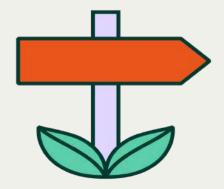
PLANETERRA INDEAGE REPORT 2023

Celebrating 20 Years of Impact



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A NOTE FROM OUR PRESIDENT

Dear Friends and Supporters,

What an extraordinary journey we embarked on together in 2023!

The year marked a monumental milestone for Planeterra - our 20th Anniversary. This milestone not only represents two decades of impactful work but also serves as a testament to our firm commitment to championing community tourism and uplifting communities through travel.



We were fortunate to celebrate 20 years of Planeterra during the first edition of <u>GX</u>, a unique event that united travel industry professionals, journalists, travellers, and local communities for several enlightening days in Cuzco, Peru. Over 400 people experienced first-hand what community tourism is all about, and it was truly magical.

One of the highlights of GX was the World Community Tourism Summit, a day filled with thought-provoking keynote speeches, engaging discussions, and two groundbreaking announcements. First, we proudly launched Project 300, aimed at integrating 300 community tourism experiences into G Adventures' itineraries by 2030, and we also joined forces to uplift communities through the Trees for Days program, recognizing the interconnectedness of climate, biodiversity, and tourism.

Another pivotal event that defined 2023 for Planeterra was the announcement of a new cornerstone partnership with Iberostar. This collaboration is setting an example for the wider tourism industry, demonstrating that each of us can play a role in transforming travel into a force for positive impact. Additionally, we joined forces with the International Union for Conservation of Nature (IUCN) once again, this time, to explore how tourism can empower communities while preserving and restoring the natural environment in Albania.

Looking ahead to the future fills me with immense excitement and hope. We remain steadfast in our commitment to using tourism to create meaningful change in the lives of communities worldwide.

Thank you for your unwavering support and dedication to our mission. I hope you enjoy reading our 2023 Impact Report.



Planeterra is an impact-driven non-profit using tourism to uplift communities.

Tourism is a trillion-dollar global industry, but many local businesses and communities do not benefit from it. Planeterra is on a mission to change that by helping local organizations and communities use tourism as a catalyst to improve people's lives.



We want to see a world where people create their own economic opportunities, places are protected, and cultures are celebrated through travel.

We advocate for a better kind of tourism—one where everyone benefits. Through partnerships with industry leaders, we implement our market-driven, traveller-centric model, ensuring that more money stays in the hands of local people.

Here are some of the ways we support community initiatives in destinations around the world:

- Facilitating long-term partnerships between community enterprises and our travel company partners.
- Providing startup grants for infrastructure and equipment to create and improve tourism experiences.
- Offering training, mentorship and other opportunities through the Global Community Tourism Network.
- Growing knowledge and understanding of climate and biodiversity while supporting communities in their efforts to restore and protect nature.
- Raising awareness about the importance and benefits of community tourism both for local people and for travellers.



City Walk New Delhi, India

WHAT WE SUPPORT



WOMEN'S EMPOWERMENT

Women make up over half of the tourism workforce and yet they are often underpaid and have limited opportunities to move into higher positions in their jobs. Planeterra helps women redefine their roles in society by providing life-changing access to education and job training.



NEW PATHS FOR YOUTH

Youth in many parts of the world have limited access to formal education, and have few opportunities for jobs. Planeterra supports programs that help at risk youth develop skills to work in tourism and hospitality, and provides them with a chance to create positive life paths.



CONSERVING CULTURES

Planeterra supports programs that recognize the unique offerings that Indigenous and rural communities have for tourism. We help to create meaningful connections between travellers and Indigenous people through social enterprise.



ENVIRONMENTAL PROTECTION

Planeterra supports programs that positively impact communities by managing, protecting and restoring the natural environment for future generations to enjoy.

OUR IMPACT IN 2023

Each year, Planeterra conducts a comprehensive survey of the Community Tourism Enterprises (CTEs) that we have supported and connected with our travel company partners. Our annual survey provides insights into the impacts of tourism on these communities, helping us measure progress and celebrate successes.

Planeterra Indirectly Impacted:



How do we define indirect impact?

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

Directly impacting:



This includes:





Travellers to Planeterrasupported community tourism enterprises in 2023



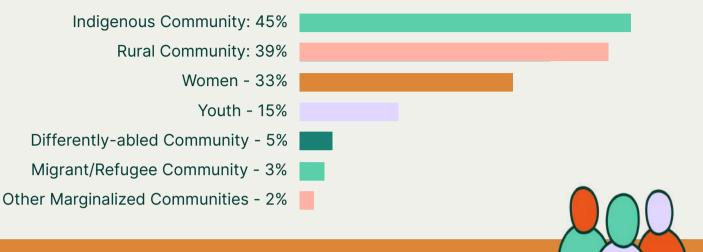
Revenue generated (in USD) for communities by Planeterra's Travel Partners



*About our Impact Numbers

Planeterra's impact numbers in this report do not reflect the impact of the over +500 communities in the Global Community Tourism Network. We continue to seek ways to share the global impact of community tourism meaningfully and responsibly.

