

IMPACT REPORT

2024

A tiger is swimming in a pond, looking towards the camera. The tiger's orange fur with black stripes is clearly visible. The water is calm, reflecting the surrounding greenery. In the background, there are trees with some yellowing leaves, suggesting an autumn setting. The overall scene is peaceful and natural.

JWP

JOURNEYS WITH PURPOSE

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A LETTER FROM OUR FOUNDER

As I reflect on 2024, one word stands out: momentum. What began as a vision - to use transformative travel as a force for environmental regeneration - has now grown into a global movement.

This year, we welcomed more travellers than ever before, ventured into new corners of the planet and deepened our relationships with the extraordinary people working to protect and restore the natural world.

We saw a 255% increase in travellers and expanded into more than 30 countries. This stands as proof that purpose-driven travel is not only possible, but powerfully compelling.

Whether bison tracking in Carpathia, diving into marine science in Palau, or learning from local conservationists in Kenya, our guests became part of something larger; a community of changemakers committed to leaving the world better than they found it.

Internally, we've also grown stronger. We expanded our team by 100% and invested in training and wellbeing. We launched our first Inclusion Survey to ensure we continue to build a company that reflects our values. We've introduced new policies, benefits and shared spaces to support the people behind the mission. We know that a thriving team is essential to lasting impact.





This Impact Report marks a new chapter. It is the first to frame our progress through the lens of our 2030 Strategy; five bold goals that reflect our belief in a regenerative future. We are working to support the global 30x30 conservation initiative, generate \$30 million in donations and impact investments, gather 30,000 changemakers, restore 30 million acres of wild land and sea and reach \$30 million in revenue, all by the end of the decade.

These are ambitious targets, but ambition is what the planet demands of us. And we don't walk this path alone. We are part of a wider network, collaborating with organisations like The Long Run, B Corp and The Conscious Travel Foundation to raise

the standards for responsible business and conservation-led travel.

What drives us forward is not only the scale of the challenge, but the depth of connection we witness on every journey. A conversation around a fire in the Great Karoo. A silent moment with a black-necked crane in Bhutan. The shared understanding that this work matters urgently, profoundly and beautifully.

To our partners, travellers and team - thank you. You are the heartbeat of this mission.

Duncan Grossart



OUR PATHWAY TO 2030

IMPACT REPORT 2024

JOURNEYS WITH PURPOSE

A TURNING POINT FOR TRAVEL & NATURE

The urgency of this decade cannot be overstated. With the clock ticking toward 2030, the world must move faster to meet the global commitment to protect 30% of land and ocean ecosystems. As of 2024, just 17.6% of land and 8.5% of marine areas are protected (Protected Planet Report, 2024). This is far from the targets laid out in the Kunming-Montreal Global Biodiversity Framework in 2022. Progress has been uneven, and too often protection exists in name only, with few safeguards or benefits for nature or communities.

In parallel, the travel and tourism sector, long seen as a contributor to environmental degradation, is being called to transform into a force for ecological and social regeneration. In 2024, tourism contributed almost \$11 trillion to the global economy (WTTC, 2024), and nature-based travel remained one of its fastest-growing sectors.

More than 80% of travel's economic value depends on healthy ecosystems - from coral reefs to forests - yet the sector is responsible for significant biodiversity pressure through land-use change, resource consumption and pollution, contributing approximately 8% of global GHG emissions (ibid). This profound interdependence means that tourism has the opportunity, and the responsibility, to become what the World Travel & Tourism Council calls a "Guardian of Nature".

The emerging vision is clear: nature positive tourism. Rather than simply reducing harm, this approach prioritises restoration, biodiversity enhancement and meaningful partnerships with local and Indigenous communities. Yet according to global consultations, most tourism businesses are still early in their journey, often focused on plastic and carbon, with less attention to deeper biodiversity risks and supply chain impacts.

At Journeys With Purpose, this is the foundation of our work. Every itinerary we design, every partner we champion and every guest we welcome plays a role in this regenerative movement. Through our 2030 Strategy, we aim to support the protection of 30 million acres of land and sea, activate 30,000 changemakers and channel \$30 million into conservation finance.

In the pages ahead, we address these elements of our 2030 Strategy in turn. We share how our community, impact donations and partnerships have brought us closer to this mission in 2024. Our aim is to demonstrate that travel, when rooted in purpose, can become one of the world's most powerful tools for change.

30,000 COMMITTED CHANGEMAKERS

Our global community is growing. By 2030, we aim to unite 30,000 advocates, travellers and supporters committed to protecting nature and building a more regenerative future.

\$30 MILLION IN DONATIONS AND IMPACT INVESTMENTS

Our journeys raise vital funds for grassroots conservation and large-scale restoration. By 2030, we are committed to mobilising \$30 million through direct and indirect donations and strategic partnerships.

SUPPORT 30x30

We stand with the global goal to protect 30% of land and sea by 2030. Through funding, engagement and education, we help amplify the work of our partners restoring wild places worldwide.

30 MILLION ACRES RESTORED

Through guest engagement and funding, we support land and seascape restoration. From native forests in the Andes to coral reefs in Palau, every journey contributes to our goal.

\$30 MILLION IN REVENUE

Our growth powers our impact. By reaching \$30 million in revenue, we'll expand support for partners, scale conservation access and drive long-term, purpose-led success.



OUR COMMUNITY OF CHANGEMAKERS

IMPACT REPORT 2024

JOURNEYS WITH PURPOSE

BUILDING OUR COMMUNITY

We are building more than a travel brand. We are cultivating a global community of changemakers. In 2024, this community expanded across continents and platforms. From travellers who joined our Hosted and Private Journeys, to our growing network of Impact Ambassadors, to those who gathered with us for fireside conversations and in-person events.

United by a shared belief in the power of nature and the urgency of its protection, this community also includes those who follow, support and amplify our mission through social media and digital engagement. Together, they form the heart of our movement; curious, committed and collectively shaping a more regenerative future for the planet.

OUR READERS

4,000+

newsletter subscribers

OUR AUDIENCE

200+

attendees at our in-person and online events

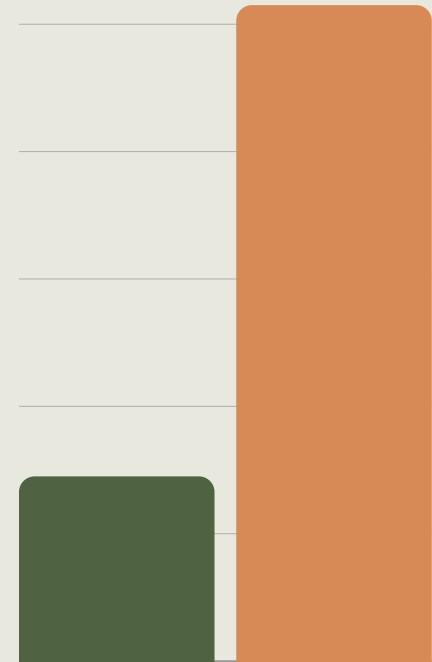
OUR FOLLOWERS



102.31% increase in our Instagram followers in 2024

OUR GUESTS

● 2023 ● 2024



255% increase in our number of travellers

OUR GUESTS

2024 was a record breaking year for JWP. We saw a 255% increase in traveller numbers compared to 2023. We significantly expanded our global travel footprint, welcoming guests to 31 distinct countries, up from just 7 in 2023, demonstrating our commitment to deepening access, learning and impact across the globe.

New destinations included conservation frontiers in Africa (Rwanda, Tanzania, South Africa, Zambia and Morocco), emerging rewilding regions in Europe (Georgia, Norway and Sweden) and cultural landscapes across Asia and the Pacific (Cambodia, Vietnam and Australia). We also expanded into biodiversity hotspots in the Americas, including Colombia and Brazil.

We programmed and delivered journeys with new, exceptional Impact Partners to Kenya with Daughters for Earth and Soul Safaris, Romania with Conservation Carpathia, Palau with Scripps Institution of Oceanography and Island Conservation and to South Africa with Samara Karoo Reserve. These journeys connected our community of changemakers to some of the world's leading scientists and conservationists working on the frontlines of climate change and landscape-scale restoration.

