

IMPACT REPORT

FY25/26



JWP

JOURNEYS WITH PURPOSE

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A LETTER FROM OUR FOUNDER

There is a moment on every journey when something shifts. It might be the silence before a snow leopard crosses a ridge. The expression on a guest's face when they realise that the forest they're standing in exists because someone refused to give up on it. The conversation around a fire that starts as small talk and ends as a commitment to change.

These moments are why Journeys With Purpose exists. And in FY25/26, we had more of them than ever before.

This was a year of extraordinary impact. We welcomed 275 guests across 42 countries and raised \$24,287 (£18,077) for frontline conservation. Our Hosted Journeys took our guests to the Brazilian Amazon and Ladakh, bringing them face to face with snow

leopard conservation in one of the most remote and breathtaking landscapes on Earth.

Through our Private Journeys, our continued partnership with Acción Andina channelled 1% of every adventure into the restoration of high Andean forests, protecting water, local communities and wildlife for generations.

FY25/26 was also a year of looking up from the work and asking a bigger question: how do we build something that lasts?

Our 2030 goals remain the destination. We've reached 50% of our 30,000 changemakers goal, 1% of our \$30 million donations target and 49% of 30 million acres restored. The progress is real. And yet we have





become increasingly aware that to reach those goals, we need more than ambition. We need architecture.

That architecture is Pillars of Purpose - our new five-year framework, organised around five of the world's most critical ecosystems our journeys have always moved through: oceans & coasts, forests & woodlands, savannahs & grasslands, rivers, wetlands & waterways and polar regions.

It is a commitment to going deeper in each of them: more enduring partnerships, more purposeful storytelling and more meaningful impact in the places that need it most. The journeys, the partners and the guests have always been there. Pillars

of Purpose gives them a home.

As we move into FY26/27 with our first pillar in focus - Oceans & Coasts - anchored by our partnership with The SEA People in Raja Ampat, I am more certain than ever that the model works. Purpose-driven travel is not a niche. It is the future. And we are building it, one journey at a time.

To our guests, our partners, our team and our growing community of changemakers - thank you. The moments that matter most on these journeys are yours. We are simply here to make them possible.

Duncan Grossart

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

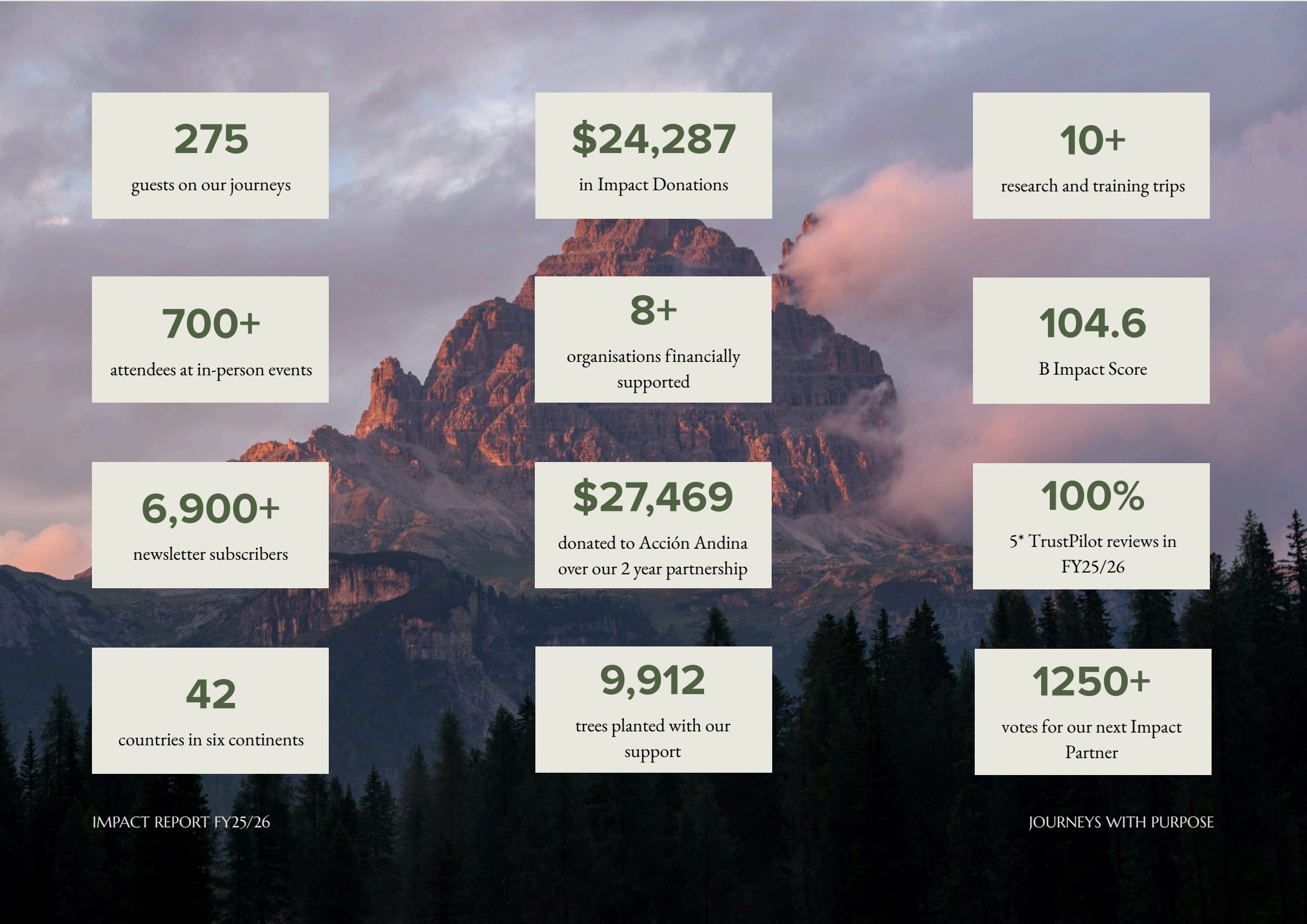
Through guest engagement and funding, we support land and seascape restoration. From native forests in the Andes to coral reefs in Palau, every journey contributes to our goal.



OUR YEAR IN NUMBERS

IMPACT REPORT FY25/26

JOURNEYS WITH PURPOSE



275

guests on our journeys

\$24,287

in Impact Donations

10+

research and training trips

700+

attendees at in-person events

8+

organisations financially
supported

104.6

B Impact Score

6,900+

newsletter subscribers

\$27,469

donated to Acción Andina
over our 2 year partnership

100%

5* TrustPilot reviews in
FY25/26

42

countries in six continents

9,912

trees planted with our
support

1250+

votes for our next Impact
Partner

30,000 COMMITTED CHANGEMAKERS



At the end of FY25/26, our impact community contains almost 15,000 members, nearly 50% of our 2030 target

SUPPORT 30x30



57.7% of land target



32.7% of sea target

As of 2026, 17.3% of land areas and 9.8% sea areas were protected globally (Protected Planet Report 2026)

\$30 MILLION IN DONATIONS AND IMPACT INVESTMENTS

\$290,835

We have directly donated \$170,835 and contributed to a further \$120,00 in third-party donations through introductions and partnerships since inception

30 MILLION ACRES RESTORED

18.7%

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



IMPACT IN ACTION

IMPACT REPORT FY25/26

JOURNEYS WITH PURPOSE

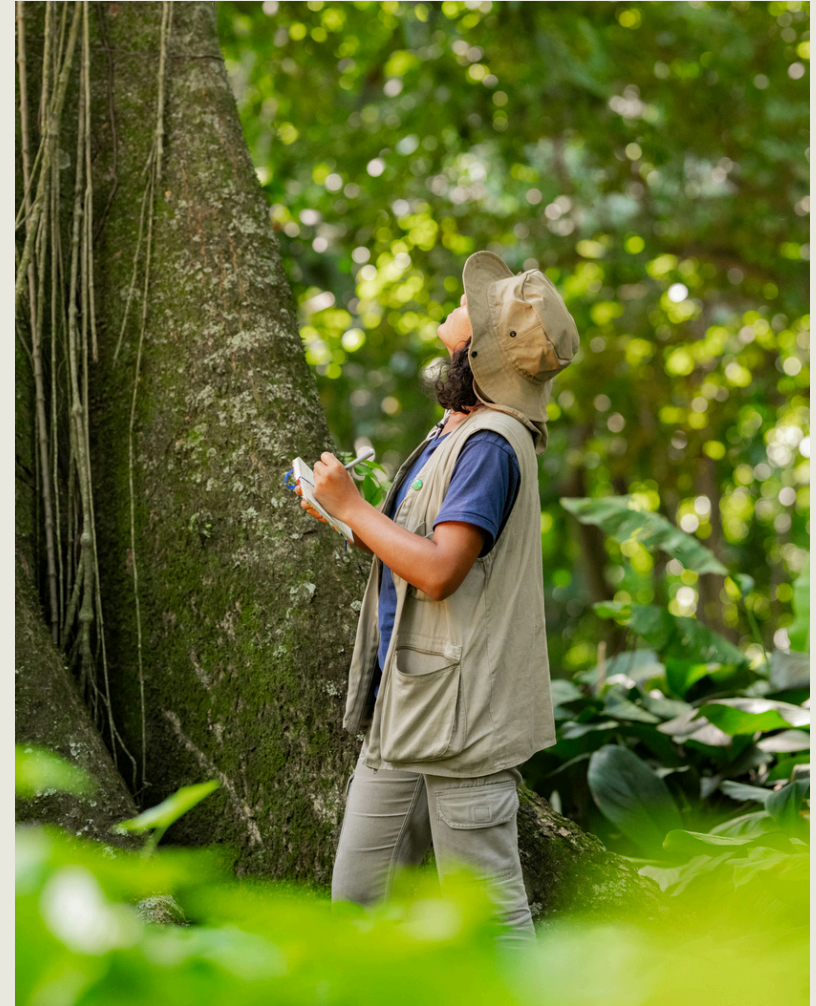
IMPACT ON THE GROUND

Impact at Journeys With Purpose takes many forms - embedded across Hosted Journeys, Private Journeys and the everyday choices guests make in the field.