PLANETERRA-SUPPORTED COMMUNITY TOURISM ENTERPRISES BENEFIT:



WAYS COMMUNITY TOURISM ENTERPRISES BENEFITTED FROM OUR ONGOING SUPPORT IN 2023

Webinars

Access to learning resources in the Planeterra Learning Hub

✓1:1 Mentorship

 Grants for Infrastructure developments

- Grants for Equipment Improvements
- ✓ Community Hours
- Creating an environmentally beneficial program



Ak Orgo Barskoon, Kyrgyzstan

How communities are using tourism income to power their futures:

- Environmental Protection, Restoration and/or Management
- 훅 Education & Scholarships
- Health & Sanitation
- Relief
- 🤠 Infrastructure
- 🐨 Technology



NEW JOBS CREATED IN 2023



Planeterra-supported community tourism enterprises feature women in leadership roles or actively engaged in leadership positions



Planeterra-supported community tourism enterprises are owned and operated by an Indigenous Community



Planeterra-supported community tourism enterprises have projects supporting the Environment

*Communities invested over US\$178,000 on environmental initiatives in 2023 by:

Reconnecting people and nature -34.9%
Supporting sustainable value chains - 27.9%
Protecting animals and their welfare - 14%
Investing in nature - 23.3%



WHAT COMMUNITY MEMBERS IMPACTED BY PLANETERRA'S SUPPORT HAVE TO SAY

"Siham is one of the women who work on the Planeterra project, she is a widow, she does not have enough strength to work in a factory and to provide for the needs of her two children and mother-in-law who lives with her. She used to leave at dawn and return at sunset for a salary of \$120 per month. The Planeterra project allows her a stable job for seven hours every day near her home and in a well-equipped kitchen and a feminine environment without risk of any harassment, she is satisfied and her children are too, she can testify"



-Association Femmes et Enfants Ruraux (Morocco)



"One of Soa Zara's guards actually lived with his wife and three kids under a sheet in the street. His job (before getting the job as our guard) was to cut trees and chop the branches small enough to be able to sell them to start cooking fires. As a guard, he now lives with his family in a house. The first house their kids ever lived in. As a guard, he has a steady salary and is able to feed his family and send his kids to school"

-Association Soa Zara (Madagascar)

Grace Mazungunye shares, "our business has grown and we can now develop ourselves more than before. I no longer have to worry about school fees for my children and now I can even go back to school."



-Princess Laundry and Sewing Cooperative (Zimbabwe)



"It creates a community among host families and provides purpose in life for the elderly. The way I view overseas has changed and my horizons have expanded. By talking with guests who have come, I can learn about the social situation in foreign countries"

-Hagi Elderly Homestay (Japan)



Planeterra's 2030 Aspirational Goals for Community Tourism:



travellers experiencing community tourism



worth of income reaching communities



lives improved through community tourism

20 VEARS OF IMPAGE

In 2023, we celebrated our 20th anniversary—a milestone representing two decades of harnessing the power of community tourism to make a positive impact.

Throughout Planeterra's journey, we've experienced pivotal moments and achieved significant milestones. Check out some highlights in the "A Look Back in History" section across the report.

IN 20 YEARS, WE HAVE...



Grown the Global Community Tourism Network to over 500 communities in 79 countries, connecting 108 of these communities to our travel partners who bring travellers to experience their extraordinary offerings, creating sustainable livelihoods and life-changing impact. And we're just getting started!



Looking ahead to the next 20 years, we are more dedicated than ever to continue growing community tourism so that its ripple effects can continue to multiply and create even more positive change in every corner of the globe for both communities and travellers alike.

COMING TOGETHER TO CELEBRATE COMMUNITY TOURISM

Our 20th Anniversary and the World Community Tourism Summit at GX

GX Peru was more than just an event—it was a testament to the power of community in shaping a better world. In September, over 400 participants experienced firsthand the impact of community tourism by visiting four different community tourism enterprises (Ccaccaccollo Weaving Co-op, Parque de la Papa, Tinkuy Community Tourism and Parwa Community Restaurant).

Then, on the 27th, U.N. World Tourism Day, everyone gathered for the first-ever World Community Tourism Summit in Cusco, Peru. A diverse lineup of speakers and panelists shared their thoughts and experiences, igniting discussions on how community tourism can make a lasting impact.



Representatives of the community tourism enterprises supported by Planeterra in Peru

A few of the moments captured at GX Peru



20 YEARS OF IMPACT



2005 - The Ccaccaccollo Women's Weaving Co-Op became the first community tourism enterprise supported by Planeterra to be established in the Cusco region.



2012 - Planeterra and Inter-American Development Bank collaborated on a \$1 million initiative to develop sustainable tourism projects in areas affected by the travel industry. The Parwa Community Restaurant in Cusco is one such organization supported by this effort.