3.6x

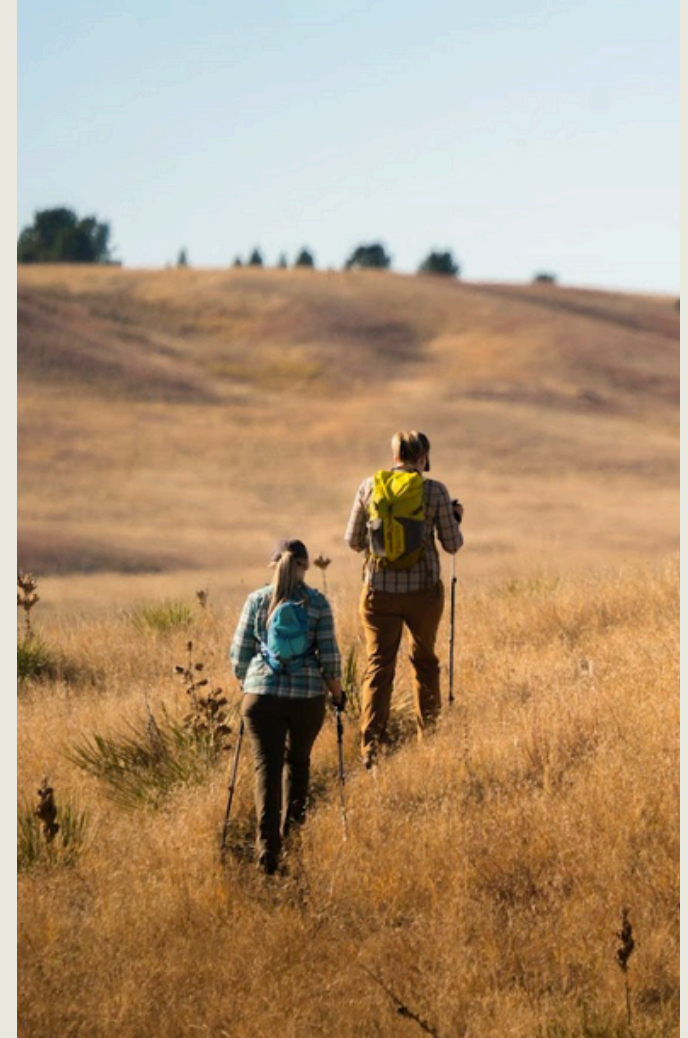
more travellers than
2023

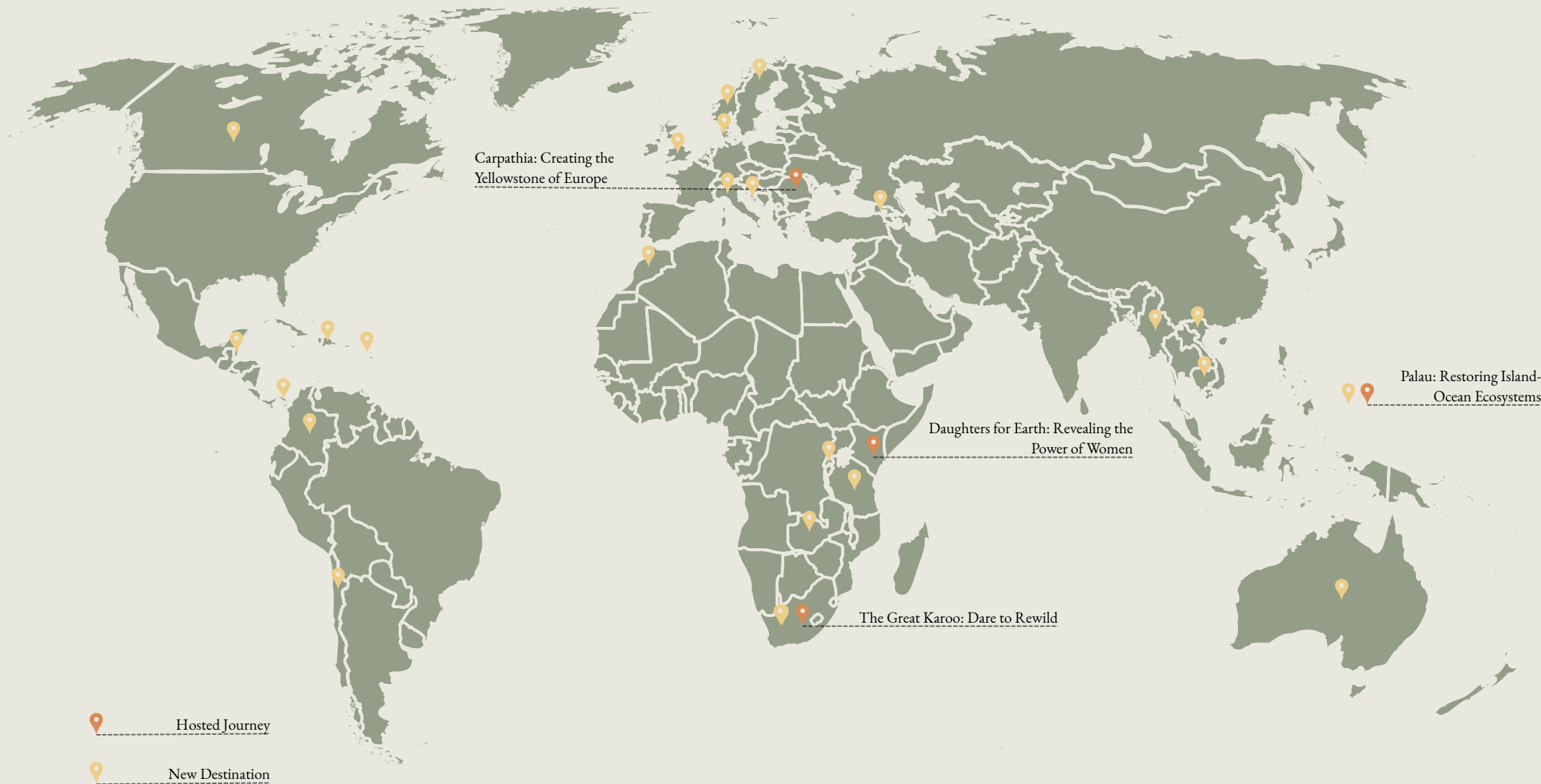
24

new destinations

44%

of private journey guests in
2024 were repeat and referral





REFLECTIONS FROM THE FIELD

This year, our journeys continued to leave a lasting impression, not just through the places we visited, but through the people, perspectives and purpose each guest carried home.

From the misty highlands of Carpathia to the coral-rich waters of Palau, our guests spoke of impeccable organisation, tailored experiences and a sense of discovery that deepened their connection to the natural world. Whether encountering bison on horseback, tracking conservation progress with local scientists, or travelling alongside likeminded companions, travellers described their experiences as inspiring, uplifting and life-changing.

Many guests noted the depth of insight and access our journeys provide, made possible by our trusted local partners and expert hosts. Others highlighted the care and attentiveness of our team, who design and deliver each journey with quiet precision and purpose.

Most meaningfully, guests shared how these journeys sparked greater compassion, curiosity and a renewed commitment to conservation. These reflections affirm our belief that when travel is rooted in purpose, it can transform far more than the itinerary; it can shape the way we see and engage with the world.



“Our trip to Palau with Journeys with Purpose has had a great impact on my life. The company showed a deep passion for exploration and discovery, enriching our lives in many ways. We all gained new knowledge, appreciation and compassion for working with local organizations towards a common goal of conservation.”

Stephanie, Journey to Palau, September 2024



"We have been devoted clients of Journeys With Purpose for years now, and have had the best experiences with them! They have helped us travel the world and opened us up to opportunities we could not have arranged on our own... Having worked with other agencies in the past, they are - by far - the best of the best!"

Liz, Journeys to Europe, North & Latin America, 2024



"Journeys with Purpose organised the most enthralling trip I can remember: so many highlights from bison tracking to the best (horse) ride of my life! We were led by outstanding scientists and conservationists and accompanied by Katya, always good humoured, endlessly accommodating and, quietly, extremely efficient."

