

PLANETERRA

IMPACT REPORT 2022



"TRAVEL IS A PRIVILEGE, NOT A RIGHT! PLANETERRA WORKS TO ENSURE THAT LOCAL COMMUNITIES ARE CONSIDERED WHEN VISITING AMAZING PLACES. GIVING COMMUNITIES A VOICE TO SHARE THEIR CULTURE AND WAY OF LIFE IN A REALLY AUTHENTIC WAY IS INSPIRING AND SOMETHING EVERYONE SHOULD HEAR, SEE, AND EXPERIENCE"

-Roxanne Ridley

G Adventures



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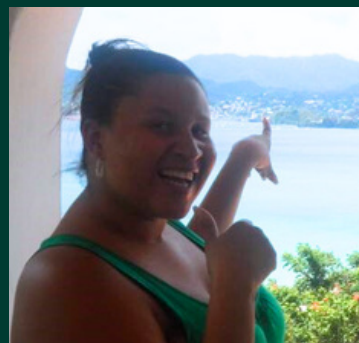
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Dear Friends and Supporters,

2022 has been touted as the year travel returned. As the world emerged from the global pandemic, we have witnessed a growing awareness among travellers and the tourism industry at-large that our travel choices have an impact on the planet and its people. More than ever, there is a desire for tourism experiences that are conscious of their impact and contribute to local communities. At Planeterra, we are proud to be at the forefront of this movement, working tirelessly to promote responsible travel practices and create sustainable opportunities for communities around the world. I am pleased to present our 2022 Impact Report. In this report you will find details of our achievements in the past year and our plans for the future as we continue to drive positive change in the travel industry.

Over the past year, we have been involved in a range of projects and initiatives that have allowed us to deepen our commitment to responsible tourism and the empowerment of local communities. Our collaboration with the International Union for Conservation of Nature (IUCN) and the Iberostar Group has helped us to promote sustainable practices in the tourism industry and to protect the natural and cultural heritage of the regions where we operate.

While communities continued to struggle with the impacts of COVID-19, we remain committed to supporting our community tourism enterprise partners and helping them recover and rebuild. Thanks to the generous contributions of our supporters, the Planeterra Wish List was able to raise funds to support the recovery of several partners who were still struggling to overcome the challenges of the pandemic.

We also launched the Global Community Tourism Fund to foster entrepreneurship and innovation for community tourism enterprises worldwide. Through this fund, Planeterra provides small grants, as well as community-specific training and mentorship to help local entrepreneurs and communities scale up and improve existing experiences.

We continue to work to amplify the voices of communities and to advocate for their inclusion in key discussions around the future of tourism. We believe that putting local people at the center of these discussions is crucial to building a sustainable and equitable tourism industry that benefits everyone.

We are proud to be a part of the discussion in the tourism industry to 'build back better', and we believe that this presents an opportunity to create a more sustainable and responsible tourism industry for all.

Thank you for your continued support, which has allowed us to make a positive impact on the lives of so many people around the world. We hope you enjoy reading the 2022 Impact Report and we look forward to engaging with you further in 2023.

Best wishes,

A handwritten signature in black ink that reads "Jamie". The letter "J" is large and stylized, with a long horizontal stroke that extends to the left and then curves under the name.

Jamie Sweeting, President

ABOUT US

Planeterra is the world's leading non-profit organization turning travel into impact in communities.

Planeterra helps local organizations and communities use tourism as a catalyst to improve people's lives, protect their natural environments, and celebrate their culture. Put simply, it is a better kind of tourism – improving the lives of community members as they provide travellers with better experiences. Planeterra is more than just an agent of change and driver of communal well-being, we are tested and trusted builders of self-esteem and pride. Pride that we can all share – from uplifting communities through tourism.



Mae Hong Son - Hilltribe Trek
Mae Hong Son, Thailand

Some of the ways we support community initiatives in destinations around the world include:

- Providing training and mentorship through the Global Community Tourism Network
- Providing startup grants for infrastructure and equipment to create and improve tourism experiences
- Facilitating long-term partnerships between community enterprises and our travel company partners
- Raising awareness about the importance of community tourism

OUR MODEL



**PARTNERSHIP
WITH TOURISM
COMPANIES**



**IDENTIFY & PARTNER
WITH LOCAL
COMMUNITIES**



**PROVIDE
TRAINING
& GRANTS**



**CONNECT
TO
THE MARKET**



**MENTOR
THROUGH
NETWORK**

RIPPLE EFFECTS

When success creates such a positive impact, it becomes more than tangible, it becomes visible. Here are what the proven results of our efforts look like.



Women starting their first jobs outside the home.



Communities promoting a sustainable environment for generations to come.



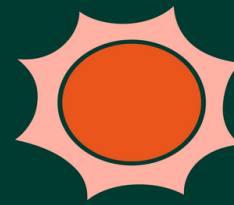
Children getting increased access to education.



Youth gaining skills to help them find long-term employment.



Women taking on leadership roles in their communities.



Communities earning a sustainable income through cultural celebration.

