

# PLANETERRA IMPACT REPORT 2024



Pictured on cover: Toudarte Women's Cooperative (Agadir region, Morocco)





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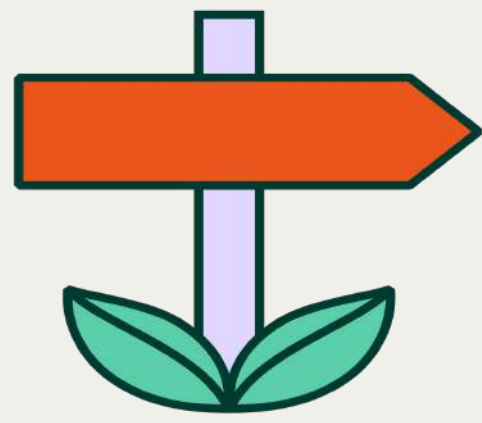
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## Dear Friends and Supporters,

Tourism is a multi-trillion-dollar industry, yet many of the local communities that make travel so meaningful still lack access to its benefits. At Planeterra, we're dedicated to changing that, and 2024 has been another powerful reminder of how tourism can uplift communities around the world.

Thanks to our travel partners, generous donors, and passionate supporters, we made significant strides throughout 2024.

- ✓ Supported Community Tourism Enterprises, providing seed funding, helping them develop new tourism experiences, access training, and connect with global markets. This included **20 climate and biodiversity initiatives, along with continued support for over 100 long-standing partners**, creating lasting benefits for local communities. Their missions, creativity, and resilience continue to inspire us and remind us that, when done right, tourism can make a real difference.
- ✓ Engaged with more than **550 organizations in our Global Community Tourism Network**, deepening our understanding of their needs and providing the tools, resources, and opportunities to help them thrive in the tourism industry.
- ✓ Formed **new partnerships** with responsible travel companies to bring more travellers even closer to the communities they visit and to strengthen market connections, ensuring tourism dollars flow directly to the people who need them most. This included a groundbreaking partnership with **Evaneos** and the formalization of a longstanding relationship with **G Touring**, home to leading escorted tour brands Travelsphere and Just You.
- ✓ **Celebrated Community Tourism at GX India**, where over 500 industry leaders joined nine inspiring local partners to showcase tourism's potential for meaningful impact.
- ✓ Collaborated with G Adventures and Flight Centre to **grow 2.65 million trees**, generating over CAD \$1,174,560 (USD \$858,000) in revenue to support reforestation efforts and local livelihoods.

Together, we are transforming travel into positive impact, creating livelihoods, celebrating cultures, protecting the environment, and uplifting communities to shape their futures.

On behalf of Planeterra, we invite you to explore our 2024 Impact Report and discover the stories behind the incredible communities we support.

Thank you for being part of our journey.

Best wishes,

**Jamie Sweeting**  
President, Planeterra



Jamie Sweeting, Planeterra President, with Kelly Galaski, Senior Director of Operations & Head of Impact, joined by Pilar, Co-Founder of **El Hongo**, and her daughter Cielo, who works alongside her parents to grow this inspiring community initiative.

# ABOUT US

**Planeterra is an impact-driven non-profit that uses tourism to uplift communities.**

We help local organizations and communities leverage tourism as a catalyst to improve lives, protect natural environments, and celebrate culture, striving for a more sustainable and equitable future for all. **Our model centres around three global initiatives:**

## COMMUNITY TOURISM INTEGRATION



Developing and integrating Community Tourism Enterprises into the global tourism supply chain with the support of our travel company partners.

## GLOBAL COMMUNITY TOURISM NETWORK



Providing long-term capacity building for community enterprises including training and seed funding.

## CLIMATE & BIODIVERSITY



Innovating solutions to address the climate and biodiversity crisis, promoting nature restoration, community resilience and well-being.

### The Challenge We're Addressing:

Too often, local communities around the world—especially women, youth, and Indigenous peoples—are excluded from the tourism industry and do not benefit from its opportunities.

Many face barriers such as limited access to markets, training, and the support needed to build sustainable tourism experiences that reflect their cultures and protect their environments.



**At its best, Community Tourism breaks down these barriers, engaging underserved communities in meaningful, life-changing ways.**



# THE IMPACT OF COMMUNITY TOURISM

Community tourism is reshaping how we travel, by ensuring that the people who live in the places we visit are also the ones shaping and benefiting from tourism.

When communities lead the way, tourism becomes a tool for self-determination: generating income, strengthening local leadership, preserving culture, and building more inclusive and sustainable economies.

This model doesn't just improve lives—it **contributes meaningfully to the Sustainable Development Goals (SDGs)**, showing that tourism can be a force for positive change when grounded in local ownership and equitable partnerships.

At Planeterra, we partner with a global network of Community Tourism enterprises that are proving what's possible when tourism is locally led and community-driven.

## How our Community Partners perceive the Impacts of Community Tourism:



**81%** report greater access to education for themselves or other community members.



**78%** report increased skills and knowledge to start or grow a business.



**77%** report increased ability to provide adequate food and transportation for themselves and family.



**75%** are better able to support children's education.



**73%** report increased participation in and protection of culture and traditions including **61%** reporting increased participation by youth.



**71%** report increasing gender equality in their communities.



**65%** are better able to support healthcare and provide adequate housing for themselves and their families.



# PLANETERRA'S IMPACT IN 2024



## Understanding Our Impact

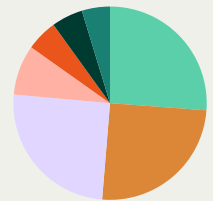
The Planeterra Impact Survey is an annual study designed to help us understand how community-led organizations in our network are growing—and how Planeterra's support contributes to their success and the impacts they are having on their communities.

As Planeterra expands, so does our ability to listen, learn, and offer meaningful support. In 2024, we enhanced our survey methodology and renewed alignment with the Sustainable Development Goals Indicators for Tourism to gain deeper insight into economic, social, cultural, and environmental impacts communities are facing, as well as addressing them via tourism.

This year, 375 organizations were invited to participate in our Annual Impact Survey, with 128 responses received.

Planeterra community partner organizations work to uplift a wide range of communities, including:

- **Rural Communities** - 25%
- **Women** - 24%
- **Indigenous Peoples** - 24%
- **Youth** - 8%
- **Other Marginalized Communities** - 5%
- **People with Disabilities** - 5%
- **Migrants and Refugees** - 4.5%



These organizations have listed the above as their primary focus, but often support more than one. They operate in both urban and rural areas, and **4.5% also listed nature & environment as their organization's primary mission**, demonstrating how Community Tourism contributes to a more sustainable future for both people and the planet.



