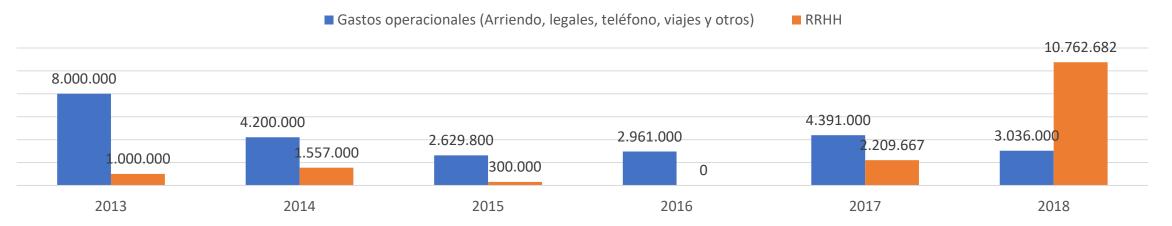
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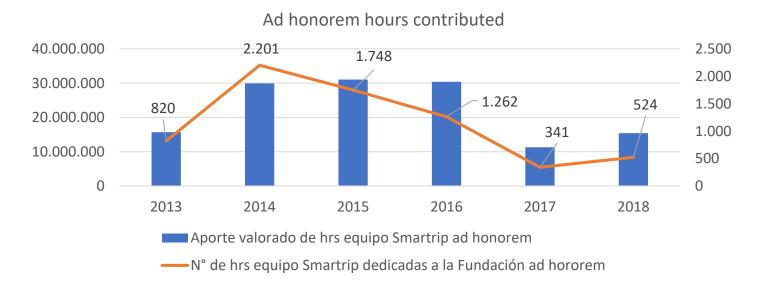
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- In order to manage our Foundation's projects, part of the Smartrip agency team works ad honorem. Foundation Founder, Juan Luis Crespo has contributed most of these hours and Josefina Vargas, Adriana Cruz and Rosario Vodanovic have contributed ad honorem as well.
- Late in 2017, we hired Andrea Guzmán for a full time position, however early on in 2018 she was replaced by Carolina Spencer.

Our Impact

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One of the great challenges that we face is measuring impact in all the projects and initiatives we support in a better way, replicating what has worked out and correcting or not supporting what is not producing results.

The lack of team members and monetary resources has made it very difficult for us to actually measure our impact, but we have started to take firm steps in that direction. In the first place, we participated in an MIT JPAL course on impact evaluation and measuring impact. Then we redefined our Theory of Change with support from Impact Accelerator Agora Partnership and currently the AMANI Institute is advising us on how to develop an impact evaluation model adapted to our reality and the type of projects we work with. For this reason, in the short term we expect to start measuring impact in most of the initiatives we support.

Despite the above, in our own programs such as More Local Arts & Crafts and School Trip we have made efforts to measure the beneficiary's baseline, ex-ante and ex-post, to see if our program objectives are being met.

Firstly, it is important to point out that the gender focus has been at the core of our programs. Over 80% of our beneficiaries are women. In the case of More Local Arts & Crafts, 3 months after the program was over, we were able to measure that 56% of the beneficiaries increased their sales, 30% managed to generate sales through our hotel partners, and they graded the program with a 6.7 or 96% score (on a scale of 1 to 7 in which 7 is equivalent to 100%).

On the other hand, the evaluation of the School Trip program was very rigorous and is detailed in the following page. Despite the indicators, the project's impact can be summarized in the words of Likan Antai School Principal, Maria Solange Molina: "We are very grateful for the tremendous work and contribution that you have made to our school. The work you have done with our students has without any doubt made a mark on their lives forever..."

Impact Evaluation School Trip

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The impact evaluation of the School Trip program was made by means of two student surveys, one applied ex-ante and the other expost.

Expected results for the program and ex-ante & ex-post results are detailed below:

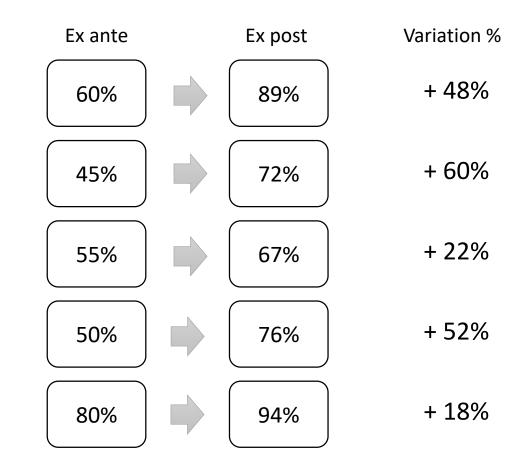
Percentage of students who state being highly motivated to overcome the adversities of life

Percentage of students who state being highly selfconfident to overcome the difficulties of life

Percentage of students who state not being so shy about speaking in public

Percentage of students who state trusting very much their public speaking skills

Percentage of students who state that it is very important to protect patrimony for future generations



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Satisfaction evaluation:

The School Travel program had a near perfect evaluation, with a score of 6,8 (98%).

