

IMPACT REPORT 2025



PLANETERRA

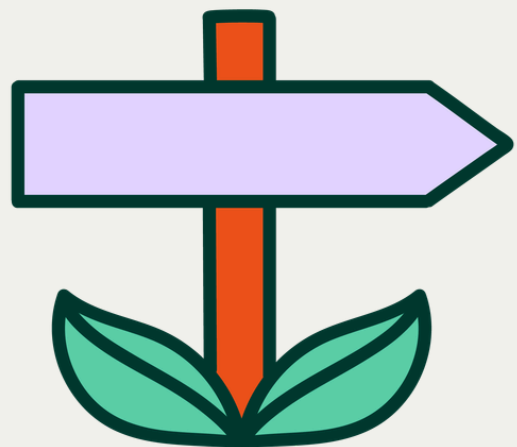
Pictured on cover: ProPermet, Albania



Tribal Textiles, Zambia

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DEAR FRIENDS AND SUPPORTERS,

Tourism is a multi-trillion-dollar industry, yet most of the communities that make travel meaningful still don't fully benefit from it. At Planeterra, this is the work we care deeply about, and 2025 has been another year that reminded me why this work is crucial.

With the support of our Travel Partners, donors, and wider community, together we have made real progress.

Expanding our work with partners in the travel industry:

Collectively, our Travel Partners supported **84 new communities** at different stages of integration into tourism offerings, with many now welcoming travellers, including:

- **52** communities supported through connections with G Adventures.
- **11** communities in Ecuador, Albania, and Morocco reaching new audiences through our work with Evaneos.
- **11** communities expanding their reach through partnerships with Iberostar.
- **10** communities connected to G Touring brands, including Travelsphere and Just You.

We were also pleased to welcome easyJet holidays, DERTOUR Foundation, and TruTravels as new Travel Partners. It's encouraging to see Community Tourism becoming more central to how the industry is thinking about travel.

Growing a global community:

As of the end of 2025, 568 organizations across 83 countries are part of the [Planeterra Community Tourism Network](#).

This year also brought new collaborations with Community Partners in Albania, Bhutan, Pakistan, Oman, Panama, and Tunisia, continuing to expand the reach of this work.

Supporting community initiatives driving impact:

Through the **Planeterra Community Tourism Fund**, [25 organizations](#) received grants and support in 2025. These initiatives reflect community priorities and long-term goals.



Dorjibi Weaving Centre, one of Planeterra's newest Community Partners in Bhutan. This women-led cooperative safeguards traditional weaving practices and creates sustainable livelihoods through craft and tourism.

For example, **Catalyst for Change Vietnam** in Da Nang and Hoi An used support from the Fund to launch Her Kitchen: Wellness Culinary Journeys. The program supports single mothers facing economic insecurity by providing culinary training, business skills, and mentorship to help them develop sustainable livelihoods.

Participants now guide visitors through local markets, prepare wellness-focused meals, and share the cultural and medicinal traditions behind Vietnamese cuisine. This has created new income opportunities while positioning women as hosts, educators, and entrepreneurs within their own communities.

Collaborating for Nature-Positive impact:

Alongside partners including G Adventures, G Touring, TruTravels, and Evaneos, climate and biodiversity initiatives led by communities resulted in **2,063,583 trees planted and growing** this year.

These projects support livelihoods, strengthen ecosystems, and create long-term environmental value in 21 communities.

Coming together to celebrate Community Tourism:

At **GX Jordan**, more than 700 people from across the travel industry came together to share stories and explore how Community Tourism works in practice.

One pivotal moment that stayed with me was listening to young leaders as they represented our Community Partners from different corners of the world, taking the stage to share their perspectives on the future of Community Tourism.

Witnessing youth leaders share their stories at this global gathering was beyond powerful and inspiring.



Jamie Sweeting
President, Planeterra

YOU HELP MAKE THIS WORK POSSIBLE.

We are grateful to continue working alongside our Travel Partners, donors, and Community Partners to strengthen Community Tourism and the opportunities it creates.

I invite you to explore our 2025 Impact Report and read the stories behind this work.

On behalf of our Community Partners and the Planeterra team, thank you for walking alongside us on this journey.

With gratitude,

Jamie

ABOUT US

Planeterra is the leading non-profit organization working in Community Tourism.

As an impact-driven organization, we partner with local communities and the tourism industry to support a more sustainable and equitable future.

We work with local organizations to develop and strengthen tourism experiences that generate income, support women's economic participation, create opportunities for youth, celebrate culture, and protect the environment.

In partnership with travel companies and local stakeholders, we connect these experiences to international travel markets, while providing training, tools, and long-term support to strengthen local capacity.

Our work focuses on **improving access to tourism markets for Community Tourism Enterprises**, strengthening skills and organizational capacity, and supporting initiatives that protect and restore local environments and biodiversity.

Across regions, this approach increases access to visitors, markets, and income opportunities. It also strengthens the links between tourism, livelihoods, cultural heritage, and environmental resilience.

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 systematic barriers, engaging underrepresented communities in meaningful, life-changing ways.



Mto wa Mbu Cultural Tourism, Tanzania

PLANETERRA'S IMPACT IN 2025



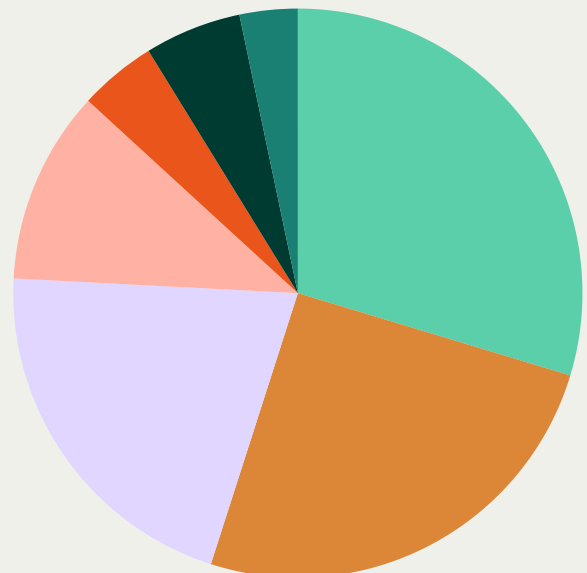
Understanding how we measure our impact:

The **Planeterra Impact Survey** is an annual study designed to help us understand how the Community Tourism 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. Our methodology and indicators align with the Sustainable Development Goals Indicators for Tourism to gain deeper insight into the economic, social, cultural, and environmental impacts communities are facing, as well as addressing them via tourism.

This year, **540 organizations** were invited to participate in our Annual Impact Survey, with 201 responses received.

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



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 **9% 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.

HOW PLANETERRA COMMUNITY PARTNERS CREATE LOCAL BENEFITS



Protecting and Restoring Nature → The Global Ghost Gear Initiative partnership trains local teams to remove discarded fishing nets from sensitive marine areas, recycling over 566,000 pounds of nets into new products.



Channelling Earnings into Community Initiatives → Shedia Home in Greece channels tourism revenue into community reintegration programs, skills training workshops, and social initiatives that support people experiencing homelessness.



Cultural Preservation and Celebration → Ccaccacollo Women's Weaving Co-op in Peru has used training to revive ancestral textile traditions, with the current generation of artisans becoming the first to be fully literate in Spanish.



Support for Local Entrepreneurship → Moshi Mamas Cooperative in Tanzania provides retail space, market access, and mentorship to women entrepreneurs so they can scale their independent handicraft businesses.



Funding for Education and Healthcare → New Hope Cambodia reinvests restaurant income into education, healthcare, and welfare support, helping over 500 students access schooling, training, and employment pathways.



Training and Skill-Building Opportunities → At Funtasia in Egypt, local students receive communication and arts training before stepping into paid leadership roles as bicycle tour guides for international groups.



Job Creation and Local Employment: Community Tours Sian Ka'an in Mexico channels tourism income into employment and environmental education programs, including school workshops and youth birdwatching sessions.



2025 IMPACT HIGHLIGHTS



276

Community Tourism Enterprises connected to travel companies (total to end of 2025)



254,941

People impacted across all programs



568

Organizations in Planeterra's Community Tourism Network (total to end of 2025)



CAD \$1,295,374
(USD \$931,488)

Value of grants disbursed through all our global initiatives (*FY25)



2,063,583

Trees planted and growing



116

Communities benefitting from climate & biodiversity initiatives

How Planeterra supported our Community Partners in 2025:



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 GLOBAL IMPACT & REACH

In 2025, Planeterra's global network created impact across communities through tourism, climate action, and local enterprise.

254,941

People impacted worldwide through Community Tourism and climate & biodiversity initiatives

124,717

Traveller visits to Community Tourism partners

CAD \$3.32M

Revenue generated for communities through Planeterra's Travel Partners

(USD \$2.38M equivalent)

33,977 community members directly benefited from tourism income and climate initiatives



15,704

People earning an income from their Community Tourism enterprises, connected to our Travel Partners.



18,273

People directly benefiting from our Climate & Biodiversity partners



3,383

New Jobs Created



CAD \$943,606

Funds allocated to climate and diversity partners for tree-growing programs

(USD \$682,166 - *FY25)



7,689

Individuals trained in new skills and/or knowledge



6,102

Women earning an income



6,902

Youth earning an income

BEYOND DIRECT IMPACT



220,964 Household and community members indirectly benefiting from Community Tourism and climate initiatives.



