



# 2022 IMPACT REPORT

*good-travel.org*

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# INTRODUCTION

*Transforming the tourism industry into a force for GOOD*

We're thrilled to share our 2022 impact report. In 2021, we started a process of reflection and learning that we took to a deeper and more deliberate level in 2022. We have engaged in an evolutionary process focusing on our purpose that is the beginning of an exciting and significant transition for GOOD Travel. We share more about this evolution below.

In addition to this reflective work, we also celebrated the return of trips to three of our favourite destinations, Iceland, Peru, and Fiji. Reinstating travel again to these destinations enabled us to not only provide meaningful experiences for our travellers, but also bring much needed support to our local partners in these destinations as they rebuild after the pandemic.

We've strengthened existing partnerships and developed new partners, understanding that in the face of a changing and complex world, collaboration helps us all be more resilient.

We've continued our commitment to research, education and advocacy, working with government, industry, and academia to share our learnings on global citizenship and regenerative tourism. This includes producing another well-received season of the GOOD Awaits podcast in conjunction with New Zealand Awaits. We appreciate the growing mainstream media interest in tourism serving a deeper purpose and continue to be interviewed for our insights on this theme.

As we continue our evolution to strengthen our mission as a social enterprise, we look forward to sharing more about the future of GOOD Travel in this report and future announcements. We are always enormously appreciative of the support of our travellers and local partners who share our vision of a tourism industry serving as a force for good.

We thank you for your past, present, and future support of our collective work.





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# GOOD TRAVEL IS EVOLVING

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Like so many others in the tourism sector, the past two years have been a time of immense challenges and changes, as well as a time for reflection. Taking a step back from our day to day operations, and evaluating our current purpose and contribution has allowed a new way forward to emerge.

Our commitment to transform the tourism industry into a force for good continues, but the way we'll be doing that will look different as GOOD Travel, the tourism sector, and the world around us continues to evolve. Developing the capability to evolve with our changing times is critical to our own resiliency and longevity.

We have always believed in the power of tourism to affect change, however this past year we've consciously explored what that change could or should be.

Debbie Clarke, Director of Regenerative Development, and Josie Major, NZ Programmes Manager, as trained Regenerative Practitioners, have led the team through a 5-month structured process that helps us think about our systemic impact as a business. Using specific frameworks and tools, we've articulated who we are and what makes us unique, aligned around our core beliefs, philosophy and principles, and identified the systems that we seek to impact.

As we integrate what we've learnt on this journey in to our work, you can expect to see work from us that is challenging tourism's purpose, seeking to regenerate communities and places, and transforming mindsets at traveller, operator and host community levels.

We've been asking ourselves big questions: What are our core beliefs? What are the systems we're working to add capability to? What change is needed and how can we contribute to that change? Who are we becoming?

Stay tuned as we'll be exploring these questions and announcing some big changes in the coming months.

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# 2022 SNAPSHOT

*Key achievements from 2022 in numbers*



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## 90,000

PEOPLE REACHED ONLINE

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Through our website, social media and events, we reached an estimated 90,000 people with key messages about sustainable, ethical and responsible tourism.

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## 50

TRAVELLERS

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45 travellers joined us on our group and partner trips in 2022. These were our first trips back after our hiatus during the COVID-19 pandemic so we're so grateful to these travellers for returning to travel with us.

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## 8

MEDIA & INDUSTRY FEATURES

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We were featured in 7 media and industry outlets.

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## 9

PRESENTATIONS AND WORKSHOPS

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We presented about our work at 9 workshops and events for government entities, university students, international development professionals, social entrepreneurs and tourism practitioners.

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## 440

ONLINE RESOURCE DOWNLOADS

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Over 440 people downloaded our online resources such as the Go Electric Eco Tour itinerary and our Beyond the Bucketlist resource.

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## 6,800

PODCAST EPISODE DOWNLOADS

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Our GOOD Awaits podcast about regenerative tourism in New Zealand received 6,800 downloads.

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# 2022 EXPERIENCES



## THE ICELAND EXPERIENCE

In September, we travelled to Iceland with the wonderful Baron Wright. It is always such a pleasure to work with Baron and our group loved experiencing Iceland's glaciers, farm-to-table food and seeing the Northern Lights!



## PERU MOMS AND DAUGHTERS

Our trips to Peru are a once-in-a-lifetime experience for moms and daughters and our 2022 trip was no exception! We were thrilled to work with Peruvian Hearts once again and contribute to women's empowerment in Peru.

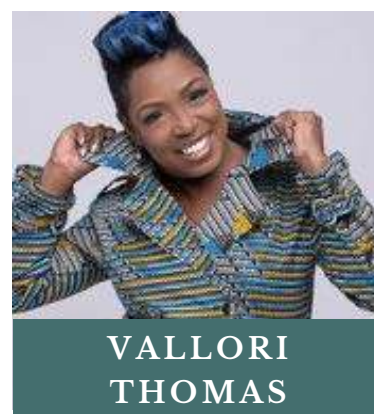


## FIJI POSSIBILITARIAN RETREAT

We love hosting Vallori Thomas' Possibilitarian Retreats, and in 2022 we hosted a wonderful group of women for a rejuvenating soul care centred trip in beautiful Fiji!