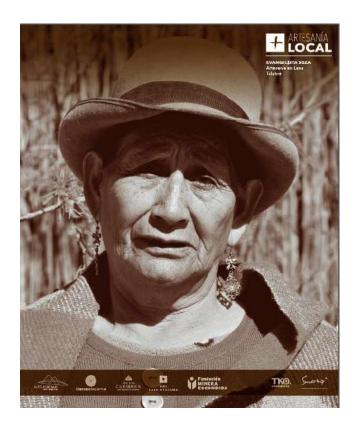
Among the best evaluated activities were: the workshop conducted by Blanca Lewin (with a 6.7 or 97% score), Lets paint the school mural (with a 6,8 or 98% score), and Arturo Soto's motivational talk (with a 6,6 or 95% score).

There is room for improvement in: the guided visits to hotels (with a 5,6 or 84% score) and for the facilities in which the activities were conducted, both the place and room (with a 5,8 or 86% score)

Qualitative evaluation:

We left an "open form" for students to fill out indicating "what was the most important thing about School Trip for you", as well as for them to evaluate and rate some of the activities. Some interesting things came up:

- It increased the feeling of belonging to a class where everyone is validated and heard, along with the feeling of wellbeing after getting to know each other better. "We felt closer as a class and I liked that very much", "I have been able to communicate more with my classmates", "we learned to be more united as a class", "camaraderie", "we could be more united as a class, we worked more as a team", "I got to know my classmates better".
- Contribution to the school "we contributed to the patrimony of our school and everyone values that", "we contributed to our school", "the mural is a stamp that will be there for future generations so they value our patrimony". I learned "to have more personality", "I learned how I can interact with others and I could be more free".



We would like to showcase our work's impact with a couple of cases:

As we mentioned above, Evangelista Soza is a master artisan from San Pedro de Atacama.

When we met her during the More Local Arts & Crafts program and measured her baseline, she was generating around \$150,000 monthly from selling her crafts.

Since then we have supported her in many different ways. We created a brand and logo, labels to sell her products with better presentation, a narrative with her value proposal, graphic design promotion elements such as postcards that we left in every Smartrip partner hotel for our clients to visit her. She also took part in workshops with Smartrip hotels, got consultancy in pricing and optimal product mix, appeared in a news article in Caras Magazine, among others.

In 2015, we gave her an electrical spinning machine for making her processes more efficient and in 2017, we bought her a sewing machine, a teasing machine, a balling machine and a hanking machine. From a commercial standpoint, in 2017 and 2018, the Smartrip Agency ordered gifts for the participants in Chubb Insurance's corporate trips, generating over \$2 million in incomes for her. We have also recommended and taken hotel travellers to visit her workshop. Our partner hotels have invited her to exhibit her products so that their clients can buy them and place orders.

Although we have not been able to clearly measure the impact of all these supports, we are convinced that they have helped to improve her quality of life as she has stated.















We would also like to illustrate the case of Fernanda Gutiérrez, a saddlery artisan from the Colchagua Valley.

Fernanda participated in the 2014 Balloon Colchagua entrepreneur program that we organized with Balloon Latam. In that occasion, she was trained in businesses model, elevator PITCH, design thinking and a series of entrepreneur methodologies. Additionally, she won second place in the program and \$1.000.000 in assets to start the construction of her workshop. As a result, she also appeared in a news article by Alipio Vera and was hired by SERCOTEC (a government agency that supports SMEs and entrepreneurs) as a professor, among other things.





After Balloon, in 2015, we supported her with a small \$400,000 contribution to finish her workshop and in 2018, we contributed more than \$900,000 to expand her workshop and improve her equipment. In addition, the Smartrip Agency has ordered several pieces of her work, such as luggage tags and other leather works for group gifts. Our partner hotels have also trusted her, for instance Clos de Apalta ordered pieces for the hotel and Santa Cruz ordered corporate end of the year gifts for their clients.

Although we have not been able to clearly measure the impact of all these supports, we are convinced that they have helped to improve her quality of life as she has stated.

Click on this Link for her testimony:

https://www.youtube.com/watch?v=bI07x6U3qEk



Juan Luis Crespo
Founder and Executive
Director of the
Foundation

I am deeply grateful for the support provided by the hundreds of people and institutions that have made it possible for us to back all the projects and initiatives that are detailed in this annual report.

I would like to start by thanking the members of our Board who have supported us with their experience, talent, affection and wisdom from the beginning. Each and every one of them has been of great assistance: Servaas, Marcelo, Andrés, Fernanda and specially Eugene Yunis, our President, who supported me from the very first day I told him about this dream of mine, and who helped me to fine tune the idea and to get the Foundation up and running. I would also like to thank the former members of the Board, Juan Pablo Larenas, Magdalena Aninat and Belén Fernández who could not continue with us for work related reasons.

I also want to thank Carolina Spencer, who joined the team this year and has made a great contribution towards the better management of our social programs, and also the Smartrip team, for their ad honorem support and because they always contribute with their talent. I would like to specially mention Josefina Vargas who played a fundamental role in the first stage of the Foundation, until she moved away to Australia in 2017. A special thanks to all the hotels and their teams for their support and commitment to our project and for trusting us, specially the Platinum and Gold category hotels.

And finally, I want to express my personal gratitude to the people who have supported us in the execution of some of our social projects or that have invited us to support their initiatives, and also to TKO Consulting (Tomás Sánchez and Sebastián Raby) and Balloon Latam (Sebastián Salinas and his team) and, above all, to the communities who have opened their doors so that we can try to contribute with a grain of sand in making their lives better.

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Smartrip Foundation