At the heart of this work are our Hosted Journeys: immersive, expertly guided experiences designed to bring travellers into direct contact with the people and projects shaping the future of our natural world. Across remote landscapes and ecosystems, guests travel alongside scientists, conservationists, Indigenous leaders and local communities working on the frontlines of environmental protection.

Turning to our Private Journeys, in FY25/26, 1% of sales supported Acción Andina, our outgoing Impact Partner, whose work protects and restores native forest across the high Andes, directing meaningful funding to landscape-scale restoration with every booking. In every destination, guests had the opportunity to engage directly with our project partners, witnessing first-hand the work required to protect one of the most biodiverse regions on Earth. In this way, conservation becomes part of the journey itself, not an add-on to it.

Through intimate access, cross-cultural dialogue and hands-on immersion in nature, our journeys cultivate deeper understanding, renewed purpose and long-term advocacy for the ecosystems and communities our partners work to protect. In FY25/26, our journeys spanned from the high Himalayas of Ladakh to the depths of the Brazilian Amazon, bringing together globally minded travellers united by curiosity, conservation and connection.



In FY25/26, we donated

\$24,287

to projects focused on environmental restoration and protection

Our donations contributed to:



Protecting High Asia's critical ecosystems through conserving wildlife and empowering communities toward conservation



Building a climate adaptive mega-corridor in southern Costa Rica



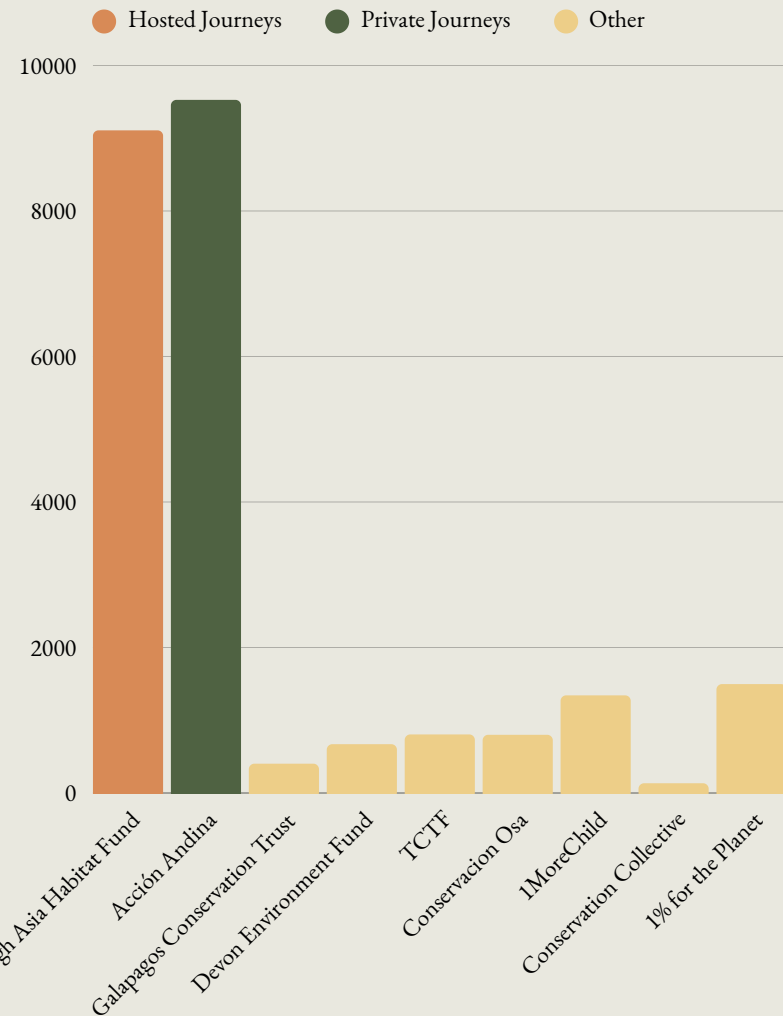
Ensuring the conservation and responsible stewardship of the Galapagos Archipelago



Clearing remote and inaccessible shorelines of plastic pollution in Devon



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



All GBP figures converted to USD at the exchange rate of 1.00 GBP = 1.34 USD, as of 20 July 2026

THE GHOST OF THE MOUNTAIN

India, December 2025

In December 2025, we journeyed deep into the Indian Himalayas for The Ghost of the Mountain, an intrepid expedition into the remote landscapes of Ladakh in search of the elusive snow leopard.

Hosted by renowned photographer and National Geographic explorer Mattias Klum, and wildlife expert and President of the High Asia Habitat Fund, Behzad J Larry, the journey brought together a small group of 9 guests from around the world to experience one of the planet's most fragile and awe-inspiring mountain ecosystems.

Travelling through stark high-altitude valleys and isolated Himalayan settlements, guests gained rare insight into the delicate balance between wildlife conservation and community life in the region. Through conversations with local trackers, homestay hosts and conservation practitioners, the group learned firsthand about the realities of human-wildlife coexistence in the High Himalayas, where snow leopards, wolves and other Himalayan wildlife continue to exist alongside remote pastoral communities.

Against the dramatic backdrop of Ladakh's winter landscapes, the group experienced remarkable wildlife encounters, including four separate snow leopard sightings alongside ibex, blue sheep, Himalayan foxes and golden eagles.



As a welcome gift, guests were given handmade hats created by Lena Ladakh, a women-led slow textile collective working to preserve traditional pashmina craftsmanship and support sustainable livelihoods for women across the region. Rooted in principles of circularity, cultural preservation and small-scale hand production, Lena Ladakh's work reflects the deep interconnectedness between community, heritage and landscape. It's a thoughtful example of how fashion can support both people and place, and how travel, when approached consciously, can help sustain local enterprise, traditional knowledge and community resilience.

Our journey through "Little Tibet" concluded at the Hemis Winter Festival, where guests were welcomed into centuries-old Buddhist traditions through blessings, teachings and ceremonies led by His Eminence Drukpa Thuksey Rinpoche. Gathered among thousands of local Ladakhis in the monastery courtyard, the experience offered a rare insight into the region's living spiritual and cultural traditions, reminding us that places like Ladakh are shaped as much by people, belief and heritage as by the landscapes themselves.

As part of our impact commitment \$9,108 (£6,777) was donated to the High Asia Habitat Fund, supporting ongoing conservation and community initiatives across the High Himalayas.

As with all our Hosted Journeys, the experience extended far beyond wildlife observation alone. Shared days in the mountains, long conversations around the fire and the intensity of travelling through such a remote environment encouraged deep connection amongst the group. Though arriving as strangers, the guests left as close friends and are already planning future journeys together as a collective group.



AMAZONIA, SUA LINDA

Brazil, March 2026

In March 2026, our founder, Duncan Grossart, hosted a group of travellers deep within the Brazilian Amazon, where they spent a magical few days traversing the Rio Negro and Jaú National Park, one of the largest protected rainforest reserves in South America.

Inspired by the work of renowned photographer Sebastião Salgado, the journey explored the Amazon not simply as a place of incredible natural beauty, but as one of Earth's most vital living systems. Travelling by river through vast flooded forests and remote waterways, guests gained a deeper understanding of the interconnected ecological processes that sustain the region.

They were confronted with the growing pressures facing the Amazon today, including illegal mining, logging, cattle ranching and deforestation, all of which continue to threaten both fragile ecosystems and the Indigenous and riverside communities who have protected these landscapes for generations.



Throughout the journey, guests spent time with local guides, conservationists and community leaders working to safeguard the future of the Amazon through models rooted in stewardship, coexistence and long-term ecological resilience. These encounters offered a powerful reminder that conservation is not only about protecting landscapes, but also about supporting the people whose lives, cultures and futures are deeply intertwined with them.

Bringing together travellers of different ages, nationalities and backgrounds created a uniquely rich exchange of perspectives throughout the expedition. Shared experiences on the river, conversations beneath the forest canopy and time spent immersed in the rhythms of the Amazon nurtured deep connection among the group and a renewed understanding of humanity's relationship with the natural world.



ACCIÓN ANDINA

For the past two years, Journeys With Purpose has proudly partnered with Acción Andina to support the restoration of high Andean forests across South America.

Since 2024, we have committed 1% of every private journey to support Acción Andina's work restoring Polylepis forests: rare high-altitude ecosystems that play a critical role in water security, biodiversity conservation and climate resilience throughout the Andes. Over the course of the partnership, we have contributed \$27,468.58 (£20,444.37), supporting the restoration of approximately 9,912 trees across Acción Andina's network of community-led projects.