**Baracoa Community Tour**  
Baracoa, Cuba

## How Planeterra Partners benefit their communities:

- 🌱 Protecting and restoring nature.
- 👥 Channelling earnings into community initiatives.
- 🎭 Cultural preservation and celebration.
- 🔦 Support for local entrepreneurship.
- 🎓 Funding for education.
- 💡 Training and skill-building opportunities.
- 📍 Job creation and local employment.

# PLANETERRA'S 2024 GLOBAL IMPACT, AT A GLANCE



**119**

Community Tourism Enterprises connected to travel companies



**30,694**

People directly impacted across all programs



**550**

Organizations in Planeterra's Global Community Tourism Network



**CAD \$910,111**  
(USD \$666,488)

Value of grants disbursed through all our global initiatives (\*FY24)



**2,650,000**

Trees planted



**88**

Communities benefitting from climate & biodiversity initiatives

## How Planeterra supported our Community Partners in 2024:



Training, ongoing guidance and 1:1 Mentorship.



In-person monitoring and capacity-building visits.



Access to learning resources via the Planeterra Learning Hub.



Funding to improve existing facilities and infrastructure.



Needs assessments and current situation analyses.



Market exposure and connections with travel company partners.



Funding to develop new facilities and infrastructure.



Opportunities for peer networking and knowledge exchange through webinars and community hours.



Funding for climate resilience and nature restoration initiatives.

# OUR 2024 IMPACT, BY THE NUMBERS

In 2024, Planeterra indirectly  
Impacted\*:

**191,764**  
**PEOPLE**



*\*How do we define indirect impact?*

Household and community members benefitting from the Community Tourism and climate & biodiversity initiatives led by our global network of community partners.

**Traveller visits from our travel  
company partners to our  
Community Tourism Partners:**

**133,340**

**Revenue earned by communities  
from our Travel Partners**

**CAD \$2,896,802**  
**(USD \$2,119,344)**

**Revenue earned by our tree-  
growing partners**

**CAD \$1,174,560**  
**(USD \$858,000)**

**Directly impacting:**

**30,694**

**Community members earning an  
income through tourism and benefiting  
from climate & biodiversity initiatives.**

**This includes:**



**14,106**

People earning an income from their  
Community Tourism enterprises,  
connected to our travel company partners



**16,588**

People directly impacted through our  
climate & biodiversity partners



**4,140**

Jobs for Youth



**3,935**

Jobs for Women



**1,308**

New Jobs Created



**11,960**

Individuals trained in new skills  
and/or knowledge



**100**

**Community tourism enterprises in our network feature women in  
leadership roles or actively engaged in leadership positions.**



# HOW COMMUNITY TOURISM...

## Supports Local Economies:

**Community Tourism helps reduce economic leakage, when tourism dollars leave the local economy. Unlike conventional tourism, which often relies on imported goods, Community Tourism prioritizes local providers.**

Planetterra's partners show this in action:

- **66%** source most or all goods from local shops, and;
- **51%** from local farms.

This keeps more money in the community, strengthens local businesses, and often lowers the carbon footprint through shorter supply chains.

## Protects and Restores Nature:

**Our community partners are showing how Community Tourism protects and reconnects us with nature, builds systems that work in harmony with it, and invests in its future.**

Here's how:

- **63%** are reconnecting people and nature.
- **59%** are protecting animals and their welfare.
- **87%** are supporting sustainable value chains.
- **59%** are investing in nature.

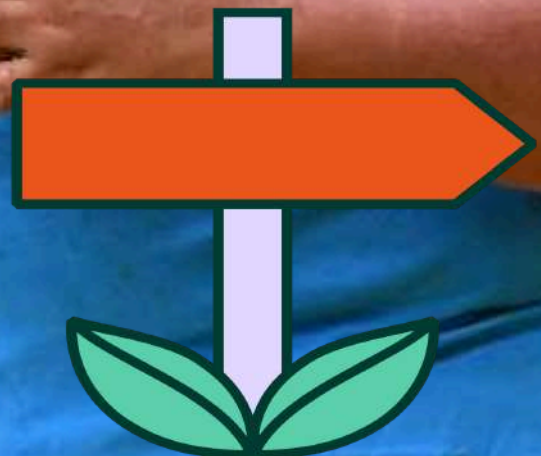
For more detailed insights, see the *Climate and Biodiversity* section (pp. 25–26) of this report.



Ccaccacolli Women's Weaving Co-op (Peru)



# GLOBAL COMMUNITY TOURISM NETWORK



## Bringing together 500+ Communities Worldwide

The Global Community Tourism Network supports community-led organizations working together to achieve ambitious social, economic, and environmental goals. Through the Network, Planeterra aims to enhance the capacity, quality, and market-readiness of Community Tourism enterprises worldwide.



### Key activities include:

- ✓ Access to online learning through the "Planeterra Learning Hub," along with complimentary regular online info sessions that bring groups together for practical knowledge application.
- ✓ Connection with peers globally through online communities.
- ✓ Partnerships, funding, and promotion with our network of travel company partners.
- ✓ Funding opportunities through the Global Community Tourism Fund.
- ✓ Long term support and mentorship.

### Expanding Impact Through the Global Community Tourism Network

**CAD \$200,000**  
(USD \$147,000)



Invested by Planeterra in 2024 in activities that support the Global Community Tourism Network

**1,853**



Individuals are actively benefiting from and accessing valuable resources like the Planeterra Learning Hub and our series of webinars.

*"We've learned a lot from the workshops Planeterra has shared, and by putting them into practice, we've been able to improve our services"* - Ines Hernandez, **Posadas Mayas** (Guatemala)



*"The webinars have helped to broaden our tourism knowledge. From the modules, we learnt how to handle group tours and be prepared to host them. Also, effective communication with groups"* - Lizzie Ngwenya, **Dumisa Cultural Center** (Zimbabwe)

*"We've felt supported by the webinars, the platform, and the emails; they've allowed us to tell other members what we do"* - Karen Quiroga, **Agrosolidaria Charalá** (Colombia)