132 Community Tourism Enterprises feature women in leadership roles or actively engaged in leadership positions.

IMPACTS OF COMMUNITY TOURISM

Planeterra asks Community Tourism partners how the income they are earning through our Travel Partnerships and the work that we've done together is contributing to their well-being.

Specifically, we ask if their tourism income is increasing, decreasing, or having no impact on various socio-economic, cultural and environmental factors of their lives.



ACCESS TO EDUCATION & OPPORTUNITIES

79%

Report greater access to education for themselves or other community members as a result of their tourism income earned.

Income from tourism through Planeterra partnerships and new employment pathways are enabling individuals and families to invest in education, while some initiatives directly create learning opportunities.

Panauti Bike Station in Nepal is a strong example of how tourism can create pathways for both youth opportunity and education.

Inspired by the women of the Panauti Community Homestay, who built livelihoods through tourism, local young people established the bike station to offer guided cycling and hiking experiences around the historic town.

The initiative provides employment for young guides and creates a direct link between tourism income and education.

In some cases, earnings from guiding are helping support university studies. One example is **Kajal Aryal**, a cycling guide who is currently pursuing her degree in Kathmandu, supported in part through her work in tourism.



INCOME & ABILITY TO MEET BASIC NEEDS

71%

Reported an increased ability to provide adequate food and transportation for self and family.

Tourism-linked income from Planeterra partnerships is contributing to more stable household finances and the ability to meet day-to-day needs.

In Vidigal, Brazil, **Favela Experience** works with local social initiatives to connect tourism directly with community projects, ensuring that income generated through visitors circulates within the neighbourhood.

Many of the initiatives involved, ranging from youth cultural programmes and sports groups to creative hubs and community gardens, operate with limited and inconsistent resources.

Through tourism experiences, these projects now receive more stable income streams that help sustain their activities and the people involved in them.

This shift is also visible at the household level. Tourism-linked income supports local guides, artists, and Community Partners, helping contribute to more stable day-to-day finances.

For some, this means greater ability to cover essential needs such as food and transportation, particularly in periods when other income sources are irregular or insufficient.

In addition to supporting basic needs, tourism has enabled some initiatives to expand their reach. One local project, previously limited by a lack of physical space, was able to secure a permanent building through a combination of tourism-related income and partnerships. This has allowed them to significantly increase the number of young people they serve.



SKILLS DEVELOPMENT & ENTREPRENEURSHIP

74%

Reported increased skills and knowledge to start or grow a business.

Training and hands-on experience connected to tourism are building practical and transferable skills.

In Catania, Italy, **Migrantour Catania** works with residents of San Berillo to create intercultural walking tours that reflect the neighbourhood's layered histories, identities, and everyday life.

For those who take part, becoming a guide starts with training and continues through practice on the streets of the city.

Participants learn how to guide visitors, communicate across cultures, and shape stories that reflect both place and lived experience.

For many, the process also creates space to reflect on their own migration journeys and how these intersect with the neighbourhood they now call home.

Tourism income is reinvested by the Cooperative into its cultural and social work, supporting field activities and enabling continued engagement with residents.



This has allowed the program to grow and bring in new participants from the local community, creating more pathways into work connected to sustainable tourism.

Three participants have now completed the training and are working as intercultural guides, leading tours and contributing to the development of new itineraries across the city.

GENDER EQUALITY

77%

Reported increasing gender equality in their communities.

Access to income, skills, and leadership opportunities is contributing to shifts in roles within households and communities.

Through training and hands-on experience, women in the **San Antonio Women's Cooperative** in Belize lead tours and facilitate activities such as cooking, embroidery, beading, chocolate-making, and medicinal plant walks. These roles go beyond income generation, placing women in visible leadership positions where they guide visitors and decide how their culture, knowledge, and traditions are shared.

As their participation in tourism grows, so does their influence within the cooperative. Women are taking on expanded roles as trainers, organizers, and decision-makers, contributing to how activities are designed and how income is allocated within the group.

Income generated through tourism is reinvested into the community through school drives, scholarships, library activities, and local events.

In 2025, the cooperative supported a range of education- and culture-focused initiatives, helping strengthen access to learning opportunities for children and young people.

For many families, this has also translated into changes in daily life. Increased income from tourism activities has contributed to greater financial stability, allowing more children to remain in school and households to plan beyond immediate needs. Women's increased economic participation is also influencing household dynamics, with greater recognition of their roles as income earners and contributors to family decision-making.

Since the start of the tourism partnership with Planeterra, more community members have been inspired to offer cultural tours, while younger generations have gained improved access to education through increased household income.



CULTURE & TRADITIONS

80% Reported increased participation in and protection of culture and traditions, including 70% increased youth participation.

Tourism is creating opportunities for cultural practices to be shared, maintained, and passed on across generations.

In Egypt, **Nawaya - Egyptian Endurance Riders Association (EERA)** works with rural communities to share traditional food knowledge, cooking practices, and local agricultural understanding through cultural and nutrition-focused experiences. Women involved in the program play a central role as cooks, trainers, and knowledge holders.

Through cooking classes and related activities, they share recipes, preparation methods, and food traditions that are closely linked to local farming practices and seasonal ingredients. These exchanges also strengthen connections between households and local food producers, supporting more awareness of nutrition and food sourcing.

Participation in these activities has also contributed to increased confidence and recognition for women in their roles as cultural practitioners and trainers.



In some cases, younger participants are joining activities, creating opportunities for intergenerational exchange around food traditions and local knowledge. The organization continues to refine and strengthen its work through participatory planning, research, and fundraising, ensuring that community priorities shape how activities evolve and how resources are allocated.

Since the start of the tourism partnership with Planeterra, operations have become more stable, and women involved in the program report greater confidence and pride in their roles as cooks and trainers.

HEALTH, HOUSING & OVERALL WELLBEING

63%

Are better able to support healthcare and provide adequate housing for themselves and their families.

More stable income and community-level investments are contributing to improved living conditions.

In South Africa, **SEED – Schools Environmental Education and Development** connects youth training in agriculture with community food production and learning spaces through its “SEED to Table” experience.

Young people involved in the programme gain practical experience working in gardens, building skills in food production, teamwork, and environmental management. This work also provides part-time income opportunities that contribute to more stable day-to-day living conditions for some participants.

Income generated through tourism helps sustain SEED’s wider education and youth development work, including the Outdoor Classroom, as well as shared resources such as the SEED Library and Seed Bank.



These spaces are used by local learners and visiting school groups as part of environmental education programs. The gardens also contribute directly to community wellbeing. Increased food production means more fresh vegetables and herbs can be shared with a nearby primary school kitchen and local soup kitchens, supporting more reliable access to nutritious food.

Within the program, roles have also expanded for those working on the ground. **Sihle Sikobi**, the Garden Manager, has benefited through increased responsibility, leadership development, and hands-on agricultural experience.

Planeterra’s support strengthened the garden systems he manages and expanded the tourism experience he helps facilitate, contributing to his professional growth and income stability.

NATURE-POSITIVE COMMUNITY TOURISM 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 Community Tourism Network members are bringing this vision to life through **four key themes** that drive long-term environmental impact:

82% 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. This includes:

- 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 travelling.

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



RE Wild Liguria
Borzonasca, Italy

79% 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. This includes:

- 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.

77% 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. This includes:

- 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.

74% are Investing in Nature

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

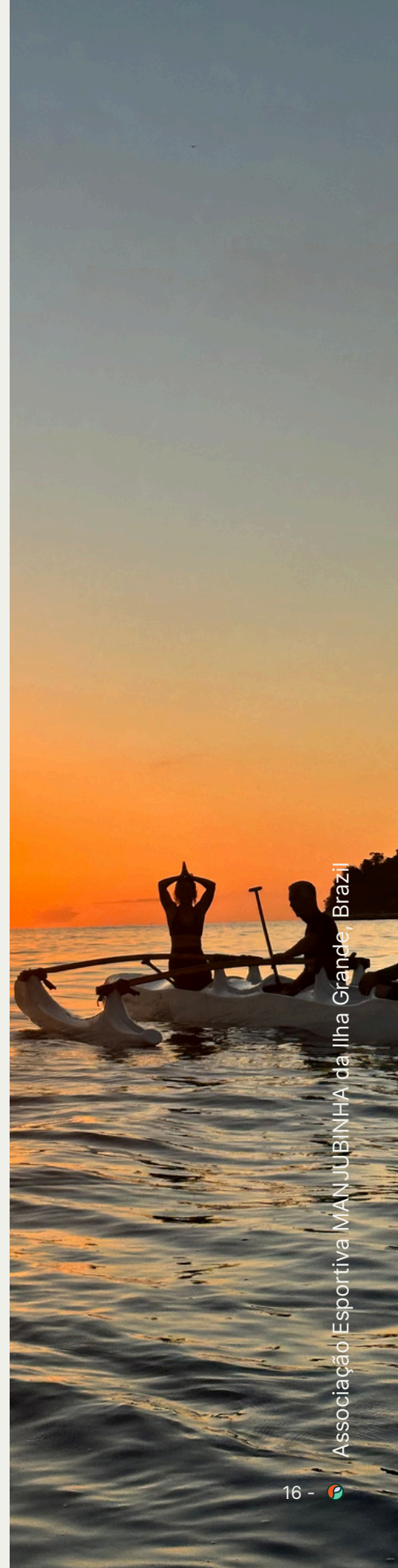
Planeterra Community Tourism Network members are putting their income where their impact is by funding restoration and conservation. This includes:

- 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.



