

# Agoda Launches Fourth Eco Deals Programme in Partnership with WWF

January 22, 2025



**Agoda today announced the launch of its fourth Eco Deals program in partnership with the World Wide Fund for Nature (WWF). This year's program will see Agoda donate US\$1 towards WWF's conservation efforts for every booking made at a participating hotel across 10 Asian markets.**

The Eco Deals program will support a wide range of conservation activities, including wetland restoration in Japan, spoonbill protection in South Korea, and ongoing initiatives such as tiger conservation in Malaysia, whale shark protection in the Philippines, elephant conservation in Thailand, saola conservation in Vietnam, ecosystem restoration in Indonesia, and ranger support in Cambodia.

"In partnership with WWF, our goal is to ensure that future generations can explore the world affordably while preserving its natural beauty," said Damien Pfirsch, chief commercial officer at Agoda. "The Eco Deals program has been an important initiative for our hotel partners since its inception in 2022, offering them an accessible way to support wildlife protection and habitat conservation projects."

To further support sustainable tourism practices, Agoda is also launching the Sustainable Tourism Impact Fund in collaboration with WWF-Singapore and UnTours Foundation. This fund will provide low-interest loans of US\$10,000 to US\$25,000 to Micro, Small and Medium Enterprises (MSMEs) in the tourism sector to help them adopt sustainable practices. Agoda is contributing an initial US\$100,000 to the fund, with the potential to increase this contribution to US\$150,000 upon reaching the \$1.5 million donation target.

The Eco Deals program will be open for bookings from January 20 to December 19, 2025. Participating hotels will offer customers discounted rates of up to 15% and will be prominently featured across various

Agoda platforms, including social media, banner promotions, customer emails, and in-app notifications.