PROJECT 300

An exciting announcement was revealed during the World Community Tourism Summit at GX Peru: Planeterra and G Adventures introduced their latest initiative, Project 300.

Building on the success of the 50 in 5 campaign and Project 100, this new initiative has a singular focus: to uplift over 300 communities through tourism by the year 2030.







With Project 300, our goal is to integrate 300 engaging and impactful Community Tourism Experiences, driven by community desires and customer demand, into G Adventures' product offerings by 2030.

This means that 300 communities will benefit from tourism, with thousands of people impacted by its ripple effects.





2015 - We introduced the 50 in 5 campaign with a visionary 5005 goal: to develop and incorporate 50 new social enterprises into G Adventures tours within five years.



2019 - Launched "Project 100" building on our 50 in 5 campaign to grow the commitment to 100 projects.



MEET RAKEL FROM TINKUY

Rakel, one of the key members of the Tinkuy Association, faced an extraordinary challenge when she assumed the presidency of her association in 2023.

Her mission: prepare the community to welcome a large number of visitors to the GX Peru event, the first-of-its-kind co-hosted by G Adventures and Planeterra. Adding to the enormity of this challenge was the fact that Rakel was also pregnant at the time.

With courage and determination, Rakel immersed herself in months of intense preparation, organization, and discussions to ensure her community was ready to receive visitors.

When the GX visitors arrived, holding her baby in her arms, Rakel led her association and ensured that all services were exceptional, leaving a lasting impression on visitors and demonstrating her unparalleled dedication and leadership.

In the following months, Rakel undertook another significant responsibility: obtaining official recognition from the Ministry of Tourism for the Tinkuy Association as a community tourism association. To achieve this, she embarked on a long journey to the National Community Tourism Encounter, accompanied by her baby of course! Her effort and commitment paid off when, alongside other associations, she received the long-awaited recognition from the Deputy Minister of Tourism.

Rakel's journey is an inspiring testament to her commitment to her community and responsible tourism, proving that motherhood is not a barrier to achieving great things.



Rakel and other members of Tinkuy, along with Bruce and Jada Poon Tip

These images capture Rakel's journey to the National Community Tourism Encounter, where she was honoured by the Deputy Minister of Tourism.





FACILITATING MEANINGFUL CONNECTIONS

Advancing community enterprise development through scalable, market-driven solutions is central to our mission. Facilitating connections between communities and the wider tourism industry is a key part of how we make it happen. But how exactly do we do it?



PARTNERING WITH TRAVEL COMPANIES

To develop successful community tourism experiences which are integrated into the travel companies products and services.



PARTNERING WITH LOCAL COMMUNITIES

Identifying and assessing the community's needs to establish long-term collaborations, always prioritizing the community in decision-making and actions.



PRODUCT DEVELOPMENT

Co-creating unique, meaningful, and life-changing community tourism experiences, seamlessly integrating them into existing tourism products and services.



PROVIDING PRACTICAL TRAINING AND FLEXIBLE GRANTS

Support the development of community tourism enterprises, including equipment, infrastructure and capacity development



CONNECT TO THE MARKET

We collaborate with our network of travel partners and community-led organizations to integrate community tourism into the broader tourism value chain, ensuring that communities earn income for development.

HIGHLIGHTS **FROM 2023**



ITEGRATED















Tinkuy Community Tourism Cuyo Chico community, Peru































A JOURNEY OF IMPACT

The Story of the Kirtipur Community Homestay



Nestled approximately seven km southwest of Kathmandu, Kirtipur is an enchanting town that captivates travellers with its breathtaking views of the Kathmandu Valley and the Himalayas.

Historically, the community primarily relied on agriculture to support local families. However, faced with diminishing farmland in the region, the people of Kirtipur sought out new income-generating opportunities, particularly for women, leading them to venture into tourism.

Initially, their visitors consisted mainly of day-trippers from Kathmandu. These visitors would explore the charming Newari town during the day and return to the city, leaving limited benefits for the local residents from tourism.

Recognizing the tremendous potential within this vibrant community, Planeterra stepped in to provide support.

After initial discussions to better understand their needs, our Community Tourism Project Manager for Asia-Pacific, Priyanka Singh, embarked on a field visit. During her visit, Priyanka conducted sessions on mindful resource usage, storytelling techniques, public speaking exercises, and strategies to reduce single-use plastic. The mentorship sessions, tailored for the women (and even some men!) of the community, involved collaborative discussions to identify effective business practices.



This collaboration led to the creation of a unique culinary experience, allowing travellers to immerse themselves in local culture by preparing and enjoying delicious momos together for lunch. To facilitate this, Planeterra provided a grant to get the necessary kitchen equipment to run the experience.

With this enticing experience in place, the next step was to ensure travellers could fully enjoy it. Planeterra facilitated a connection between Kirtipur Community Homestay and our long-time travel partner, G Adventures. Travellers on select itineraries in Nepal can now participate in the momo-making experience, explore intricate Nepali calligraphy (Ranjana Lippi), and indulge in locally made rice alcohol (Aila).