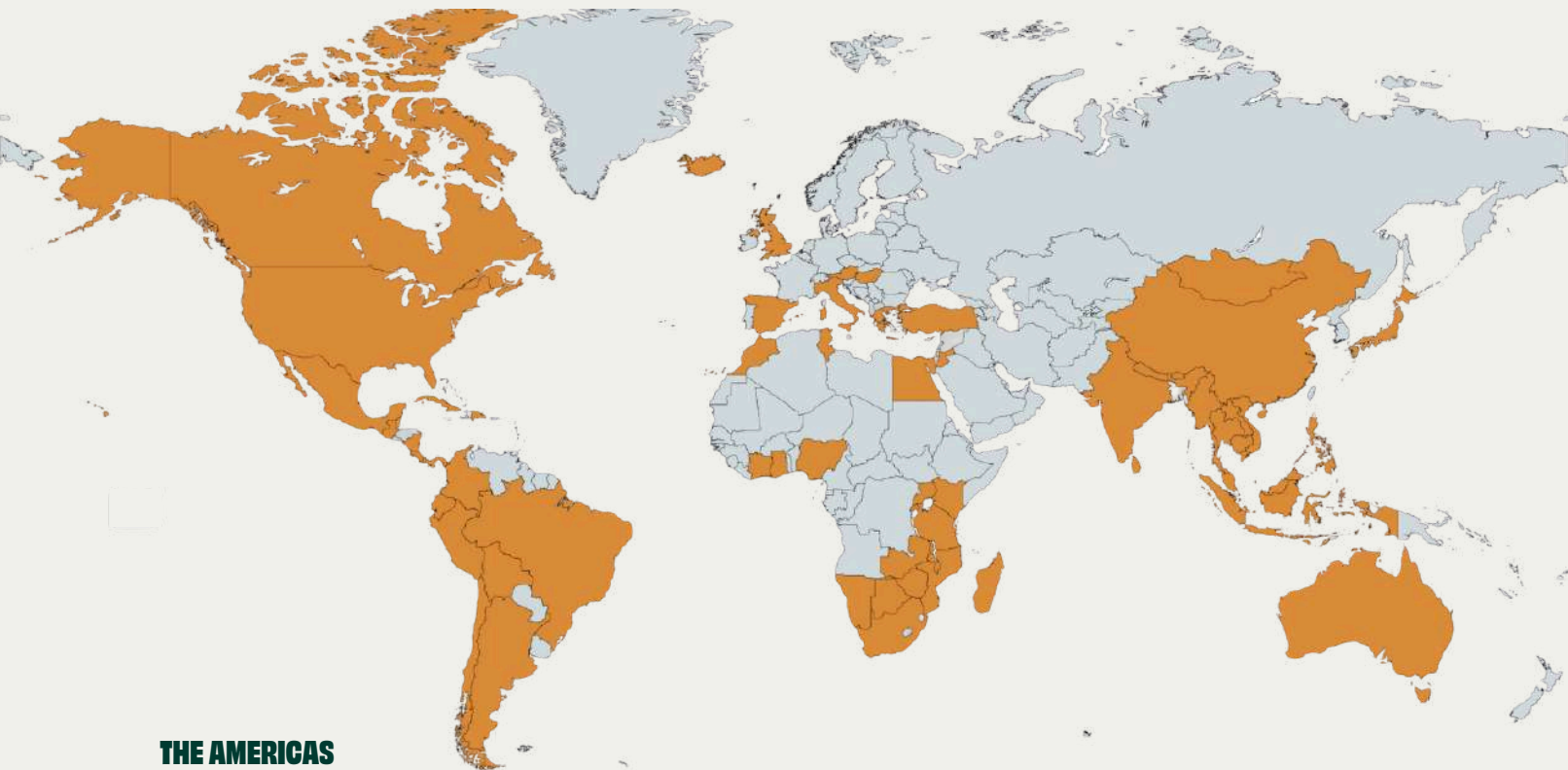




# COMMUNITY TOURISM AROUND THE WORLD



Planeterra's Global Community Tourism Network (GCTN) includes Community Tourism organizations in the following countries:



## THE AMERICAS

Argentina	Nicaragua
Belize	Panama
Bolivia	Peru
Brazil	United States
Canada	
Chile	<b>ASIA-PACIFIC</b>
Colombia	Bhutan
Costa Rica	Cambodia
Cuba	China
Dominican Republic	India
Ecuador	Indonesia
Guatemala	Laos
Mexico	Malaysia
	Mongolia

Myanmar
Nepal
Papua New Guinea
Philippines
Sri Lanka
Thailand
Vietnam
<b>AFRICA</b>
Botswana
Cameroon
Cape Verde
Côte d'Ivoire

Egypt
Ethiopia
Gabon
Ghana
Kenya
Madagascar
Malawi
Morocco
Mozambique
Namibia
Nigeria
Rwanda
South Africa
Tanzania

Tunisia
Uganda
Zambia
Zimbabwe

## THE MIDDLE EAST

Israel
Jordan

## EUROPE

Austria
Greece
Hungary

Iceland
Italy
Spain
Türkiye
United Kingdom

Visit [www.planeterra.org/community-tourism](http://www.planeterra.org/community-tourism) to learn more about joining the GCTN as a Community Tourism enterprise.

# GLOBAL COMMUNITY TOURISM FUND



Through the **Global Community Tourism Fund**, Planeterra supports communities in our Network with small grants and 1:1 mentorship to implement projects that help scale up and enhance existing tourism experiences and climate & biodiversity initiatives with high growth and impact potential.

## Meet the 2024 Global Community Tourism Fund recipients:

- ✓ Muhabura Cultural Experience and Craft Centre (Uganda).
- ✓ Gabon EcoSafaris (Gabon).
- ✓ Ruboni Community Development and Conservation (Uganda).
- ✓ Tours And Arts Solutions (Ghana).
- ✓ Upcycle Impact Tours (Uganda).
- ✓ çöp(m)adam (Turkey).
- ✓ Viaggi Solidali (Italy).
- ✓ Funtasia for Training (Egypt).
- ✓ Domari Society of Gypsies in Jerusalem (Israel).
- ✓ Muhaan (India).
- ✓ Panauti Bike Station (Nepal).
- ✓ Amupakin (Ecuador).
- ✓ Asociación Stibrawpa (Costa Rica).
- ✓ Asociación Circuito Ecoturístico Lomas de Paraíso (Peru).
- ✓ Cabañas el Llano de las Papas (Mexico).



2024 Global Community Tourism Fund recipients

These organizations spent six months developing projects that strengthen local economies, preserve cultural heritage, and promote sustainable tourism with the support of the Planeterra team.

Click [here](#) to see highlights from our 2024 recipients.



# GLOBAL COMMUNITY TOURISM FUND

## Stories of Impact

### Migrantour Viaggi Solidali (Italy):

Migrantour offers intercultural tours led by migrants, celebrating migration's role in cultural heritage and promoting social inclusion.

With support from Planeterra's Global Community Tourism Fund, the program trained nine new intercultural companions in Florence, Rome, and Turin, originally from Palestine, the Dominican Republic, Iran, Ukraine, Brazil, Argentina, and Ethiopia.

Led by five senior intercultural companions from Moldova, Colombia, Italy, Peru, and Malawi, the training combined online and in-person sessions on intercultural heritage, migration, and storytelling.

Personal stories bring the impact to life:

- **Olga** (Ukraine) is leading her first walk for a refugee group.
- **Mary** (Brazil) explores colonization through Indigenous, African, and Italian roots.
- **Ramzy** (Palestine) shares his story to raise awareness about his community.

As coordinator Rosina Irene Chiurazzi says, *"Positive change is best generated through community work and mutual exchange."*

The Migrantour website was also redesigned to make itineraries and bookings more accessible.