PLANETERRA IS WORKING TOWARDS THE FOLLOWING 2030 ASPIRATIONAL GOALS:

50
MILLION

travellers experiencing
community tourism

\$1
BILLION

worth of income
reaching communities

3.5
MILLION

lives improved through
community tourism

OUR IMPACT IN 2022



Planeterra Indirectly Impacted:

67,852
PEOPLE

How do we define indirect impact?

Individuals who are part of a household benefitting from tourism income or individuals whose businesses are benefitting from the multiplier effect of an economic kickstarter like tourism.

Directly impacting:



2708
WOMEN



825
YOUTH



5218
**COMMUNITY
MEMBERS**

WAYS OUR PARTNERS ARE UPLIFTING THEIR COMMUNITIES:

- ✓ Creation of Jobs
- ✓ Creation of Training Opportunities
- ✓ Empowerment and personal development

- ✓ Cultural Preservation
- ✓ Environmental Protection
- ✓ Entrepreneurship Support
- ✓ Funding for Education

- ✓ Profits given spent on community development projects
- ✓ Percent of profits invested in community fund

HOW PLANETERRA SUPPORTED OUR PARTNER'S RECOVERY FROM COVID-19



Ways our partners have diversified their tourism services:

- ✓ Created new products or services (tourism-related)
- ✓ Marketed their services to the local travel market
- ✓ Established new channels of sales (i.e. created online selling platform)
- ✓ Created new products or services (non-tourism related)

684 

NEW STAFF EMPLOYED BY OUR PARTNERS IN 2022

How our partners are using tourism to power their futures:



About our Impact Numbers

Planeterra's impact numbers in this report represent community enterprises that Planeterra has connected to its travel partners. These numbers do not reflect the impact of the over 400 communities in the Global Community Tourism Network. We continue to seek ways to share the global impact of community tourism meaningfully and responsibly.

THE GLOBAL COMMUNITY TOURISM NETWORK



Where Planeterra provides community tourism enterprises with the tools they need to thrive in the tourism industry

The Global Community Tourism Network (GCTN) supports community tourism enterprises striving to achieve ambitious social and environmental goals. It aims to improve the capacity, quality and accessibility by breaking down barriers that exist in the tourism marketplace.

Planeterra provides the members of the network with access to online training, mentorship, connection with peers around the globe and partnership and promotional opportunities. The main activities include:



Access to the Planeterra Learning Hub

An online platform with resources that cover +30 different topics to help communities build successful tourism enterprises. Inside the Learning Hub, the GCTN members can find downloadable worksheets, templates, and videos, both in English and Spanish.

Throughout 2022, our team has been working to move all the content in the Learning Hub over to a new Learning Management System, which will be more engaging for communities and allow us to better identify their needs and tailor content so we can help them learn better.



Creating spaces to learn and connect

Creating spaces where communities can exchange with peers to share ideas and learn from one another.

- Monthly webinars
- Community hours
- Facebook group
- WhatsApp groups



Tenacious Bee

Badsar Village, Himachal Pradesh, India

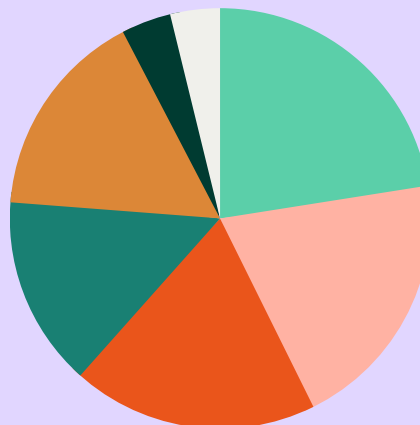
During 2022, our team hosted 18 webinars, 6 in English and 12 in Spanish, and 12 community hours, 6 in English and 6 in Spanish. Topics included:

- Best practices in community tourism
- Storytelling for community tourism enterprises
- Women's leadership in tourism
- Inclusivity in Community Tourism: Experiences that benefit and include differently-abled individuals
- Health and Sanitation for Community Tourism Enterprises
- Earth wisdom, community well-being and values of indigenous tourism.
- Rethinking Community Tourism in Protected Areas



THE GCTN IS MADE UP OF:

- Women - 20.2%
- Rural Communities - 22.5%
- Youth - 18.9%
- Indigenous Communities - 14.6%
- Environment - 16.1%
- Differently-abled Communities - 3.8%
- Migrants/Refugees Communities - 3.8%



Joining the GCTN is free of charge! Communities interested in joining can visit www.communitytourism.org to learn more.



The GCTN started 2022 with 200 community tourism enterprises in the Network in 68 countries and has grown to over 450 communities across 77 countries by the end of December 2022.