Ros, Journey to Carpathia, June 2024

4.83

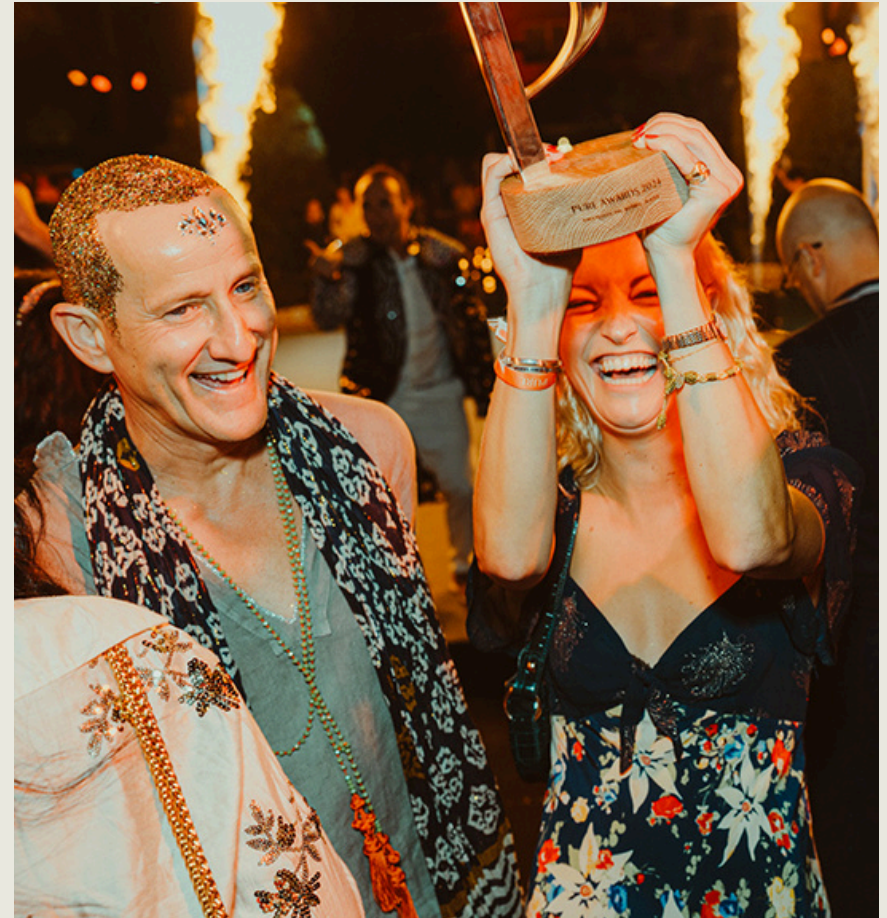
Average TrustPilot review score for our journeys in 2024

RECOGNISED FOR CHANGE

We were honoured to receive several exciting awards and nominations in 2024. TRAVEL + LEISURE named JWP as a Sustainable Travel Innovator in its prestigious 2024 Global Vision Awards. Our Managing Director, Venetia Martin, was also included on the T+L A-List as one of the world's top travel advisors for her expertise in sustainable travel.

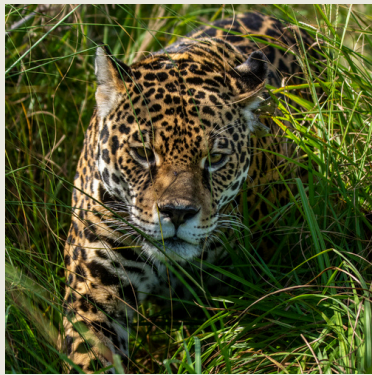
We were proud to be named a Finalist in The Experientalist Awards by OutThere, highlighting our commitment to inclusive, transformational travel experiences. And we were awarded Best Cultural, Travel & Lifestyle Sustainable Experience at Journey To Zero's Future Icons 2025 Awards by Country & Townhouse. The judges praised our model of building a community of committed changemakers and connecting them with the world's leading terrestrial and marine conservation projects, galvanising support, awareness and real impact. Our Founder, Duncan Grossart, was also named in The Future Icons Power People 2025 list.

Crowning the year, we were awarded the PURE Award for Creativity for our first women-for-women retreat in Kenya partnered with Daughters for Earth and Soul Safaris. This journey offered guests an immersive learning experience around real world solutions for combatting climate change and biodiversity loss.



THE POWER OF GATHERING

We continued to bring our community together through inspiring gatherings, both in-person and online. From intimate panels in English country houses to virtual fireside conversations with global conservation leaders, these events created space for meaningful dialogue around rewilding, regeneration and the future of our planet. Whether seated in a garden at Thyme or tuning in from around the world, our guests came together to listen, learn and connect, strengthening our shared commitment to protecting the natural world.



23rd January 2024

Fireside Chat

The Return of the Jaguar
with Fundación Rewilding
Argentina



20th March 2024

Fireside Chat

The Stewards of Sri Lanka
with Conservation Collective
& Lanka Environment Fund



18th April 2024

Estelle Manor, Oxfordshire

What is Rewilding?
with Conservation Collective



15th May 2024

Thyme, Cotswolds

Conservation at Home and
Abroad with Samara Karoo
Reserve

OUR IMPACT AMBASSADORS

Our Impact Ambassadors are a diverse group of passionate individuals with a shared commitment to conservation, sustainability and the protection of the natural world. Their collective experience spans wildlife conservation, eco-tourism, rewilding and innovative media platforms dedicated to raising awareness and inspiring action.

Whether working to protect endangered species, promoting sustainable development or fostering deeper human-nature connections, they bring invaluable expertise, vision and energy to JWP's mission. As advocates and allies, they help amplify our impact and strengthen our network across regions and sectors.

In 2024, we were proud to welcome three of our Impact Ambassadors on Hosted Journeys. Professor Alastair Driver joined us in Carpathia, offering ecological insight into the region's rewilding efforts, while Lorna Buchanan-Jardine and Sophie Gandet brought their deep passion for environmental storytelling to Samara. Their presence enriched the experience for guests and partners alike, helping to spark meaningful conversations and inspire new perspectives.

We also hosted our first in-person gathering for our Impact Ambassadors and team members. We gathered for a strategy session and dinner in London that marked the beginning of deeper collaboration. As we look ahead, we intend to expand our network of Ambassadors. They will play a growing role in shaping how we connect, communicate and catalyse action within our global community.

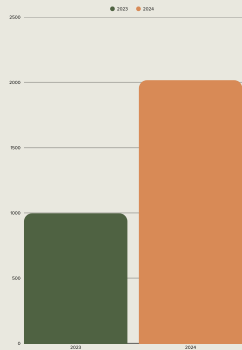


INSTAGRAM

Average monthly views

7,500

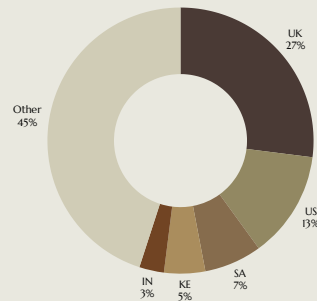
102.31% increase in
Instagram followers



54% of our Instagram
followers identify as women



27% of our Instagram
followers are from the UK



Top performing themes



temperate ecosystems



rewilding in the UK



conservation
journeys in Africa

NEWSLETTERS

We shared 18 newsletters with our audience in 2024, exploring topics ranging from environmental stewardship in Sri Lanka to behind-the-scenes guides for truly wild safaris in Africa. Through this channel, we've continued to inform, inspire and invite our community to travel with deeper intention and positive impact.

Subscribers

4,000+

Average open rate

47%

Average click rate

2.6%

LINKEDIN

Number of impressions

>38,000

Visitors to our landing page

>4,300

Top performing post

Exploring conservation
efforts in the Great Plains of
Montana



THE FUTURE OF OUR COMMUNITY

This year, our global community grew in both size and strength. Looking ahead, we are building on this momentum with clear goals to deepen engagement, widen access and grow the collective power of our changemakers. In 2025, we are aiming to:

- Update our Impact Ambassador programme, increasing the group by two and defining an engagement model and success framework.
- Hold our first in-person event in the US.
- Launch a repeat and referral scheme, nurturing JWP's relationships with our most important guest.
- Invest in storytelling that educates, inspires and mobilises, including through a brand video.
- Overhaul our website and social media to better connect, educate and engage our community with our mission.





