

Byway values and behaviours

Love the Journey

The value

Making slow travel mainstream is a journey we approach with the optimism and openness needed to learn and grow.

We enjoy ourselves, celebrate where we are and we strive to do better

- We look after ourselves and each other, and enjoy ourselves
- We love to learn and: experiment, challenge, make new mistakes
- We know what we don't know and share what we're doing to find out
- We think big, act small, and move fast
- We give and receive feedback openly, assuming positive intent
- We welcome new information and act quickly to course correct
- We trust each other, make space for vulnerability and debate enthusiastically

We know sustainability is a journey

- We encourage positive steps and don't flight or carbon shame
 - We celebrate carbon reduction
 - We offer trips to people who are flying part of the way
 - We partner with companies that provide flights
 - We fly stranded customers out if there's no other way
- We make constant improvements and don't expect perfection
- We consider social and economic impacts, not just environmental

We advocate for collective, not individual, impact

- We believe that people trying, loving and recommending slow travel is the way sustainable travel will hit the mainstream

The behaviours

Embrace learning and growth

- Show a positive attitude toward feedback, learning, and adapting to change.
- Avoid defensiveness, closed-mindedness, or resistance to new ideas.

Collaborate with trust and openness

- Engage in open, constructive feedback and assume positive intent with team members.
- Avoid behaviours that undermine trust, like withholding information or reacting negatively to feedback.

Support balanced sustainability

- Recognise and contribute to incremental improvements in sustainability efforts.
- Avoid judgmental attitudes (e.g., carbon shaming) and respect Byway's practical approach to sustainable travel.

The Extra Mile

The value

We don't do everything. What we do, we define clearly and deliver thoughtfully, with care, attention and a sprinkle of magic.

We're five star

- We deliver trips, products and service excellent in every detail with an extra sprinkle of magic: worthy of five stars
- The work we produce across the company stands for excellence
- We make flight free travel mainstream by making it superb
- We iterate and improve based on customer feedback and data

We choose our route - and get it right

- We prioritise ruthlessly: we do few things superbly, not many things ok
- We slow down to speed up, giving ourselves time to be thoughtful
- We get the basics right, ensuring all of the elements (of a trip, a process, a product, etc) work together brilliantly

We do 'MVP' brilliantly

- 'Great, now' is better than 'Perfect, later' - we're not perfectionists
- We specify Minimum Viable Products clearly and deliver them thoughtfully

We own it

- We take radical accountability, owning resolutions and projects that advance our mission, even outside the scope of our roles
- We commit to action, hold ourselves and each other to account, and measure and own our results

We're trusted experts

- We seek to be *the* slow travel experts
- We share data and customer stories to back up our views
- We're honest - we don't misrepresent, mislead or tell well-intentioned lies

The behaviours

Deliver excellence consistently

- Ensure high standards in work quality, attention to detail, and care in every deliverable.
- Avoid accepting mediocrity, rushing tasks, or compromising quality.

Prioritise thoughtfully and focus on results

- Be selective with priorities, focusing on delivering fewer things to a high standard.
- Avoid overcommitting or scattering focus across too many tasks at the expense of quality.

Take responsibility and own outcomes

- Show accountability by following through on commitments and proactively resolving issues.
- Avoid avoiding responsibility, deflecting accountability, or leaving tasks incomplete.

Mainstream Means Everyone

The value

We listen to, respect and amplify all stakeholders, and collaborate widely to further our mission.

Byway is for everyone

- We offer accessible trips even if they're unprofitable
- We invest in tech accessibility, even if it is more expensive
- We work with suppliers who have accessibility info but not those who don't or who discourage people with disabilities

We value and actively hire for diversity and empathy

- We are aware of, celebrate and learn from our differences including ethnicity, gender, age, ability, sexual orientation, gender, religion, background, experience
- We make space for the many ways people prefer to contribute
- We pass the mic or defer decisions to those best informed

We do not accept discrimination, hate or harassment including slurs, hate speech, coded language, microaggressions, stereotypes, deadnaming, misgendering, hate symbols

- We can refuse to work with customers, suppliers and partners
- We seek out experts and discuss our regional involvement if local laws do not meet our inclusion and respect rules

We respect local contexts and listen to and uplift expert insights

- We don't adopt a blanket global stance
- We seek input from stakeholders and create space to process
- We share photos/videos with context and permission
- We know and use correct place names and pronunciation

We bring the industry along with us, and collaborate with and support it**The behaviours****Commit to inclusivity and respect**

- Demonstrate respect for diverse identities and needs, fostering an inclusive environment for all.
- Avoid any form of discrimination, harassment, or failure to accommodate reasonable accessibility adjustments.

Show empathy and sensitivity to cultural contexts

- Respect and adapt to local customs, using correct names and language and engaging with cultural sensitivity.
- Avoid insensitivity to cultural contexts or actions that disregard local norms and perspectives.

Promote collective, not individual, sustainability efforts

- Encourage sustainable choices through positive reinforcement, focusing on collective progress over individual actions.
- Avoid judgmental attitudes that could discourage customers or partners from engaging in sustainability efforts.