# GLOBAL COMMUNITY TOURISM FUND

## Stories of Impact

### **Asociación Circuito Ecoturístico Lomas de Paraíso (Peru)**

Lomas de Paraíso has used its grant to take big strides in Community Tourism! New jobs, improved infrastructure, and increased local involvement are powering a more sustainable future.

Here are a few highlights from community members:

**Janeth Cosme** always loved cooking for her family, but she never imagined it could become a source of income. Thanks to training in food presentation and customer service, she now shares her delicious dishes with visitors, boosting her confidence and financial independence.

**Viktor Palomino** has always felt a deep connection to Lomas de Paraíso. After participating in training sessions, he learned how to share the magic and significance of the landscape with visitors.

His enthusiasm and knowledge make each tour unforgettable, leaving guests with a deeper respect for nature.

**Rosa Casique** discovered her passion for teaching through art workshops. With the support received, she now leads sessions at the Ecocamp, showing visitors how to create traditional paintings on *tocuyo* fabric using natural pigments.

These workshops preserve ancestral techniques and connect people to the rich cultural and natural heritage of Lomas de Paraíso—fostering appreciation for both art and the environment.





# GLOBAL COMMUNITY TOURISM FUND

## Stories of Impact

### Domari Society of Gypsies (Israel):

The Domari Society provided training to Gypsy (their preferred term) women in Jerusalem facing economic hardship—challenges made worse by the ongoing war.

The project focused on building skills in balloon and flower arrangement, helping participants regain financial independence while fostering community, resilience, and emotional support.

Three women—**Fatima, Nadia, and Majida**—stood out.

Despite personal struggles, from raising children alone to coping with lost incomes, they showed unwavering determination to learn, earn, and uplift their families.

These skills provided income during a critical time and laid the groundwork for future collaborations with travellers and tourism groups post-conflict.

Through this project, Domari Society empowered women to turn personal hardship into opportunity, while building a stronger, more connected community.

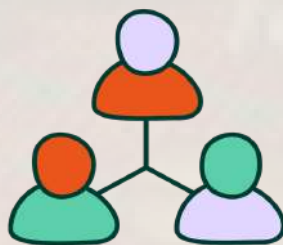


# GLOBAL COMMUNITY TOURISM NETWORK STRATEGIC PARTNERS

- APTSO
- Asian Adventures
- CBT Travel, Vietnam
- Codespa
- Comunitur
- Community Homestay Network
- Destination Mekong
- FOCEN
- Friends International
- Fundación Corcovado
- GER to GER
- Indecon
- KECOBAT
- Malaysian Women Tourist Guide Association
- Regenera
- Scottish Community Tourism Organisation
- Trade+Impact
- Travolution
- Tusoco
- UCOTA
- Wise Steps
- World Animal Protection

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The Global Community Tourism Network is supported by a generous community of donors, including travellers, travel companies, development agencies, and government partners who believe in its mission.



**For more information on supporting or joining the GCTN as a Community Tourism Enterprise or supporting the network programs, please contact Planeterra at [community@planeterra.org](mailto:community@planeterra.org)**



# CREATING LASTING IMPACT THROUGH TOURISM INDUSTRY COLLABORATION



**At Planeterra, our mission is to connect communities to the benefits of tourism by supporting community-owned and -led enterprises and promoting more responsible travel. By strengthening market connections, we help elevate local efforts to protect culture, nature, and livelihoods.**

We provide training, mentorship, infrastructure support, and grants tailored to the priorities identified by our community partners.



Our approach is rooted in partnership, with the understanding that communities are best positioned to shape tourism in ways that reflect their values and aspirations.

In 2024, Planeterra partnered with leading travel companies— including **G Adventures, Iberostar, Evaneos, G Touring** (under the travel brands **Travelsphere, and Just You**)— who share our values of sustainability and community empowerment.

These partnerships also connect communities to a steady stream of travelers, enabling them to generate income that directly funds their social and environmental initiatives and creates lasting benefits for both local people and the global travel ecosystem.

*"We never imagined that travellers would visit our community before we began collaborating with Planeterra. Our village is an off-the-beaten-path destination, even though it is located near a popular tourist town. Since this partnership began, we have been so happy to welcome responsible travellers to our village. Planeterra's support in 2024 was truly life-changing, they helped us connect with new opportunities, and now we host visitors every week. Thanks to this opportunity and Planeterra's ongoing support, the women in our community have become confident in welcoming guests and serving them breakfast."*

– **Aabiskar Thapa, Founder and Managing Director of Sharing Seeds** (Planeterra Community Partner in Nepal).



**If you're a travel company looking to make a difference and offer unique, meaningful experiences to your customers, reach out to us (at [info@planeterra.org](mailto:info@planeterra.org)). Together, we can turn travel into impact.**



# TOGETHER WITH OUR TRAVEL PARTNERS, IN 2024, PLANETERRA HAS:

Supported **109 Community Tourism Enterprises** by helping them develop new tourism experiences, access training, and connect with global markets creating lasting benefits for local communities.

- ✓ In partnership with **G Adventures**, we supported **20** organizations with experience development and inclusion into tours to start hosting visitors.
- ✓ With **Evaneos**, we supported **6** organizations to develop Community Tourism experiences and facilitated market connections for **74** community organizations with Evaneos agency partners/in-country destination management companies.
- ✓ Together with **Iberostar**, we supported **9** community organizations to grow and expand their reach through customized experiences offered at hotel properties or as excursions.



**Yimsoo Farm**  
Mae Rim, Chiang Mai, Thailand

Disbursed **CAD \$910,111** (USD \$666,475) **in grants** to community partners for facilities and infrastructure improvements as well as climate & biodiversity initiatives (\*FY24)

Invested **CAD \$767,600** (USD \$562,081) **in training** and capacity-building to strengthen market-readiness and improve enterprise management (\*FY24)

\*Planeterra's Fiscal Year (FY) is August 1 - July 31

Community Partners hosted **133,340** travellers from our travel company partners and earned **CAD \$2,894,330** (USD \$2,119,344) in income



*"The increased exposure to international tourists has also helped our entrepreneurs gain confidence and recognition, further encouraging their creative growth and business development."*

– **Ms. Ashwini Ragavan, Sthree Craft Shop and Cafe**  
(Planeterra Community Partner in Sri Lanka)



# HOW OUR PARTNERSHIPS ARE MAKING A DIFFERENCE



**Good Work Foundation**  
Hazyview, South Africa

The **Good Work Foundation** (GWF) is an educational NGO that trains local youth in technology, conservation, tourism and hospitality. Together with GWF, their Hospitality Academy and our travel partners, Planeterra helped create an express Coffee Bar that serves hot and cold coffee, along with locally sourced snacks, to travellers visiting Kruger National Park.