PARTNERSHIPS DRIVING COMMUNITY TOURISM FORWARD

Community Tourism grows through long-term collaboration between communities, tourism businesses, and local organizations. Rather than operating in isolation, it is embedded within wider tourism systems.

Across destinations, Planeterra's Travel Partners help integrate community experiences into travel supply chains, bringing travellers, visibility, and revenue that support local enterprises in accessing longer-term market opportunities.

In doing so, Community Tourism becomes part of how the industry operates rather than a parallel activity.

These partnerships vary depending on context, business model, and capacity. What they share is a practical focus on making collaboration work in ways that generate value for both communities and the wider tourism ecosystem.



G ADVENTURES

G Adventures is Planeterra's founding partner. Since the start of our collaboration, we've worked toward the same goal: using tourism to create real benefits for communities worldwide. The partnership now focuses on integrating community tourism experiences directly into itineraries, so they're part of the travel journey rather than standalone visits, giving local enterprises more stable market access and travellers more direct connections to them.

Project 300: Halfway to our goal

Project 300 is our joint commitment to integrate 300 Community Tourism Enterprises into G Adventures trips by 2030.

In 2025, 52 new enterprises were added, bringing us halfway to the goal. We're now supporting over 150 organizations in more than 60 countries.

Trees for Days

For every day a traveller is on a G Adventures trip, a tree is planted. By the end of 2025, the program had grown 5,175,932 trees, covering roughly 76 km², a little larger than Manhattan or Singapore, with 224,390 community members benefiting.



Katanzama Community
Sierra Nevada de Santa Marta, Colombia

In 2025 alone, it grew 1,994,665 trees across 23 projects in 16 countries, from mangrove restoration in Guatemala and agroforestry in Kenya to drought-resistant fruit trees in Morocco and sacred forest restoration in India and the Philippines.

Raising funds for Community Tourism



G Adventures leads **Raise the World**, a global fundraising initiative dedicated to supporting Planeterra. On the ground, Chief Experience Officers (CEOs) share Planeterra's mission with travellers, inspiring support long after the journey ends.

Thanks to the generosity of staff and travellers worldwide, the initiative raised **over CAD\$640,000** (USD\$450,000) in 2025. These funds are supporting community kitchens, women's cooperatives, and youth training programs, helping communities strengthen livelihoods and create new opportunities.

GX Jordan

In September 2025, G Adventures marked its 35th anniversary with GX Jordan, bringing together more than 700 travel advisors, media, suppliers, and tourism professionals.

Planeterra featured 20 community tourism organizations from across Jordan, cooperatives, guesthouses, conservation initiatives, and cultural enterprises. **The World Community Tourism Summit**, held on World Tourism Day, included the session Youth Voices Shaping the Future of Community Tourism, with young leaders from India, Mexico, South Africa, and Jordan discussing their role in cultural preservation, entrepreneurship, and storytelling.

SUPPORTING YOUTH PARTICIPATION THROUGH THE IRON HORSE FAMILY FOUNDATION



With support from the Iron Horse Family Foundation, 10 youth representatives from seven communities attended GX, sharing their experiences directly with tourism leaders, media, and travel professionals.



Youth Voices Shaping the Future of Community Tourism panel at GX Jordan



"I want to express my deepest gratitude to the Iron Horse Family Foundation for granting me the incredible opportunity to join this year's GX. It was more than just a trip — it was a powerful reminder of the impact we can make and the potential that lies within each of us to bring positive change to the world.

The experience allowed me to connect with inspiring people from all corners of the globe and reminded me that, even as a small-town girl, I can contribute meaningfully and dream beyond boundaries. May the universe continue to be as kind to you as you are to its people. I truly hope our paths cross again on this shared journey of doing good."

- **Tshepiso**, Good Work Foundation, South Africa.

EVANEOS

Evaneos is the leading European online marketplace for tailor-made travel. The partnership with Planeterra began in 2024 with a shared ambition: to support a fairer distribution of resources across tourism value chains, so more benefits reach local destinations and communities.

In 2025, the focus shifted from expanding the portfolio to strengthening the quality and sustainability of integration, making sure community tourism experiences are commercially viable, operationally consistent, and aligned with both agency needs and traveller expectations.

During the year, **11 new experiences** were connected to Evaneos travel agencies, directly benefiting over 300 people across Ecuador, Albania, and Morocco.

Earlier 2024 connections continued to mature, with 27 Community Tourism Enterprises now actively receiving travellers through Evaneos agency partners.



Planeterra's regional teams also provided ongoing support to Evaneos-connected enterprises across 16 countries, helping strengthen market readiness and convert agency interest into bookings through follow-up, readiness guidance, and operational support. One example was the Peru FAM Trip, where 12 Evaneos agency partners visited two communities in Cusco, strengthening collaborations.

To support this growing network, **88 Community Tourism Enterprises** were onboarded into the Planeterra Community Tourism Network, gaining access to structured learning resources. New content was developed to strengthen readiness for Free/Flexible Independent Travellers (FIT) and other segments, covering the modern traveller, pricing and designing authentic experiences, and navigating tourism partnerships, thus strengthening their profiles for success in the Evaneos FIT segment.

Through the Planeterra Community Tourism Fund, supported by Evaneos' Better Trips Fund, support reached **Asociación Stibrawpa** in Costa Rica to improve access to clean water for 40 Indigenous households, and **Agrosolidaria Charalá** in Colombia to expand community-owned accommodation through a new bioconstruction cabin for the "Soy Campesino" tourism experience.

Separately, Evaneos also supported Planeterra's tree-growing work, with community initiatives expanding across Tanzania, Morocco, Thailand, Mexico, and Madagascar.



“Communities are central to genuine travel, and engaging with them creates meaningful, unique experiences. However, many face barriers to market access, including limited industry knowledge, language gaps, and lack of commercial experience. Bridging this gap requires dedicated expertise. This is where Planeterra comes in for Evaneos.

Together, we aim to make tourism a driver of local benefit by combining community expertise with our agency network, enabling scalable, market-ready experiences that create impact and long-term resilience.”

-Aurélie Sandler, Co-CEO,
Evaneos.



IBEROSTAR FOUNDATION

Iberostar Hotels and Resorts is a global hospitality company committed to championing a model of responsible tourism, including destination stewardship. Our partnership with the [Iberostar Foundation](#), which began in 2022, focuses on integrating community tourism into property-linked experiences so benefits reach local communities.

To date, it has reached 5,216 people, supported 17 communities across five countries, and connected six Iberostar hotels with community tourism experiences.

In 2025, the collaboration strengthened community tourism integration in Manaus, Brazil, with the Kambeba Indigenous Community, building on an existing experience already welcoming travellers through Grand Amazon Expeditions by Iberostar.

Planetera and Iberostar enhanced the visitor experience while supporting local leadership and capacity, including upgrades to the Interpretation Center and Handicraft Market, bilingual signage, storytelling, and a community-designed itinerary. A new pay-per-experience model also created income beyond handicraft sales and supported the Association's formalization, benefiting 45 families.

The partnership also expanded to Tunisia, where we launched two women-led community tourism experiences at hotel Iberostar Selection Kantaoui Bay, directly benefiting 52 members. **Complexe Al-Kharoub Association**, with 12 members, offers traditional food products and participatory culinary workshops, while **Rachaek Patrimoine Association**, with 40 women artisans, showcases and sells Tunisian handicrafts. Together, they create meaningful guest experiences, generate income, and preserve local cultural heritage.

A further milestone was the Community Tourism Integration Model Analysis across five destinations: Brazil, Dominican Republic, Mexico, Morocco, and Tunisia. The review confirmed strong potential for community impact and guest engagement, while pointing to the need for clearer coordination, consistent standards, and stronger operational alignment.



Associação de Moradores de Campinas, Brazil

“Community Tourism is at the heart of Iberostar’s commitment to being a responsible steward in every destination. Through our partnership with Planeterra, we are developing a scalable model that can be implemented across different regions, while exploring how community engagement and opportunity can be integrated into various stages of the customer journey.

Our goal is to create more meaningful experiences for guests while generating greater social impact for local communities - for us to be a catalyst for positive change.”

*- **Gloria Fluxà**, Vice-Chairman & Chief Sustainability Officer at Iberostar Group.*



G TOURING

G Touring operates two major escorted holiday brands, Travelsphere and Just You. The partnership with Planeterra, formally announced in 2024, builds on a long-standing collaboration aimed at creating meaningful impact for travellers and Community Partners.

In Fiscal Year 2025 (August 2024 to July 2025), Planeterra worked with G Touring to integrate 10 Community Tourism Enterprise partners into 14 itineraries across 9 countries: **Morocco, Greece, Türkiye, Croatia, South Africa, Namibia, Thailand, India, and Indonesia.**

By the end of 2025, more than 20 Planeterra-partner enterprises were integrated into G Touring tours, strengthening market access for local enterprises while adding depth to the traveller experience. This work sits alongside G Touring's wider sustainability commitments, including environmental reporting and regeneration-focused initiatives.