GLOBAL COMMUNITY NETWORK MEMBERS

THE AMERICAS

Canada
United States
Mexico
Argentina
Bolivia
Brazil
Chile
Colombia
Ecuador
Guatemala
Panama
Peru
Aruba
Belize
Costa Rica
Cuba

Dominican Republic
El Salvador
Haiti
Honduras
Jamaica
Nicaragua
Puerto Rico
Saint Lucia
Saint Vincent and the Grenadines
The Bahamas
Virgin Islands

EUROPE

Austria
Croatia
Greece
Iceland
Italy
Spain
Turkiye
United Kingdom
Hungary

THE MIDDLE EAST
Israel
Jordan
Palestine

AFRICA

Botswana
Cameroon
Cape Verde
Cote d'Ivoire
Egypt
Ethiopia
Gabon
Ghana
Kenya
Madagascar
Malawi
Morocco
Mozambique
Namibia
Nigeria
Rwanda

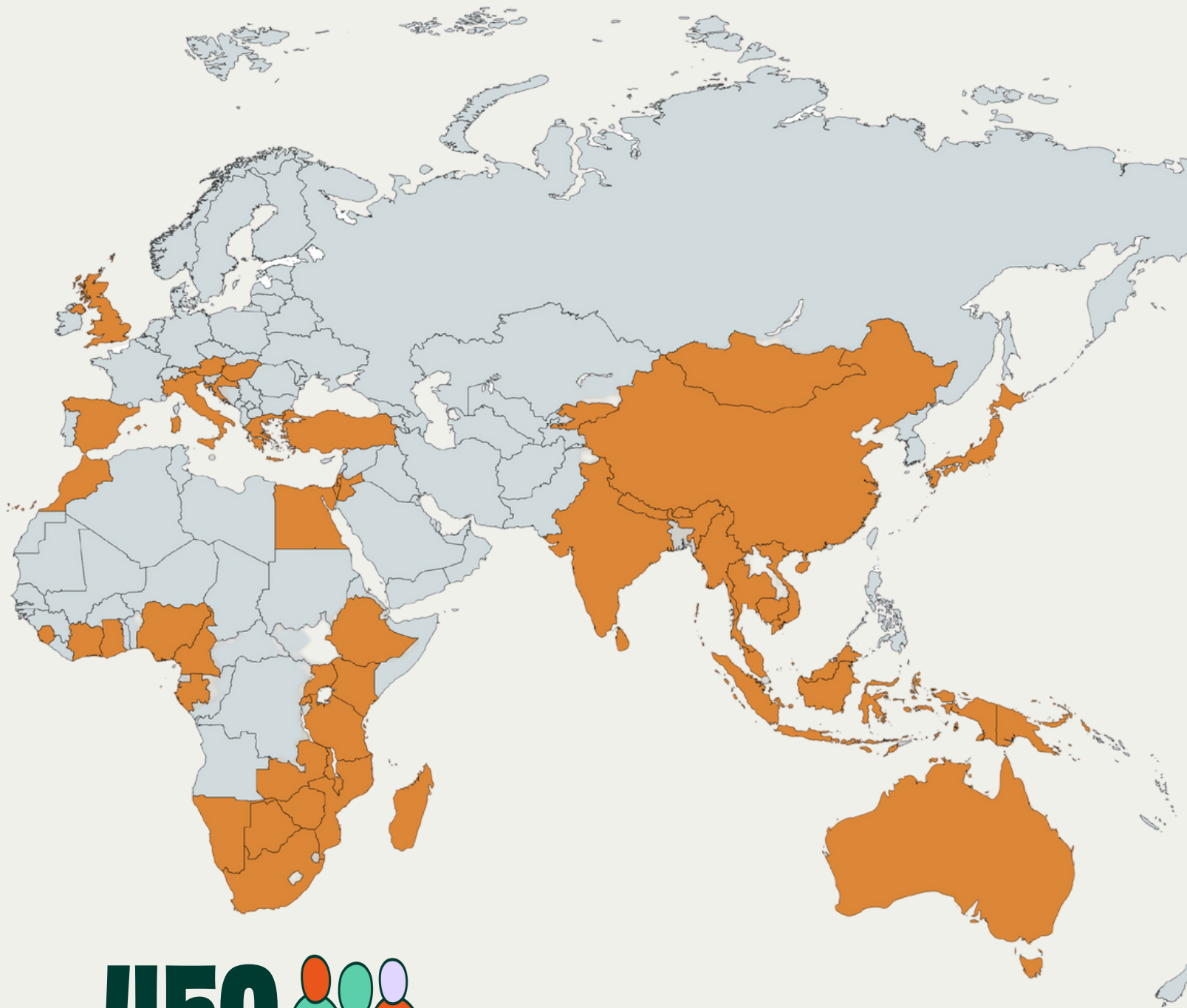
Sierra Leone
South Africa
Tanzania
Uganda
Zambia
Zimbabwe

ASIA PACIFIC

Australia
Bhutan
Cambodia

China
India
Indonesia
Japan
Kyrgyzstan
Malaysia
Mongolia
Myanmar
Nepal
Papua New Guinea
Sri Lanka