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# OUR PARTNERS



# RESEARCH HIGHLIGHTS

*Exploring best practice in GOOD tourism*

## **Social marketing for behaviour change in tourism publication**

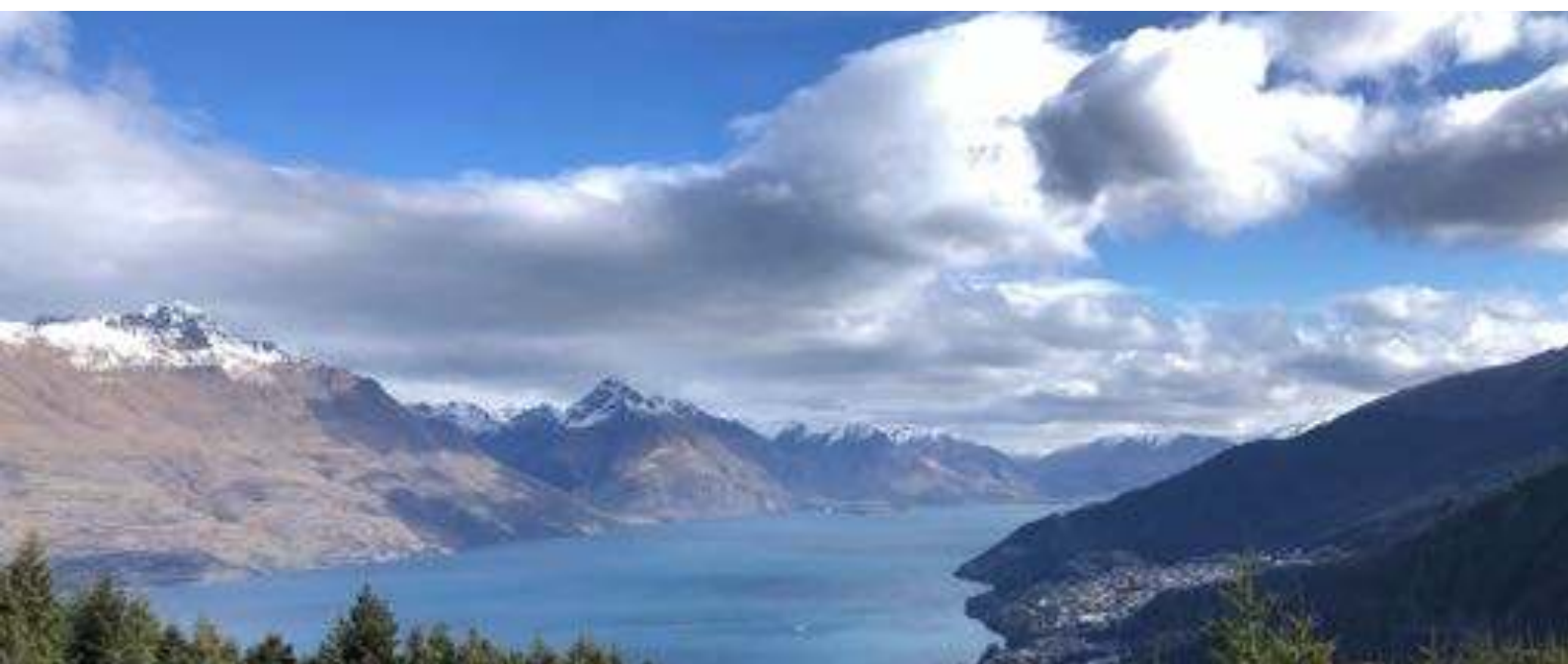
Why have destinations from Palau to Finland developed visitor pledges, and how are they using social marketing to positively influence visitor behaviour? The findings of our research with the University of Otago was published this year in an article in the Journal of Sustainable Tourism. This is a leading peer-reviewed tourism journal which advances critical understanding of the relationships between tourism and sustainable development.

[Access the journal article here.](#)

## **Regenerative tourism research publication**

A summary of the findings from GOOD Awaits – The Regenerative Tourism New Zealand Podcast was published this year in the Journal of Tourism Futures. The article outlines a vision for a regenerative visitor economy in Aotearoa New Zealand rooted in indigenous knowledge and living systems theory. The Journal of Tourism Futures is an international peer-reviewed, open access journal that publishes research in the fields of tourism and tourism futures.

[Read the journal article here.](#)





# EVENT HIGHLIGHTS

*Learning, connecting and sharing with tourism influencers*

## **NZ Ministry of Business, Innovation, and Employment**

New Zealand Programmes Manager, Josie Major, and Director of Regenerative Development, Debbie Clarke, were invited to present their insights for the 'Tourism Giving Back' Industry Webinar.