The partnership also extends into tree-growing, with community initiatives across **Tanzania, Morocco, Guatemala, India, and Canada** supporting reforestation and local climate resilience. To mark G Touring's 25th birthday, 25,000 trees were grown for travel agent partners and employees booking for 2026.

Impact is further supported through a blended giving model combining booking donations, corporate matching, and employee fundraising, helping scale benefits beyond individual trips.



"Our reasons for partnering with Planeterra were clear: to strengthen the bond between travel and community, and to ensure that the journeys our customers take leave a lasting, positive impact on the people and places we visit.

Working hand in hand with Planeterra, we've been building our own community tourism offering, because we know that travel is at its most powerful when it supports local businesses, empowers local people, and helps communities to thrive."

-Adam Kemp, Managing Director, G Touring.



EASYJET HOLIDAYS

easyJet holidays is a package holiday provider, offering beach and city breaks from the UK, Germany, Switzerland and France. Through its sustainability strategy, Holiday Better, it has a mission to make more sustainable holidays mainstream.

The partnership with Planeterra began in 2025, with the goal of integrating community tourism into property-linked experiences in destinations across Greece.

Throughout the year, the collaboration focused on strengthening the foundations for community tourism in Crete. This included close work with local Community Tourism Enterprises and hotel partners to improve how experiences are designed, delivered, and integrated into guest programs.

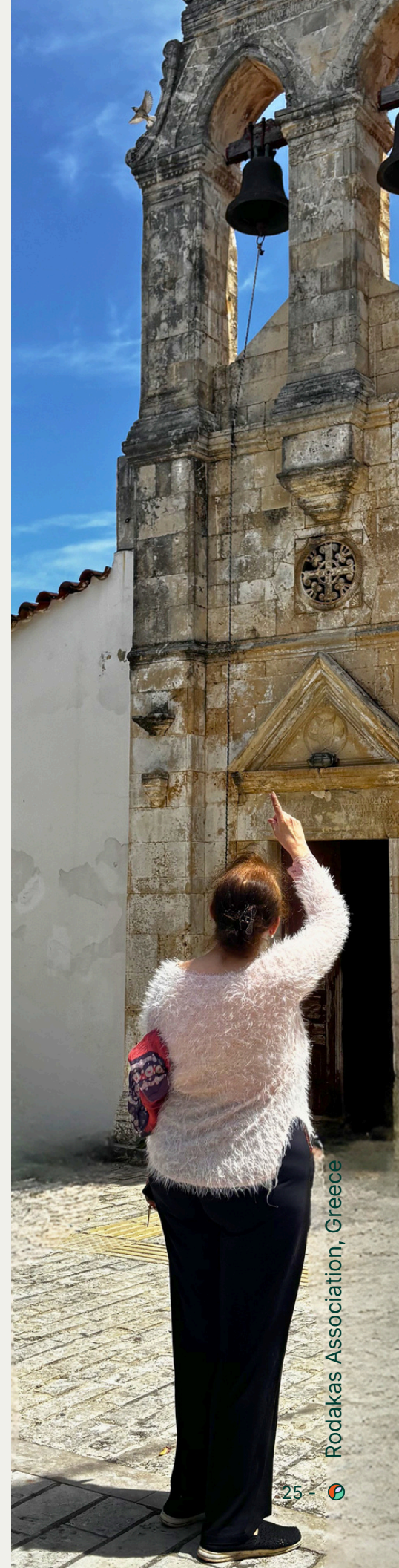
A key milestone was the establishment of the **Cretan Community Tourism Network**, bringing together community enterprises to strengthen coordination, learning, and participation in tourism value chains. Alongside this, seven learning modules were developed in Greek to support local capacity building and readiness.

Looking ahead, the partnership will continue developing high-potential community experiences linked to food, culture, biodiversity, and education, with a focus on deeper integration into hotel operations and guest experiences.



"Tourism has the power to be a force for good when it creates real value for local communities as well as memorable experiences for customers. That's why Community Tourism is an important part of our Holiday Better sustainability strategy. We're proud to partner with Planeterra to help grow experiences that celebrate local culture, support local economies, and ensure the benefits of tourism are shared more meaningfully with the destinations our customers visit."

- Matt Callaghan, Chief Operating Officer, easyJet holidays.



NEW AND EXPANDING COLLABORATIONS



DERTOUR FOUNDATION

The DERTOUR Foundation began working with Planeterra in 2025 to integrate Community Tourism experiences into DERTOUR's product offering across Thailand, Greece, and Spain. By mid-2026, the partnership will have integrated five Community Tourism Enterprises into DERTOUR brands across these three countries, expanding market access for local communities while enriching traveller itineraries with more authentic, community-led experiences.



"At DERTOUR Group, we believe tourism should create lasting value for local communities. Through the DERTOUR Foundation and our collaboration with Planeterra, we support community-led tourism initiatives in Spain, Greece, and Thailand. These projects strengthen local economies, preserve cultural heritage, and create authentic experiences for our guests—reflecting our commitment to more responsible and impactful travel."

- **Laura Steden**, Director Corporate Responsibility DERTOUR Group

TRUTRAVELS

TruTravels began working with Planeterra in 2025 to integrate Community Tourism experiences into youth and group travel itineraries, with a focus on immersive, locally connected experiences. By mid-2026, the collaboration aims to integrate three new Community Tourism Enterprises into TruTravels itineraries in Thailand, Indonesia, and Morocco.

TruTravels has also partnered with Planeterra to grow trees that uplift communities, build climate resilience, and restore ecosystems across four countries: Morocco, Thailand, Mexico, and Guatemala.



"At TruTravels, our People & Planet Promise sits at the heart of everything we do. As a travel company, we believe we have a responsibility to ensure tourism creates a positive impact for local communities, not just our travellers. That's why Planeterra is such an important partner for us. Their work helps turn our commitments into real action by supporting Community Tourism initiatives that empower local people, protect cultures, and create meaningful connections. Together, we're helping ensure travel can be a force for good."

- **Mark Pope**, Co-Founder TruTravels

COMMUNITY TOURISM AROUND THE WORLD



Planeterra works across Africa & the Middle East, the Americas, Asia-Pacific, and Europe, supporting Community Tourism initiatives that strengthen local livelihoods, cultural heritage, and conservation outcomes.

Community Tourism is shaped by regional context, including history, geography, and the way tourism has developed over time. The way it is implemented differs from place to place, but the underlying approach remains consistent: communities are involved in decision-making, and tourism is designed to generate long-term local benefit.

The following pages highlight how this approach is applied across regions through local initiatives and the contexts in which they operate.

OUR GLOBAL NETWORK



Dantago Women's Co-op
Swakopmund, Namibia

- ✓ **Regions:** Africa & the Middle East | Americas | Asia Pacific | Europe
- ✓ **83** countries
- ✓ **568 Community Tourism** Enterprises -> Active Community Tourism organizations connected through the Planeterra Community Tourism Network.

STRENGTHENING COMMUNITY TOURISM

Market Access

53 new Community Tourism Enterprises connected to tourism markets in 2025

Helping Community Tourism enterprises build connections with travellers and tourism partners.

Community Learning & Support

3,729 people engaged through the Planeterra Community Tourism Network

Through learning resources, training opportunities, and knowledge sharing.

Climate & Biodiversity Action

84 Community Tourism Enterprises supported with environmental initiatives.

EXPERIENCES CREATED BY COMMUNITIES



239

Tours & experiences



226

Cultural experiences



220

Food & culinary experiences



169

Accommodation experiences



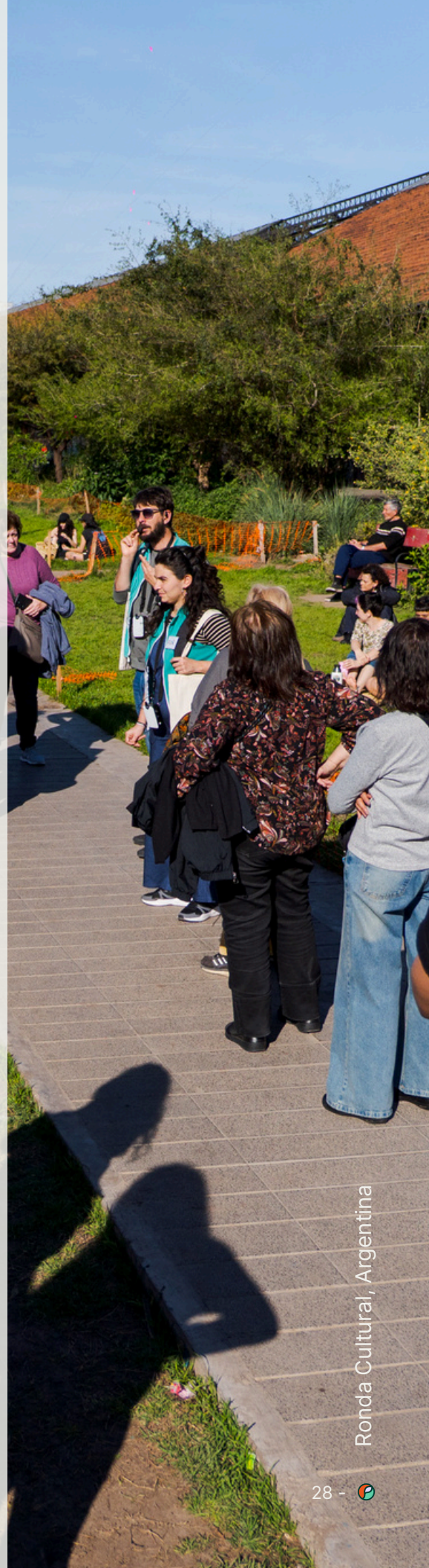
163

Handicraft experiences



84

Transport services



COMMUNITY TOURISM IN AFRICA & THE MIDDLE EAST

In Africa and the Middle East, Community Tourism is deeply shaped by colonial legacies and efforts to move beyond them. Historically, tourism was designed through an external lens, often reducing communities to stereotypes or excluding them from telling their own stories.