The Coffee Bar not only generates income to cover tuition but also provides hands-on training in barista skills and practical work experience for youth in the program. This tourism-driven initiative helps GWF reduce dependency on grants, expand class sizes, and offer more opportunities to train local youth.

Click [here](#) to meet some of the youth benefiting from this program.



**Zoológico Mágico**  
San Martín de Tilcajete, Mexico

**Asociación de Mujeres Artesanas Zoológico Mágico** empowers women and youth by creating employment opportunities through art. Their main goal is to preserve Zapotec culture and the traditional craft of making alebrijes, a significant local cultural heritage.

Planeterra helped improve their tourism facilities to offer a genuine and meaningful handicrafts experience. Additionally, we connected the association to travel partners, enabling groups to visit and experience Zapotec culture and the alebrije-making process. This new revenue stream will support their growth and strengthen the community.

Read more about how transforming the art of alebrijes into a tool for empowerment and change, [here](#).



**Toudarte Women's Cooperative**  
Agadir region, Morocco

**Toudarte**—meaning "life" in the Tamazight language—is a vibrant collective of Amazigh women. They specialize in producing high-quality argan oil while preserving ancestral traditions and knowledge passed down through generations. They also create culinary and beauty products crafted from argan oil and other natural ingredients.

We supported Toudarte to create two unique experiences for guests at the Iberostar Founty Beach Hotel. The first is a mobile shopping experience showcasing the cooperative's products available for purchase.

The second is an interactive argan oil-making experience led by the women of the cooperative. During this immersive activity, hotel guests participate in various stages of argan oil production, accompanied by storytelling sessions that highlight the cooperative's impact on women's lives and the preservation of argan forests.

Explore more photos of the Toudarte women and their impactful work [here](#).



**No Limits Cafe**  
Ulaan Bataar, Mongolia

The Down Syndrome Association in Mongolia supports children and youth with Down syndrome and their families through education, advocacy, and employment programs.

Their **No Limits Cafe** offers training and jobs for youth and their mothers, breaking down barriers and showcasing how differently-abled individuals can contribute to tourism.

With limited employment opportunities in Mongolia, this initiative is helping families overcome discrimination and gain financial independence.

Planeterra provided a grant to set up and equip the cafe, offered training with our partner GER to GER, and connected them to a travel partner to ensure steady income.

Tourism is now a powerful tool for change—visit No Limits Cafe to enjoy coffee and learn how inclusion is transforming lives.



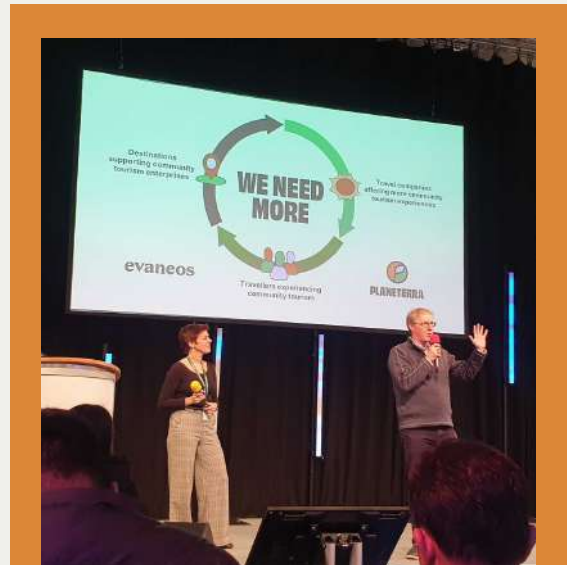
# PARTNER SPOTLIGHT: PLANETERRA AND EVANEOS

## Transforming the Tourism Supply Chain Collaboratively

In March 2024, Planeterra launched a pivotal partnership with Evaneos. As a European leader in responsible tourism, Evaneos has been creating authentic and sustainable travel experiences for over 15 years.

Through its online platform, they connect travellers with a trusted global network of local agencies, ensuring that at least 85% of the cost of each trip goes directly to local actors.

Now, together, we're on a mission to harness the power of Community Tourism to break down barriers and promote social equity.



Marion Phillips, Head of Sustainability at Evaneos, and Jamie Sweeting, President of Planeterra, on stage at ITB Berlin, March 2024.

## Meet some of the communities benefiting from our partnership:



### **Urpis de Antaqui (Peru):**

This women-led association showcases traditional crafts. We enhanced their tourism infrastructure, including improved paths and facilities, creating sustainable income opportunities.



### **Razafindrabe (Madagascar):**

This enterprise creates economic opportunities while preserving Madagascar's cultural heritage. In partnership with Evaneos, we helped create experiences like a traditional Malagasy cooking class and a hands-on raffia-making workshop.



### **PKP Community Centre (Bali, Indonesia):**

Empowers women and girls through education and gender equality initiatives. Through our partnership, we upgraded their catering infrastructure, adding wheelchair accessibility for greater inclusion for travelers and locals.



# URPIS DE ANTAQUILLKA



## Weaving New Paths Through Community Tourism

In the Andean highlands of Peru, women like Yenny Quispe Sallo spent years weaving fajas (belts) and chullos (Andean beanies) to sell at local markets. The work was demanding, and the prices rarely reflected the value of their craft. After a conversation with her colleague, they decided it was time for a new path where they could connect directly with people and share their culture.

In 2019, they founded the **Urpis de Antaquillka Community Association** with a clear goal: to preserve ancestral traditions and earn a sustainable income through tourism.

After months of training and preparation, they were ready to welcome their first guests in March 2020. The pandemic forced them to pause, and it wasn't until July 2022 that they received their first visitors. Since then, the association has grown steadily, creating new job opportunities and renewed pride for its members.

Today, they offer immersive experiences such as weaving sessions, traditional cooking, water ceremonies, and llama hikes in the Andes.

