

Change starts with us

Jun 30, 2022

Dear Goddess,

In May, I announced that regenerative tourism pioneer Anna Pollock is our 2022 JourneyWoman Award winner for lifetime achievement. The JourneyWoman Award is a collaborative effort with Wanderful, which hosts the Bessie Awards at the Women in Travel Summit. This Award is given in honour of the late Evelyn Hannon, the founder of JourneyWoman, and recognizes a woman who has demonstrated a long-term commitment to working in and making the travel industry better.

Recently, I had the opportunity to interview Anna and wanted to share our discussion with you. I hope that her perspective on regenerative thinking will help you look at the world with fresh eyes and inspire you to use your voice to create positive change through travel.

She says: "Women are natural community builders and enablers. 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."



“One of the things that I realized as a result of receiving this award is that I didn’t have the right anymore to be shy, or the right to not say I’m good enough; or the right to therefore, in a sense, mute my voice.” — Anna Pollock

Anna says: "Every one of us has a unique role to play that’s related to what we care about and love doing. Travel will continue to play an important role socially, culturally and economically, but only if it pays its way, covers the costs and generates net benefit. Even though we’re in the travel business, there is no Nirvana out there, there’s no set of solutions on the other side of a plane ticket. Sometimes we awaken fastest and deepest when we learn to see the everyday, close to home, with fresh eyes. Having done that, we’ll develop the capability to truly see and embrace to novel experiences associated with the far away, the novel and exotic."

I’ll be hosting a webinar with Anna in August so keep your eyes open for a deeper discussion and an opportunity to ask questions.

[Read More Here](#)

Find Travel Inspiration in our Canada and US Country Guides

As we celebrate both Canada Day on July 1 and Independence Day on July 4, I wanted to remind you that we have 18 region and country guides, including ones for both [Canada](#) and the [United States](#). These include travel tips and featured destinations to help you with your travel planning. We're always looking for your travel tips to share with other women, so please send them in [here](#)!

Be well and safe,

Carolyn

Carolyn Ray, Editor, JourneyWoman, carolyn@journeywoman.com tel: 437.688.8785

*P.S. Speaking of the power of women's voices, **Monday, July 4** is also the last day to take advantage of our one-time US\$500 discount on our Women's Travel Wisdom retreat in October 2022. If you've been thinking about joining us this is your chance! We've also opened up a limited quantity of single rooms which will go fast. Use code #rockstar to sign up [here](#). We'll be closing registration soon and we don't want you to miss this incredible opportunity to connect with like-minded women. Don't wait! Sign up now!*