Beyond financial support, the partnership also provided opportunities to deepen our understanding of the challenges and opportunities facing mountain ecosystems. In 2024, Katya travelled to Peru's Sacred Valley to spend time with the Acción Andina team at the Vilcanota restoration project, gaining first-hand insight into the scale of the work being undertaken and exploring future opportunities for meaningful guest engagement.

What makes Acción Andina's approach particularly powerful is its emphasis on local stewardship. Working alongside Indigenous and rural communities across the Andes, the organisation combines ecological restoration with cultural revitalisation, recognising that the long-term health of these landscapes depends upon the people who have cared for them for generations.

While our formal partnership has now come to a close, we remain deeply grateful to the Acción Andina team for their leadership and vision, and to every guest whose travels helped make this contribution possible. On the next page you will find an overview of Acción Andina's remarkable impact across the region as of June 2026.





ARGENTINA



1,952,835 trees reforested



1,166 ha restored



6 Projects



BOLIVIA



1,266,660 trees reforested



479 ha restored



3 Projects



ECUADOR



4,087,286 trees reforested



2,687 ha restored



6 Projects



PERU



5,205,863 trees reforested



1,482 ha restored



10
Projects



CHILE



4,500 trees planned



1 Project



COLOMBIA



33,000 trees planned



1 Project

ENGAGEMENT IN THE FIELD

While our Hosted Journeys represent the pinnacle of our approach, the same principles of access, knowledge and connection are embedded across all Journeys With Purpose itineraries.

For Private Journeys, impact is shaped around each guest's interests and intentions, allowing us to integrate meaningful conservation engagement in a way that feels authentic to the destination and the experience itself. This can range from time spent with local conservation organisations, to hands-on participation in community-led initiatives and opportunities to learn directly from the people working to protect some of the world's most important landscapes and ecosystems.

Recent examples include guests spending time with OSA Conservation in Costa Rica, gaining insight into rainforest protection and long-term ecological restoration efforts on the Osa Peninsula. And in Rajasthan, India, guests joined conservationist Shatrunjay Pratap Singh in the Jawai-Bera region, learning about his work to protect a remarkable landscape where leopards and local pastoral communities coexist. Through field visits and conversations on the ground, guests gained a deeper understanding of the challenges and opportunities involved in balancing conservation, community livelihoods and sustainable tourism.

Experiences such as these offer far more than observation alone. Across all journeys, the aim remains the same: to ensure travel contributes positively to the places it touches, whether through learning, participation, support for local enterprises or direct engagement with conservation initiatives working to safeguard both people and nature.





OUR COMMUNITY OF CHANGEMAKERS

IMPACT REPORT FY25/26

JOURNEYS WITH PURPOSE

OUR GROWING GLOBAL COMMUNITY

At Journeys With Purpose, travel itself is only one part of the story.

Over the past year, we have continued to see a remarkable community take shape around a shared belief that meaningful experiences in nature can deepen understanding, inspire action and create lasting connections between people and place.

Today, this community extends far beyond those who travel with us. It includes conservationists, scientists, Indigenous leaders, storytellers, philanthropists, entrepreneurs, Impact Ambassadors and a growing network of supporters who engage with our work through events, digital platforms and shared advocacy.

Throughout the year, these connections came to life across multiple continents and ecosystems. Guests travelled alongside pioneering conservationists in some of the world's most remarkable wild places, while our ambassadors, partners and supporters contributed their expertise, networks and voices to help advance our mission. Hundreds more joined us through events, webinars and conversations exploring the future of conservation, rewilding and nature restoration.

Perhaps most importantly, our community played a direct role in shaping the future of our impact. Through the inaugural Pillars of Purpose vote, supporters selected The SEA People as our first annual Impact Partner, reinforcing our belief that meaningful stewardship is most powerful when it is shared.

Together, this growing global community is connected not simply by where they travel, but by a shared curiosity about the natural world and a desire to contribute positively to its future.

OUR READERS

6,900+

newsletter subscribers

OUR AUDIENCE

700+

attendees at our in-person events

OUR GUESTS



100% 5* TrustPilot reviews in
FY25/26

OUR GUESTS

During FY25/26, Journeys With Purpose welcomed 275 travellers, more than doubling participation from 132 travellers in FY24/25.

Collectively, our guests travelled across 42 countries spanning six continents, exploring an extraordinary diversity of landscapes, cultures and conservation initiatives. From the tropical rainforests of Costa Rica and the Amazon, to the savannahs of East Africa, the coral reefs of the Indian Ocean and the tundra of the Arctic, these journeys offered opportunities to engage directly with the people and projects shaping the future of our natural world.

The destinations visited during the year encompassed some of the planet's most important and ecologically significant biomes, including tropical rainforests, savannahs, wetlands, alpine regions, deserts, temperate forests, coral reef ecosystems, mangroves, boreal forests and tundra landscapes.

Up from 32 countries the previous year, this growth reflects our continued commitment to creating journeys that broaden perspectives, deepen understanding and connect travellers with the people and projects shaping the future of our natural world.

41.2%

of journeys were from repeat or referral guests

108.3%

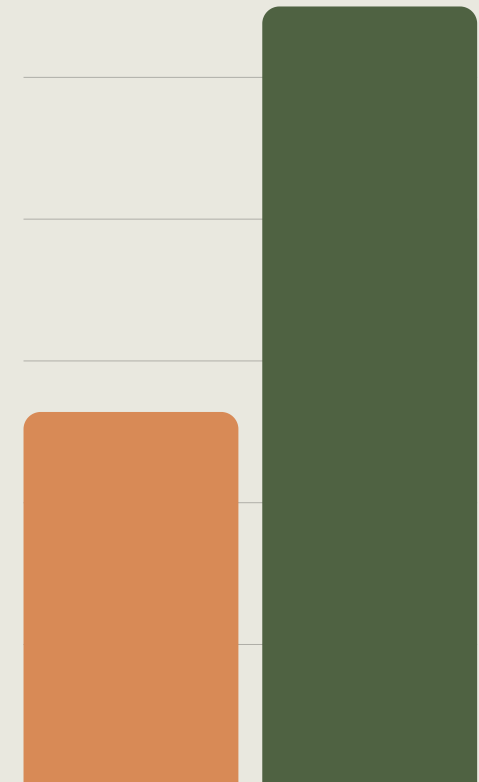
increase in traveller numbers from FY24/25 to FY25/26

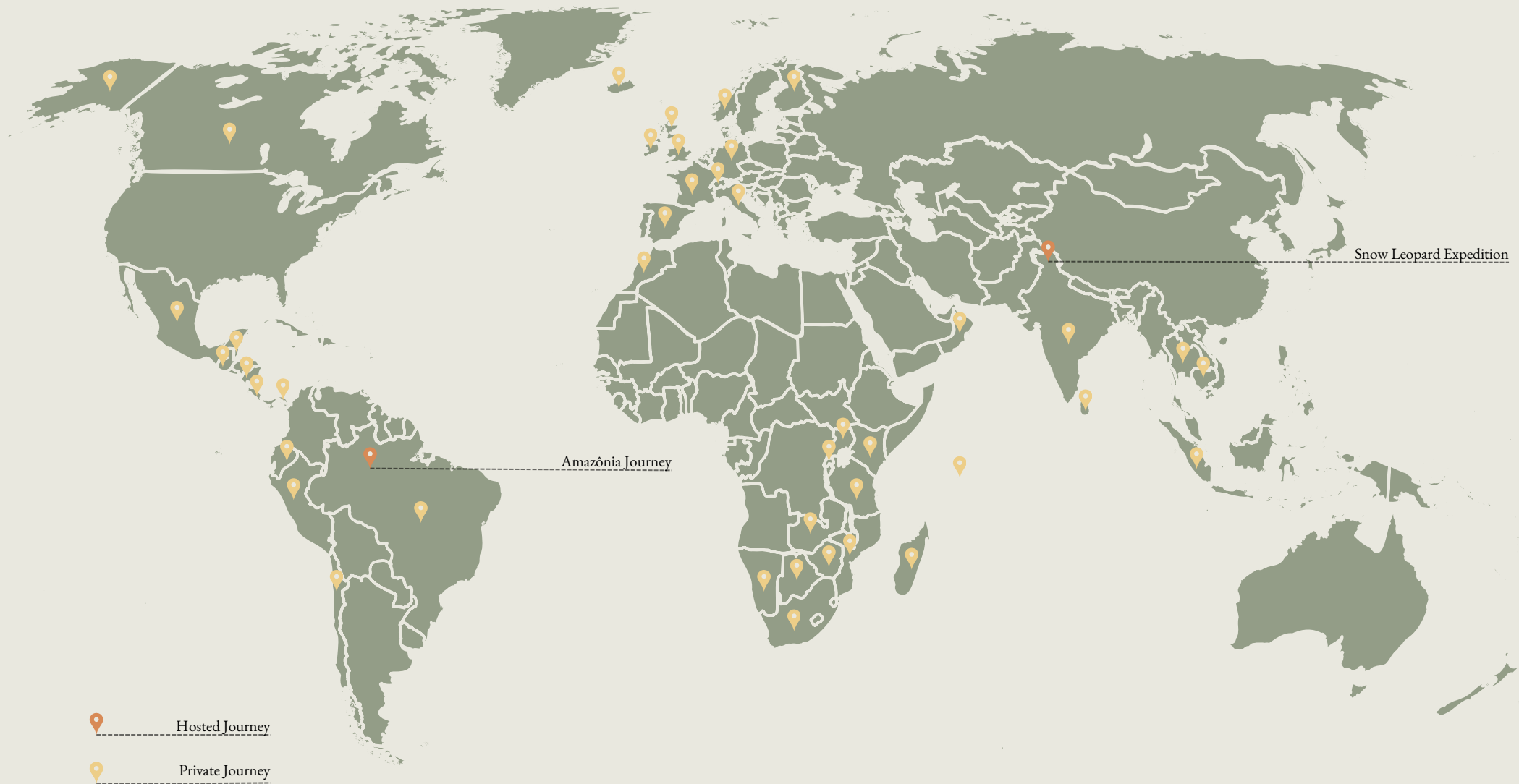
42

countries across six continents

Number of Guests

● FY24/25 ● FY25/26





REFLECTIONS FROM THE FIELD

Some of the most meaningful outcomes of our journeys are difficult to quantify. Throughout the year, guests consistently reflected on the emotional resonance of their journeys, describing experiences that challenged perspectives, deepened understanding and cultivated lasting connections. For many, the most memorable moments emerged not from ticking destinations off a list, but from spending time with the individuals working at the forefront of conservation and restoration.