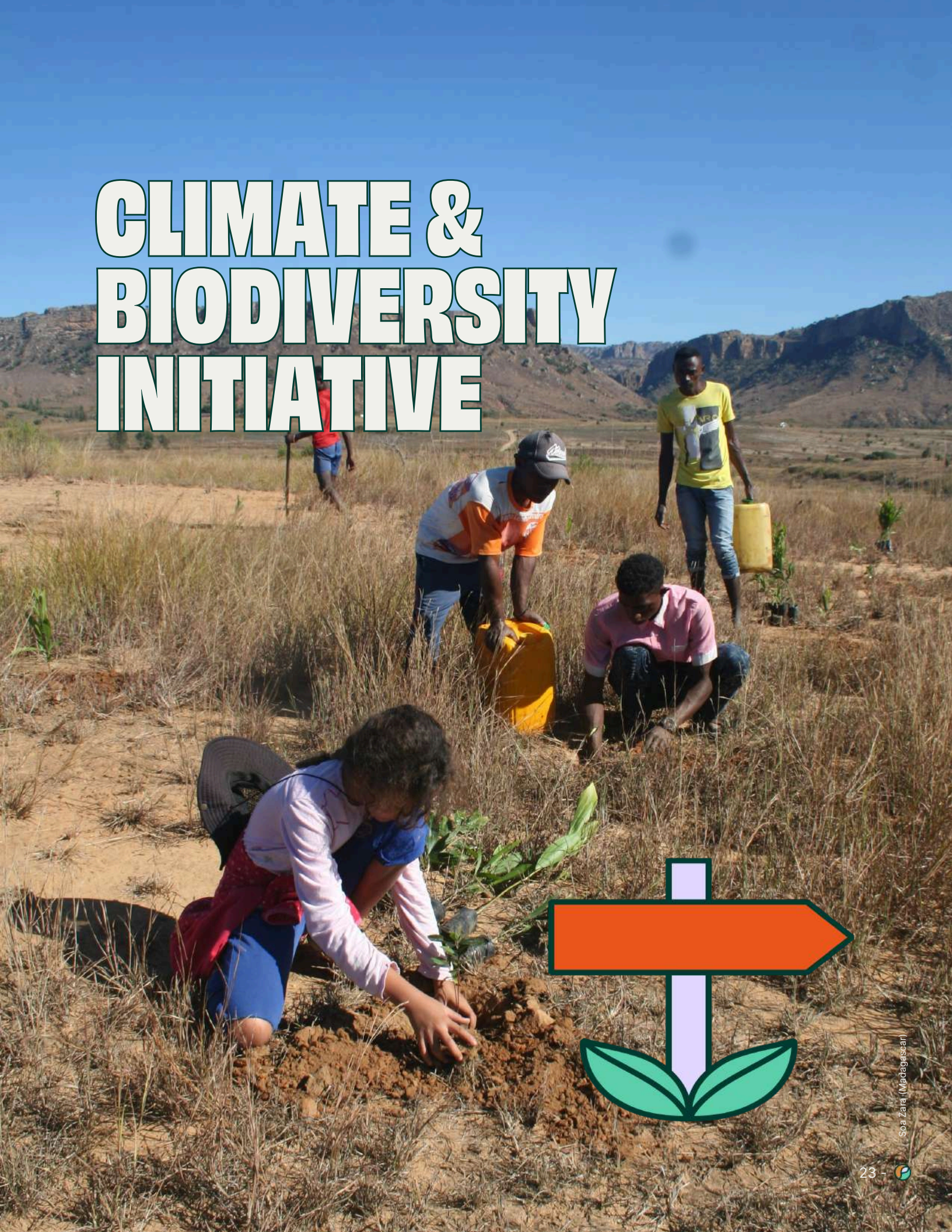
With support from partners like Planeterra and Evaneos, they improved hiking trails, kitchen spaces, and developed new activities. Training and capacity-building efforts continue, based on the community's own priorities and pace.

*"One of our members, Delia, became discouraged by the lack of visitors and left the association because she had to wait too long. However, after learning about the partnerships with Planeterra and Evaneos, she rejoined the association. She's now highly motivated and able to generate income for her family. Our association is now receiving more visitors, which has greatly motivated all our members. We feel happy and encouraged"* - **Elizabeth Pañihuara, President of Urpis de Antaquillka.**





# CLIMATE & BIODIVERSITY INITIATIVE





## At Planeterra, we've witnessed how Community Tourism can be a powerful force for protecting and restoring nature and the environment.

Through our [Global Climate & Biodiversity Initiative](#), we uplift communities to protect, sustainably manage, restore, regenerate and celebrate nature while strengthening local livelihoods, enhancing food and water security, improving soil health for higher crop yields, mitigating the impacts of flooding and drought, reducing soil erosion... and the list goes on.

Aligned with the Global Nature Positive Movement and Nature Positive Tourism Approaches, our work focuses on four key pathways that support Community Tourism Enterprises to:

- Reconnect people with nature.
- Promote sustainable value chains.
- Protect animals and their welfare.
- Invest in grassroots, community-led conservation programs.

### To achieve these goals, Planeterra's Global Climate & Biodiversity Initiative aims to:



Share inclusive, practical, and relatable knowledge with our partners about how to integrate Nature Positive Community Tourism approaches into their operations.



Create opportunities and access to resources for developing needs-based Nature Positive solutions focused on resilience and biodiversity regeneration.



Support our community partners to innovate tourism products and services by integrating Nature Positive approaches, knowledge, and solutions into meaningful travel experiences.



Trees growing in Morocco (Guercef Province, Maskarat)



# NATURE POSITIVE IN ACTION

## How Community Tourism Restores the Balance

Community Tourism doesn't just protect nature — it reconnects us to it, builds local systems that work in harmony with it, and invests in its future.

Planeterra's Global Community Tourism Network members are bringing this vision to life through **four key themes** that drive long-term environmental impact:


### 63% are Reconnecting People and Nature

*From connection comes care.*

Our partners are creating experiences that immerse people in the natural world, fostering respect, awe, and action.

#### Examples:

- Guiding travellers through local landscapes with environmental storytelling.
- Teaching visitors and youth about local ecosystems.
- Partnering with governments or NGOs for conservation education.
- Sharing tips to reduce personal impact while traveling.

 **Outcome:** Travel becomes a pathway to stewardship, not just sightseeing.



**Muhaan**  
Kalimpong, India



**Life Monteverde**  
Monteverde, Costa Rica


### 87% are Supporting Sustainable Value Chains

*Tourism is only as sustainable as its supply chains.*

By keeping sourcing local and natural, our partners ensure tourism dollars benefit the planet—and the people who protect it.

#### Examples:

- Buying from local farms and stores.
- Crafting goods using native, natural materials.
- Practicing or preserving traditional sustainable livelihoods, like foraging or fishing.

 **Outcome:** Every purchase supports a more circular, resilient economy.


## 59% are Protecting Animals and their Welfare

*Compassion for wildlife is at the heart of responsible tourism.*

Our members go beyond “do no harm” to actively advocate for animal welfare.

### Examples:

- Avoiding products from endangered species.
- Following strict no-touch, no-feed wildlife policies.
- Restoring habitats and creating buffers between tourism and vulnerable species.

 **Outcome:** Wildlife is admired, not exploited—and left wild.



**Il Ngwesi Eco-Lodge**  
Nyanyuki, Kenya



**Association Soa Zara**  
Ranohira, Madagascar


## 59% are Investing in Nature

*Environmental action isn't a side project—it's a line item.*

Global Community Tourism Network members are putting their income where their impact is by funding restoration and conservation.

### Examples:

- Donating to ecosystem protection organizations.
- Spending a portion of revenue on reforestation or clean-up programs.
- Launching habitat restoration projects as part of their experience model.