As part of Planeterra's ongoing mentorship program, the community is fully supported in case they need any technical inputs or troubleshooting through Planeterra's Strategic Partner in Nepal, Community Homestay Network.



Thanks to this partnership, six community members directly benefit from tourism, with an indirect impact on an additional 27 community members. Additionally, 10% of the revenue contributes to a newly established community fund. After covering expenses, this fund is equitably distributed among all community members.

The example of the Kirtipur Community Homestay is an inspiration for us all, showcasing how community tourism has the power to transform lives.

GLOBAL GOMMUNIT GOMMUNIT DURISN DENORK

BRINGING TOGETHER 500+ COMMUNITIES WORLDWIDE

The Global Community Tourism Network (GCTN) is a movement and a supportive group of community enterprises striving to achieve ambitious social, economic, and environmental goals together.



Through the network, Planeterra aims to provide community-led organizations with the essential tools and resources needed for success in the travel industry. Here's how we do it:



PROVIDING ONLINE TRAINING

Training is provided online through the Planeterra Learning Hub, which features over 50 modules and resources in English and Spanish. We also offer complimentary monthly webinars and community hours bringing groups together for practical knowledge application.



FACILITATING CONNECTIONS WITH PEERS

Fostering interactions among GCTN members through monthly webinars, community hours, WhatsApp groups, and a global Facebook group.



PARTNERSHIP & PROMOTION

Connecting GCTN members with our travel partners to enhance market connections and increase their income from tourism.



PROVIDING FLEXIBLE FUNDING OPPORTUNITIES

Through the Global Community Tourism Fund, we offer small grants to accelerate growth and impact by developing new or improved tourism experiences.

What some GCTN members say about the Learning Hub

"It's fantastic to learn about that travel tips tool because it reinforces the cooperative's policies." - Israel Molas Narvaez

"The quiz was mind-opening and provided insight into the realities happening in our communities." - Upcycle Impact Tours

"Great analysis material on sustainable tourism development in communities, which will greatly help us in continuing to implement and strengthen capacities within our organization." - La Tierra de los Yachaqs

HIGHLIGHTS FROM 2023







Grants were provided through the Global Community Tourism Fund in 15 countries, totaling \$28,600 USD



Webinars / Community Hours (13 in Spanish - 8 in English - 1 Bilingual)

A LOOK BACK IN HISTORY



2020 -Launched The Planeterra Learning Hub.



2021 - The Global Community Tourism Network was established.



2022 - The first edition of the Global Community Tourism Fund was launched.

22



Planeterra was proud to launch the second edition of the Global Community Tourism Fund, a grant program aimed at fostering the growth of community tourism enterprises within the Global Community Tourism Network (GCTN).

Through this initiative, Planeterra offers small, flexible grants of up to \$3,000 USD, along with community-specific training and mentorship. These resources are intended to empower local entrepreneurs and communities to amplify their impact through the creation or enhancement of tourism experiences.

In 2023, we facilitated grants for 18 organizations, meticulously chosen for their outstanding proposals and compelling vision for utilizing tourism to drive community development.

This milestone represented a significant achievement for Planeterra, as we doubled the number of grants supporting community organizations the GCTF compared to 2022.



These organizations have demonstrated a deep commitment to responsible travel, showcasing innovative initiatives to promote cultural exchange, environmental conservation, local economic development, empowerment and more. Their projects have the potential to create a lasting positive impact on their communities while offering visitors the opportunity to engage in meaningful and more responsible travel experiences.

Evie Nhdlovu - Manager of the GCTN



<u>2</u> THE AMERICAS



Centro de Turismo Comunitario La Moya Riobamba, La Moya Community, Ecuador

La Moya is an Indigenous Puruhá community of 50 families that shares its culture, worldview, and knowledge in medicine, gastronomy, customs, and traditions. They operate a Community Tourism Center offering lodging and local food services, aiming to generate additional income for the community through tourism.



Asociación de Artesanas de Chorrera Atlántico, Chorrera Juan de Acosta, Colombia

Chorrera Artisans Association comprises 130 artisans specializing in crochet and natural fibre fabrics. Through their tourism experience, Tejiendo Ilusiones, they highlight and preserve ancestral knowledge and culture.



Co-op de Agroturismo Red de Turismo Campesino Salta, San Carlos, Argentina

Established in 2008, this cooperative, founded and managed by 25 families of small-scale farmers from rural communities in the Calchaquí Valley, sells handicrafts, agricultural products, and rural tourism services.



Asoc. de Mujeres María del Mar Bocagrande Nariño, Costa Pacifico, Colombia

María del Mar Bocagrande Women's Association, operating in a beach area with severe erosion, provides transportation, lodging, food, and guiding services to tackle the issue and promote economic sustainability.