Highlights included:

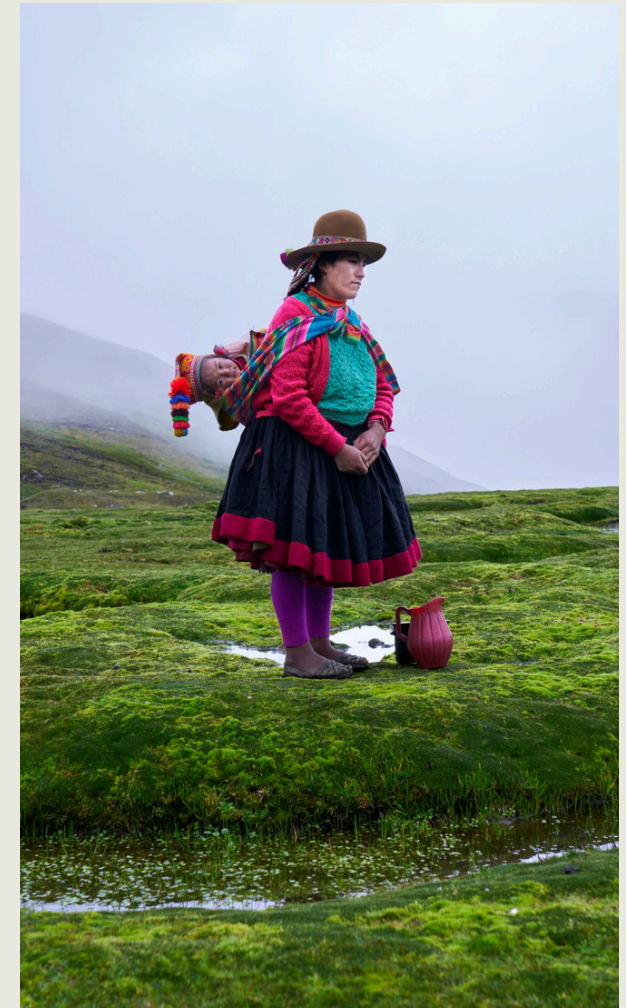
Witnessing four snow leopards in a single day in Ladakh, an extraordinarily rare encounter that even local trackers described as exceptional.

Receiving blessings during the Hemis Winter Festival and gaining insight into centuries-old Buddhist traditions in the High Himalayas.

Encountering mountain gorillas in the forests of Rwanda and Uganda, guided by the researchers and rangers dedicated to their long-term protection.

Spending time with scientists, conservationists and community leaders across six continents who are working to protect biodiversity while strengthening local livelihoods.

Forming meaningful connections with fellow travellers from different countries, backgrounds and generations through shared experiences in some of the world's most extraordinary places.



“The JWP team were absolutely top notch. From generating initial ideas, to meticulously planning every last detail, it was so fantastic to have their help and support in putting together a trip of a lifetime. 14 of us went to Costa Rica for an unforgettable adventure, where JWP were able to arrange truly unique guest experiences and private lodgings, and arranged beautiful activities and experiences for our family (including 7 kids of different ages). We immersed ourselves in nature, visiting genuinely top notch conservation projects, expertly guided by fabulous naturalists and other guides. Not a stone was left unturned with seamless travel, beautiful meals, and loads of fun and adventure across the itinerary. Thank you to the team for their wonderful work, as well as helping align travel with nature!”

Christian, Journey to Costa Rica

“Amazing attention to detail which together with wonderful local insight creates very special experiences - we have loved our travels with Journeys With Purpose. We have travelled to South America, Peru, Argentina and Chile and our latest trip to South Africa’s Samara reserve was a dream come true. I admire their passion for nature and conservation which shines through in everything they do.”

Caryn, Journey to South Africa

“Our trip was an absolutely magical experience - so much so that I hardly know where to begin! From the moment we started planning to the day we flew home, our travel agent, Lottie, was by our side every step of the way. She crafted a personalised itinerary for our journey through South Africa and Mozambique, thoughtfully incorporating everything that mattered to us: nature, wine tours, staying active, and opportunities to give back to local communities.”

Kristina, Journey to South Africa and Mozambique



RECOGNISED FOR CHANGE

As the demand for genuinely purposeful travel continues to grow, in FY25/26 Journeys With Purpose was recognised by respected voices in travel media - affirmation not of what we set out to win, but of what we set out to do.

At the end of 2025, Condé Nast Traveller named Journeys With Purpose Best for Impact, recognising our commitment to creating journeys that contribute positively to people, place and nature.

The feature highlighted our conservation-led approach to travel, from snow leopard expeditions in Ladakh to rewilding initiatives in South Africa and marine conservation projects across Belize and beyond.

We were also proud to be recognised by Country & Town House in its 2026 Future Icons Awards, where Journeys With Purpose was named Best Sustainable Travel Agent. The recognition highlighted our work connecting travellers with some of the world's leading conservation initiatives, helping to build awareness, support and long-term engagement for environmental restoration.

Lucy Cleland, Editorial Director of Country & Townhouse said: “Journeys With Purpose raises the bar for what luxury travel can be – genuinely transformative for both people and planet. Conservation and community empowerment sit at the heart of the model and by placing guests shoulder-to-shoulder with world-leading environmental pioneers and Indigenous custodians, curiosity is transformed into long-term commitment.”



IMPACT GATHERINGS

Earth Day Breakfast, San Francisco, May 2025

On Earth Day, our Managing Director, Venetia, and Head of Community, Sophie, hosted an intimate breakfast gathering in San Francisco, bringing together members of the Journeys With Purpose community from across the worlds of conservation, philanthropy, policy and business. The event provided an opportunity to celebrate the planet, strengthen connections and exchange ideas with individuals working in different ways towards a more regenerative future. More than a formal event, it was a reflection of the collaborative spirit that sits at the heart of the JWP community, bringing together people united by a shared commitment to positive change.

The Great Explorer Debate, Royal Geographical Society, May 2025

In May 2025, Journeys With Purpose proudly sponsored and hosted The Great Explorer Debate at the Royal Geographical Society in London, bringing together more than 700 guests for an evening exploring the relationship between nature, exploration and conservation. Hosted alongside explorer and author Levison Wood to celebrate the launch of *The Great Tree Story*, the sold-out event featured a distinguished panel including Bruce Parry, Lucy Shepherd, Zac Goldsmith, Rosa Vásquez Espinoza and Sophy Roberts. Together, they explored themes of exploration, environmental stewardship and the role of nature in shaping our collective future. The evening reflected many of the ideas that underpin Journeys With Purpose - that time spent in nature inspires people to care more deeply for the natural world, and that meaningful conservation begins with connection, curiosity and hope.