Today, Community Tourism is about reclaiming narrative and agency, allowing communities to introduce themselves on their own terms and share living, modern cultures rather than frozen images of the past.

This shift is redefining what tourism looks like. While safaris remain part of the landscape, Community Tourism in this region is expanding into urban and cultural experiences, including food, music, fashion, crafts, and storytelling. Often led by women, youth, and Indigenous groups, these locally owned enterprises link cultural restoration with economic opportunity, climate resilience, and conservation, ensuring tourism benefits flow back to communities.

What sets Africa and the Middle East apart is this combined focus on cultural restoration, economic equity, and a deliberate move away from colonial tourism narratives, reshaping who leads, who benefits, and how travel connects people across the region.

REGIONAL NETWORK AT A GLANCE



- **25** Countries.
- **118** Community Tourism Enterprises in the Planeterra Network.
- **2,165** People engaged in the network who access learning resources, webinars, and opportunities to strengthen their initiatives.
- **15** New Community Tourism Enterprises connected to tourism markets in 2025.
- **14** Community Tourism Enterprises reporting Planeterra support for environmental initiatives.

COMMUNITY TOURISM IN ACTION ACROSS THE REGION



How the Nyamirambo Women's Center is enabling women's empowerment in Kigali

Community Tourism supports women's income generation, skills development, and access to health coverage.

Nyamirambo Women's Center is a women-led community organization in Kigali, Rwanda, that connects cultural tourism with skills development, income generation, and social support for women and youth in the Nyamirambo neighbourhood.

It was founded in 2007 by 18 women from the community in response to gender inequality and discrimination, with a focus on creating access to skills, education, and economic opportunities for women.

Through training programs, around 90 women have developed skills in sewing, handicrafts, and artisan production.

These skills are used in daily work at the centre, including the production and sale of locally made goods, as well as participation in tourism activities such as walking tours, cooking classes, and visits to community enterprises.

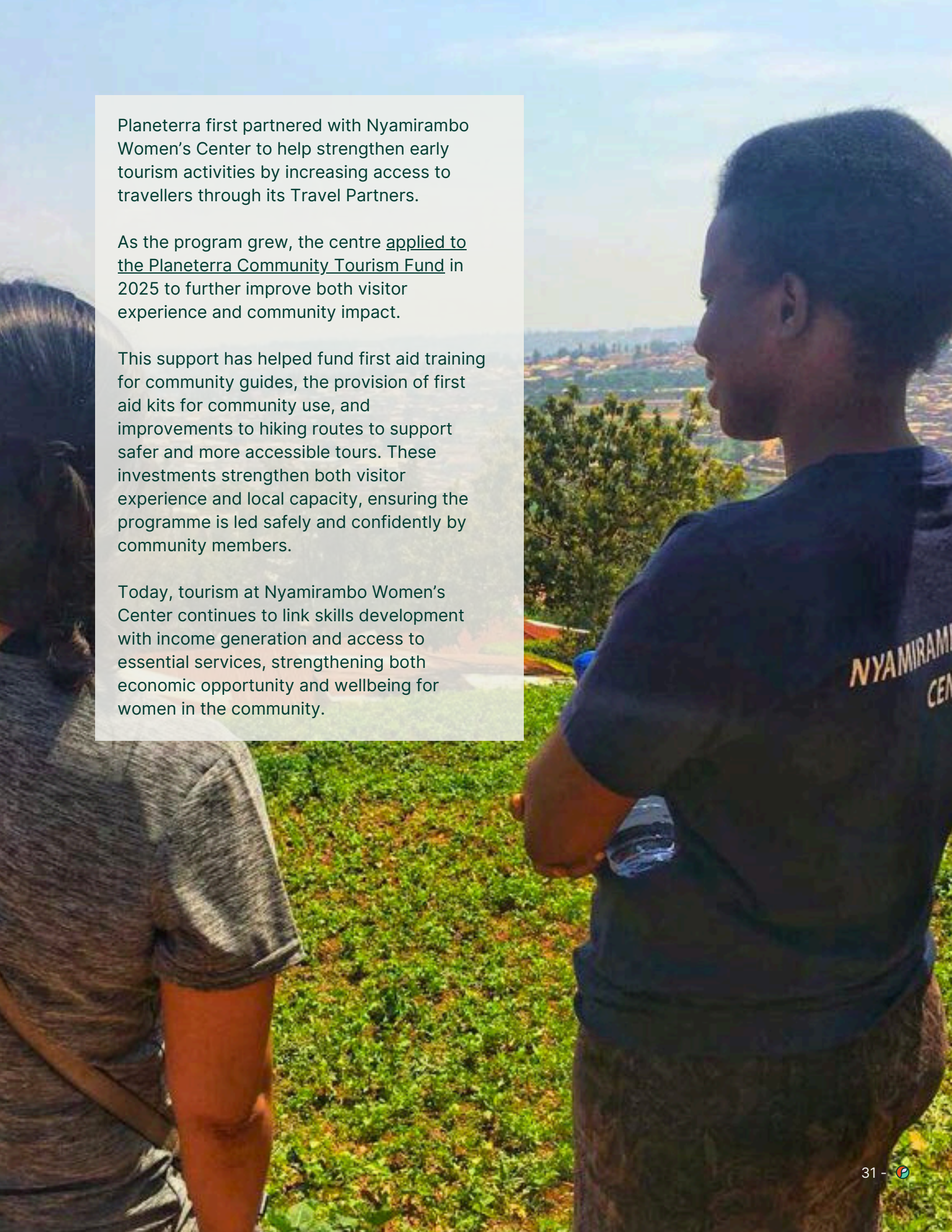
Travellers experience the neighbourhood through guided walking tours led by women from the community, along with opportunities to learn about local food, crafts, and small enterprises.

These experiences generate income directly for participants, which is reinvested into both household needs and wider community programs.



Nyamirambo Women's Center
Kigali, Rwanda,

One of the most significant outcomes of this model is improved access to essential services. Income generated through tourism has contributed to health insurance coverage for around 100 women, strengthening long-term well-being alongside economic participation.

A woman with dark hair, seen from the back, wearing a grey t-shirt, stands on a grassy hillside. She is looking out over a vast landscape that includes a town with red-roofed buildings and green hills under a clear blue sky. The text is overlaid on the left side of the image.

Planeterra first partnered with Nyamirambo Women's Center to help strengthen early tourism activities by increasing access to travellers through its Travel Partners.

As the program grew, the centre applied to the Planeterra Community Tourism Fund in 2025 to further improve both visitor experience and community impact.

This support has helped fund first aid training for community guides, the provision of first aid kits for community use, and improvements to hiking routes to support safer and more accessible tours. These investments strengthen both visitor experience and local capacity, ensuring the programme is led safely and confidently by community members.

Today, tourism at Nyamirambo Women's Center continues to link skills development with income generation and access to essential services, strengthening both economic opportunity and wellbeing for women in the community.

Growing trees alongside communities in rural Morocco

In 2025, Planeterra's partnership with the **High Atlas Foundation** continued to support community-led tree growing initiatives across rural Morocco, combining environmental restoration with locally driven livelihood opportunities.

Across the Oriental and Fes-Meknes regions, farming families, nursery workers, youth groups, and local cooperatives worked together to grow and plant organic fruit and forestry trees suited to local conditions.

By the end of the year, more than 194,000 trees had been distributed, including olive, almond, fig, pomegranate, cherry, walnut, cedar, and carob varieties.



High Atlas Foundation
Planeterra's Tree Growing Partner in Morocco

Much of the work happened long before planting season. In community nurseries in Akrich, Tadmamt, and Aknoul, local teams prepared soil, managed irrigation systems, monitored sapling health, filled planting bags, and cared for young trees through periods of

extreme heat and water stress.

Seasonal nursery work created income opportunities during slower agricultural periods, while hands-on training strengthened local knowledge around irrigation, composting, and long-term tree care.

Youth involved in nursery operations and monitoring activities increasingly became environmental leaders within their communities, helping neighbouring households care for saplings and sharing practical farming techniques.

Women also played an active role in nursery work, food forest planning, and tree distribution efforts linked to household agriculture.

The project also supported practical infrastructure improvements, including solar-powered irrigation systems, wells, and water storage basins designed to strengthen long-term water access for nursery operations.