IMPACT IN ACTION

IMPACT REPORT 2024

JOURNEYS WITH PURPOSE

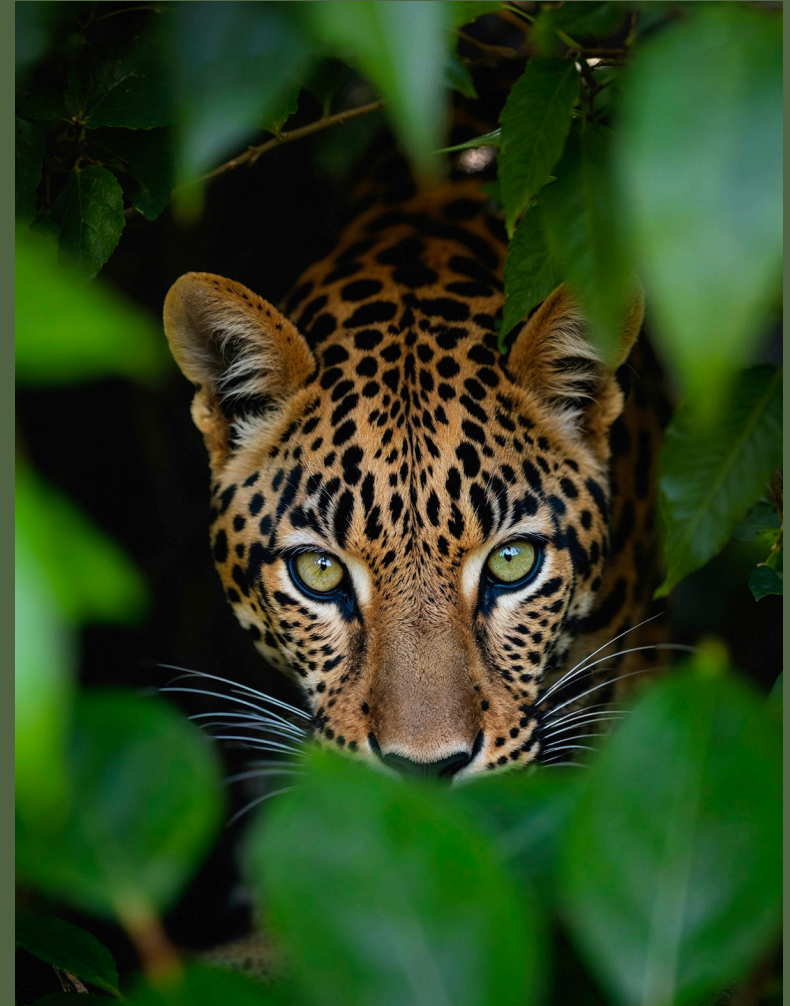
FROM ENGAGEMENT TO IMPACT

Our mission-led travel supports a 2030 nature-positive, climate-resilient goal. Our impact comes to life through the direct engagement and impact donations integrated into both our Hosted and Private Journeys.

In 2024, our Hosted Journeys fostered deep, first-hand connections with some of the world's most inspiring conservation leaders, offering guests the rare opportunity to witness and engage with the challenges and triumphs of protecting nature. The emotional impact of experiencing these efforts up close resonated deeply with our guests, often shifting perspectives and inspiring renewed purpose. By creating space for meaningful conversations and cross-cultural dialogue, these experiences inspired lasting understanding, action and advocacy.

We executed four Hosted Journeys across diverse and threatened ecosystems; from the savannahs of Kenya and South Africa, to the mountains of Carpathia and the azure waters of Palau's oceans. Each journey brought together conservation leaders, local communities and purpose-driven travellers to share stories, exchange knowledge and explore pathways to a more sustainable future. Our impact donations from our Hosted Journeys were directed towards the projects our guests engaged with on the ground, supporting their vital work after our guests had left the field.

We also donated 1% of the total cost of every Private Journey towards supporting environmental protection and restoration. Our chosen recipient for our 1% donations for 2024 was Global Forest Generation's Acción Andina project.



In 2024, we donated

\$57,294

to projects focused on environmental restoration and protection

Our donations contributed to:



The translocation of a family of elephants to the Great Karoo in South Africa



Purchasing a land cruiser to help Dr Chelysheva conduct her research for the Maru-Meru Cheetah Project in Kenya



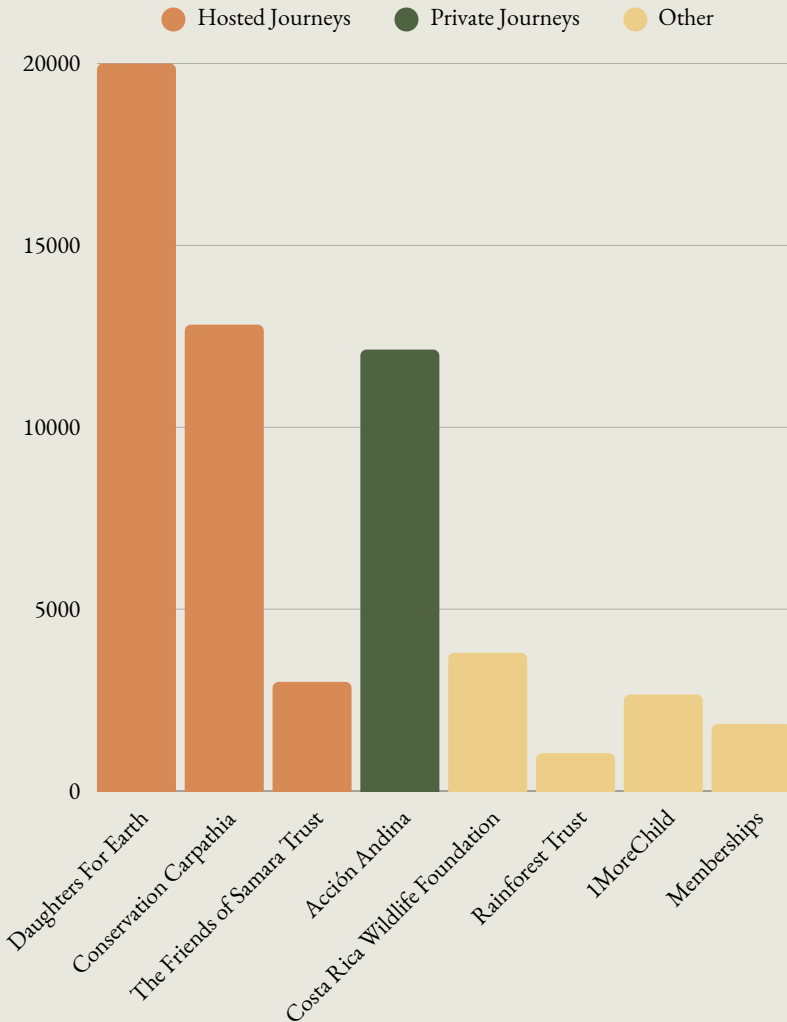
Mangrove restoration in Lamu



The protection of 69,000 acres of forests and alpine pastures in Romania



Restoring and protecting almost 10,500 acres of native forest in the High Andes



All figures in USD, based on GBP & EUR exchange rate as of 18 July 2025

DAUGHTERS FOR EARTH

Kenya, March 2024

In March 2024, we hosted a powerful, immersive impact experience in Kenya in collaboration with Daughters for Earth and Soul Safaris. This innovative journey brought together extraordinary women - from frontline conservationists and Maasai matriarchs to global thought leaders. Together, they explored the intersection of climate action, biodiversity and gender equity across some of Kenya's most iconic landscapes, including the Maasai Mara, Laikipia and Tsavo West.

Guests experienced Kenya through the eyes of the women leading grassroots environmental change: tracking pangolins with female scientists, joining community conservation efforts and participating in intimate fireside talks with leaders from Daughters for Earth. A highlight of the journey was a moving Naming Ceremony with Maasai elders and local women, honouring the spirit of cross-cultural collaboration and solidarity.

As part of our impact pledge, \$20,000 of the journey's proceeds were donated to Daughters for Earth. These funds provided Dr Chelysheva with a Land Cruiser to conduct her cheetah research and contributed to a mangrove restoration project to bolster Lamu's coastline and economic vitality.





CREATING THE YELLOWSTONE OF EUROPE

Romania, June 2024

Following the success of 2023's journey, in June 2024, we returned to the Făgăraș Mountains in Romania, home to one of Europe's most ambitious rewilding projects: Conservation Carpathia. Our new group of changemakers were given rare, behind-the-scenes access to the organisation's dedicated team, including the founders, the Prombergers, who work to protect one of the continent's last great wildernesses.

Our guests spent time in the field with ecologists, foresters and wildlife specialists, learning about reforestation techniques, wildlife monitoring and the challenges of large-scale landscape restoration. Guests assisted in camera trap data collection, took part in tracking large carnivores such as lynx and bears, and visited tree nurseries where native species are being cultivated for replanting. These hands-on experiences brought them closer to the tangible realities of conservation work, offering an unfiltered view of the passion, resilience and innovation driving Conservation Carpathia forward.