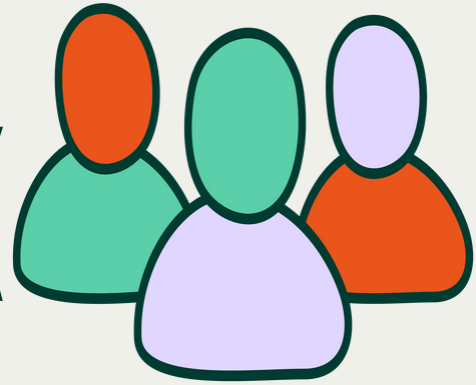
Thailand
Vietnam



450 
COMMUNITIES

77 
COUNTRIES

MEET THE NETWORK



Spoons Cambodia Organization
Siem Reap, Cambodia

SPOONS empowers underprivileged young adults in Cambodia through education, training, and employment opportunities in the hospitality industry. They also provide social support services, such as one-on-one meetings, weekly check-ins, and group workshops. By offering financial resources and cultivating a supportive community at their Living and Learning Centers, SPOONS fosters the development of essential soft skills to help youth achieve a brighter future.



Kivu Belt Destination Management Unit
Lake Kivu, Rwanda

The Kivu Belt Destination Management Unit coordinates a wide array of tourism service providers across the Kivu Belt region and forges meaningful connections with other stakeholders. With a clear goal of advancing tourism development and enhancing overall well-being, their efforts have resulted in significant progress in community tourism within the Kivu Belt region. Now, local communities are able to earn direct income by offering tourism experiences.

**"BEING PART OF THE GLOBAL COMMUNITY
TOURISM NETWORK MAKES ME FEEL
CONNECTED AND SUPPORTED"**

-Sandrine Debruyne
East N' West on Board



Muhaan Collective
Kalimpong, India

Muhaan is a community tourism initiative in rural Kalimpong, India, working to create sustainable livelihoods, protect the unique features of the rural ecosystem, and raise environmental awareness through tourism. They have established over 20 local homestays and organize the Kholey Dai festival in association with the Parengtar Nawlo Umanga Welfare Society to revive traditional culture and celebrate rice-grain harvesting, generally known as 'Dai' in Nepali.



Hotel con Corazón
Oaxaca, México

Hotel con Corazón is a social impact hotel for conscious travellers. They invest their profits in education because they believe it is the key to a better future. Hotel con Corazón provides scholarships and motivational programs to young adults in the region. They support the local economy by hiring staff from the region and buying their products locally. Hotel con Corazón also organizes impact tours and sells local handicrafts in their on-site shop.



Indigenous Kokoda Adventures
Kokoda Trail, Papua New Guinea

Indigenous Kokoda Adventures is an Indigenous-owned and-led tour operator that offers a challenging trek along the Kokoda Trail in Papua New Guinea and supports the communities in the area by providing better employment opportunities for their porters and guides. They believe by supporting local initiatives, everyone benefits, that's why they also established a foundation to assist with the post-primary education of local children.



Ricchary Association
Cuyo Chico, Peru

The Cuyo Chico community comprises 130 Quechua families whose primary economic activities are agriculture and ceramics. In 2006, a group of local families formed an organization to offer a homestay program to provide job opportunities and motivate youth to stay in the community. They also offer travelers a cultural immersion and handicraft experience where they can learn more about how they work with adobe and ceramic.

THE GLOBAL COMMUNITY TOURISM FUND



In March 2022, Planeterra launched the Global Community Tourism Fund, a grant program that supports the growth of community tourism enterprises within the GCTN. The Global Community Tourism Fund provides small flexible grants and mentorship to local enterprises looking to create a bigger impact through new or improved tourism experiences. In this inaugural year, the program supported initiatives such as infrastructure upgrades, equipment purchases, marketing, training and more.

Meet the recipients of the 2022 Global Community Tourism Fund:

Asociación de Turismo Rural Solidario (ASTURS), Peru

A community-owned and led organization that offers homestays in the Lake Titicaca area. With the return of tourism, local families were required to improve their offer to guarantee health and security for travelers.

They used the fund to provide water filters to their piped water system for 15 indigenous households, which allows access to cleaner and potable water. Local families have also received training on how to use and maintain these filters.



Red de Turismo Comunitario Jipijapa Wankavilka (RTCJW), Ecuador

Seven communities in Manabí are part of the Jipijapa Wankavilka community tourism network. Despite having the infrastructure and tourist attractions, COVID-19 prevented local enterprises from flourishing. Lack of access to the Internet is also one of the issues RTCJW faced.

To overcome these barriers, they worked on a marketing plan, which included audiovisual, promotional materials and resources, an updated website, and training for local leaders.



Red Rocks Intercultural Exchange Center, Rwanda

A social enterprise that uses tourism to uplift the local community and engage youth and women in the creation and management of unique experiences. As tourism returns to Rwanda, Red Rocks has been working with the local people to create and improve their handicrafts and different types of visual and decorative artwork so visitors can purchase them.

As a result, the employability of women and youth through their artwork and talent has increased.



The Cove, Malawi

An eco-lodge and social enterprise venture in Chitende, a small fishing village in Malawi. They want to use revenue from tourism to support local development projects. One of the main issues they face is the lack of access to water.

They have been working to add a piped water source in a central location to allow about 15 households to have cleaner and closer access to potable water. The construction part of the project is also creating jobs for local community members.