 **Outcome:** Tourism income becomes nature's capital.

## Other ways Community Tourism organizations are working to reduce negative environmental impacts:

- ✓ Participating in recycling programs  
Eliminating single-use plastics.
- ✓ Using renewable energy sources.
- ✓ Have a process for protecting the local ecosystem.
- ✓ Utilize upcycled materials.

- ✓ Have a process for reducing food waste.
- ✓ Implementing technology or systems to reduce water use.
- ✓ Implementing technology or systems to reduce energy waste.



# GROWING TREES TO UPLIFT COMMUNITIES



As part of our Global Climate and Biodiversity Initiative, Planeterra launched its Community Tree-Growing Program in 2023. This initiative aims to grow trees that uplift communities by enhancing resilience and adaptability to the impacts of climate change and improving well-being through biodiversity regeneration. Since the launch, 3.8 million trees have been grown. Check out [this page](#) to learn more.

## How does it all come together?

Planeterra sources trees, develops and manages partnerships with tree-growing organizations that represent local communities, and ensures their active participation in every stage of the project.

We also monitor the program's impact and, in some cases, collaborate with our partners to integrate tree-growing activities into Community Tourism Experiences, and vice versa.

## 2024 IMPACT HIGHLIGHTS:

- ✓ Collaborated with G Adventures and Flight Centre to grow **2.65 million trees**.
- ✓ **9** Tree-growing partner organizations.
- ✓ **88** communities across **12** projects in **9** countries are benefiting.
- ✓ **16,588** individuals have gained direct benefits like jobs, improved livelihoods, food and water security, and enhanced resilience and adaptability to the impacts of climate change.
- ✓ Indirectly, **88,571** community members are experiencing benefits like reduced landslides, mitigated soil erosion, and more resilient watersheds.
- ✓ Altogether, **105,159** lives have been positively impacted by this program in 2024.



**Tree-growing partner:** GHE  
**Project:** Umswai Valley Reforestation Initiative (India).



# COMMUNITY SOLUTIONS THROUGH AGROFORESTRY

## in Kenya

In the lowlands of Mount Kenya, smallholder farmers are leading efforts to adapt to the realities of a changing climate. With just 2-3 percent of Kenya's arable land under irrigation, most rely on rain-fed agriculture, which is increasingly challenged by erratic rainfall, prolonged droughts, declining soil fertility, and limited access to climate-smart techniques.

**Trees for Kenya** is working with these farmers to restore degraded landscapes and support more sustainable, resilient livelihoods through agroforestry.

Farmers receive training in relevant agroforestry systems, learning how to plant fruit, fodder, and indigenous trees that retain soil moisture, improve yields, support nutrition, and generate income.

**Paul Njue Njoka** is one of the farmers participating in this initiative. After planting mango, avocado, and tomato trees, he has already begun to see results.

*"I couldn't afford to buy fruit trees because they are very expensive," says Paul. "Thanks to Trees for Kenya, I received these trees for free. I'm earning money from selling fruit and improving my family's nutrition. My trees are also helping clean the air. I'm proud to be contributing to environmental care."*

This initiative is grounded in local knowledge and community action.

By supporting each other and sharing skills, farmers are building food security, restoring ecosystems, and creating a greener future for their families and the land they depend on.





# TREE PLANTING AND CLEAN ENERGY

## in Tanzania

The **International Collaborative (ICSEE)**, in collaboration with Planeterra, launched the Mazingira Trees Nursery project near the Ngorongoro escarpment in Tanzania's Rift Valley to promote environmental sustainability and support local communities.

Located on a 12-acre plot owned by ICSEE, the one-acre nursery aims to grow 50,000 native Acacia tree seedlings, enhancing soil health, preventing wildfires, and supporting reforestation.

This initiative also provides employment for **12 Maasai community members who are involved in tree planting and distribution**. It addresses poverty, illiteracy, and ecosystem degradation while promoting sustainable practices.

Additionally, through our partnership with ICSEE, we're offering travellers the chance to visit a Maasai village and experience the way of life of the Maasai people firsthand.

In this immersive experience, Maasai women demonstrate the installation of clean cookstoves, showcasing their efficiency compared to traditional stoves.

These innovative stoves produce significantly less smoke, creating a healthier and more comfortable living environment while reducing respiratory illnesses and eye infections.





# PROTECTING THE HEALTH OF OUR OCEANS

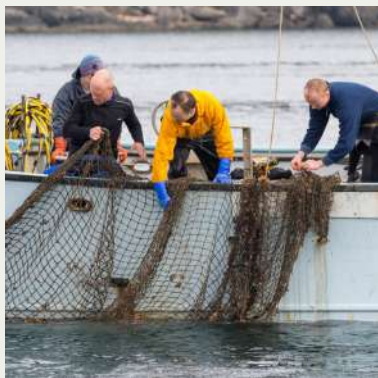
No matter where you live, you are directly affected by the health of our oceans. From the air we breathe to the jobs we rely on, our lives are interconnected with the well-being of the ocean. Tourism is just one of many industries that not only depend on the oceans for economic gain but also have the power, when done right, to restore, protect, and conserve marine health.

**In partnership with G Adventures and backed by thousands of travellers worldwide, Planeterra, through our [Ocean Health Fund](#), have been able to support organizations specializing in protecting our oceans while fostering the well-being of local communities. We focus our efforts and support organizations that invest in:**

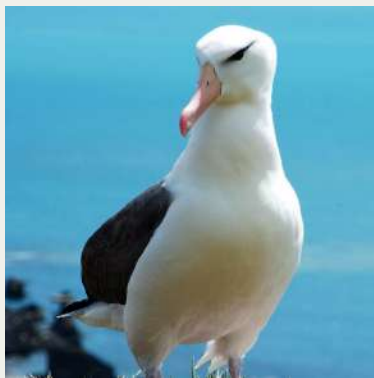
- Species Conservation
- Ocean Waste Reduction
- Climate and Biodiversity Research and Action
- Supporting the Next Generation of Ocean Stewards

Through the Ocean Health Fund, in 2024, CAD \$41,000 (USD \$30,000) was granted to benefit the following organizations: the Ocean Conservancy's Global Gear Initiative, The Royal Society for the Protection of Birds (RSPB) Albatross Task Force and the Galapagos Whale Shark Project.

Want to learn more about how these organizations have used support from the Ocean Health Fund? Read the blog below:



**How the Global Ghost Gear Initiative is making waves in marine conservation**



**Saving Ocean Wanderers: The Albatross Task Force**



**"Elise" Returns to The Galapagos**





In late September, nearly 500 travel industry representatives from around the world—including travel agents, media, content creators, partners, suppliers, and travellers—gathered in vibrant India for GX. Hosted by G Adventures and Planeterra, GX celebrates the power of Community Tourism.