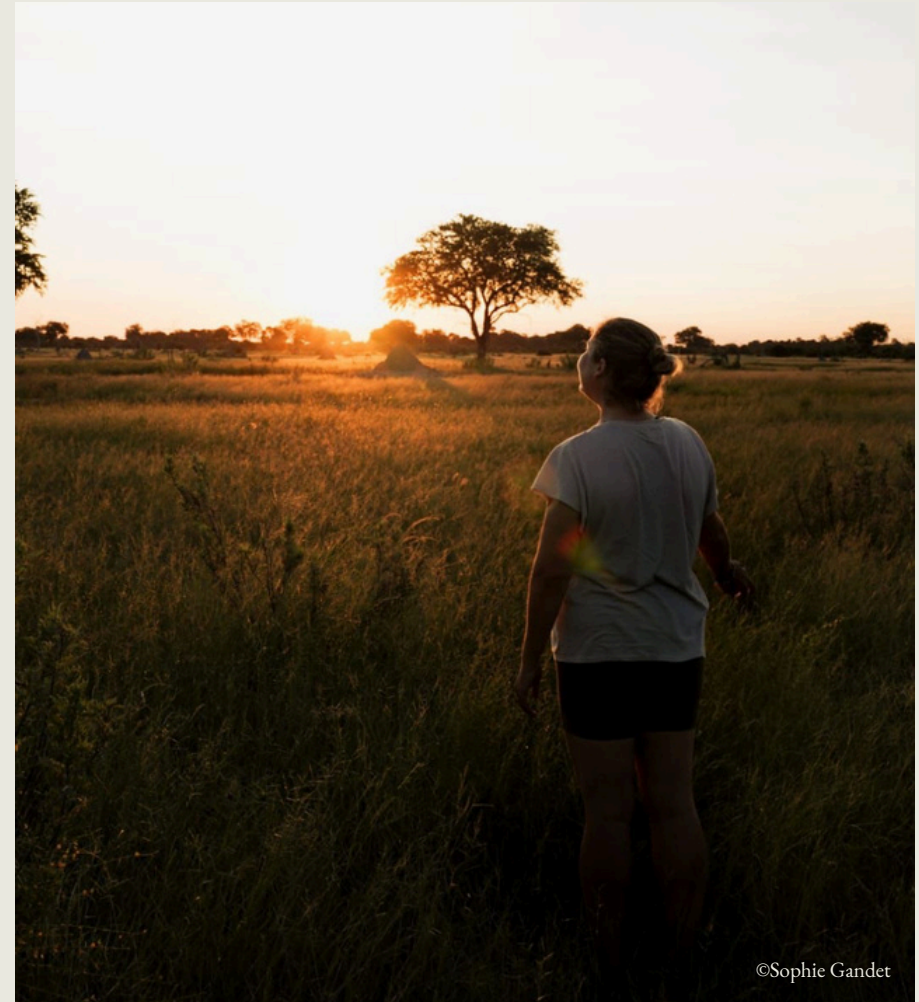


IMPACT AMBASSADORS

Our Impact Ambassadors bridge the worlds of conservation, science, storytelling, philanthropy and travel. Drawn from diverse backgrounds, they share a common belief in the power of connection and experience to inspire positive change - amplifying the stories of those working at the forefront of environmental stewardship and deepening engagement across our global community.

This year, we were delighted to welcome Andrea Egan as our newest Ambassador. With over a decade of experience across the United Nations Development Programme's global climate and nature portfolios, Andrea has documented stories from communities on the frontline of environmental change in more than 140 countries. As a photographer, communicator and advocate, her ability to translate complex issues into compelling, human-centred narratives aligns closely with JWP's mission.

Our Ambassadors continued to contribute through storytelling, events and thought leadership throughout the year - including an in-depth conversation with rewilding pioneer Alastair Driver, whose decades of experience in ecosystem restoration offered valuable insight into the future of nature recovery. Looking ahead, they will play an increasingly active role in our forthcoming Changemakers Programme, deepening engagement and fostering meaningful connections across our growing global network.



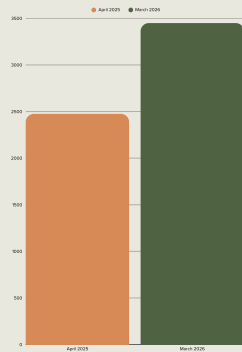
©Sophie Gandet

INSTAGRAM

Average monthly views

39,000

39.4% increase in
Instagram followers



65% of our Instagram
followers identify as women



March 2026 was our
strongest month with

88,000

views

90%

of content views were
generated by non-
followers

Top performing posts



Impact Partner campaign



International Women's Day



Collaboration with
Mattias Klum

NEWSLETTERS

We shared 19 newsletters with our audience, bringing them closer to the natural world and the custodians working to protect it. From stories of snow leopard conservation to the launch of our three-part Impact Partner campaign, these communications helped inform, inspire and deepen our community's connection to purpose-driven travel and positive impact.

Subscribers

6,900+

LINKEDIN

Number of impressions

>65,000

Visitors to our landing page

>5,000

Top performing post

Announcing our award for
'Best for Impact' by Condé
Nast Traveller



A large group of approximately 40 people, diverse in age and ethnicity, are posing for a group photo on a wide, sandy beach. They are arranged in several rows, with some standing and some kneeling or sitting in the front. Many of the individuals are waving their hands towards the camera. The background features a calm river or lagoon that reflects the sky, and a dense, lush tropical forest covers the hillsides behind the water. The sky is overcast with soft, grey clouds. The overall mood is positive and communal.

BEHIND THE SCENES

IMPACT REPORT FY25/26

JOURNEYS WITH PURPOSE

PEOPLE OF PURPOSE

Every journey we deliver begins long before a guest sets foot on a plane. It begins with a team of people who care deeply - about the natural world, about the travellers who trust us with their time and about building a company that lives its values from the inside out.

FY25/26 has been a year of real momentum for the JWP team. We have grown thoughtfully, welcomed new faces, invested in our people and travelled further afield than ever before in the pursuit of first-hand knowledge. Across every department - from journey design and impact, to operations and communications - the team has worked with the kind of commitment and curiosity that makes this company what it is.

What strikes us most, looking back across the year, is the depth of engagement our team brings to this work. These are not people who clock in and clock out. They are people who spend their annual leave in rainforests and send voice notes from safari vehicles. The survey results in this chapter reflect that - near-unanimous pride in our mission, a profound sense of belonging and a shared understanding that what we do here genuinely matters.

Behind every journey is a story of preparation, expertise and care. This chapter tells some of those stories.



VENETIA MARTIN

Managing Director

Most memorable JWP moment from the last year: Witnessing a jaguar mother and her newborn cubs in the vast savannah of the Pantanal in Brazil in October. The essence, and our approach at JWP, comes alive through these intimate experiences in nature.

What ocean or coastal place, species or conservation story has captured your imagination? The marine superhighway - one of the world's longest mammal migrations on Earth. Between June and October, a large population of humpback, grey and blue whales and a myriad of other marine life arrive to an archipelago off the coast of Panama, having travelled thousands of miles from the rich feeding waters around Antarctica and Chile to breed and calve in the gulf's protected bays.



KIM BRIDGEMAN

Marketing Executive

Most memorable JWP moment from the last year: Attending our event at the Royal Geographical Society was probably my standout moment of the year. Being in a room full of people who care deeply about the natural world, from conservationists and explorers to travellers and storytellers, was incredibly energising.

What ocean or coastal place, species or conservation story has captured your imagination? Raja Ampat in Indonesia and the work of The SEA People. What I love most about their work is how practical and people-focused it is. They're helping restore reefs while also creating opportunities for local communities. The more I've learned about it, the more it's made me want to visit and see it for myself!



KATYA PAYNE

Impact Journey Specialist

Most memorable JWP moment from the last year: Watching a snow leopard mother and her two adult cubs practicing hunting and pouncing on each other in Hemis National Park, Ladakh, India.

What ocean or coastal place, species or conservation story has captured your imagination? Meeting the Rewilding Chile team at Cape Froward and learning about the process of establishing a national park and marine protected area across the cape and the surrounding waters of the Strait of Magellan. Hearing about the scientific exploration undertaken over recent years - from kelp forest research and mapping along the entire Chilean coastline to biodiversity studies carried out by Rewilding Chile's team at Cape Froward itself.



DUNCAN GROSSART

Founder

Most memorable JWP moment from the last year: Being lead sponsor, host and opening speaker for our Royal Geographical Society event, The Great Explorer Debate.

What ocean or coastal place, species or conservation story has captured your imagination? Snow leopards. My time in Ladakh, India, with the High Asia Habitat Fund, National Geographic photographer Mattias Klum and a group of passionate and engaged guests was a journey of great personal meaning and significance. We spent time with a wonderful local team, all with great purpose for conservation, communities and culture.

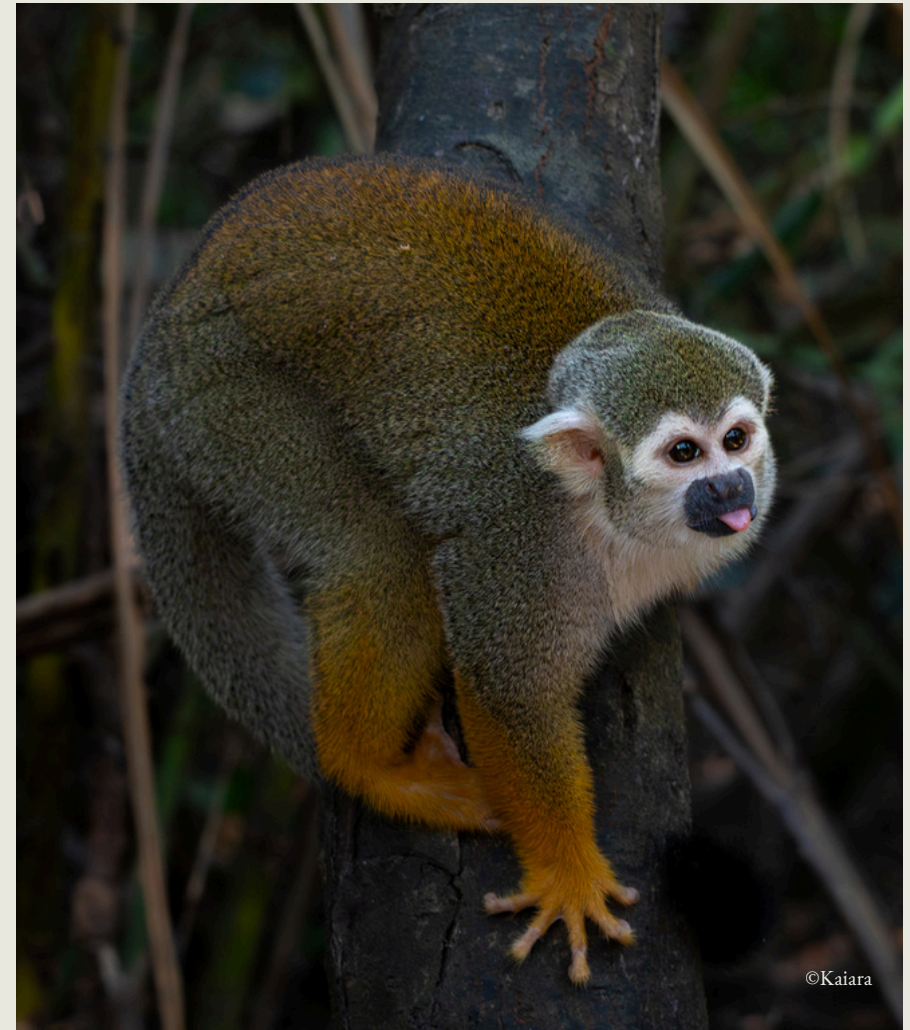


ELIZA NORRIS

Head of Operations

Most memorable JWP moment from the last year: My time on the Tapajós and Arapiuns rivers in the Brazilian Amazon. The Amazon's challenges are immense, and yet the hope I found along the rivers was grounded, practical and lived. Our role is to listen, learn, and support the pathways they determine.