By the end of the journey, participants didn't just understand the impact of Conservation Carpathia, they had contributed to it. Whether by gathering field data, planting trees or amplifying the story of this unique landscape, each guest left with a renewed sense of purpose and a direct connection to the cause of ecological restoration in the Carpathians.

As part of our impact pledge, we donated €11,000 (\$12,821) to Conservation Carpathia to support their vital work.

Following the journey, we sat down with our Impact Ambassador, Professor Alastair Driver, to discuss his experience in Romania. As one of the UK's leading rewilding experts and a Senior Advisor to the Global Rewilding Alliance, Alastair has spent decades immersed in conservation. But his first adventure with Journeys With Purpose to the vast rewilding landscape of Carpathia left an indelible mark.

“My expectations were high, but they were probably superseded,” he shared. “We saw absolutely everything I could have hoped for”. Alastair recalled his experience tracking wild bison: “The thrill of the chase... knowing you're tantalisingly close to something, and yet still can't see it - I'll never forget that for the rest of my life”.

What set this journey apart, he reflected, was the depth of access and insight. “It was almost one-to-one in terms of guides,” he said. “What made it really special was having Christoph and Barbara Promberger (co-founders of Conservation Carpathia) with us for the best part of a week... being able to quiz them and have a dialogue with them about their work was outstandingly valuable”.

Beyond the science, it was also the emotional and intellectual stimulation that stood out; “being able to experience rare and special things in abundance is a huge injection of adrenaline for me” he said.

His key takeaway? A profound sense of hope. “I cannot imagine anyone doing that trip and not being inspired by what can be done for nature, and inspired with the knowledge that man can coexist side by side with amazing biodiversity.”



RESTORING ISLAND-OCEAN ECOSYSTEMS

Palau, September 2024

In September, we partnered with Island Conservation and UC San Diego's Scripps Institution of Oceanography to lead a transformative expedition to Palau. This Pacific island nation is renowned for its vibrant marine ecosystems and pioneering conservation efforts. The journey was hosted by Dr. Penny Becker, Island Conservation's CEO, and Dr. Stuart Sandin, a community ecologist and Director of the Centre of Marine Biodiversity and Conservation at Scripps. Throughout the journey our guests were also introduced to key community partners making significant impacts across Palau.

This expedition was part of the Island-Ocean Connection Challenge (IOCC), a global initiative to restore 40 critical island-ocean ecosystems by 2030, highlighting the vital link between island health and ocean health. Guests travelled alongside Palau's local community leaders and world-class scientists, witnessing firsthand how a small population of just 20,000 people has bravely established one of the world's largest marine protected areas, the Palau National Marine Sanctuary, covering 475,000 km² of pristine, no-take waters.

Our guests were mesmerised by the rich underwater world, spending hours observing turtles, sharks, rays and cuttlefish as they changed colour and form to blend with their surroundings. The resilience and unity of Palauan communities, such as the Hatohobei who rejected illegal fishing bribes to protect their reefs for future generations, embodied the spirit of this journey. Through shared stories rooted in traditional ecological knowledge and powerful moments of collective action, participants left inspired by Palau's ambitious community-led stewardship.





THE GREAT KAROO: DARE TO REWILD

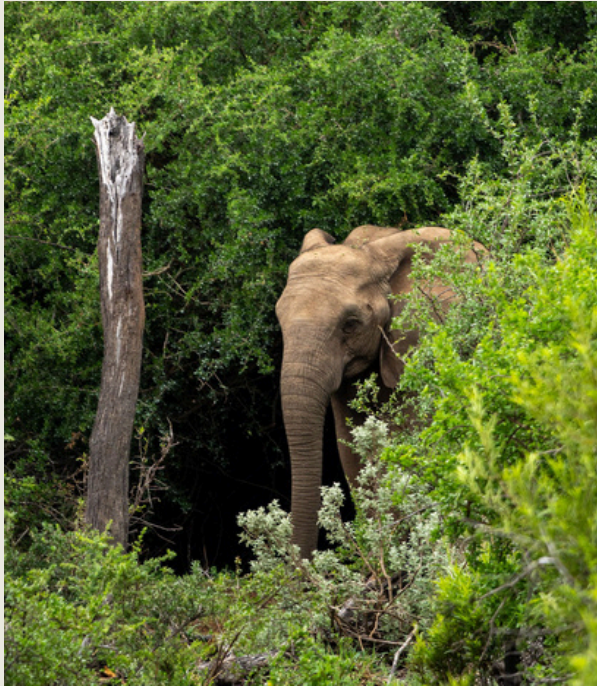
South Africa, October 2024

In October 2024, we journeyed to the sweeping semi-arid plains of South Africa's Great Karoo for our Dare to Rewild experience, hosted by conservationists Sarah and Isabelle Tompkins at Samara Karoo Reserve. This 67,000-hectare landscape, once overgrazed and fragmented by farming, now thrives as a haven for biodiversity. It is a powerful example of how science, sustainability and community-driven conservation can restore ecosystems at scale.



Guests immersed themselves in the rewilding process: learning indigenous animal tracking skills, planting spekboom to absorb carbon and support soil regeneration and joining ecologists on game drives and cheetah tracking expeditions on foot. A key conservation milestone during the journey was the reintroduction of a male lion, contributing to the reserve's long-term ecological balance.

JWP donated \$3,000 to The Friends of Samara Trust to continue our support of the project once we had left the field. Our donation directly supported a landmark elephant translocation, reintroducing these keystone species to the landscape and helping to restore ancient migratory pathways across the Karoo. The translocation of a family herd of elephants from Addo Elephant National Park took place in March 2025.



ACCIÓN ANDINA

In 2024, we committed to donating 1% of the total cost of every Private Journey to Acción Andina, Global Forest Generation's project working across South America to restore high Andean forests, secure clean water, protect biodiversity and empower local communities. This partnership extends our impact beyond the destinations we visit - cultivating long-term ecological resilience and community wellbeing that reach far beyond the scope of travel experiences alone.

Acción Andina's mission is clear: to restore one of the world's most critical, fragile and underappreciated ecosystems: the high Andean forest. These ecosystems, found above 3,500 metres, are dominated by the Polylepis genus; a group of high-altitude trees uniquely adapted to extreme conditions. Known as "water towers", Polylepis forests intercept cloud moisture and regulate water cycles, ensuring clean, steady water flow for downstream communities and wildlife.

By restoring these forests, Acción Andina is not only improving regional water security but also supporting endangered wildlife such as the Royal Cinclodes, Giant Conebills and Andean Condors, along with mammals like the Spectacled Bear, Andean Fox and the elusive Mountain Cat. These biodiversity hotspots also sustain essential pollinators, amphibians such as Harlequin Toads and high-altitude flora including orchids, mosses and bromeliads, each playing a vital role in ecosystem resilience.

ACCIÓN ANDINA'S MEASURABLE IMPACT

2.4 million

native trees planted across the Andes

804

hectares of high-altitude forest reforested

4,236

hectares of forest under restoration management

102

local nurseries producing native species

40,000+

people actively engaged in conservation activities

26

projects across six countries

150,000

native polylepis trees reforested in just one day - the world tree planting record

In March 2024, Katya joined Acción Andina on the ground in Peru's Sacred Valley, home to its flagship Vilcanota restoration project. Drawing on insights from her time in Peru, in 2025 Katya will lead the development of a dedicated journey for JWP guests to experience the project firsthand, creating a multiplier effect of future support, awareness and advocacy.

Through storytelling via social media, JWP's marketing is helping to spread awareness of Acción Andina's mission and amplify the impact of their work, highlighting restoration milestones, community voices and the urgent importance of protecting high Andean ecosystems.

Looking ahead, JWP will continue to support Acción Andina in 2025 through our 1% donations. Our donations will support the project to:

- Launch the Forest Protection Program, providing partners with resources to establish new protected areas and support the governance of existing reserves.
- Implement a Water Impact Monitoring Framework, quantifying how reforestation improves water retention and climate resilience in high-altitude regions.