Osmose, Cambodia

An NGO dedicated to the environmental preservation and the socio-economic development of the Prek Toal area (Tonle Sap UNESCO Biosphere Reserve). They work on several initiatives to facilitate the conservation of the environment and the sustainable livelihoods of the floating village communities.

The fund allowed them to fix a bridge platform that connects different platforms in the area and now access is safer for both local people and visitors.



Lavender Jeep Siem Reap, Cambodia

Tourism is the main source of income for people in Siem Reap, so COVID-19 had a severe impact on local enterprises. Lavender Jeep was not an exemption; their team had no jobs and no income. Fortunately, with Planeterra's help and a personal loan they were able to get the project up and running.

The fund supported Jeep licensing requirements in Cambodia so they can conduct tours in Siem Reap.



Girls Empowered by Travel, Nepal

A local nonprofit that provides safe opportunities for women to travel and get involved in community work. Road construction increasing rapidly in the area resulted in landslides during the rainy season.

The goal of the project is to arrange the trails by mobilizing local people, removing the bushes, and making more walkable trails by laying some paving stones. This helped to improve the safety and well-being of local people and visitors.



"MANY COMMUNITIES HAVE NOWHERE TO TURN TO ACCESS CAPITAL OR RECOVERY SUPPORT TO HELP THEM BE MORE COMPETITIVE IN THE TOURISM MARKET. THROUGH THE FUND, WE HELP SUPPORT ENTERPRISES TO REOPEN SAFELY, MAKE MORE POSITIVE IMPACTS, AND PROVIDE UNIQUE TOURISM EXPERIENCES"

-Evie Ndhlovu

Manager, Global Community Tourism Network

PLANETERRA AND IBEROSTAR SET A GLOBAL BENCHMARK

The Iberostar Group is a globally recognized company with a rich history in tourism spanning over 65 years. At the core of its operations is Iberostar Hotels & Resorts, a distinguished brand offering over 100 4- and 5-star hotels across 16 countries. Setting the standard for responsible tourism, the Iberostar Group has gained global recognition for its commitment to people and the environment, placing the well-being of both at the forefront of its operations.



In line with that commitment, Iberostar through its Foundation, began working with Planeterra in 2022, forging an alliance to address the exclusion of diverse communities from the wider tourism market. Through establishing and promoting tourism experiences with communities near Iberostar properties, this collaboration aims to enhance community tourism initiatives and strengthen the economic, social, and cultural sustainability of these communities. The partnership takes a two-pronged approach, integrating community tourism experiences both on and off Iberostar properties. By incorporating community tourism into its offerings, Iberostar can deliver authentic and impactful experiences to its guests, while simultaneously improving the quality of life for local communities. This partnership is setting a global benchmark for the hotel industry.

During the first phase of the project, Planeterra and Iberostar worked with three communities in Mexico and the Dominican Republic, destinations where Iberostar has 18 hotels.

MEXICO

Bejil Ha is a community-led tourism enterprise, driven by 18 young members of the Chemuyil community in Quintana Roo, Mexico. They have formed a cooperative that provides community tours and experiences in Chemuyil to promote the conservation of the surrounding cenotes, underwater caves, and natural habitats. Their goal is to offer conscious and sustainable tourism experiences that showcase the unique attractions of the Yucatan Peninsula.

Project beneficiaries: 30 families



Bejil Ha
Chemuyil, Quintana Roo, Mexico

DOMINICAN REPUBLIC

Chocolate de la Cuenca de Altamira (CHOCAL) is an association run by women situated in Altamira, Puerto Plata. Their primary focus is on the production of various cocoa products such as chocolate, chocolate bars, butter, bitter cocoa, and liquor. These women have demonstrated their leadership skills, capacity for learning, and their desire to enhance the local economy, society, and environment through their efforts and dedication.

Project beneficiaries: 30 families



Chocolate de la Cuenca de Altamira
Altamira, Puerto Plata, Dominican Republic

The Asociación de Artesanos de Madera Petrificada (ASOARTEP) is an association of 40 skilled artisans, consisting of both men and women, who have united to preserve, safeguard, and promote the cultural legacy of the Imbert community. They specialize in crafting exquisite wooden sculptures and provide tourists with an opportunity to witness their artistry first-hand, as well as purchase their handcrafted products.

Project beneficiaries: 40 artisans



Asociación de Artesanos de Madera Petrificada
Imbert, Puerto Plata, Dominican Republic

Iberostar and Planeterra are proving that the wider tourism industry can take action to create win-win situations for communities around the world, for their own businesses, and for travelers.



SUPPORTING TOURISM RECOVERY WITH IUCN



Planterra worked on a joint project with the International Union for Conservation of Nature (IUCN) to lead community tourism training and support COVID-19 recovery in Peru and Vietnam.

The project 'Sustainable Tourism and Protected Areas in a Post-COVID World' funded by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH, aimed to bridge the gap created by the pandemic on tourism and develop a more crisis-resilient and sustainable landscape in and around protected and conserved areas. The focus was also on improving the ecological and social aspects of tourism and rebuilding better for people, wildlife, and ecosystems.

