

Annual Sustainability Report 2025–2026

Reporting period: August 1, 2025 – July 31, 2026 · Published: September 30, 2026

Prepared in line with the Global Sustainable Tourism Council (GSTC) Tour Operator Standard, v4.0

1. About us and this report

Paradise Ghost Walks runs small-group, guide-led historic walking tours in three destinations: Old San Juan, Puerto Rico; Charlotte Amalie, St. Thomas, U.S. Virgin Islands; and Kailua-Kona/Hilo on Hawai'i Island. Every tour is led by a local guide — 15 in total (9 in San Juan, 3 in St. Thomas, 3 in Hawai'i) — supported by a small remote customer-service and operations team.

This is our first annual sustainability report. It covers the three destinations above. It explains what we did during our baseline year, the figures we can stand behind, and where we are still improving. Where a figure is an estimate rather than a measurement, we say so.

2. The year at a glance

Measure	Result
Tour departures	803
Guests hosted	8,052
Tours that are walking-only	All San Juan and Hawai'i tours; St. Thomas tours use one short pier-to-downtown transfer
Printed or single-use items handed to guests	None: we are a zero-handout tour operator
Measured direct (Scope 1) emissions	0 t CO2e (our van was not yet in service)
Local guides	15, all living in the destinations where they guide
Ongoing community, heritage and conservation contributions	4 (see Section 5)

3. How we manage sustainability

On September 19, 2026, our owner adopted a Sustainability Policy Set covering all 35 criteria of the GSTC Tour Operator Standard. It covers accurate marketing, guest guidance, staff training, responsible purchasing, local employment and community benefit, accessibility, safeguarding and decent work, cultural heritage, environmental management, and biodiversity. The owner is responsible for the system. It is reviewed at least once a year, and after any significant change to our operations. It is supported by:

- A sustainability risk register, reviewed annually.
- A register of the legal and permit requirements that apply in each destination.
- A Supplier Code of Conduct that every supplier is asked to sign.
- A Guide & Staff Handbook with training on accessibility, recognizing and reporting exploitation and harassment, and "Leave No Trace." Every guide and staff member signs off on it.

4. Environment

Energy and water

We have no offices or facilities under our control. Our guides work on the street, and our team works remotely. There is therefore no company energy or water use to report. If we ever operate premises, we will meter and report them.

Greenhouse gas emissions and transport

Walking is at the heart of what we do. Our only vehicle is a passenger van for the short pier-to-downtown transfer on our St. Thomas cruise excursion. It has been purchased but was not yet in service during the reporting year. Until it is, this transfer is provided by independent local taxi operators.

Metric	Value	Status
Direct (Scope 1) emissions, reporting year	0 t CO2e	Measured
Expected van emissions once in service	About 0.35 t CO2e per year	Estimate: to be replaced with real fuel data
Total estimated footprint, all sources	6–9 t CO2e per year	Estimate

Our approach puts reduction first. We will log the van's fuel use and mileage from its first day in service, and aim to use less fuel each year. We will consider an electric vehicle at replacement. We also choose transport suppliers partly on fuel efficiency and emissions. We do not currently buy carbon offsets.

Waste

We do not hand out printed maps, flyers, bottles, snacks or souvenirs. Direct bookings use digital tickets and a digital guidebook. As a result, our tours generate close to zero waste. Our target is to keep it that way on every departure. Guides remind guests to use public bins and pick up any litter left by the group.

Noise

Our tours pass through lived-in historic neighborhoods. Guides keep voices and any small voice amplifiers at a considerate level, follow local noise ordinances, and choose stops that don't block doorways or sidewalks.

Wildlife and nature

Our tours stay on streets, sidewalks and paved paths. They include no wildlife encounters, animal feeding, boats or off-road travel. Some routes run close to sensitive coastal areas — the sea walls of Old San Juan and the Kona shoreline, where green sea turtles rest. Guides ask guests not to touch or feed any animals and to keep well back from turtles. We also ask guests to choose reef-safe sunscreen and eco-friendly insect repellent before their tour. We contribute annually to Kaloko-Honokōhau National Historical Park in Kona, which protects coastal wetlands, fishponds and native wildlife.

5. People and communities

Local guides and fair pay

Every tour is delivered by guides who live in the destination. In September 2026, we checked guide pay against the legal minimum for each location, and pay in all three clears it comfortably. Pay is reviewed at least once a year.

Supporting local businesses

Our guides and digital guidebook point guests to independent local businesses. In San Juan these include Fruta Fruit in Plaza Colón. In St. Thomas they include Cardow's, where our groups visit directly, as well as Mystic by the Sea and Saje Sanctuary. In Kailua-Kona they include Hawaii Tour Consultants and the Kona Inn.

Our contributions

Recipient	Destination	Contribution	Purpose
Catedral de San Juan Bautista	Old San Juan	\$25 per month	Community support
Holy Family Church	St. Thomas	\$25 per month	Community support
San Juan National Historic Site (National Park Service)	San Juan	\$200 per year	Protecting cultural heritage
Kaloko-Honokōhau National Historical Park (National Park Service)	Kailua-Kona	\$200 per year	Biodiversity conservation

We also support local causes through our website's charitable donations program, typically by donating tour gift cards.

Accessibility

Each tour's accessibility details are published: stairs, cobblestones, hills, and walking and standing time. Our San Juan and Kona tours can accommodate wheelchair users. The standard Charlotte Amalie route includes the historic 99 Steps, but an accessible alternative route is available on request. All guides are trained to assist guests with mobility, hearing and vision needs.

Safeguarding and conduct

We have zero tolerance for exploitation, harassment, discrimination, forced or child labor, and human trafficking. We have a child protection policy for family tours. All guides and staff are trained to recognize concerns and report them safely, with no retaliation for reporting in good faith.

6. Cultural heritage

- Old San Juan and San Juan National Historic Site, a UNESCO World Heritage Site, are at the heart of our San Juan tour. We operate there under a National Park Service Commercial Use Authorization.
- Our San Juan guides hold Puerto Rico Tourism Company tourist-guide certification.
- Tour content is checked for accuracy with local historians and community members in Puerto Rico and Hawai'i, and corrected based on their feedback.
- We never buy, sell or trade artifacts. Guests are asked not to touch, climb on or remove anything from historic sites.

7. Our goals for 2026–2027

- Log fuel and mileage for our St. Thomas van from day one, then set a numeric reduction target after the first full year.
- Keep every departure zero-handout.
- Complete annual training and sign-off for every guide and staff member.
- Obtain a current cultural review of our Hawai'i tour content, and choose a Hawai'i community partner.
- Renew all four annual contributions.

- Publish our next sustainability report by September 2027.

8. Contact

We welcome questions and feedback on this report: mike@americanghostwalks.com

Approved by R. Michael Huberty, Owner, Paradise Ghost Walks, LLC — September 30, 2026