Rather than focusing only on the number of trees planted, the work throughout 2025 reflected something broader: communities investing in agricultural systems they want to sustain for the future, while restoring land in ways that connect environmental resilience with everyday livelihoods.

COMMUNITY TOURISM IN THE AMERICAS

Community Tourism in the Americas is shaped by diverse landscapes, cultures, and histories, including Indigenous rights movements, land stewardship, and efforts to address long-standing inequities.

Across the region, tourism is increasingly led by rural and Indigenous communities, women-led groups, nonprofits, and youth enterprises. Beyond generating income, these initiatives help strengthen cultural continuity, local leadership, and connections to land and biodiversity.

On the ground, Community Tourism takes many forms, including homestays, guided cultural and nature experiences, community-run lodges, handicraft experiences, agro-tourism, and conservation-based activities. These enterprises are often small-scale and rooted in local knowledge and community priorities.

A recurring challenge across the region is sustainable market access. Many communities face barriers to reaching travellers directly and building fair partnerships with tour operators while maintaining control over their cultural and natural assets.

What distinguishes Community Tourism in the Americas is its close connection to identity and territorial rights. In regions where ancestral knowledge and biodiversity remain deeply intertwined, tourism becomes more than an economic activity; it can support livelihoods while strengthening identity, autonomy, and conservation.

REGIONAL NETWORK AT A GLANCE



- **21** Countries.
- **250** Community Tourism Enterprises in the Planeterra Network.
- **541** People engaged in the network who access learning resources, webinars, and opportunities to strengthen their initiatives.
- **33** New Community Tourism Enterprises connected to tourism markets in 2025.
- **37 Community Tourism** Enterprises reporting Planeterra support for environmental initiatives.

COMMUNITY TOURISM IN ACTION ACROSS THE REGION



How Quichua Native Travel supports women, tourism, and shared community growth in Ecuador

Community Tourism income supports local families, women-led businesses, and essential community projects.

Quichua Native Travel is a community-founded tourism operator in Ecuador that connects travellers with Kichwa communities through experiences designed and led by local people.

Its work focuses on creating income opportunities for women, youth, and local artisans, while supporting cultural preservation and long-term community development.

One of these experiences is named Rupay Mikuna, which means “Warm Meal” in Kichwa (a variant of the Quechua language family - an ancient South American language - still spoken today across six countries).

As part of a day visit, travellers are welcomed by Indigenous women into the community to share a traditional lunch and learn about local food, culture, and daily life. What may feel like a simple meal for visitors

is also an important source of income and a space where women play a leading role in tourism.

Travellers can also stay overnight with local families in La Calera, taking part in music, shared meals, and family activities that offer a closer understanding of Kichwa life and traditions.



Quichua Native Travel
La Calera Community, Ecuador

Additional experiences include embroidery workshops led by local artisans and traditional cooking classes where visitors gather fresh ingredients and learn recipes passed down through generations.

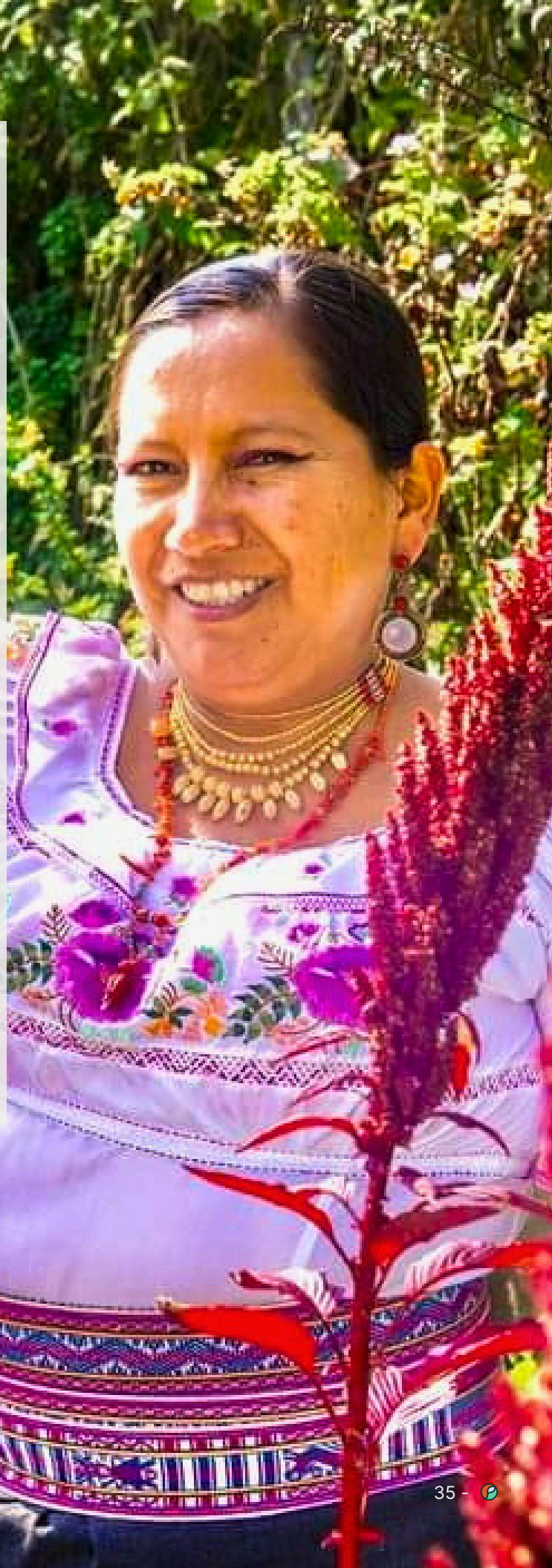
With Planeterra's support, the community strengthened the Rupay Mikuna dining experience through equipment, capacity building, and the development of new tourism products. This helped improve the sustainability of the enterprise and strengthened the role of women heads of household as active leaders in Community Tourism.

Around 70% of tourism revenue is distributed directly to participating households and community enterprises, creating direct income for families involved in the experiences.

A portion of the remaining income is reinvested into shared community priorities, including support for the school kitchen, maintenance of the local water system, and school supplies for children.

By connecting these experiences to the travel industry, direct economic opportunities are created for families and small local enterprises.

Community Tourism becomes more than a visit. It supports Kichwa communities' livelihoods, strengthens local leadership, and creates long-term benefits for the wider community.



“La Calera community, through the Rupay Mikuna community dining initiative and KichwaExpedition Native Travel Cia Ltda., extends its deepest gratitude to Planeterra for its support and steadfast commitment to sustainable and inclusive development.

Thanks to this strategic partnership, it has been possible to strengthen a gastronomic space that not only preserves the rich culinary heritage of the community but also promotes the active participation of women heads of household as key agents of change in Community Tourism.

The equipment provided and the strengthened capacities represent a solid foundation for the continued growth of the traditional dining initiative, ensuring its sustainability and contributing to the collective well-being of the families involved and the community as a whole.”

- **Wilmer Eduardo Roldán** Quinchiguango,
Founding Partner/General Manager -
KichwaExpedition Native Travel Cia Ltda.



Restoring Mangroves and Livelihoods in Guatemala

On the southern coast of Guatemala, four coastal communities, Tahuexco, Champerico, Tulate, and Acapán, are working together to restore mangrove ecosystems that sustain fishing, protect coastlines, and support biodiversity.

After decades of degradation, these communities are rebuilding the natural systems their livelihoods depend on.

Through the restoration project, local people are employed to plant and care for native red, white, and black mangroves.



Restoration ERA

Planeterra's Tree Growing Partner in Guatemala

More than 48,000 trees have been planted, with continued restoration during the rainy season and strong participation across all four communities.

The project provides direct employment for 12 community members, with equal participation from men and women.

For many, including single mothers, this work has become a reliable source of income in an area where fishing has become increasingly unpredictable.

Beyond employment, more than 200 people have taken part in training and hands-on restoration activities, strengthening local knowledge about mangroves, fisheries, and coastal conservation.

Community members involved in the project are also increasingly recognized as local leaders in environmental stewardship.

For María de los Ángeles Rosales Corzo, the project has created a pathway to greater stability for her family. After moving to the coast with her children and facing challenges finding a consistent income, she joined the restoration team.

Today, she has a steady source of income, her children have returned to live with her, and her family's food security has improved.

The impact extends beyond livelihoods. Restored mangroves help protect coastlines, store carbon, support fish populations, and strengthen the resilience of communities facing environmental pressures.

By connecting conservation with local employment and leadership, the project is helping rebuild ecosystems and strengthen the relationship communities have with them.

COMMUNITY TOURISM IN ASIA-PACIFIC

In the Asia-Pacific region, Community Tourism is shaped by strong cultural identity, collective leadership, and long-standing relationships with land and resources. The region's diversity of languages, traditions, food, and ways of life creates immersive tourism experiences grounded in respect, participation, and mutual learning.

In many countries in this region, environmental stewardship is not a trend but a daily practice, making Community Tourism a natural extension of existing ways of life rather than an external intervention.

Across the region, many Community Tourism initiatives are led by women and youth working together at a local level. This leadership strengthens participation and helps ensure benefits are shared within the community.

On the ground, experiences are rooted in everyday life, from shared meals and traditional crafts to storytelling and cultural practices passed between generations. These are not performances for visitors, but expressions of living cultures.