To achieve this, IUCN and Planterra worked with the communities in the Río Abiseo National Park and Amarakaeri Communal Reserve in Peru, and the Cuc Phuong National Park and Van Long Nature Reserve in Vietnam. Together, we supported the development of community tourism enterprises to create more opportunities for local communities to recover from the negative impacts of COVID-19. In doing so, we also focused on promoting resilience by improving business skills and knowledge, and highlighting the importance of connecting community well-being with effective protected area management.

OUR WORK IN PERU

Through the project, we supported and worked with the Indigenous communities in

and around the Amarakaeri Communal Reserve (Queros, Shintuya, Puerto Azul Mberowe and Boca Ishiriwe) and the Río Abiseo National Park (San Juan del Abiseo, Pizarro, Pucallpillo, Santa Rosa and Dos de Mayo).

The main initiatives included:

- Delivering participative and in-the-field training sessions covering Health & Safety and zoonotic disease propagation prevention, ecotourism product & itinerary development, and ecotourism marketing and promotion
- Developing and implementing community-led action plans to build and improve tourism infrastructure
- Financially supporting community members to build and improve tourism infrastructure in order to boost the local economy
- Developing new ecotourism products and organizing familiarization trips for local tour operators and destination management organizations to experience the new ecotourism products



Amarakaeri Communal Reserve
Peru

OUR WORK IN VIETNAM

Through the project, we supported and worked with the community members of the villages in and around the Cuc Phuong National Park and the Van Long Nature Reserve.

The main initiatives included:

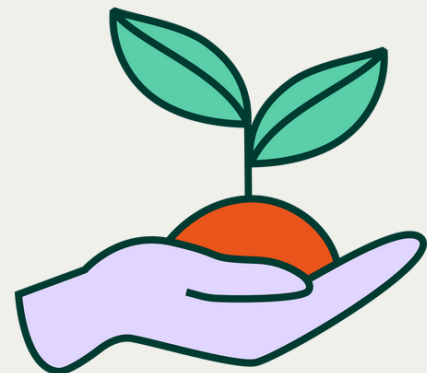
- Delivering participative and in-the-field training sessions covering: Health & Safety and zoonotic disease propagation prevention, ecotourism product & itinerary development, and ecotourism marketing and promotion
- Financially supporting community members to build and improve tourism infrastructure in order to boost the local economy post-covid
- Developing new ecotourism products and organizing test trips so that community members that had never had the opportunity to experience managing a tourism product could build their capacity in a practical and realistic manner



Cuc Phuong National Park
Vietnam

Looking back at all the project activities, we can see how these have had a positive impact on motivating the communities to use tourism as an additional income source that draws value from healthy and protected areas.

For Planeterra, working on this project has reaffirmed that tourism, when managed responsibly, can be crucial to promote a positive relationship between communities and the environment.



"YOU NEVER STOP LEARNING. THE WORKSHOPS HAVE BEEN A GREAT OPPORTUNITY TO BROADEN MY UNDERSTANDING OF TOURISM. I REALIZED THAT THERE IS STILL SO MUCH TO LEARN AND EXPLORE. THE WORKSHOP'S MODULES HAVE BEEN INFORMATIVE AND ENGAGING, HELPING ME ENHANCE MY SKILLS. I AM LEAVING THESE SESSIONS FEELING EMPOWERED AND ENRICHED WITH VALUABLE INSIGHTS TO SHARE WITH MY COMMUNITY PARTNERS"

-Rodolfo Vargas

Pizarro Community, Río
Abiseo National Park, Peru



OUR PARTNERS AND THE SDGS

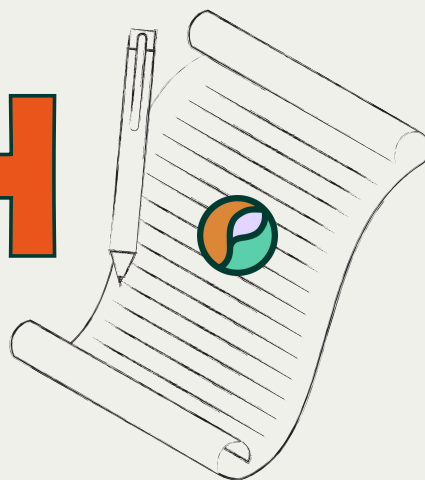
Planeterra strives to achieve a better and more sustainable future for all. The United Nations set out a path to achieve this by 2030 through the Sustainable Development Goals (SDGs). By collaborating with community tourism enterprises, we can help combat poverty, inequality, and environmental issues, while also promoting economic growth and cultural exchange.