## **ATLAS SIG Volunteer Tourism Event**

Our Co-Founder, Eliza Raymond, spoke about the problems with commodified volunteer tourism and shared her hopes for the future of the sector at an event jointly hosted by the School of Events, Tourism and Hospitality Management at Leeds Beckett University and ATLAS.

[Watch the event recording here](#)

## **Otago University Tourism Policy School**

New Zealand Programmes Manager Josie Major was invited to join a panel focussed on “Practising regenerative tourism holistically: Integrating social and cultural dimensions”

## **Council for International Development**

### **Reimagining Tourism in the Pacific**

Our Co-Founder, Eliza Raymond, and Director of Regenerative Development, Debbie Clarke, were invited to present on “*Reimagining Tourism in the Pacific*” as part of the CID's 2022 conference 'Global Strategies vs Local Realities'.





# MEDIA HIGHLIGHTS

*Inspiring and enabling travellers to have a positive impact*

## LGBTQIA+ Travel, The Thoughtful Travel Podcast

How does travel differ for the LGBTQIA community? Should you boycott destinations if they have repressive policies? These are just a couple of the questions discussed in this podcast featuring our Director of Regenerative Development, Debbie Clarke.

## Reimagining Travel with the GOOD Awaits Podcast, Alhaus Magazine

We were proud to be featured as the cover story for ALHUAS magazine in September! GOOD Travel's Debbie Clarke and Josie Major were interviewed by Vaila Erin Bhaumick for the ALHAUS sustainability issue. Take a read to learn how storytelling around responsible travel is offering inspiration and motivation for the industry.

## Treading Lightly, Alhaus Magazine

In the same issue, our Co-Founder Eliza Raymond shared some of the untold stories behind GOOD Travel. Eliza revisits the company's origin story, how the company has evolved over the years, and how our future focus deepens our original commitment to transformation, interconnectedness, and responsibility.

## 'Sustainable tourism' vs 'regenerative tourism', The "Good Tourism" Blog

The "Good Tourism" blog (no direct relation to us!) tackled the important question of the difference between sustainable and regenerative tourism. Our director of regenerative development, Debbie Clarke, shares her opinion as part of this article.

## Guided holidays for sustainably-conscious travellers, NZ Herald

We were thrilled to see GOOD Travel featured in the New Zealand Herald alongside Intrepid Travel and G Adventures. The article highlighted our upcoming Regenerative Tourism Experience in Aotearoa New Zealand.

## Kids Are Shaped By Travel, The Thoughtful Travel Podcast

Our co-founder, Eliza Raymond, is currently doing her PhD on the relationship between travel during childhood and global citizenship, and she was interviewed about this as part of The Thoughtful Travel podcast.

## Tourism Pledges Expand in Scope, Intention as Industry Reinvents Itself, Sustainable Brands

This new article on tourism pledges written by JoAnna Haugen features the research we carried out with Dr Julia Albrecht from the University of Otago. If you're curious about the potential of tourism pledges, have a read and let us know what you think.

## What is regenerative tourism? Beyond the buzzword, NZ Herald

What exactly is regenerative tourism—and how does it differ from sustainable, ethical, or responsible tourism? This article features the opinions of our podcast co-hosts, Debbie Clarke and Josie Major.

# GOOD AWAITS PODCAST

As we reflect on the second season of the GOOD Awaits Podcast, we've come to realise the essential role storytelling plays in shifting the tourism industry towards a more regenerative approach. Without models and examples of inspiring individuals and communities already stepping into a different way of 'doing tourism' we can't begin to imagine a different way forward.

Stories are powerful. They have the power to touch us emotionally, to help us image something we might not have 'seen' otherwise, they connect us, and they shift our thinking.

The GOOD Awaits podcast has provided these stories for our listeners, and helped us grow and strengthen the network of listeners who seek to create a more regenerative model of tourism that enhances the wellbeing of local communities.

Our podcast has reached listeners in over 95 countries, and has had 6,800 downloads. An end of season summit is also planned for March 28th to invite listeners into further conversation and exploration with panelists of what a regenerative approach to tourism means.

[Listen to the podcast here](#)



# WHAT'S NEXT FOR GOOD TRAVEL

GOOD Travel is evolving. This evolution is the result of months of slow and structured reflection and deep discussion on our origins, values, core beliefs, and our assumptions about tourism's purpose in our current complex world.

Our mission from our inception has been to transform the tourism industry into a force for good. Our internal evolutionary process has helped us deepen our commitment to this mission. We now clearly understand our unique potential in relation to the systems we're part of and how we can add capability to those systems. This process has led us to creating The Centre for GOOD Travel, soon to be launched.

In addition to the traveller experiences, research, and educational resources we've always created, we are now expanding our work to include storytelling and capability building. We hope to transform traveller mindsets, challenge business-as-usual ways of working, and to work at a systems level to transform our sector and those it interacts with. We aspire to be progressive thought leaders, empowering partners, generous hosts and mindful guests. We hope you'll join us in this evolution.

Stay tuned for the launch of The Centre for GOOD Travel this year!







**GOOD**Travel

**THANK  
YOU**

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