Communities also face significant challenges. Climate change affects livelihoods, infrastructure, and long-term planning, while limited market connections and access to financial skills can slow growth and reinvestment.

What distinguishes the region is its approach to hosting. From the concept of Atithi Devo Bhava in India, meaning “the guest is god,” to similar traditions across the region, visitors are welcomed as family rather than treated as customers. This ethic, combined with community ownership and cultural continuity, defines the region's distinct contribution to Community Tourism.

REGIONAL NETWORK AT A GLANCE



- **23** Countries.
- **146** Community Tourism Enterprises in the Planeterra Network.
- **999** People engaged in the network who access learning resources, webinars, and opportunities to strengthen their initiatives.
- **17** New Community Tourism Enterprises connected to tourism markets in 2025.
- **30 Community Tourism** Enterprises reporting Planeterra support for environmental initiatives.

COMMUNITY TOURISM IN ACTION ACROSS THE REGION



Rural Women Leading Community Growth in Nepal through Sharing Seeds

Community Tourism creates local income, strengthens women-led enterprise, and supports shared community infrastructure.

Early morning sunlight falls across the hills of Sarangkot-Pandeli, a village overlooking Pokhara in Nepal. In a small community space, local women prepare for the day ahead, setting traditional plates and arranging food before welcoming the first travellers for a community-hosted breakfast.

Not long ago, hosting visitors felt unfamiliar and uncertain. With training, experience, and time, it has become part of daily life. Today, the women of **Sharing Seeds** lead these experiences, preparing local food, welcoming guests, and sharing stories from their village.

For travellers, the experience is straightforward: a tour around the organic coffee and beekeeping farm, a locally prepared breakfast, views across the valley, and a chance to learn about the community they are visiting.

For the community, hosting visitors creates direct economic opportunities. Women are

earning income close to home, and small local producers, including coffee growers and beekeepers, are seeing increased demand for their products. This has contributed to more stable and diversified livelihoods within the village.

Planetera supported Sharing Seeds with a grant to help prepare for hosting visitors. This grant enabled the community to build a covered outdoor space to host travellers, irrespective of weather conditions, and bring finesse to their hospitality through training.



Sharing Seeds
Sarangkot-Pandeli, Nepal

These foundations made it possible for the community to engage with tourism in a structured and sustainable way.



Each visitor also contributes directly to the community's future. A community fund collects USD \$2 per visitor, which is reinvested into local priorities identified by the community.

This fund has supported the construction of a community kitchen, designed for and to be used by local residents.

The space will be used for hosting culinary experiences introducing travellers to the local cuisine, cooking classes, and tourism activities, helping women expand their participation in tourism and strengthen income opportunities while maintaining local food traditions.

As Aabiskar Thapa, Sharing Seeds Founder and MD, reflects, hosting visitors was not something the community initially imagined possible. With support from Planeterra, it became a structured opportunity for income generation and skills development rooted in local priorities.

Sharing Seeds focuses on organic farming, coffee production, beekeeping, and handicraft development using locally available materials. These activities are increasingly connected to tourism, creating additional income streams for participating households.

Community Tourism in Pandeli is now part of a wider local system that links hospitality, agriculture, and small enterprise development. It supports livelihoods, strengthens local skills, and creates practical pathways for women and families to participate in the local economy.

Restoring landscapes through community stewardship in Assam, India

In 2025, Planeterra's tree-growing partnership with GHE supported communities across the Umswai Valley in Assam, India, to prepare for the restoration of degraded landscapes through native tree planting, agroforestry, and food forest development.

Rather than focusing only on planting trees, the initiative invested in the local systems needed to sustain restoration long-term.

Across 12 villages, communities mapped degraded lands, identified planting areas, and prepared for the next plantation cycle of 55,500 native trees scheduled for 2026.



GHE

Planeterra's Tree Growing Partner in India

A key part of the project has been the development of the youth leadership of the Eco Warriors, a group of 25 local young people trained in restoration monitoring, household outreach, and sustainable farming practices.

In 2025, they supported communities with sapling maintenance, environmental awareness activities, and practical training on composting, mulching, and soil care. Their work has also created local employment and leadership opportunities for rural youth.

Women's Self-Help Groups began developing community nurseries that will supply locally adapted saplings for future planting cycles.

These nurseries are expected to create seasonal income opportunities while strengthening women's participation in restoration and land-use planning.

Communities also continued caring for 28,000 native trees planted in previous years.

Survival rates remained above 90%, supported through regular monitoring and strong household participation. In several villages, families voluntarily replaced damaged saplings and took increasing responsibility for maintaining nearby planting areas.

The project is helping communities strengthen climate resilience while restoring biodiversity and reducing pressure on shifting cultivation lands.

Planned food forests and agroforestry systems are expected to support long-term food security, soil health, and more sustainable livelihoods across the valley.

COMMUNITY TOURISM IN EUROPE

Europe is the world's most visited region, yet tourism benefits are often concentrated in a few places, while local ecosystems and communities bear the pressure of overcrowding. Community Tourism has become a practical response to this imbalance.

Across Europe, communities are using tourism to protect cultural landscapes, support local livelihoods, and respond to climate and social challenges. In regions like the Mediterranean, where climate change and rural depopulation threaten long-standing traditions, Community Tourism helps sustain local land use, food systems, and biodiversity while offering travellers alternatives to overvisited cities.

A key challenge is access to the tourism market. Strict regulations and operational requirements can make it difficult for small, community-owned initiatives to scale. Planeterra supports communities by providing training, technical guidance, and connections that help grassroots ideas become viable, professional tourism enterprises.

In Europe, Community Tourism is less about growth and more about regeneration; ensuring local knowledge, culture, and environments remain valued and economically sustainable.

These regional differences help explain why Community Tourism matters deeply to local communities and why its impacts extend far beyond individual experiences.

REGIONAL NETWORK AT A GLANCE



- **14** Countries.
- **67 Community Tourism** Enterprises in the Planeterra Network.
- **24** People engaged in the network who access learning resources, webinars, and opportunities to strengthen their initiatives.
- **5** New Community Tourism Enterprises connected to tourism markets in 2025.
- **3 Community Tourism** Enterprises reporting Planeterra support for environmental initiatives.

COMMUNITY TOURISM IN ACTION ACROSS THE REGION



How Community Tourism supports education and skills development for women in Croatia

160+ people accessed education and skills development annually through DEŠA's support.

In Dubrovnik, **DEŠA** supports women and unemployed individuals through education, skills development, and income-generating opportunities linked to tourism.

Founded in 1991 during the Homeland War, DEŠA began as a space where women could support one another through difficult circumstances.

Over time, that mutual support grew into a women's centre where traditional skills, cultural knowledge, and local crafts continue to be shared and sustained.

Through workshops and Community Tourism activities, participants engage in weaving, embroidery, patchwork, traditional food preparation, and storytelling.

These experiences create paid opportunities, allowing women to generate income while strengthening practical and entrepreneurial skills.

Planeterra supported DEŠA through a small grant for capacity building, training, and the development of a new cultural experience for travellers.

By helping strengthen market connections with our Travel Partners, these visits now provide a more consistent flow of travellers, creating sustainable income that supports DEŠA's wider community work.



DEŠA
Dubrovnik, Croatia

Each year, DEŠA reaches more than 160 participants through its programs. Revenue generated through tourism activities is reinvested into educational initiatives, supporting ongoing training, access to learning

opportunities, and stronger long-term participation in local economic activities.

For travellers, visiting DEŠA offers more than a cultural activity. Through conversations with women like **Romana Tomić**, who has been part of the organization since the beginning, visitors gain insight into the community's history, resilience, and the role women have played in shaping it.

Romana often says the women of DEŠA helped raise and inspire her. When she shares stories of wartime and post-war life, visitors are often deeply moved.

For her, these conversations are not only about preserving history, but also about healing, connection, and helping younger generations value their cultural heritage.

These exchanges create space for understanding, while helping sustain support networks, preserve cultural traditions, and strengthen opportunities for women in the community.



Connecting travellers to wildlife conservation in Naxos, Greece

Naxos Wildlife Protection is a non-profit environmental association dedicated to wildlife rescue, rehabilitation, and conservation on the island of Naxos, Greece.

Through its licensed Wildlife First Aid Station, the team cares for injured and sick animals and works to protect local biodiversity as part of a wider effort to maintain a balanced ecosystem for people and nature.

Through its partnership with Planeterra and Travel Partners, the organization delivers educational sessions for sailing travellers focused on sea turtle conservation.

These sessions introduce sea turtle biology, the threats they face, and the practical steps involved in rescue and rehabilitation.

all care takes place in a controlled rehabilitation environment designed to minimize stress and support recovery.

For travellers, the experience is grounded in real rescue cases shared by conservation staff. These stories help connect environmental challenges to specific incidents of human impact on marine life, supporting a shift from abstract awareness to a more informed understanding of conservation in practice.

Tourism income directly supports core operations, including medical care, food, facility maintenance, energy costs, and education activities.

Seed funding also supported the development of visitor education tools and a dedicated learning space for community and traveller engagement.

The program has also strengthened collaboration with sailing skippers, creating more consistent opportunities for learning exchanges and expanding the reach of conservation awareness among visiting travellers.