Soc. de Turismo Comunitario Suni Uta Choquemarca Parque Nacional Sajama / Tumarapi, Bolivia

The Suni Uta Choquemarca community in Bolivia's first protected area operates as a tourism cooperative to generate income and stem youth migration to neighbouring Chile. With a legally established tourism organization, employing five people permanently, they own Albergue Ecoturistico Tomarapi.



Asoc. Turismo Rural Comunitario Kusi Kausay Chinchero, Pongobamba, Peru

Eight women and three men from the community of Pongobamba comprise this association. Located near Cusco, they offer various tourism experiences, including demonstrations of handicrafts, agriculture, gastronomy featuring native products from the area, and lodging in family homes.



Jamao Eco Tours Jamao Al Norte, Espaillat, Dominican Republic

This community project is comprised of 20 young members from the Municipality of Jamao al Norte. They aim to preserve the local environment while fostering sustainable tourism opportunities for others to enjoy. The project also helps local community members achieve economic independence.



San Vicente Ecoturismo San Joaquín Morelos, Michoacán, Mexico

San Vicente Ecotourism, a team of 15 dedicated individuals, preserves the firefly ecosystem in San Joaquín Morelos. Over four years, they've promoted nature tourism in local forests, aiming to create jobs for the community. They also collaborate with researchers to study firefly species and offer various activities like hiking, biking, and camping.





Tribal Textiles Mfuwe, Zambia

Tribal Textiles supports local artisans by crafting exquisite, hand-painted textiles using traditional techniques. They produce unique homeware and accessories while advocating for fair trade practices. Committed to community development, Tribal Textiles reinvests a portion of its profits into local initiatives.



Muhabura Cultural Experience Centre Koranya village, Kisoro district, Uganda

The Muhabura Cultural Experience and Craft Centre is a social enterprise dedicated to cultural tourism and empowering local communities. Visitors can immerse themselves in Kigezi and Virunga cultures, learn traditional crafts from local women, and support sustainable livelihoods by purchasing handmade souvenirs.



Train & Travel with Women For Africa Abidjan, Côte d'Ivoire

Train & Travel with Women For Africa empowers young women in Côte d'Ivoire through sustainable tourism training. This program equips them with the skills and knowledge to navigate the tourism industry, promoting personal growth and economic independence while contributing to sustainable practices.



Red Rocks Rwanda Nkotsi Sector, Musanze District, Rwanda

Red Rocks provides affordable lodging and cultural experiences near Volcanoes National Park in Musanze, focusing on responsible tourism that empowers underserved communities. They train women and youth in crafts like basket weaving and support their business ventures through cooperatives, marketing, and microfinance.

SASIA-PACIFIC



Tenacious Bee Collective (TBC) Badsar, Kangra, Himachal Pradesh, India

Led by women and youth from five local communities, TBC's "Communing with Native Himalayan Bees" initiative to revitalize beekeeping in rural areas and boost bee populations and profitability in the Himalayan mountain regions features an apiary shed on farmland, serving as a learning hub for travellers and students to gain hands-on experience with beekeeping and conservation practices.



North Andaman Network Foundation Kuraburi, Phnag Nga, Thailand

Since 2016, Planeterra has collaborated with the Khaoteppitak community, offering food and hygiene training and aiding in the enhancement of tourism activities in the area.



Odisha Ecotourism Foundation Desia Village, Koraput, Odisha, India

Odisha operates two community-based ecolodges in remote areas near Odisha to conserve nature and promote eco-tourism. The funds were used to train 10 Nature Guides on the biodiversity and natural habitat of unique bird and plant species in the area. These guides will lead Nature Walks for travellers, providing them with accurate information about the region and contributing to the preservation of knowledge and conservation of nature.



SPOONS Cafe Restaurant Siem Reap, Cambodia

SPOONS is a training restaurant that empowers underprivileged youth through education, training, and employment opportunities in the hospitality industry. The restaurant provides students with practical experience by serving real customers and travellers.



Barauli Community Homestay Barauli, Nepal

This homestay, run by indigenous Tharu women near Chitwan National Park, provides an authentic cultural and wildlife experience in the nearby community forests.

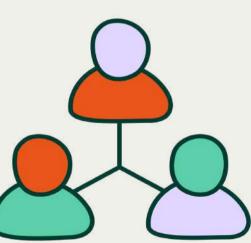


Sharing Seeds Sarangkot, Pokhara Nepal

Sharing Seeds, situated in Sarangakot Pandeli village near the tourism hub of Pokhara, aims to support local farmers in producing organic Arabica coffee, engage in beekeeping, and provide opportunities for local women and youth to create recyclable handicrafts.

