



2025 ANNUAL IMPACT REPORT



BEYOND THE VALLEY



<https://btvadventures.com>



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BTV’s Impact in 2025: Highlights in Numbers

A Year of Transformative Impact

Local Employment & Economic Impact

Local Guides Engaged	64
Cooks Employed	22
Porter Sardars (Supervisor)	08
Porters Employed	154
Local Hotels Partnered	18
Restaurants Engaged, including female-owned businesses	23
Local transporters partnered	08
Local Host Families engaged	06

Sustainability & Capacity Building

Sustainability Certification	Travelife
Standards Followed	GSTC
Stakeholders Engaged	08
Universities Engaged	02
Community Conservation Committees Formed	02

Community & Social Impact

Students Supported (School Fees)	40
Educational Trips Organized	08
Students Benefited	220+
Teachers Engaged	40
Women Empowered	09

Environmental Impact

Estimated CO ₂ Offset	20,000 kg
Waste Collected from Trails	150 kg
Additional Waste Removed	35 kg
Single-Use Plastic Bottles Reduced	1000
Waste Management Systems Installed	04

Trainings

Vendors trainings	06
Porters and support staff	60
Guides - permanent, freelance and village guides	10

Founder's Message

OVER THE YEARS, MY TRAVELS ACROSS THE WORLD AND THROUGH PAKISTAN'S REMOTE MOUNTAIN REGIONS, PARTICULARLY BALTISTAN AND HUNZA, HAVE BEEN BOTH INSPIRING AND THOUGHT-PROVOKING. WHILE I HAVE WITNESSED STRONG MODELS OF SUSTAINABLE TOURISM GLOBALLY, MY EXPERIENCES IN THE KARAKORAM REVEALED SOMETHING EQUALLY POWERFUL: EXTRAORDINARY NATURAL BEAUTY AND RICH CULTURAL HERITAGE, ALONGSIDE EMERGING RISKS FROM UNMANAGED TOURISM.

RECOGNIZING THE NEED FOR A MORE RESPONSIBLE APPROACH, BEYOND THE VALLEY WAS FOUNDED WITH A CLEAR PURPOSE: TO PROTECT FRAGILE ECOSYSTEMS, EMPOWER LOCAL COMMUNITIES, AND PROMOTE SUSTAINABLE TOURISM PRACTICES IN PAKISTAN.

SINCE OUR INCEPTION, WE HAVE MADE MEANINGFUL PROGRESS. FROM BECOMING THE FIRST TOUR COMPANY IN PAKISTAN TO ACHIEVE TRAVELIFE SUSTAINABILITY CERTIFICATION TO EXPANDING OUR OPERATIONS RESPONSIBLY, OUR JOURNEY REFLECTS A STRONG COMMITMENT TO CREATING A POSITIVE IMPACT. MORE IMPORTANTLY, WE ARE SEEING ENCOURAGING CHANGE AT THE COMMUNITY LEVEL, WITH INCREASED AWARENESS, STRONGER LOCAL PARTICIPATION, AND GROWING OPPORTUNITIES FOR SMALL BUSINESSES, INCLUDING WOMEN-LED INITIATIVES.

THE PROGRESS WE SHARE IN THIS IMPACT REPORT 2025 IS A RESULT OF THE COLLECTIVE EFFORTS OF OUR DEDICATED TEAM, LOCAL COMMUNITIES, AND VALUED PARTNERS. WHILE WE ARE PROUD OF HOW FAR WE HAVE COME, WE REMAIN FOCUSED ON THE WORK AHEAD.

WE BELIEVE TOURISM CAN BE A POWERFUL FORCE FOR CONSERVATION AND INCLUSIVE GROWTH. TOGETHER, WE WILL CONTINUE TO ENSURE THAT PAKISTAN'S MOUNTAIN REGIONS REMAIN VIBRANT, RESILIENT, AND PRESERVED FOR FUTURE GENERATIONS

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FOUNDER



Our Impact Principles

Our mission is to provide exceptional adventures to a global clientele in a safe & sustainable manner, promoting the conservation of both natural and human communities

WE CREATE VALUE FOR LOCAL COMMUNITIES

BTV collaborates with local guides, porters, cooks, host families, hotels, and female-led enterprises. By prioritizing local hiring, fair wages, and partnerships with host families, we ensure tourism revenue directly benefits communities while providing authentic experiences for travellers. We also engage communities in decision-making through conservation committees, educational programs, and collaborative projects, empowering locals to protect cultural and natural heritage

WE PROMOTE SUSTAINABLE AND RESPONSIBLE TOURISM

Our tours connect travellers with local cultures and the environment, emphasizing small-group, low-impact travel. We encourage responsible practices, reduce single-use plastics, manage waste, offset CO₂, and support environmental conservation initiatives. By designing experiences that respect both communities and ecosystems, we preserve fragile mountain landscapes and address the risks of overtourism

WE INVEST IN PEOPLE AND CAPACITY BUILDING

BTV provides professional training for guides, porters, and support staff, ensuring communities have the skills and knowledge to actively participate in sustainable tourism. We fund education for underprivileged students, organize school trips, and raise awareness about conservation, tourism careers, and responsible travel, strengthening local capacity for long-term benefits

EMPOWERING WOMEN THROUGH TOURISM

Beyond The Valley integrates women's empowerment into its core operations. We supported and introduced the first female adventure guide in Pakistan, engaged 2 female village guides, supporting 5 female-owned restaurants, 4 women-led cultural experiences, within our supply chain. We also supported school access for girls and female sports in remote valleys. In our office, we have about 40% of women working in our office. With over 60% female clients, we create demand for inclusive and safe travel, encouraging greater community acceptance of women's participation in tourism. Through these efforts, we contribute to building a more equitable and inclusive tourism ecosystem