Our partners are leading the way with innovative initiatives. Here are a few examples of their impactful work:

1 NO POVERTY 	Creating culturally significant income opportunities that provide indirect benefits for 70% of the community at large.	7 AFFORDABLE AND CLEAN ENERGY 	Investing tourism income in their enterprise to implement solar power for sustainable heating and electricity at their hotel.	13 CLIMATE ACTION 	Engaging travellers in reforestation efforts for wildlife habitats while promoting environmental awareness.
2 ZERO HUNGER 	Using their tourism income to purchase meals for youth in school as well as food aid packages for vulnerable families.	8 DECENT WORK AND ECONOMIC GROWTH 	Using community tourism to provide employment opportunities and investing in providing skills training to build capacity.	14 LIFE BELOW WATER 	Protecting Sea Turtle populations, setting up a hatchery and engaging travellers in their conservation efforts.
3 GOOD HEALTH AND WELL-BEING 	Enhancing the quality of life, healthcare, education, and women's participation and leadership for the better future of local children.	9 INDUSTRY, INNOVATION AND INFRASTRUCTURE 	Capturing and using biogas energy from cows, while innovating agriculture and tourism practices.	15 LIFE ON LAND 	Practicing regenerative agriculture in coffee production by making their own organic fertilizers and insecticides to protect soil health and aquifers.
4 QUALITY EDUCATION 	Saving a portion of their tourism income for youth education resulting in increased motivation to attend University.	10 REDUCED INEQUALITIES 	Providing refugees job shadowing and mentorship in a hotel to improve skills and language for careers in hospitality and tourism.	16 PEACE, JUSTICE AND STRONG INSTITUTIONS 	Empowering local families, many of whom have been victims of armed conflict, through economic and social initiatives.
5 GENDER EQUALITY 	Empowering women who have not worked outside of the home before by offering them employment and training opportunities.	11 SUSTAINABLE CITIES AND COMMUNITIES 	Investing their tourism income in electric cars and bikes to reduce carbon footprint.	17 PARTNERSHIPS FOR THE GOALS 	By working with Planeterra, all of our community partners are accessing partnerships which are furthering their objectives for the sustainable development goals that they are prioritizing.
6 CLEAN WATER AND SANITATION 	Creating a community fund which uses tourism income to improve access to drinking water and purchasing water tanks.	12 RESPONSIBLE CONSUMPTION AND PRODUCTION 	Making eco-friendly products for trekkers, porters, and cooks to minimize tourism's harm on the region.		



THE WISH LIST



Planeterra closed 2022 granting wishes with our annual holiday campaign, The Wish List. The aim of this fundraising campaign was to raise \$50,000 to support Planeterra's community tourism enterprise partners working in the following impact areas:

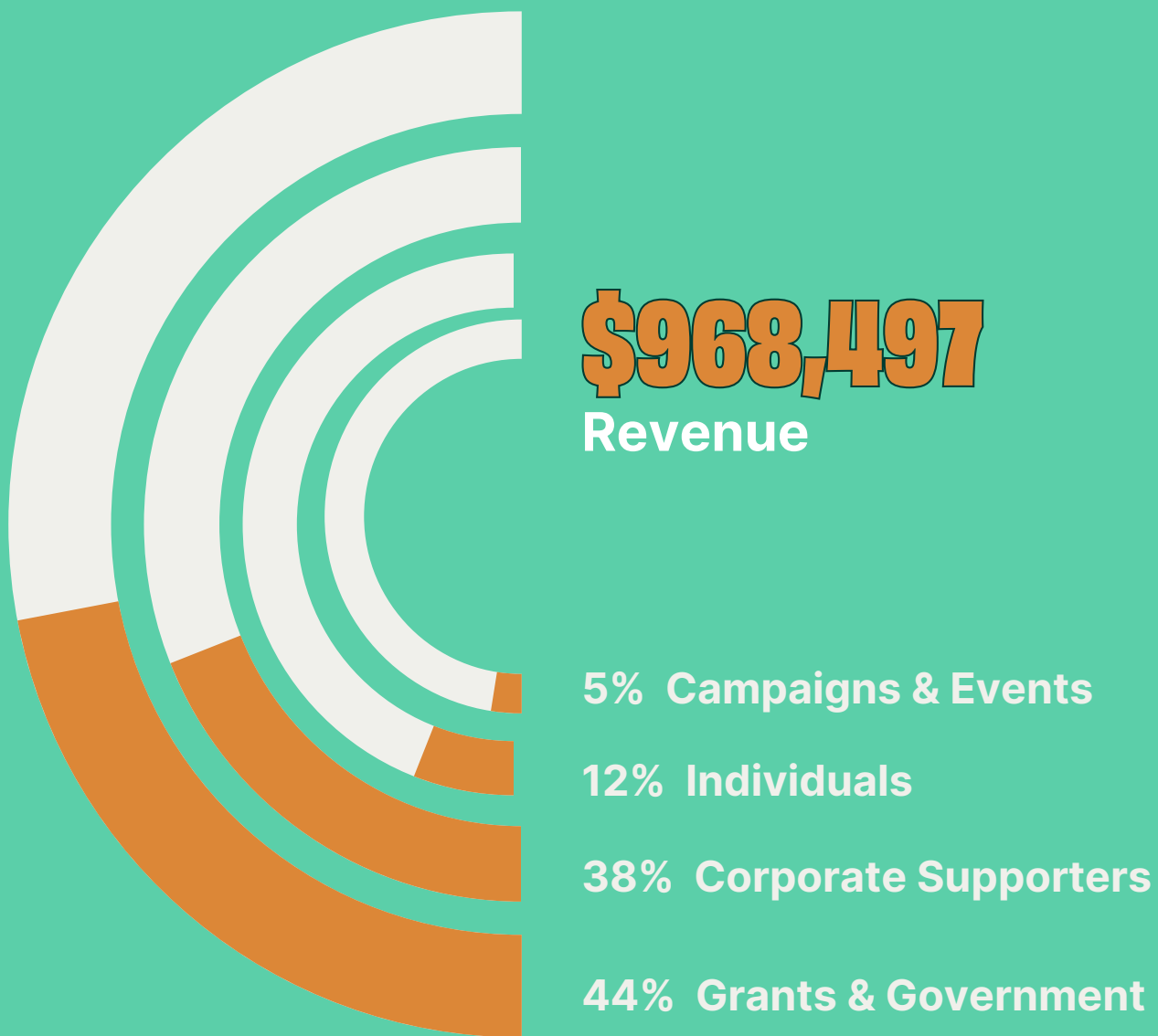
- ✓ Women's Empowerment
- ✓ New Paths for Youth
- ✓ Conserving Cultures
- ✓ Environmental Protection
- ✓ Tourism Recovery