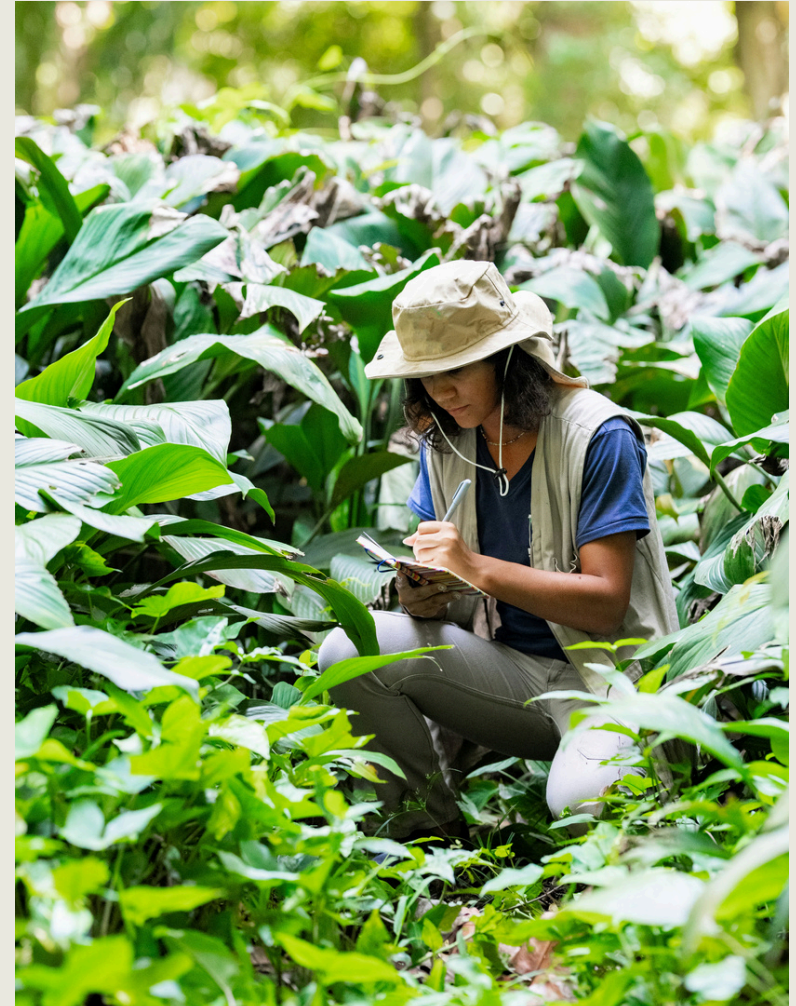


THE FUTURE OF OUR IMPACT

In 2024, our journeys and impact donations connected more travellers than ever before with the people and projects regenerating our planet. As we look to the future, we remain committed to scaling not just the reach of our journeys, but their depth, ensuring that every experience contributes meaningfully to environmental restoration, community resilience and global conservation finance.

In 2025, we are aiming to:

- Execute two Hosted Journeys and launch two new Hosted Journeys for 2026, deepening guest engagement with pioneering rewilding and conservation efforts.
- Increase our total impact donations year-on-year, contributing more funding to frontline environmental initiatives.
- Expand our network of impact partners, prioritising projects that align with our 2030 Strategy and nature-positive tourism values.
- Conduct a thorough Impact Partner survey to gather environmental data from the organisations we support to quantify our progress on our 2030 Impact Strategy.
- Select new Impact Partner(s) for our Private Journey donations for 2026.



A photograph of two elderly men standing in a dry, grassy field. Both men are wearing brown fedoras. The man on the left is wearing a yellow and blue striped sweater and blue jeans, holding a small green seedling in his right hand. The man on the right is wearing a light blue button-down shirt and grey trousers, holding a larger seedling with roots in his right hand. The background is a vast, open field with dry grass and some small shrubs.

ENVIRONMENTAL RESTORATION & PROTECTION

IMPACT REPORT 2024

JOURNEYS WITH PURPOSE

PARTNERS IN PROTECTION

At the heart of every journey we design is a deeper mission: to protect and restore our natural world. In 2024, our travellers engaged directly with conservation efforts across six continents, visiting field sites, contributing impact donations and learning from the extraordinary people leading the charge.


We define our impact partners as any organisation that (1) our guests engaged with firsthand through immersive experiences on the ground, (2) we supported through donations supporting their work or (3) we engaged our community with via online or in person events.

From the jaguar corridors of Argentina to the high forests of the Andes, from South African rewilding landscapes to marine science initiatives in the Pacific, these partnerships bring our mission to life. They offer guests not only access to pioneering conservation but also the chance to witness transformation in ecosystems, in communities and in themselves.

In this section, we spotlight our 2024 impact partners and the measurable difference they are making. Together, they have helped protect and restore over 4 million acres of land and 23 million acres of sea. And this is just the beginning. As we grow, so too will the depth of our collaboration, the reach of our support and the scale of our collective impact.





 Impact Partner



Temperate broadleaf, mixed forests and alpine meadow in the Făgăraș Mountains Romania



Manages over 69,000 acres



Protected species include European bison, beavers, bears, wolves, lynx, red deer, fritillaries and chamois



More than 4.5 million trees planted since 2019



Approximately 1 million euros invested in community development projects in 2024



The Iberá wetlands, the Great Chaco, the Patagonian steppe, the Argentine Sea, the Cloud forest and the Patagonian forest



Protects over 3.7 million acres of land and 23.7 million acres of sea



Reintroduced 16 missing species and manages 14 threatened species, including jaguars, giant anteaters, red-and-green macaws and giant river otters



Protected land sequesters 938 million tonnes of carbon



Develops ecotourism and sustainable economic opportunities and provides courses and workshops for local communities

THE EARTHSHOT PRIZE

Alongside our work supporting our partner projects, in 2024, we proudly became a nominator for The Earthshot Prize, a prestigious environmental award. This role gave us the opportunity to identify and elevate some of the most inspiring and impactful environmental solutions from around the world. This included projects that are not only aligned with our mission but also have the potential to drive global change. As a nominator, we are committed to championing initiatives across all sectors and regions, from grassroots and Indigenous-led efforts to large-scale innovations, helping bring their stories and impact to the world stage.

One such project we were honoured to nominate is the The Royal Society for Protection of Nature (RSPN) Bhutan. RSPN are the country's leading environmental NGO and a pioneer in community-led conservation. Since 1987, RSPN has been restoring degraded land and protecting endangered species like the white-bellied heron and black-necked crane. Their work combines biodiversity protection with sustainable livelihoods, using innovative tools, such as HDPE pipe fencing, to reduce human-wildlife conflict and safeguard ecosystems.

Beyond conservation, RSPN supports over 300 rural communities through climate-smart farming, reforestation and eco-tourism. Education is central to their mission: each year, RSPN trains over 900 youth and engages nearly 19,000 people through outreach programs and workshops, creating a powerful, community-led model for nature-positive development.



We asked Dr. Kinley Tenzin, the Executive Director of RSPN Bhutan, what being nominated for The Earthshot Prize means to his organisation:

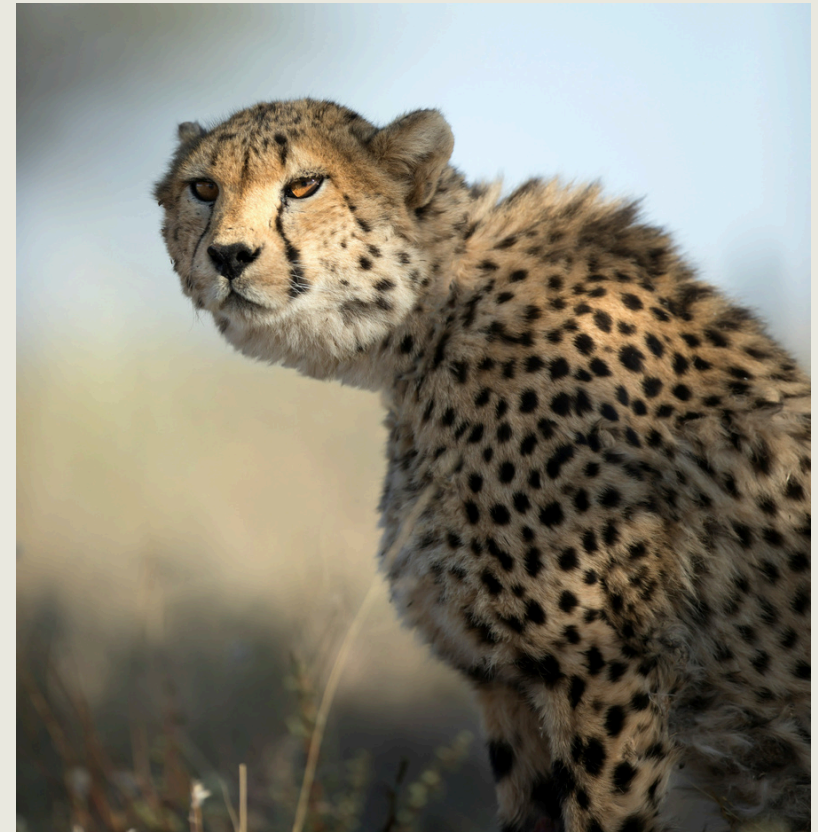
“Being nominated for The Earthshot Prize is the most prestigious and highest honor and accolade for RSPN Bhutan. This will, no doubt, boost our organizational morale and self-esteem to do more for the greater cause of nature, people and climate change... It will also leverage and promote the organization’s image, credibility and publicity”.

