



ETHOS Headline Statistics.

- Ethical, sustainable and 100% locally owned.
- Experts at bespoke, community based tourism initiatives.
- Top rated tour provider in Sapa since we were established.
- Currently working in Lao Cai, Lai Chau, Tuyen Quang, Ha Giang and Yen Bai provinces.
- Recommended by all the top international guide books.
- Maximum positive impact on local communities.

ETHOS began as an INGO, providing vocational training for ethnic minority children in Sapa District at the turn of the century.

Driven by compassion, we morphed and grew into a socially responsible company. We now provide experiential tours for conscientious travellers seeking authentic cultural exchanges. Our aim is to provide exceptional community based tourism opportunities which in turn fund an expansive range of social development projects.

ETHOS experiences focus strongly around the rich cultural diversity of Northern Vietnam. We avoid mere sightseeing tours in favour of deeper cultural exchanges and interactions between travellers and local people.

ETHOS now operate as a social enterprise run cooperatively with a growing number of Hmong and Dao tribal people in the highlands of Northern Vietnam.

Our aims are:

- To preserve, promote and enhance traditional culture and practices.
- To minimise ill health and unnecessary suffering.
- To eliminate extreme poverty by removing systematic barriers.
- To initiate small scale sustainable development projects for capacity building.
- The empowerment of women through literacy and increased opportunity.
- To minimise waste and support local conservation and environmental protection efforts

With these in mind, our team welcome travellers wishing to explore the Vietnamese northern highlands in an ethical, sustainable and authentic way.

We offer true community based tourism experiences for those seeking to encounter ethnic minority culture in a way that supports and empowers.

ETHOS provide treks, motorbike trips, homestays, cultural tours, camping trips, textiles workshops and much more.

We currently work with the Dao, Hmong, Lao, Lu, Xa Phor, Ha Nhi, La Hu, Tay, Thai, Giay, Nung, Pa Then, and Cong ethnic minorities.

Our organisation have been number one recommended tour operator in Sapa District for the past five years, with guests appreciating our excellent customer service and hands on approach. ETHOS featured strongly in guidebooks in French, English, German, Dutch and other languages.

Our project work has seen us feature on VTV, Hanoi TV and in many other news outlets, blogs and websites.