Bruce Poon Tip, the founder of Planeterra and G Adventures and Board member, Roula Poon Tip, personally matched all donations up to \$25,000 doubling our ability to invest in community tourism!

Thanks to the generosity of our donors and supporters we were able to grant all of our partner wishes and the campaign surpassed its fundraising goal. It was a tremendous way to cap off the year! The Wish List campaign was also an incredible reminder of the power of community tourism to create positive impacts in the lives of women and youth, and to contribute to the preservation of cultures and the environment.

The community tourism enterprises supported by the Wish List included Princess Sewing Cooperative (Zimbabwe), AFER HomLunch (Morocco), Puesta del Sol (Nicaragua), and Lusumpuko Women's Club (Zimbabwe).

FINANCIALS



Notes:

Planeterra's Fiscal Year is August 1 - July 31
All figures in this report are CAD and refer to FY2022 unless otherwise noted.

These figures are a combination of the Planeterra International Foundation, Canada, Not-for-Profit Corporation Number: 793488-2 and Planeterra International Foundation Ltd., USA, 501(c)3 EIN: 83-1619668.



\$944,700
Expenses & Project Costs

Governance 4%
Communications 5%
Administration 9%
Development 5%
Programs 77%



BOARD OF DIRECTORS

Planeterra's Board of Directors comprises members selected for their expertise in international development, conservation, and tourism, as well as their dedication to community tourism. Planeterra is committed to ensuring the Board of Directors reflects our commitment to embracing and amplifying diverse voices, including those of women and Indigenous people.



Bruce Poon Tip
Founder of Planeterra & G Adventures



Roula Poon Tip
Co-Founder of Planeterra



Seleni Matus
Executive Director, International Institute of Tourism Studies at GWU



Karen Ziffer
Chief Development Officer, RARE



Deirdre Shurland
Policy Consultant, UN Environment Programme



Meenu Vadera
Founder of Azad Foundation & Women With Wheels



Gloria Fluxà Thienemann
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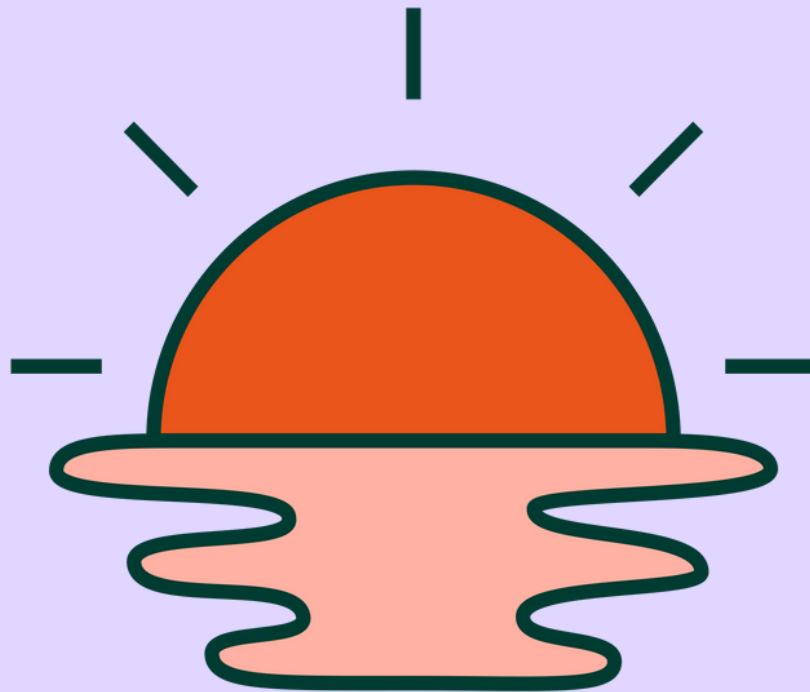
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