THE FUTURE OF OUR ENVIRONMENTAL RESTORATION & PROTECTION

Our partnerships have supported organisations responsible for the protection and restoration of over four million acres of land and 23 million acres of sea. As we grow, so does our responsibility to channel our influence, funding and platform toward the ecosystems and communities most in need of regenerative support.

In 2025, we are aiming to:

- Increase the number and geographic diversity of our impact partners, with a focus on underrepresented biomes and community-led projects.
- Launch a partner impact tracking framework, enabling us to measure and share the outcomes of our donations and field engagement more transparently.
- Deepen long-term relationships with existing partners, exploring multi-year support, capacity-building and co-created journeys.
- Share more partner stories, bringing to life the people, places and progress behind each donation and field experience.





BEHIND THE SCENES

IMPACT REPORT 2024

JOURNEYS WITH PURPOSE

OUR TEAM

In 2024, Journeys With Purpose experienced significant growth, expanding our team by 100% to support our mission of transformative, conservation-focused travel. This expansion brought together a diverse group of professionals, each contributing unique skills and experiences to our collective vision.

In the latter months of 2024, we began an integration of parts of Niarra Travel into our business. Both companies share a similar vision and mission - to make travel a force for good in conservation, communities, culture and local economic livelihoods. With this integration, JWP assumed responsibility for the majority of Niarra's client book, secured elements of its valuable IP content and onboarded key members of their team.

Natalia Sanchez joined us as Head of Marketing in November and Rebecca Cook was onboarded as Head of Sales in December. Annie Lin (Head of Destination Management) and Lottie Cameron (Impact Journey Specialist) joined JWP on a part-time basis in October and then transitioned into full time, permanent roles from the start of 2025. From outside of Niarra, Sophie Gandet joined us as Head of Community in September, and Kim Bridgeman joined as an Impact Travel Executive in October.

5/5

of our department heads
are female

100%

respondents in our Inclusion Survey
said they are proud to work at JWP

6

new team
members

VENETIA MARTIN

Managing Director



Travel plans for 2025: Brazil

Conservation Highlight in 2024:

Witnessing the relocation of a male lion
to Samara Karoo Reserve during our
Hosted Journey in October.

KATYA PAYNE

Impact Journey Specialist



Travel plans for 2025: Ladakh, India

Conservation Highlight in 2024:

Joining Earthshot Prize winners Acción Andina in Peru for the Queña Raymi tree planting ceremony. I was honoured to help plant 20,000 native trees with local communities in the high Andes, restoring forests, protecting water and fighting climate change.

DUNCAN GROSSART

Founder



Travel plans for 2025: Socotra, Yemen

Conservation Highlight in 2024:

In September, I had the privilege of swimming alongside turtles, rays, sharks, cuttlefish and an incredible array of pristine marine life in Palau. Surrounded by the warmth and hospitality of the Palauan people, it was a truly healing experience, immersed in nature and connected with sentient life all around.

KIM BRIDGEMAN

Impact Travel Executive



Travel plans for 2025: Kyrgyzstan

Conservation Highlight in 2024:

Meeting members of the SBCA in Lombok, Indonesia, and learning about the incredible work being done on the island to regenerate habitats and restore marine ecosystems.

SOPHIE GANDET
Head of Community



Travel plans for 2025: Ladakh, India

Conservation Highlight in 2024:

Travelling to all 7 continents. In Antarctica, I learned the importance of blue ice. In Samoa, I had the privilege of planting corals with Coral Gardeners. And in Guinea Bissau, I saw firsthand how protecting baby turtles from plastic waste is just as crucial as guarding them from predators.

NATALIA SANCHEZ
Head of Marketing



Travel plans for 2025: Latin America

Conservation Highlight in 2024:

While 2024 was a busy year and I didn't get to travel or have as many conservation moments as I'd hope, I'm excited for what 2025 will bring. I'm looking forward to a year full of new adventures, conservation efforts and meaningful experiences!

ANNIE LIN
Head of Destination Management



Travel plans for 2025: Uganda

Conservation Highlight in 2024:

I visited Ol Lentille, where the focus is on establishing corridors that allow animals to roam freely and move between different areas of the conservancy. I also connected with local communities to gain a deeper understanding of their needs and offer education on minimising human-wildlife conflict.

REBECCA COOK

Head of Sales



Travel plans for 2025: Congo and Bhutan

Conservation Highlight in 2024: I recently travelled to Mozambique, a country with an incredible array of untapped safari opportunities that I'm excited to see flourish in the coming years. It was inspiring to meet people dedicated to building a strong economy and sustainable tourism model for the future.

LOTTIE CAMERON

Impact Journey Specialist



Travel plans for 2025: Western Tanzania or Borneo

Conservation Highlight in 2024: Exploring Botswana and the Victoria Falls and learning about the projects our product partners are working on to positively impact their ecosystem, conservation and communities.

ELIZA NORRIS

Head of Operations



Travel plans for 2025: Georgia and Japan

Conservation Highlight in 2024: It was inspiring to work on our Earthshot Prize nominations. The team proposed fascinating and impactful projects. It was a wonderful opportunity to learn about the remarkable changemakers who are striving to create positive environmental impact around the world.

TRAINING & DEVELOPMENT

We believe learning is never static. It evolves like the landscapes we protect and the communities we serve. In 2024, we deepened our commitment to growth, both as individuals and as a team, through targeted training and immersive learning. From completing carbon literacy courses to walking alongside conservation leaders in the field, we invested in knowledge that sharpens our purpose and strengthens our impact. Whether in a classroom or deep in the wild, every learning experience helps ensure we remain thoughtful, informed and aligned with the values we champion.

Eliza, our Head of Operations, completed a Carbon Literacy course through The Conscious Travel Foundation. This equipped her with the tools to better assess and reduce our environmental impact. The course provided a clear, practical understanding of carbon emissions within the travel sector and empowered her to embed more conscious decision-making across our operations. As we continue to evolve, this knowledge strengthens our commitment to climate-aware travel and ensures that sustainability remains at the heart of everything we do.

We also believe in learning by experiencing. There's no substitute for standing on the same soil, hearing the same birdsong and meeting the same changemakers that our guests do. This year, our team embarked on a series of familiarisation journeys, immersing themselves in the wild places we champion to deepen their knowledge, empathy and insight.





LARA'S WILD ADVENTURES IN ZAMBIA

Lara travelled to Zambia, exploring the unfiltered beauty of South Luangwa and Lower Zambezi. Her time with local guides and conservationists brought to life the pulse of Africa's wild spaces. She also journeyed to northern Morocco, staying at La Fiermontina by the coast, where she witnessed efforts to preserve both cultural heritage and natural ecosystems.



KATYA'S COMMUNITY-LED CONSERVATION IN PERU

Katya ventured into Peru's Sacred Valley with Acción Andina, witnessing community-led forest restoration in action. She also explored Norway's fjordlands, staying at Åmot in the mountains above Bergen, where nature, culture and regenerative living intertwine.



DUNCAN'S CULTURAL IMMERSION IN BHUTAN

Duncan, our founder, journeyed through Bhutan, discovering a country where Gross National Happiness shapes conservation at every level. From the Phobjikha Valley's black-necked cranes to high Himalayan villages, his experience highlighted how cultural wisdom and ecological integrity intertwine.

STAY WHERE THE WORLD CAN'T FIND YOU....