What ocean or coastal place, species or conservation story has captured your imagination? The maned wolf. Considered “nearly threatened” by the IUCN, maned wolf populations have declined significantly over the years. At Pousada Trijunção in the heart of the Brazilian Cerrado, I spent time with the Onçafari team. They carry out studies through direct monitoring and the data obtained by radio-collars, helping them to take action for the conservation of the species.



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TILL THE COAST IS CLEAR

In June 2025, the JWP team swapped desks for Devon's coastline - not just for a break, but to get into the field and experience first-hand the kind of purposeful action we champion every day for our guests. Sea swims and morning yoga gave way to coastal hikes, forest walks and time volunteering alongside one of the organisations quietly doing some of the most important environmental work in the UK - Till the Coast is Clear.

Our highlight was meeting their team for a hands-on clean-up along the River Avon. At first glance, the shoreline looked pristine - the kind of landscape you might walk past without a second thought. But a closer look told a different story: microplastics embedded in the sand, tangled ropes caught in the undergrowth, debris hiding just below the waterline. We spent the afternoon learning about and witnessing firsthand Till the Coast is Clear's circular recycling system - a programme that has already removed over 30 tonnes of plastic from Devon's coastlines and diverts everything collected back into meaningful use rather than landfill.

There is something clarifying about getting your hands dirty. It is one thing to talk about the impact of plastic pollution on marine ecosystems; it is another to crouch at the shoreline and pull it out yourself. We came back to work the following week with a renewed appreciation for the organisations on the front line of this work and a reminder of why direct engagement, done well, is not an add-on to a journey, but its most purposeful part. We left Devon recharged, inspired and more committed than ever to the work ahead.





THE LONG RUN ANNUAL MEETING

In October 2025, Eliza and Venetia travelled to the Mantiqueira Mountains of Minas Gerais, Brazil, to attend The Long Run's 15th Annual Members Meeting, hosted by Ibiti Projeto. The Long Run is a global network of nature-based tourism businesses united by a commitment to operating across what they call the 4Cs: Conservation, Community, Culture and Commerce. For JWP, membership of The Long Run is a natural expression of our values - it connects us to a community of operators who share our conviction that travel and hospitality, done with integrity, can be one of the most powerful forces for protecting the natural world.

This year's theme - Resilient Commerce for Lasting Impact - brought together more than forty members from across the globe for four days of candid conversation, shared learning and collective challenge. Hosted within Ibiti's extraordinary 6,000-hectare regenerating reserve, with sessions taking place on hilltops among monumental sculptures, on the banks of rivers and finally by candlelight in a cave, the setting was itself a lesson in what long-term commitment to regeneration looks like.



The discussions were grounded and honest, covering everything from community enterprise and inclusive governance to ethical wildlife tourism and the tension between financial sustainability and purpose-led practice. Venetia spoke on a panel exploring equitable partnerships between travel businesses and conservation operators - a conversation that sits at the very heart of how JWP works.

The meeting left us with much to carry home. Regeneration, the group agreed, is not a finish line but a way of being - built not through grand gestures but through daily decisions, transparent systems and relationships sustained over time. Commerce and conservation are not competing forces; the most enduring businesses in this network are those that treat purpose as strategy. And influence, whether with policymakers, funders or guests, grows not from scale but from consistency, credibility and the accumulation of evidence.

As JWP continues to deepen its partnerships and develop Pillars of Purpose, these are principles we intend to carry forward in everything we do.



ELIZA IN THE BRAZILIAN AMAZON

On the Tapajós River at dawn, the mist rises slowly from the water and everything you thought you knew about the Amazon begins to rearrange itself. Travelling with local specialists Umacanoa and Kaiara, Eliza discovered a place defined not by remoteness or spectacle, but by the people who live inside this ecosystem - communities shaped by millennia of Indigenous knowledge, fighting for healthcare, managing waste without municipal support and holding their ground against powerful agro-industry interests, all while welcoming visitors with extraordinary generosity. "People look at the Amazon and see only nature," one leader told her. "But we are here. We are the forest."



VENETIA IN THE PANTANAL

Deep in the vast wetlands of the Pantanal, Venetia found something that reframes what wildlife travel can be. Staying at Caiman Lodge - a 53,000-hectare farm in South Pantanal and the founding home of the Oncafari project - she encountered jaguar, capybara and an extraordinary cast of species alongside a team whose work goes far beyond wildlife viewing. Since 2011, Oncafari have built one of the most comprehensive jaguar conservation programmes in the world, working across science, ecotourism, reintroduction, education and advocacy to protect both the species and the vast ecosystem it depends upon. She returned convinced that the Pantanal remains one of the world's great undiscovered journeys.

ANNIE IN COSTA RICA

Costa Rica asks you to slow down and allow nature to set the pace - and Annie found that the rewards for those who do are extraordinary. From the wildlife-rich shores of Manuel Antonio and the rainforest immersion of Pacuare Lodge to the misty highlands of Bajos del Toro and the raw, intensely biodiverse Osa Peninsula, each place offered its own lesson in how to travel impactfully. Time spent with Osa Conservation - witnessing first-hand the commitment required to keep the Osa truly wild, from sea turtle protection to forest restoration - reinforced something central to how JWP designs its journeys: that the best travel actively supports protection, not simply observation.

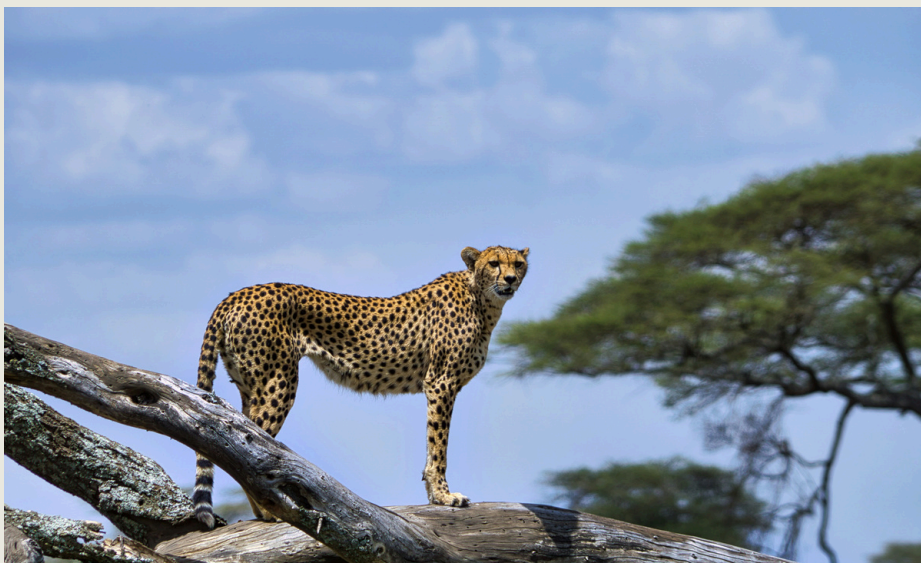


KATYA & NATALIA IN PATAGONIA

From the warm, layered energy of Buenos Aires to the golden light of Santiago's wine country, Katya and Natalia's journey took in some of the world's most dramatic landscapes - crampons on the Perito Moreno Glacier, Torres del Paine rising like a cathedral of stone and guides who knew when to explain and when to let the silence do the work. The journey's most significant moment came at Cape Froward, where they walked untouched coastline with the Rewilding Chile team as dolphins followed in the surf, witnessing some of the most ambitious conservation work in South America: creating national parks, restoring native habitats and protecting pumas, guanacos and condors. Patagonia, as Natalia puts it, humbles you and then sends you home determined to protect it.

LOTTIE IN SOUTHERN TANZANIA

Lottie came back from three of southern Tanzania's most remarkable wilderness areas with a richer understanding of what safari can be when it moves beyond game drives into genuine conservation participation. At Usangu Expedition Camp she set camera traps and joined telemetry tracking with researchers monitoring lion, leopard, elephant and wild dog movements. And at Jabali Ridge and Roho ya Selous, she tracked leopards on foot and over 400 bird species underscored the extraordinary richness of a region that rewards those willing to go further. When travel is grounded in genuine respect for land, wildlife and community, it transforms the traveller as much as the journey itself.



