

Looking ahead: Women and sustainable travel

Aug 23, 2022

Dear Goddess,

It's hard to believe, but this September marks the 28th anniversary of JourneyWoman. I've been thinking a lot about the future and how we, as women, can help contribute to **sustainable travel** through our purchasing power and actions.

As you know, women make 80 to 85 percent of travel decisions and comprise two-thirds of all travellers. Our impact is significant – and it goes well beyond our role as travel consumers. As travel's greatest influencers and decision-makers, we have the power to influence positive change in a meaningful way.

I know that you care about this too, so I'm very excited to host a very special webinar on sustainable travel with three thought leaders on September 9. On September 25, I'm off to learn with Celine Cousteau on [a sustainable travel experience along the Croatian Coast with Insight Vacations](#). On this women-only tour, I'll be meeting women entrepreneurs, learning about fish conservation and hiking in the wilderness. I'd love if it you join me - there's still space available.

MARK YOUR CALENDARS!

Sustainable Travel with Anna Pollock, 2022 JourneyWoman Award winner Special Webinar on Friday, September 9, 2 pm ET

As we look at travel in a post-COVID world, one of the questions women are asking is: 'how can we help both places and people thrive?' Over the past two years, we've all had an opportunity to become more aware of both the positive and negative effects of travel. We want to travel more sustainably — the question is, how?

In May, at Wanderful's Women in Travel Summit, I gave out our second annual JourneyWoman Award to Anna Pollock, Regenerative Tourism pioneer and Founder of Conscious Travel. I'd like to introduce you to Anna and some other very special guests - Norie Quintos from National Geographic, and Shannon Guihan from The Travel Corporation on Friday, September 9 at 2 pm ET.

“Women have a key role to play because change comes by seeing, learning and working together,” Anna says. “Women are natural community builders and enablers. Change is going to happen at the community level shaped by the nature of each place. The first step is personal – to become aware of ourselves – what excites passion and commitment within, step two is to become clear about our individual strengths and gifts, and then to see opportunities to contribute those gifts to what’s needed at the time and place we find ourselves.”

[Learn more and sign up here](#)

JourneyWoman™
SPECIAL ZOOM WEBINAR

September 9, 2022, 2 pm ET

Sustainable Travel in the Post-COVID Era

An expert panel on the role of women driving change

Presented by The Travel Corporation
in support of the
Adventure Travel Conservation Fund

Carolyn Ray
JourneyWoman

Anna Pollock
Conscious Travel

Norie Quintos, National Geographic Travel

Shannon Guihan
The Travel Corporation

REMINDER: Toronto JourneyWoman Meetup: Sunday, August 28, 11 am ET

Sunday, August 28, 11 – 2 pm at the Distillery in Toronto, Canada: Join us for a photo walk and an optional lunch. I'm grateful to Amina Mohamed from Triple F Photos, who's going to show us some iphone techniques to improve our storytelling through photography. Please let us know as soon as possible if you can stay for lunch so we can make a reservation.

This is the group from our last Toronto Meetup - I hope you can join us!



[Learn more about Meetups here](#)

Community Calls and Webinars

I'm starting to plan for 2022 and 2023, and would like to know what topics are you interested in. Do you have any speakers to recommend? What destinations are you most interested in? Do you have travel tips, expertise or wisdom to share?

[Share your ideas here](#)

Take care — I can't wait to see you in person or virtually!

Carolyn

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JourneyWoman™: Inspiring women to travel solo safely since 1994

Join me on a Woman-Only, Sustainable Tour to Italy and the Croatian Coast

Insight Vacation's first-ever [Women-Only Trip to Italy, Croatia and Slovenia](#) departs from Venice on September 25 and ends in Croatia on October 7.

I'm really looking forward to learning about some of the experiences that have been created just for women and incorporate sustainability and women-owned businesses. This woman-only group tour supports women-owned and women-run businesses and includes a minimum of three **MAKE TRAVEL MATTER®** Experiences, where guests have an opportunity to volunteer and give

back to the communities they visit. There are limited spaces available but if you've been thinking about getting back out there, this is a perfect opportunity – Insight will look after all the details for you so that you can have a stress-free holiday. **Celine Cousteau**, grand-daughter of oceanographer Jacques Cousteau, is joining us too. This is a once-in-a-lifetime opportunity!

As an added incentive, Insight is offering a special \$150 per person discount for JourneyWomen who want to join me **for this trip only departing on September 25, 2022**. Use code **PPJourneyWoman22** (see terms here.)



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