Attendees explored highlights across India, including visits to inspiring Planeterra-supported communities. The World Community Tourism Summit also sparked important conversations, with “sofs sessions” led by diverse industry voices. [Discover more insights from the Summit.](#)

This year also marked the launch of the first-ever Planeterra Marketplace—a chance for our community partners, including **Women with Wheels, Sheroes Hangout, Anoothi, Sunder Rang, Together We Earn, Tenacious Bee Collective, Odisha Ecotourism Foundation, Pink City Rickshaw, and Salaam Baalak Trust**, to showcase their work and connect directly with attendees.



Representatives from these organizations travelled from across India to Jaipur—some riding a train for the very first time—and had the rare opportunity to meet and connect face-to-face. As Anoothi co-founder Jaimala shared:

***“GX provided exposure to the world community—it’s such an inspiring reward. So many opportunities for learning, sharing, and collaboration have opened up for us. Our artisans now feel more confident and truly part of a global community. We’re feeling very inspired and grateful!”***

The connections sparked lasting impact: Anoothi, who hosted the Marketplace, now features Tenacious Bee products in their shop and continues to support fellow community enterprises.

Once again, GX proved to be a space for connection, collaboration, and celebration—showing the real impact Community Tourism can create.





**Raise the World**

# **RAISING FUNDS FOR COMMUNITY TOURISM**

**A powerful announcement was made during GX India: G Adventures launched their biggest ever fundraising campaign in support of Planeterra.**

Raise the World is focused on supporting Project 300, an ambitious joint effort by G Adventures and Planeterra to support 300 community development organizations by 2030, and leave a lasting legacy in the regions where GX events are held.

In its first year, Raise the World raised over CAD \$400,000 (USD \$300,000), a remarkable milestone that directly supports local people, strengthens local economies, protects cultural heritage, and creates sustainable livelihoods.

Raise the World is more than just fundraising; it's a movement. It educates travellers about the transformative power of Community Tourism and inspires them to become active participants in positive change. By engaging travellers directly, this initiative not only generates vital funds but also fosters a deeper connection between visitors and the communities they explore. This vital support helps bring more communities into the wider tourism market, turning travel into tangible impact.

**We celebrate G Adventures' visionary leadership in launching Raise the World. Their dedication is helping us reach our ambitious goals and inspiring travellers and partners alike to make a profound difference.**





# WHEN TRAVEL INSPIRES GIVING

*"Mustapha (Ait Maskour), you truly gave me such a wonderful experience of a lifetime that I'm happy to donate to your cause! I'm sure you will pay it forward so that others can enjoy the same experiences that you provided to me."*

**- Doris Szczepkowski**



*"I travelled to Peru with Rive (Lima) as my guide with G Adventures. I have seen firsthand how Planeterra helps local people improve their lives through meaningful occupation. I love this cause and choose to travel this way whenever possible!"*

**- Michelle Carline**



*"David (Morales) pours his heart into his work and has a passion for sharing South America with his groups. One of my favourite places we visited on my tour through Bolivia was Salar de Uyuni. We stayed at Jukil Community Lodge, and David shared the work of Planeterra, the importance of sustainable and responsible tourism, and how these Planeterra projects directly help the local communities.*

*These projects give travellers like me real and authentic experiences and opportunities to be immersed in the culture of the region by giving us the opportunity to connect and interact directly with the local communities.*

*We would not have these unforgettable experiences without Planeterra. I feel truly lucky to have travelled with David and have confidence that he will continue to educate, spread joy and bring people together from all walks of life. Thank you, David and thank you, Planeterra!"*

**- Emily Friedman**







## Founding Partner



## Impact Investors +\$50,000 USD



## Changemakers \$25,001 - \$50,000 USD



### Champion \$5,001 - \$25,000 USD

Maine Development  
Foundation  
The Travel Agent Next Door

### Friend \$501 - \$5,000 USD

DeLisi Family Foundation  
Guy Laliberte Fondation  
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*Supporters and donors in this report reflect gifts made in the 2024 Fiscal Year (August 1 through July 31).*



# OUR DONORS

## Gifts Over \$500 USD

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## Thank you to all of our donors who give through these platforms

America Online Giving	Just Giving
Benevity	United Way
Charities Aid Foundation Canada	UK Online Giving

## Volunteers

Serena Hejazi	Yash Bhatt	Niran Swamy	Terra Poon Tip
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# FINANCIALS



**CAD \$2,489,149**

(USD \$1,822,729)

## Revenue

- 7% Individuals
- 17% Campaigns & Events
- 36% Corporate Supporters
- 39% Grants

**CAD \$2,184,346**

(USD \$1,599,531)

## Expenses

- Administration 5%
- Governance 6%
- Communications & Development 11%
- Programs 78%



Notes: Planeterra's Fiscal Year is August 1 - July 31

All figures in this report are Canadian Dollars (CAD) converted to USD using rate at date of publication and refer to FY2024 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.



# BOARD OF DIRECTORS

Planeterra's Board of Directors comprises individuals selected for their expertise in international development, conservation, and tourism, as well as their unwavering commitment to Community Tourism.



**Bruce Poon Tip**  
Founder of Planeterra & G Adventures



**Jamie Sweeting**  
President, Planeterra



**Roula Poon Tip**  
Co-Founder of Planeterra



**Meenu Vadara**  
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**Ailsa Pollard**  
Strategic Advisor and Non-Exec



**Aurélié Sandler**  
Co-CEO, Evaneos

## THE PLANETERRA TEAM

Tourism can create meaningful opportunities when communities are in the lead, and we're here to help make those connections possible.

We're a dedicated team working both in the field and behind the scenes to support our community and travel partners. Our role is to listen, collaborate, and build partnerships that uplift communities and nature, creating better places to live and visit.

**Get to know the people behind Planeterra. Click [here](#) to meet our team.**



The Planeterra team visiting El Hongo, a unique and special place born from the local community's love and experiences in Playa del Carmen, Mexico.





**PLANETERRA**

# JOIN THE MOVEMENT

**Want to support Planeterra and help grow the impact of Community Tourism? Here's how you can make a difference:**

- ✓ **Follow us on social media** – Like, comment, save, and share our posts to help more people discover our work and the communities we support.
- ✓ **Subscribe to our newsletter** – Stay up to date with stories from the field, new initiatives, and ways to get involved.
- ✓ **Spread the word** – Invite your contacts to follow us and join our mailing list. The more people who know about Planeterra, the greater our collective impact.
- ✓ **Experience Community Tourism** – Choose travel experiences that directly support local people and cultures. [Meet our inspiring community partners.](#)
- ✓ **Share your story** – Visited a community we support? Write a [guest post](#) for our blog to inspire others.
- ✓ **Donate to our cause** – Every contribution helps us reach more communities. You can also encourage friends and family to give.

**[www.planeterra.org](http://www.planeterra.org)**