IMPACT REPORT FY25/26



REBECCA IN AUSTRALIA

Rebecca travelled to Australia, journeying through landscapes of astonishing contrast. She walked with Aboriginal guide Juan in the ancient Daintree Rainforest, learning to read the forest and spearfish for mud crabs in the mangroves, she ventured onto the Great Barrier Reef with a conservation-led operator and travelled deep into the desert to Uluru, where evenings unfolded under the Milky Way and Aboriginal storytelling gave the landscape a dimension no guidebook can replicate. The trip overturned an assumption: Australia is not behind the curve on conservation, it is quietly leading it, from organisations tackling the feral predators decimating native marsupials to Indigenous-led initiatives restoring cultural knowledge that colonisation worked to erase.

JOURNEYS WITH PURPOSE

VENETIA IN PANAMA

Off Panama's Pacific coast, within the ancient Gulf of Chiriquí, Isla Secas is a remarkable eco-retreat that treats nature not as a backdrop but as a defining principle.

Venetia snorkelled above reef systems teeming with life - 20 coral species and 780 fish species - dived to 12 metres with the resident divemaster and learned from sustainability expert Beny how humpback whales act as the ocean's nutrient engineers, cycling the minerals that underpin the entire marine food web.

The science here is serious: the Isla Secas Foundation works alongside Smithsonian researchers and Panamanian organisation Panacetacea, which has catalogued over 1,000 individual humpback whales in the gulf over two decades.

None of this comes at the cost of the experience. The food is exceptional and the knowledge of the team first-rate. Venetia left not only inspired but empowered to craft a JWP Hosted Journey to Isla Secas for 2027. It is, she says, an exemplary blueprint for what conscious hospitality rooted in place, culture and conservation can look like.



INCLUSION SURVEY

Building a company that lives its values means asking honest questions about what it's like to work here and being willing to act on the answers. Each year, we run an anonymous Inclusion Survey across the whole team, giving everyone the opportunity to share their experience of life at JWP without reservation. This year's results are something we're genuinely proud of, while also giving us a clear and honest picture of where we still have work to do.

The headline finding from the 2025 survey is one that matters more to us than any other: every single member of the JWP team - without exception - understands how their work contributes to our mission. That unanimous score is not something we take for granted. It speaks to a culture where purpose is not just a value written on a wall but something people feel in their day-to-day work.

Across the board, the results paint a picture of a deeply engaged, mission-aligned team. Scores were particularly strong in some of the areas we care about most:

Belonging & Authenticity - The vast majority of the team feel they belong at JWP and can show up as their authentic selves. The ability to be genuine at work scored an average of 4.88 out of 5 - one of the highest marks across the entire survey.

Recognition & Appreciation - Feeling seen and valued scored 4.75 out of 5. People feel that their contributions are noticed, which is something we work hard to sustain as the team grows.



Trust in Management - Trust in immediate managers to handle concerns fairly scored 4.75 out of 5. We believe that trust is the foundation of a healthy workplace, and we're glad it's showing up here.

Flexibility & Work-Life Balance - High scores in this area reflect our ongoing commitment to supporting the whole person, not just the professional. Flexibility to manage personal commitments scored 4.63 out of 5.

Where We're Focused Next

An honest Inclusion Survey is only as valuable as the actions it prompts. Three areas emerged as priorities for FY26/27, and we are committed to addressing them directly.

Compensation Fairness - this was the lowest-scoring area across the survey, with an average of 3.25 out of 5. This is clear feedback that we take seriously. We are reviewing our compensation structures with a view to greater transparency and equity, and redesigning our commission and bonus schemes for FY26/27 to ensure all team members feel the benefits of our commercial success.

Decision-Making Transparency - this scored moderately at 3.75 out of 5. Team members want to better understand not just what decisions are made, but how and why. In FY26/27, we will focus on improving leadership communication - creating more consistent opportunities for the team to understand the thinking behind key decisions, including a dedicated leadership section in our weekly team meeting.

Consistency of Inclusion - this is something we are also examining carefully. While most responses were very high, one team member rated equality of opportunity as a 2. We treat every such response as important. We will continue to examine our practices to ensure inclusion is genuinely felt by everyone, not just the majority.



BUILDING BETTER SYSTEMS

In FY25/26 we made a series of structural changes to how JWP operates. Following the Inclusion Survey and ongoing feedback throughout the year, we are striving to build the internal rigour and transparency that allows a purpose-driven company to grow with integrity.

A New Company Year

We shifted our company year (and Impact Report period) from January-December to April-March, aligning our operational and financial cycles for the first time. The result is cleaner reporting, more honest planning and an Impact Report that reflects a single, coherent period of work.

OKR Framework

We relaunched our OKR framework and tracking system across the whole company, giving every team a clear line of sight between their daily work and JWP's broader goals. At the heart of it is a custom-built OKR tracker with a weekly confidence score. This simple mechanism keeps targets visible, surfaces risk early and embeds accountability into the rhythm of every working week.

Monthly Senior Leadership Meetings

We introduced a monthly half-day senior leadership meeting with structured departmental reporting, creating a regular cadence of cross-functional visibility. Decisions get made faster, context travels further and the leadership team spends less time reacting and more time thinking ahead.

Annual Planning Process

For the first time this year, we ran a dedicated three-month planning process from January to March, analysing the previous year's activities and returns, forecasting ahead and building departmental budgets grounded in both our overheads and our priority areas for investment. The result was that we entered FY25/26 with greater clarity and preparation. Every department knew its budget, its priorities and its direction of travel from day one.



PILLARS OF PURPOSE

IMPACT REPORT FY25/26

JOURNEYS WITH PURPOSE

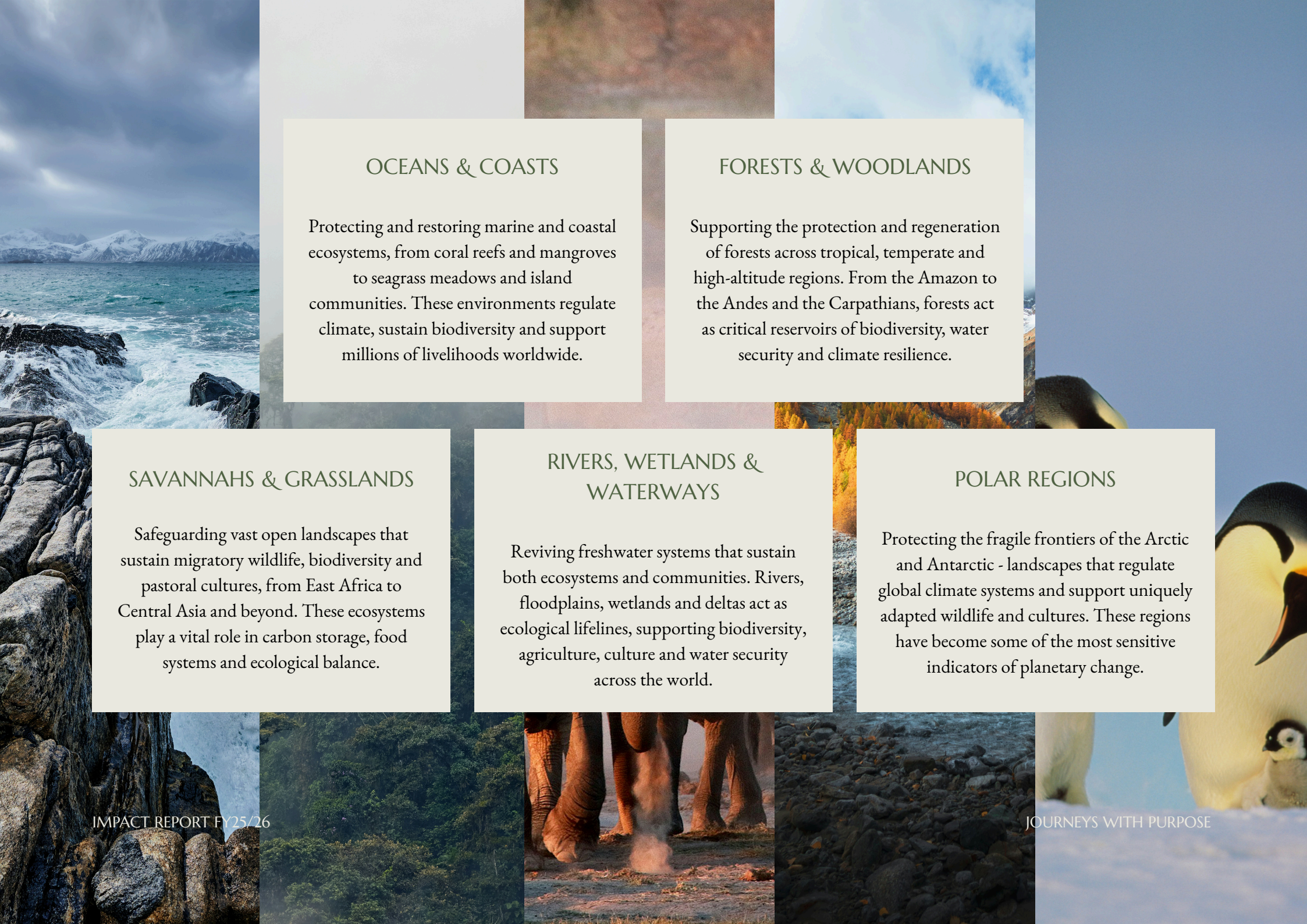
INTRODUCING PILLARS OF PURPOSE

At Journeys With Purpose, impact has never existed separately from the journeys we create. It is embedded in the way we travel, the people we partner with and the stories we choose to tell. Over the years, our work has taken us across some of the world's most ecologically and culturally significant landscapes - from the high Andes and East African savannahs to coral reefs, tropical rainforests and polar wilderness. A common thread has emerged through all of it: meaningful impact requires long-term commitment, intentionality and a deeper alignment between where we travel and where we direct our support. That thinking has now evolved into Pillars of Purpose.