In October 2024, our team embarked on a journey to the Scottish Highlands to immerse ourselves in Wildland's visionary 200-year rewilding initiative. This transformative experience was not just about exploring breathtaking landscapes but about understanding the profound impact of dedicated conservation efforts closer to home.

Our adventure began at Kinloch Lodge, nestled beneath the majestic Ben Loyal and Ben Hope. Here, we witnessed firsthand Wildland's commitment to restoring Scotland's natural splendour. Their efforts have led to the planting of over five million trees in the Cairngorms, the regeneration of ancient peatlands and the reintroduction of native species, all contributing to a thriving ecosystem.

Engaging in activities like sunrise yoga, invigorating river swims and hikes through rewilded terrains, we connected deeply with nature and the mission behind its restoration.

This offsite was a reaffirmation of our purpose. Experiencing Wildland's dedication to ecological and community rejuvenation inspired us to continue fostering meaningful connections between travellers and the natural world.





INCLUSION SURVEY

In July 2024, we launched our first-ever Inclusion Survey to better understand the lived experiences of our team and assess how well we're living up to our values of inclusivity, equity and belonging. The survey offered insights into our workplace culture, employee satisfaction and the diverse identities that shape our team. This is a vital step in ensuring that Journeys With Purpose remains a place where everyone feels seen, heard and supported as we grow. Some of our key findings included:

- 100% of respondents said they were proud to work at JWP, with strong praise for our mission, team culture and vision.
- Most employees would recommend JWP as a great place to work and feel motivated to go above and beyond in their roles.
- The majority see themselves still working at JWP in two years' time and expressed satisfaction with our working environment.
- Demographically, our team currently identifies predominantly as white, heterosexual women aged 25–44, with a range of educational backgrounds and no reported disabilities.

Based on the written feedback from our 2024 Inclusion Survey, we identified five key areas for improvement that will help us continue fostering a more inclusive, supportive and high-performing workplace.



WHAT OUR TEAM SAID

ONBOARDING PROCESS

Team members highlighted the need for a more structured and consistent onboarding experience. Suggestions included creating clear documentation, role-specific training and stronger early-stage support for new hires.

INTERNAL COMMUNICATION

While transparency was generally praised, there were calls for more consistent internal updates and clarity around decision-making processes to help everyone stay aligned and informed.

PROFESSIONAL DEVELOPMENT

Several responses noted a desire for more clearly defined pathways for growth, including mentoring opportunities, upskilling and role progression plans.

DIVERSITY & REPRESENTATION

While the intention to build a diverse team was acknowledged, employees expressed a wish to see more tangible progress in improving representation, particularly in recruitment and leadership.

CULTURE & CONNECTION

Some team members suggested enhancing the remote working experience by creating more intentional opportunities for social interaction, collaboration and cross-team engagement.

HOW WE RESPONDED

ONBOARDING PROCESS

We created a comprehensive Employee Handbook and onboarding deck to provide every new starter with a clear overview of our policies and processes. In 2025, we'll launch a new induction programme, with updated training resources and tailored onboarding plans.

INTERNAL COMMUNICATION

We formalised our performance management approach, introducing quarterly OKR meetings, a 360° review process and written reflections as part of our end-of-year reviews.

PROFESSIONAL DEVELOPMENT

We appointed a new Head of Sales to lead the team and offer dedicated training. In 2025, we plan to deepen our investment in professional development across the organisation.

DIVERSITY & REPRESENTATION

To address unconscious bias in hiring, we implemented anonymous screening of applicants - an important step towards fairer, more inclusive recruitment.

CONNECTION & CULTURE

We introduced access to a co-working space for all employees, offering a physical space to connect, collaborate and strengthen our shared culture.

NEW POLICIES

Beyond formalising existing practices, we also introduced meaningful new benefits to enhance the employee experience.



Team travel insurance policy



Access to a co-working space in London



Enhanced parental leave and other paid leave policies



+1 day annual leave for every year of service & carry over 3 days of leave per year



Two paid 'Journey Days' per year for choosing low-carbon travel to go on holiday

EMPLOYEE HANDBOOK

As Journeys With Purpose continues to grow, so too does our responsibility to support the people behind our mission. This year, we introduced a comprehensive new Employee Handbook, designed to provide clarity, consistency and confidence for every member of our team. Clear policies and procedures lay the foundation for success, ensuring that everyone feels equipped, informed and empowered in their roles. This handbook reflects our values in action: care for people, accountability to the planet and a belief that operational excellence begins with a supported, engaged team.

THE FUTURE OF OUR TEAM

In 2024, we grew rapidly, welcoming new team members, creating shared spaces and investing in tools and training to help our people thrive. As we scale our impact, our team remains our greatest asset: the heartbeat behind every journey, every partner relationship and every decision we make.

In 2025, we are aiming to:

- Overhaul our employee induction programme, creating a best-in-class onboarding experience for new starters.
- Launch a new internal training strategy, focused on deepening destination knowledge, leadership development and climate-conscious decision-making.
- Continue to grow our team in line with our mission, hiring with purpose and prioritising value-aligned individuals who bring diverse perspectives.
- Create more moments for connection, including in-person team gatherings, strategy sessions, volunteering days and informal celebrations of our shared wins.
- Introduce external HR support for all of the team and onboard HR management software.





LOOKING AHEAD

IMPACT REPORT 2024

JOURNEYS WITH PURPOSE

30,000 COMMITTED CHANGEMAKERS



At the end of 2024, our impact community contains almost 10,000 members, 33% of our 2030 target

\$30 MILLION IN DONATIONS AND IMPACT INVESTMENTS

\$257,040

We have directly donated \$137,040 and contributed to a further \$120,00 in third-party donations through introductions and partnerships since inception

SUPPORT 30x30



58.7% of land target

28.3% of sea target

As of 2024, 17.6% of land areas and 8.5% sea areas were protect globally (Protect Planet Report 2024)

30 MILLION ACRES RESTORED

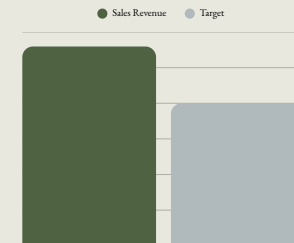
14.2%

of our target land area has been protected and restored by our partners

79%

of our target sea area has been protected and restored by our partners

\$30 MILLION IN REVENUE



In 2024, we exceeded our sales target by 39.8%

OUR NEXT CHAPTER

As I look ahead, Journeys With Purpose remains guided by an ambitious yet achievable vision: to be the world's leading impact travel brand by 2030. This means deepening our contribution to the protection and restoration of our planet, growing a global movement of changemakers and proving that conscious travel can be a transformative force for people, for ecosystems and for the future.

The future of JWP is defined not only by our ambition, but by a clear roadmap for delivery. Our 2030 vision is bold by design. But it is also achievable. This year's growth proves our model works: impact-led journeys that fund frontline conservation and inspire meaningful action.

To deliver on these goals, we are expanding in three core ways.

First, we will grow our Hosted Journeys portfolio to reach new biomes, new audiences and new impact partners, with a focus on building multi-year partnerships that allow us to scale both storytelling and fundraising.

Second, we're investing in a more robust Private Journeys offering, leveraging high-quality destination partnerships, purpose-led sales and deeper client engagement to drive consistent growth in donations and guest numbers.



Third, we are strengthening the foundations of our business; improving systems, embedding sustainability in every decision and continuing to invest in team development and operational resilience.

We know that commercial success is vital to scaling our mission. But it's our values and our incredible community that will carry us there. Every journey, every partnership, every connection we build is in the spirit of collaboration and collective advancement toward a big, bold and vital goal.

We still have a long way to go. But with the clarity of purpose that defines JWP and the strength of our team, I am confident we'll reach 2030 having not only met our goals, but exceeded them in ways we can't yet imagine.

Venetia Martin





ABOUT JOURNEYS WITH PURPOSE

Our mission is to empower global change, by restoring our relationship with the natural world. Through real-world experiences we aim to convey, connect and mobilise the advancement of nature restoration and local community livelihoods on a global scale.

On a journey with us, you will be immersed in the wildest corners of the world. We believe people are an essential ingredient to a defining journey, and we endeavour to connect our guests to the local specialists, whether they be wildlife biologists or community leaders.

A journey with purpose is an opportunity to create lasting, positive impact with the people and the places you travel to.



JWP

JOURNEYS WITH PURPOSE



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