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 network as a community tourism enterprise please contact Planeterra at community@planeterra.org





Strong partnerships are the backbone of our journey towards ambitious goals. At Planeterra, we're incredibly lucky to team up with the following organizations, working hand in hand to uplift and strengthen the Global Community Tourism Network (GCTN):

Regenera Travolution Tusoco Codespa Comunitur FOCEN Fundación Corcovado **APTSO** Hands on Institute Trade+Impact UCOTA **KECOBAT** Scottish Community Tourism Organisation World Animal Protection Friends International **Community Homestay Network** Wise Steps **Tenacious Bee** Asian Adventures **CBT** Travel, Vietnam GER to GER Bakri Chhap - Goat Village Indecon Malaysian Women Tourist Guide Association Indian Experiences **Destination Mekong** Not on Map

Fostering the growth of community tourism in Nepal with Community Homestay Network

This collaboration stands as a shining example of how partnerships can have a great impact on expanding our GCTN. In 2023, we marked two significant milestones:

In July, we hosted our inaugural GCTN in-person gathering in Panauti, where members exchanged valuable insights and shared their experiences with community tourism enterprises.



Later, in December, GCTN members participated in the Community Haat Bazaar, a vibrant event that showcased local artisans and facilitated invaluable networking opportunities.





Biodiversity is essential for life on Earth. Without it, we would lack the air we breathe, the water we drink, and the food we rely on. Moreover, without biodiversity, tourism simply would not exist and communities around the world would not be able to harness its benefits.

Participant and a second

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Sadly, biodiversity is under threat. Climate change intensifies this threat, putting our collective well-being at risk. At Planeterra, we remain optimistic and believe that community tourism can be a powerful tool to help address the climate and biodiversity crisis.

Over the years, we have seen many of our community partners use their tourism enterprises to support the protection, restoration, and management of their environment. So we know it's possible!

Through our Climate & Biodiversity Initiative, we aim to develop climatebiodiversity crisis solutions that promote community resilience and wellbeing.

Our work is based on four pathways:



RESTORE & PROTECT BIODIVERSITY

Support projects that regenerate biodiversity and protect Ecosystems, while directly benefiting communities.



GROW KNOWLEDGE & UNDERSTANDING

Provide accessible and inclusive knowledge to our community partners, ensuring they have access to solutions for addressing the crisis.



INNOVATE GRASS ROOTS SOLUTIONS

Support communities in developing new and existing solutions for the climate and biodiversity crises which can be integrated into their enterprise strategies.



COLLABORATE TO IMPROVE LIVES

Work with strategic partners who are taking climate action and actively delivering naturepositive solutions on the ground.

GROWING TREES TO UPLIFT COMMUNITIES

As a part of our Global Climate and Biodiversity Initiative, Planeterra launched its Tree-Growing program in 2023. Our mission with this initiative is simple yet powerful:

Growing Trees to Uplift Communities

We firmly believe that by planting the right trees in the right places, we can help communities build sustainable livelihoods, improve their well-being and become more resilient to the growing impacts of climate change.

To achieve our goals with this program, we work hand-in-hand with organizations representing local communities to ensure their active participation in every aspect of the project, from planning to implementation and monitoring.

OUR TREE GROWING PARTNERS:

- Trees for Kenya
- Tree Adoption Uganda
- Soa Zara
- Global Forest Generation
- The High Atlas Foundation
- Eden Reforestation Projects
- AMBA Estate
- Plant With Purpose

IN COLLABORATION WITH:

Reforest



Being able to employ more staff gives more people the opportunity to earn a better income from reforestation. For most people in our community, having more income means, better nutrition, housing, education and healthcare.

We have been able to start several projects financed with income from our hotel as well as from the Planeterra reforestation project. We employ many people who had difficulties before but are now doing quite well. One day we found a young woman picking up corn on the cob from the street that had been thrown away, to feed herself.

She found a part-time job with Soa Zara working in the tree nursery. Now, thanks to Planeterra and the increase of seedlings sold, she has a full-time job and rents a house where she lives with her husband and their small child. They were even able to take her parents in.

Most Soa Zara or ITC Lodge employees have a past of hardship whether it be having to find a job to feed parents and siblings, being divorced with children after a violent marriage or having been abandoned at a young age.

-Jacob Ter Veen, Association Soa Zara



HIGHLIGHTS FROM 2023



Tree-growing partner organizations



Projects that directly and positively impact communities

37,690

Community members impacted by our tree-growing initiative





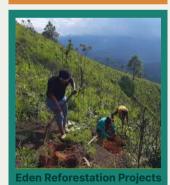
We also launched an insightful module on our Learning Hub on the subject of the Climate and Biodiversity Crisis



Trees for Kenya









Soa Zara



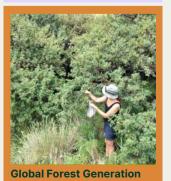
Tree Adoption Uganda



Plant With Purpose



AMBA Estate



JOINING FORCES WITH THE IUCN

In March 2023, the Albanian Government declared the Vjosa River a National Park, marking it as Europe's first Wild River National Park.

This decision is more than just a legal designation; it's a promise to keep the Vjosa River flowing freely, benefiting both people and nature for generations to come. It stands as a testament to the unity of people and government in protecting this natural wonder.