WE MONITOR, EVALUATE, AND GROW SUSTAINABLY

BTV tracks outcomes of tours and initiatives through trip reports, traveller feedback, and community assessments. We measure progress against SOPs and GSTC standards, refine practices, and ensure accountability. Responsible growth strengthens local economies, expands opportunities, and amplifies our capacity to create lasting social, economic, and environmental impact



STAKEHOLDER ENGAGEMENT

At Beyond the Valley (BTV), stakeholder engagement is central to our mission of promoting sustainable tourism in Pakistan, particularly in Gilgit-Baltistan. During 2025, we actively engaged a diverse range of stakeholders to ensure that our sustainability initiatives are inclusive, locally relevant, and aligned with international best practices

Approach to Stakeholder Engagement

We adopted a structured and participatory approach to stakeholder engagement, aligned with Global Sustainable Tourism Council (GSTC) principles, focusing on collaboration, transparency, and continuous improvement.

Our key stakeholder groups include government and regulatory bodies, protected area authorities, tour operators and service providers, local communities and host families, women-led and community-based enterprises, as well as customers and internal team members.

Insights from these engagements guide our operational strategies, sustainability priorities, and performance monitoring

Key Engagement Initiatives in 2025

Government and Institutional Stakeholders

Held meetings with the Tourism Department Skardu, CKNP authorities, and local administration offices (Khaplu and Hunza) to coordinate sustainable tourism, ensure smooth operations, and implement responsible practices.

Engaged with the National Disaster Management Authority Gilgit-Baltistan to address safety concerns and establish emergency coordination

Industry Engagement and Capacity Building

Translated GSTC Criteria into Urdu and shared them with tour operators, tourism offices, and relevant stakeholders to improve awareness and adoption of sustainable practices.

Developed and implemented SOPs for hotels, transport providers, restaurants, and support staff, with the operations team providing guidance and monitoring performance to ensure effective implementation

Community Engagement

Trained host families on responsible tourism, cultural sensitivity, and environmental stewardship.

Supported communities in forming local tourism committees, now actively promoting sustainable practices.

Contributed to community projects such as tree planting, trail maintenance, and conservation, while promoting equitable benefits and local ownership

Impact and Outcomes

Through our 2025 stakeholder engagement, BTV strengthened public-private collaboration, promoted sustainable tourism, empowered communities and women-led enterprises, supported environmental conservation, and advanced responsible tourism in Gilgit-Baltistan

Beyond the Valley (BTV) Strategic Roadmap 2026–2028

Expanding Destinations & Experiences:

BTV will prioritize opening new routes, cultural experiences, and destinations to offer unique adventures and enrich local communities

- New destinations/routes: Open 4 new community-managed trekking corridors to distribute tourism benefits to underserved valleys
- Cultural immersion: Expand community-based experiences with 04 additional host families across remote villages.
- Visitor capacity: Prioritize carrying capacity limits to protect fragile ecosystems and prevent overtourism, ensuring tourism growth remains environmentally and socially sustainable
- All BTV tour leaders trained on sustainable tourism principles

Economic & Community Impact:

Tourism will drive sustainable economic growth for local communities while supporting women-led and community enterprises.

- Enterprise integration: Support 05 additional women-led and community enterprises to join tourism value chains by 2028.
- Local employment: Expand local employment opportunities for guides, porters, and cooks, ensuring fair wages and sustainable livelihoods.
- Direct reinvestment into community development projects and local infrastructure
- Community programs: Expand cultural programs to 06 villages, providing immersive experiences in traditional crafts, music, and food
- Establish the Porters Support Fund to safeguard porters

Environmental & Conservation Impact:

BTV will advance nature-positive tourism, aligning with global biodiversity goals and protecting fragile ecosystems.

- Community-led conservation: Support 04 local environmental projects by 2028, including tree planting, trail restoration, and heritage preservation.
- Sustainable operations: Reduce single-use plastics by 10%, improve energy and water efficiency by 10%, and achieve a 10% reduction in operational carbon footprint.
- Tourist engagement: Involve 30% of visitors in environmental awareness activities, including clean-up campaigns, workshops, and volunteer initiatives.
- Impact tracking: Implement a Partner Impact Tracking Framework to quantify conservation outcomes and share results publicly.

Social & Cultural Impact:

BTV aims to strengthen cultural heritage, community knowledge, and local leadership in tourism

- Cultural storytelling: Document and share 5 new local stories or cultural experiences annually through community partnerships and digital platforms
- Training & capacity building: Train 10 local guides, 50 local porters & support staff to enhance visitor experiences and preserve traditional knowledge.

- Local leadership/Committees: Develop 5 community Committees in Baltistan and Hunza to co-design experiences and ensure inclusive tourism decision-making.
- Guest-community connections: Support 4 community-led cultural exchange programs annually in partnership with local communities, enabling meaningful interaction between visitors and villagers to share, learn, and preserve local cultural heritage and traditions

Metrics & Accountability

- Track progress using quantitative measures for new destinations, local employment, community income, conservation projects, and visitor engagement.
- Publish an annual impact report highlighting progress against 2026–2028 goals, reinforcing BTV's commitment to regenerative tourism
- Include sustainability-related questions in feedback forms and maintain a documented complaints procedure
- Foster a Sustainability-Driven Culture: Embed sustainability principles across all staff through regular training and awareness programs
- Sustainability Metrics & Insights: Share measurable sustainability outcomes with clients, including carbon emissions and responsible travel options, reinforcing BTV's commitment to regenerative tourism