



Climate-focused loyalty programme IMPT secures international deals

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Irish company IMPT, which styles itself the “planet’s loyalty programme”, has secured new partnerships in India, Mexico and Georgia as it looks to grow its business internationally.

The Dublin-headquartered firm said the new partnerships, alongside the roll-out of local payment systems in parts of Africa, cover markets with a combined population of around 830 million people.

IMPT operates a platform covering travel and online shopping and links spending by customers to contributions towards environmental projects.

Its services include hotel bookings, while it also works with retail partners and uses blockchain technology to record transactions and climate contributions.

The idea is when you buy something or book a hotel through the platform, you then get cash back to contribute to a climate project of your choice.

According to the IMPT website the company works with the likes of Amazon, AliExpress, eBay.

The company is now developing what it describes as a “one partner per terri-

tory” model, where a local partner takes responsibility for growing the business in a particular market.

Under the arrangement, partners can market and sell hotel accommodation and other services in their territory using IMPT’s travel inventory and technology. Revenue generated in each territory is then shared between the local partner and IMPT.

In India, one partner has taken responsibility for four states, while Mexico has opened as a country-level partnership market. Georgia has been secured as an Eastern European market. The company says it is in discussions about agreeing further partnerships in other territories. In terms of hotels, IMPT has been increasing the number of properties available through its travel platform. It said it added 300,000 hotels worldwide during July, bringing its overall inventory to more than 8 million hotels and flats.

The company is also growing its operations in Africa, where local payment

systems are now available in Nigeria, Kenya and Tanzania.

“We are combining a global platform with local entrepreneurship. Our partners understand their own markets better than anyone else,” said Denis Creighton, chief executive of IMPT.

“They drive growth on the ground, while IMPT provides the technology, inventory, climate impact systems and global infrastructure. It is a model that allows us to scale internationally while maintaining strong local ownership and accountability.”

The next stage for IMPT is international growth, Mr Creighton added.

“The first half of 2026 showed that the engine is now built and trading. The next stage is about international depth. We want IMPT to become the platform through which local partners around the world connect travel, shopping and climate contribution in a way that is practical, commercial and easy for people to understand.”