The Albanian Government, spearheaded by the Ministry of Tourism and Environment and the National Agency for Protected Areas (NAPA), is committed to ensuring that the creation of the national park directly benefits local communities. Central to this vision is leveraging tourism to empower communities while preserving and restoring the natural environment.

The International Union for Conservation of Nature (IUCN) reached out to Planeterra to help realize this vision. We collaborated on designing a robust strategy for community tourism enterprise development in the area.

As a first step, Planeterra conducted a comprehensive analysis of the market, stakeholders, and value chain. Our main goal was to formulate a detailed, inclusive, and realistic action plan, which will be a vital component of the community tourism enterprise development strategy.

A LOOK BAGK IN HISTORY



2022 - Established a groundbreaking partnership with The International Union for Conservation of Nature (IUCN) to develop a more crisis-resilient and sustainable tourism landscape in and around protected and conserved areas in Vietnam and Peru.

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 has been able to support organizations specializing in protecting the health of our oceans while fostering the well-being of local communities. These organizations focus their efforts on:

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

Through the Ocean Health Fund, in 2023, a total of \$25,900 USD was granted to benefit the following organizations collectively: Galapagos Whale Shark Project, Albatross Task Force and Global Gear Initiative

A LOOK BACK IN HISTORY



Since 2007, we've invested over \$400,000 to safeguard the health of our oceans and have partnered with eight organizations to support impactful projects.

<u>EUROPAISING</u>

Raising funds to support our work and initiatives is essential for advancing our mission of uplifting communities through tourism and creating tangible positive impact. Without the generosity of our supporters, we would not be able to effect meaningful change in the lives of people worldwide.



A few years ago, we launched The Wish List campaign to close out each year on a high note. In 2023, our wish was simple yet powerful:

To raise funds aimed at strengthening community tourism around the world so that economic opportunities are created, places are protected, and cultures are celebrated through travel.

Witnessing the incredible generosity of our recurring donors and welcoming new supporters fills us with profound gratitude. Their contributions to the Wish List enable us to empower, support, and connect more communities to the benefits of tourism for years to come.

Thanks to their collective efforts, we were able to raise nearly US\$20,000 for community tourism.

THE INSPIRING TEAM AT G ADVENTURES

If there's one thing that sets the team at G Adventures apart, it's their burning passion to make a difference in the world. They are true believers and advocates for what we can achieve if we all join forces to support the growth of community tourism.

In our 20th year, the team at G Adventures overwhelmed us with their efforts, helping raise nearly \$200,000 USD for Planeterra through several initiatives. Here are a couple of the highlights:



Raising funds for Planeterra's 20th Anniversary - Nearly 200 employees came together to raise awareness and funds so that communities had access to the resources they need to thrive. From hosting comedy shows, and walking 115 km to Niagara Falls, to bake sales and more, the G Adventures team pulled out all the stops to support Planeterra and broke fundraising records raising over \$100,000 in just four weeks!



The passionate G Adventures Expedition Crew worked hard to kick off their first sailing season post-COVID with a bang raising funds for Planeterra and our Ocean Health Fund! The Crew have been raising funds onboard the Expedition for Planeterra for many years. From creating custom artistic maps of the ship's route to Antarctica and finding unique crafts that commemorate the journey, the team onboard make sure their fundraising auctions were always a huge success.



G Adventures team members gathered at GX Peru.

SHOWCASING OUR SUPPORTERS

Meghraj Kamath embarked on a 30-day journey to Santiago de Compostela, Spain. He began the Camino de Santiago Pilgrimage on September 11th, 2023, from St. Jean Pied De Port in France and walked an estimated 819 kilometres to raise awareness and funds for two causes that he believes in. We were incredibly grateful that one of them was championing community tourism with Planeterra.





When Adam Kemp, Managing Director of G Touring (Travelsphere and Just You), took on his first-ever marathon in Venice in October of 2023 he decided to also use it as an opportunity raise funds for Planeterra. A huge thank you to Adam and his network of supporters who generously donated to Planeterra's work.



Louise Reay, a member of the fantastic team at Travelsphere, generously donated her artwork and took on a 250,000-step challenge. All of this comes in addition to her successful completion of a Sky Dive to raise funds for Planeterra in March 2023. Way to go, Louise!

EVERY DOLLAR RAISED, EVERY CREATIVE FUNDRAISING INITIATIVE, AND EVERY MILE CONQUERED SPEAKS VOLUMES ABOUT OUR SUPPORTERS' UNWAVERING DEDICATION TO CREATING POSITIVE CHANGE IN THE WORLD. THANK YOU!



FINANGALS





- 12% Individuals
- 18% Campaigns & Events
- 21% Corporate Supporters
- 50% Grants

Notes:

Planeterra's Fiscal Year is August 1 - July 31 All figures in this report are CAD and refer to FY2023 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.

