

# Baboo Travel Retains B Corp Certification for 2026, Reinforcing Commitment to Responsible Tourism

*Baboo Travel has officially renewed its B Corp certification for 2026, marking a significant milestone in the company's mission to redefine the travel industry*

DOVER, DE, UNITED STATES, February 8, 2026 /EINPresswire.com/ -- Baboo Travel has officially renewed its [B Corp certification](#) for 2026, marking a significant milestone in the company's mission to redefine the travel industry. This renewal confirms the company's continued adherence to independently verified, gold-standard benchmarks for social and environmental performance, accountability, and transparency.



Baboo Travel renews its B-Corp certification for 2026

The certification applies to Baboo Travel PBC and its integrated Destination Management Companies (DMCs), [Be Mexico](#) and Be Peru. Awarded by the global nonprofit B Lab, B Corp status is reserved for businesses that prioritize "stakeholders over shareholders," proving that profit and purpose can operate in tandem to benefit workers, customers, local communities, and the planet.

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*Paul Sarfati*

A Rigorous Standard for a New Era of Travel  
The 2026 renewal follows a comprehensive B Impact Assessment, a grueling evaluation of Baboo Travel's entire operational framework. This audit analyzed the company's

supply chain ethics, governance transparency, and the environmental footprint of its custom-designed journeys. Unlike standard industry certifications, B Corp status requires companies to undergo periodic reassessment, ensuring they don't just maintain their standards, but actively

improve upon them.

“Maintaining B Corp certification is a structural commitment to accountability as we scale,” said Paul Sarfati, founder and CEO of Baboo Travel. “Travel has a direct economic and social footprint. Our responsibility is to ensure that growth benefits destination communities while reducing negative environmental impact. This isn’t a one-time achievement; it is a permanent legal and moral obligation to the places and people our travelers visit.”

#### Direct Impact through Local Connectivity

Baboo Travel operates a platform connecting travelers with vetted local experts who design tailor-made journeys. By working directly with local suppliers and its in-house DMCs, the company structures trips intended to support local economies and promote responsible travel practices.

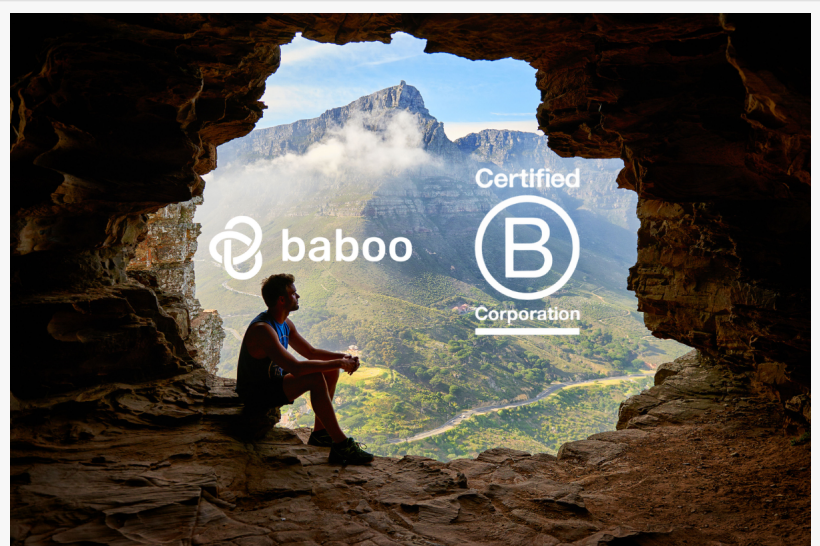
Key pillars of Baboo Travel’s 2026 impact strategy include:

- Verified Supply Chains: Ensuring every local partner meets rigorous ethical and safety standards.
- Regenerative Tourism: Crafting itineraries that contribute to the restoration and preservation of cultural and natural heritage.
- Radical Transparency: Providing travelers with clear insights into how their journeys support local livelihoods.

More information about Baboo Travel’s impact framework and its commitment to being a "force for good" is available at <https://a.baboo.travel/be-the-change/>.

#### About Baboo Travel

Baboo Travel is a B Corp certified travel platform connecting travelers with local experts to design custom journeys. Operating as Baboo Travel PBC and incorporating Be Mexico and Be



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Tourists looking at a view

Peru DMC, the company partners directly with local suppliers to deliver personalized travel experiences while advancing responsible tourism practices.

Paul Sarfati

Baboo Travel Inc

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