

Dear Goddess,

This past weekend, I attended the **Women in Travel Summit** in Kansas City to give out the 2022 JourneyWoman Award for Lifetime Achievement at the Bessie Awards.

First announced at the 2021 Bessie Awards, the JourneyWoman Award recognizes women of impact in the travel industry and honours the lifetime achievements of Evelyn Hannon, creator of JourneyWoman.

### **Meet Anna Pollock, a pioneer in regenerative travel**

I am thrilled to announce that Anna Pollock, founder of Conscious Travel, is the Winner of our 2022 JourneyWoman Award for lifetime achievement! Anna's pioneering approach to regenerative tourism, land restoration and shifting status quo thinking on sustainability reminds us that women's voices are needed to create meaningful change in the world, as we work to embrace a more conscious and responsible mindset about travel.

***"Never was there a time in human history when our capacity for caring, listening, and collaboration was more sorely needed. By drawing on our feminine values we can find the courage and grit to birth positive change."***

**- Anna Pollock**

[Learn More About Anna](#)



### **Congratulations to Lola Akinmade Åkerstrom, "Creator of the Year"**

I also want to recognize **Lola Akinmade Åkerström** on being named "Creator of the Year" at these same awards. Lola is an award-winning visual storyteller, acclaimed National Geographic photographer, international bestselling author, and entrepreneur. She's also the author of the bestselling "Lagom: The Swedish Secret of Living Well", "Due North: A Collection of Travel Observations, Reflections and Snapshots Across Colo" and "In Every Mirror She's Black."



We're thrilled that Lola is one of our keynote speakers at our five-day **Women's Travel Wisdom** retreat happening from October 20-24 in Northern California, where she'll be sharing her secrets about the Swedish secret of Lagom and how we can bring more balance into our lives. You can learn more about this retreat below, or send me a note if you're interested in learning more.

Women's Travel Wisdom Retreat

Thank you to our friends at Wanderful for honouring the influence, commitment and passion of women in the travel industry through the Women in Travel Summit and the Bessie Awards, and congratulations to all the winners and the finalists. I'm so invigorated by the energy of women to create positive change in our world. I can't wait to meet Anna - and our 2021 JourneyWoman Award winner, Alessandra Alonso, this fall in London. Stay tuned for more information.

With gratitude,

*Carolyn*

Carolyn Ray, JourneyWoman, [carolyn@journeywoman.com](mailto:carolyn@journeywoman.com) tel: 437.688.8785  
*JourneyWoman™: Inspiring women to travel safely since 1994*