\$1,495,694 Expenses & Project Costs

Administration 8%

Communications & Development 9%

Programs 83%



OUR SUPPORTERS

Founding Partner



Impact Investors +\$50,000

Foundation*



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



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

Just You Tierranjani Africa Ltd Travelsphere

Friend \$501 - \$5,000

DeLisi Family Foundation Trevello Travel Group

GX Peru Supporters



Amadeus Angkor 7th Arctic Adventures Atlas Travel Aventuras al Sur BrokerLink Casona Plaza Charmission Cusco Plaza Desafio Easy Travel Eco Trip Colombia Edgar Adventures Explore Greece Gemina



Go 2 Inkas Humantay Insight Hanoi Travel Jungle Experiences Kenia Tours Lago Grey Lets Go Lima Wasi Municipality of Cuzco Marco Polo Mabey Urubamba Natur Bike Nine17 Nuna Raymi OTV



Peru Rail Prisma Planetarium Cusco ProColombia Quest Travel Refugio del Pirata Royal Mountain Travel Taypikala TourRadar Travel Buddies United Airlines Villa Urubamba Wide Eyed Tours Windigo Xima

OUR DONORS

Gifts greater than \$500 CAD

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Annette Gravelle Natasha Gray David Green David Hahs Brodie Hall Tara Hopkins **Deborah Howe** Sarah Janes Donna Judd Gail Knight **Robert Knight Elayne Kollins** Mark and Barbara Kraft Steve Lima Dawn Matsuoka **Christopher Miller** Kaylee Mitchell **Richard Nabert** Lap Nguyen Dinh

Sarah O'Neill Lisa Penstone **Robert and Elaine Perry** Bruce Poon Tip Gurmehar Randhawa Irma Rodriguez Whitney Ruby Kathryn Scaysbrook Janeen Scott Virginia Shyluk Melissa Stevens Neil Stewart Sandra Sykes Laurie Thackery **Riina Tohvert** Natalie Vega Quesada **Richard Weiss** Jenny & Sam Wong-Pappas Karen Ziffer

Citizens of Change (Monthly Donors)

Taralee Alcock Annie Bain Jeanne Balkman Laura Bickel Zachary Billard Claire Bramley Danique Cieremans Karen Coleman Jennifer Desharnais Damien Duke Cyril Duport Nicole Dymond Michael Hewlett Charlotte Huggins Brigid Isenor Philip L Laymon Francis Leblanc Stephen Lewis Katarina Lucas Erica Mallin Paul Marval Maud Masiyiwa Seleni Matus Tee McDonald Gail Moore Elizabeth Muehl Gill Prieto Terry Rosenfeld Andrew Rowe Tricia Schers Marius Schober Kim Shields Ilana Tyler-Rubinstein Yoko VanHorn Alanna Wallace Joanne Wallace Stirling Weir Phillip Wild Paul D Wofford

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

America Online Giving Benevity Charities Aid Foundation Canada Meta (Facebook and Instagram)

Volunteers

Jules Demoulin

Madeleine Loh

Schwab Charitable Trust United Way Vanguard Charitable



Chloe Friedland

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. We prioritize diversity and inclusion by welcoming women and Indigenous people to our board.



Bruce Poon Tip Founder of Planeterra & G Adventures



Roula Poon Tip Co-Founder of Planeterra



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



Karen Ziffer Former Chief Development Officer, RARE



Deirdre Shurland Policy Consultant, UN Environment Programme



Meenu Vadera Founder of Azad Foundation & Women With Wheels



Gloria Fluxà Thienemann Vice-Chair & Chief Sustainability Officer, Iberostar Hotels & Resorts



Zeina Gedeon Chief Executive Officer, Trevello



Jamie Sweeting President, Planeterra

OUR TEAM

- Thomas Armitt Global Manager, Projects & Partnerships
- Sparkle Balbos Accounting Coordinator
- Richard Bazán Regional Program Manager, Americas
- Joel Callañaupa Director of Regional Programs
- Yulissa Castañeda Community Tourism Development Specialist, Europe and the Middle East
- Carlota Morales Community Tourism Specialist for Central America, North America and the Caribbean
- Evie Ndhlovu Regional Manager Africa, Middle East and Europe
- Selene Orellana Global Coordinator
- Julia Pitcher Development Coordinator
- Rosselin Rodriguez Community Tourism Development Specialist, South America
- Sanya Saif Community Tourism Development Specialist, Southeast Asia
- Tricia Schers Director, Partnerships and Development
- Priyanka Singh Community Tourism Project Manager, Asia-Pacific
- Sophea Sok Regional Program Manager, Asia-Pacific
- Jamie Sweeting President
- Athena Vries Community Development Specialist, Africa





JOIN THE MOVEMENT

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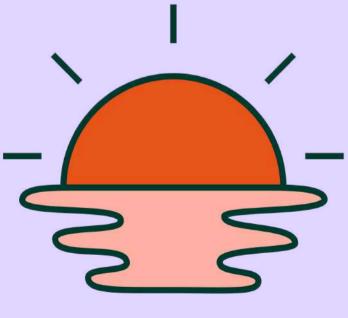
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