Naxos Wildlife Protection
Naxos, Greece

A key principle of the program is animal welfare. Wildlife is never displayed to visitors;

WHAT 2025 TAUGHT US ABOUT COMMUNITY TOURISM



Across 2025, Planeterra's work showed that Community Tourism is shaped not only by individual initiatives, but by the relationships, partnerships, and market conditions that allow community enterprises to participate meaningfully in the tourism economy. Several patterns are emerging across destinations and partnerships.

A small strategic push can transform market access for communities.

Many communities are not starting from zero. Some already have the motivation, organization, local knowledge, and commitment needed to develop meaningful tourism experiences, but lack the right connections to the market. **Big Deal Tours** in Bolivia is a strong example.

The community was already prepared and actively working to develop tourism, but needed support to strengthen some infrastructure and connect with Travel Partners and market opportunities.

With Planeterra's support and the engagement of our Travel Partners, the experience is now integrated into the market, receiving travellers and growing bookings. This reflects how targeted support can help bridge gaps and strengthen what communities are already building, rather than starting from scratch.

Destination-level collaboration strengthens Community Tourism enterprises.

In **Crete**, Planeterra's work with multiple Travel Partners helped bring together approximately 12 grassroots organizations. These organizations are now connected to one another, receiving support in areas such as training and coordination, and exploring opportunities with tourism partners.

This shows that Community Tourism can create impact beyond individual enterprises by building local networks, strengthening collaboration, and increasing the visibility of community-led initiatives within a destination.



Epimedes
Crete, Greece

Community Tourism can help distribute tourism benefits more fairly in highly developed destinations.

In established tourism destinations such as **Gran Canaria**, tourism already generates significant economic activity, but local grassroots organizations and community initiatives do not always benefit directly from it.

Community Tourism creates a practical way to connect these organizations to the visitor economy, allowing local people to share their culture, knowledge, products, and stories while generating new income opportunities.

This helps ensure that more of the value created by tourism reaches local organizations already working in areas such as culture, food, agriculture, crafts, and environmental stewardship.

Community Tourism can be adapted across different tourism market segments.

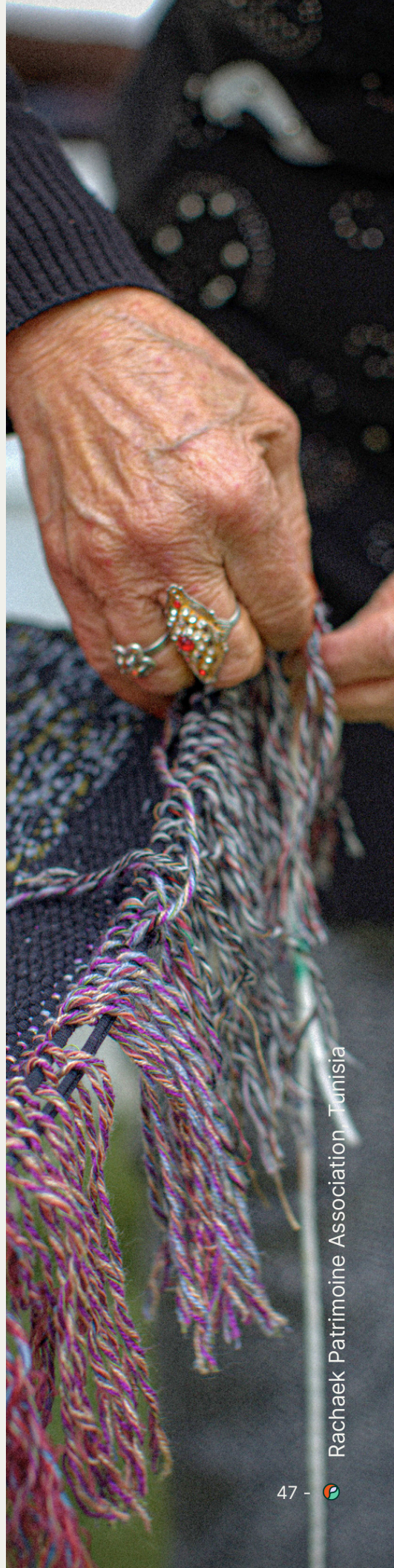
Planeterra's work continues to show that Community Tourism is not limited to one travel model. It can be designed for hotels, FIT and tailor-made travel, small-group touring, larger group formats, and local travel agencies.

This flexibility is reflected in practice through partnerships such as the launch in Tunisia with Iberostar Selection Kantaoui Bay, where two women-led Community Tourism experiences were integrated into a hotel setting.

Through **Complex Al-Kharoub Association** and **Rachaek Patrimoine Association**, guests can take part in culinary workshops and engage with local handicrafts, directly benefiting 52 community members.

Regardless of context, one principle remains constant:
Community Tourism is built through relationships over time.

Supporting it requires more than funding activities; it requires trust, patience, respect, capacity building, market connections, and long-term collaboration between communities, tourism partners, and destination stakeholders.



ACKNOWLEDGEMENTS

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Special Thanks to G Adventures "Raise the World" Fundraisers

Our global Planeterra community is deeper and stronger because of you. We extend our deepest gratitude to every G Adventures CEO, team member, and traveller who championed the **Raise the World initiative**, as well as every G Expedition staff and crew member who also propelled the work of the **Ocean Health Fund**.

Your incredible fundraising efforts transform passion into tangible resources for community-owned tourism enterprises, education, and healthcare across the globe.

Thank you for truly changing lives through travel.



Dar Ne'meh, Jordan

FINANCIALS



CAD \$3,982,085

(USD \$2,879,864)

Revenue

67% Corporate Supporters

18% Campaigns & Events

4% Grants

3% Individuals

CAD \$3,217,620

(USD \$2,326,774)

Expenses

Programs 77%

Governance & Administration 13%

Fundraising & Communications 10%



Notes: Planeterra's 2025 Fiscal Year is August 1, 2024 - July 31 2025.

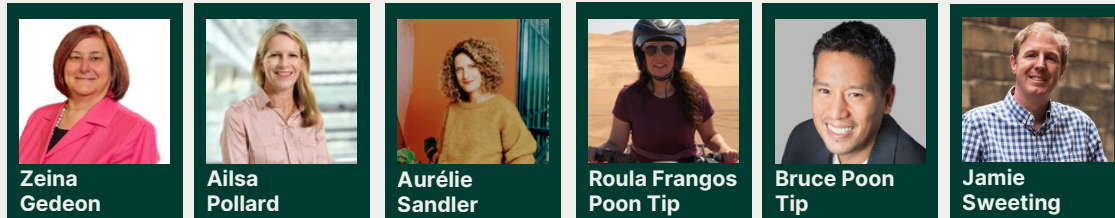
All figures in this report are Canadian Dollars (CAD) converted to USD using the rate at the date of publication and refer to FY2025 unless otherwise noted.

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.

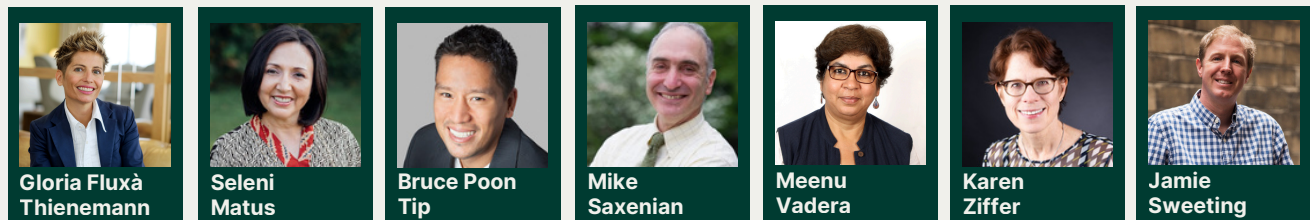
BOARD OF DIRECTORS

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.

Planeterra International Foundation, Canada, Board of Directors



Planeterra International Foundation Ltd., United States, Board of Directors



Advisors

- Lorrie King
- Gurmehar Randhawa

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.

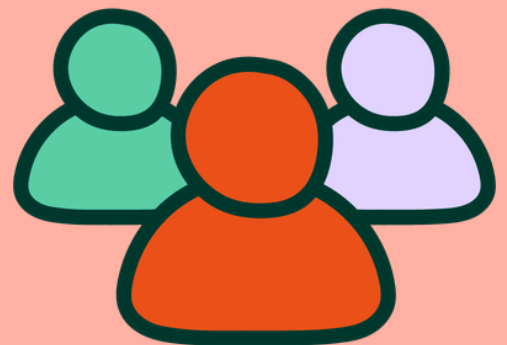
 Get to know the people behind Planeterra. Click [here](#) to meet our team.



JOIN THE MOVEMENT

Support Planeterra and help grow the impact of Community Tourism.

- ✓ **Follow us on social media** – Like, comment, and share to help more people discover our work and the communities we support.
- ✓ **Subscribe to our newsletter** – Get stories from the field, updates on our 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.
- ✓ **Choose Community Tourism** – Travel in ways that directly support local people, cultures, and livelihoods.
- ✓ **Share your experience** – If you've visited a community partner, tell your story to inspire others.
- ✓ **Donate to our cause** – Every contribution helps us reach more communities. You can also encourage friends and family to give.





PLANETERRA

www.planeterra.org



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