Designed as a five-year approach to giving, storytelling and field engagement, the framework focuses each year on one critical ecological frontier, enabling us to deepen our understanding, strengthen partnerships and contribute more meaningfully to the ecosystems and communities we support. Each year, JWP will continue to direct 1% of all private journey sales to a single Impact Partner: a grassroots organisation driving measurable conservation outcomes within that year's ecosystem of focus. Our contribution extends beyond financial support alone - through Hosted Journeys, storytelling, advocacy and field engagement, we aim to amplify the work of the scientists, conservationists, Indigenous leaders and local communities working at the forefront of environmental stewardship.

Together, the Pillars form a broader vision for restoration across land, sea and ice, recognising that the health of our planet depends upon the interconnectedness of all living systems. By 2030, these partnerships will form a living map of restoration across some of the planet's most vital ecosystems, contributing to our wider ambition of mobilising \$30 million towards nature preservation by the end of the decade.





OCEANS & COASTS

Protecting and restoring marine and coastal ecosystems, from coral reefs and mangroves to seagrass meadows and island communities. These environments regulate climate, sustain biodiversity and support millions of livelihoods worldwide.

FORESTS & WOODLANDS

Supporting the protection and regeneration of forests across tropical, temperate and high-altitude regions. From the Amazon to the Andes and the Carpathians, forests act as critical reservoirs of biodiversity, water security and climate resilience.

SAVANNAHS & GRASSLANDS

Safeguarding vast open landscapes that sustain migratory wildlife, biodiversity and pastoral cultures, from East Africa to Central Asia and beyond. These ecosystems play a vital role in carbon storage, food systems and ecological balance.

RIVERS, WETLANDS & WATERWAYS

Reviving freshwater systems that sustain both ecosystems and communities. Rivers, floodplains, wetlands and deltas act as ecological lifelines, supporting biodiversity, agriculture, culture and water security across the world.

POLAR REGIONS

Protecting the fragile frontiers of the Arctic and Antarctic - landscapes that regulate global climate systems and support uniquely adapted wildlife and cultures. These regions have become some of the most sensitive indicators of planetary change.

OUR FIRST PILLAR: OCEANS & COASTS

For FY26/27, our first Pillar in focus is Oceans & Coasts. To date, much of our impact journey has centred on terrestrial landscapes. Through Pillars of Purpose, we have an opportunity to broaden that lens and deepen our engagement with some of the planet's most vital marine ecosystems.

The ocean covers more than 70% of Earth's surface, regulates our climate, produces much of the oxygen we breathe and supports an extraordinary diversity of life. Yet despite its importance, it remains one of the least visible frontiers of conservation. Coral reefs, mangroves, seagrass meadows and coastal ecosystems face growing pressure from climate change, pollution, overfishing and habitat loss. Coastal and island communities - often those most directly affected by environmental change, despite contributing least to its causes - will play a critical role in shaping the future of marine conservation.

By beginning our Pillars of Purpose journey with Oceans & Coasts, we hope to shine a light on the people and projects working to protect these interconnected ecosystems, whilst supporting locally led solutions that benefit both nature and communities.



OUR COMMUNITY IS OUR COMMITTEE

Rather than selecting partners internally, we introduced a public voting process, inviting past guests, conservation partners, collaborators and supporters to help direct where our impact goes each year. By opening the decision-making process in this way, Pillars of Purpose becomes more than a giving framework. It becomes a shared journey of stewardship.

The response to our first community vote reinforced something we have long believed: people want to feel genuinely connected to the impact their travel helps create. The campaign became our most successful community engagement initiative to date, sparking meaningful conversation around the future of our oceans and reaching new communities of travellers, conservationists and environmental advocates well beyond our existing audience.

For FY26/27, 1,250 people voted from a shortlist of five outstanding organisations working to protect and restore ocean and coastal ecosystems around the world.



Coral Gardeners - Restoring coral reefs in French Polynesia, Fiji and Thailand through underwater nurseries and community-led outplanting, they have already restored more than 25,000m² of reef.



Galapagos Conservation Trust - The only UK-registered charity focused solely on the conservation of the Galapagos Archipelago, turning cutting-edge science into high-impact solutions.



Pacific Wild - Defending Canada's Great Bear Rainforest and Pacific coast marine ecosystems through independent science, investigative storytelling and campaigns to end destructive fishing practices.



Rewilding Argentina - Protecting the Patagonia Azul Biosphere Reserve - a vast coastal region serving as critical feeding and breeding grounds for marine birds and mammals along the Argentine coast.



The SEA People - A community-based marine conservation organisation working in Raja Ampat, West Papua - home to the most biodiverse coral reefs on Earth - restoring degraded reefs and building long-term stewardship with local Papuan communities.

INTRODUCING THE SEA PEOPLE

Following the first community vote under the new framework, The SEA People was selected as our inaugural annual Impact Partner for FY26/27. Located within the Coral Triangle, Raja Ampat is home to some of the richest coral reef ecosystems ever recorded and one of the highest levels of marine biodiversity on Earth.

Founded by Lynn Lawrance and Arnaud Brival, The SEA People works alongside local communities to restore coral reefs, support sustainable livelihoods and strengthen long-term stewardship of marine ecosystems, combining reef restoration, environmental education and community-led conservation, and recognising that the future of Raja Ampat's reefs is intrinsically linked to the wellbeing of the people who depend upon them.

"For us, becoming Journeys With Purpose's Impact Partner is meaningful both for what it enables on the reefs - more restoration, more fragments transplanted, more life returning - and for what it represents. So much of our work happens quietly, led by local Papuan team members in remote areas, who protect not only the reefs, but the ecosystems that support their communities' livelihoods, culture, heritage and future. This partnership helps amplify their voices and the stories of the people who are most impacted by the state of the reefs, yet so often overlooked in the industries and systems that depend on their health."

Lynn Lawrance, Co-Founder, The Sea People





LOOKING AHEAD

IMPACT REPORT FY25/26

JOURNEYS WITH PURPOSE

LOOKING AHEAD TO 2030

\$30 Million in Impact Donations - Unlocking Corporate Giving

Reaching our \$30 million Impact Donation target will require more than individual journeys alone. In FY26/27, we will actively pursue a corporate partner capable of driving philanthropic contribution at scale - opening new channels for conservation funding and amplifying the impact of every journey we create.

30,000 Changemakers - Growing Our Community

In the year ahead, we will relaunch our Fireside Chat series - bringing guests, partners and conservation leaders together around the stories that matter most. We will also host an ocean-focused fundraising event in the UK - and explore a smaller-scale event in the US for New York Climate Week - in partnership with organisations who bring their own networks and shared values to the table.

30x30 & 30 Million Acres of Land and Sea Restored - Deepening Our Conservation Partnerships

In FY26/27, we will sign our next Impact Partner for our next Pillar, continuing to build the relationships that sit at the heart of our mission. Our Hosted Journey pipeline reflects the ambition of our conservation and rewilding targets - with journeys hosted by SDZWA, Natura Argentina and to Isla Secas, each directing meaningful donations to frontline conservation efforts. We will also formalise a carbon offset partnership, giving every JWP guest a simple, credible way to balance the footprint of their international travel from the very start of their journey with us.



OCEANS & COASTS

Launch the first chapter of Pillars of Purpose, directing our giving, storytelling and field engagement toward the protection and restoration of the world's most vital marine ecosystems, including launching our Islas Secas Hosted Journey.

VALUE-ALIGNED PARTNERSHIPS

Deepen our relationships with like-minded brands and organisations who share our commitment to purpose, conservation and responsible travel, creating new pathways to grow our impact and reach.

AI & TECHNOLOGY

Further invest in artificial intelligence and technology to optimise our processes, workflows and guest experience, ensuring JWP operates with the efficiency and rigour that our ambitions demand.

CHANGEMAKERS COMMUNITY

Launch our new community advocacy programme with individuals and partners who align with our approach to travel as a force for good.

INVEST IN OUR PEOPLE

Continue building a team that is not only exceptional at what it does, but supported, recognised and given clear pathways to grow - because the journeys we create are only as good as the people who design them.

OUR NEXT CHAPTER

As I reflect on FY25/26 and look toward the year ahead, I am struck above all by a sense of momentum. This has been a year in which the foundations we have been building in our journeys, our partnerships, our team and our systems have begun to show what they are truly capable of.

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. Our 2030 vision is bold by design - but it is also achievable.

We know that commercial success is vital to scaling our mission. But it is 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 will excel in our collective vision to inspire, educate and empower a global community to be agents of change for the safeguarding of our planet.

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.

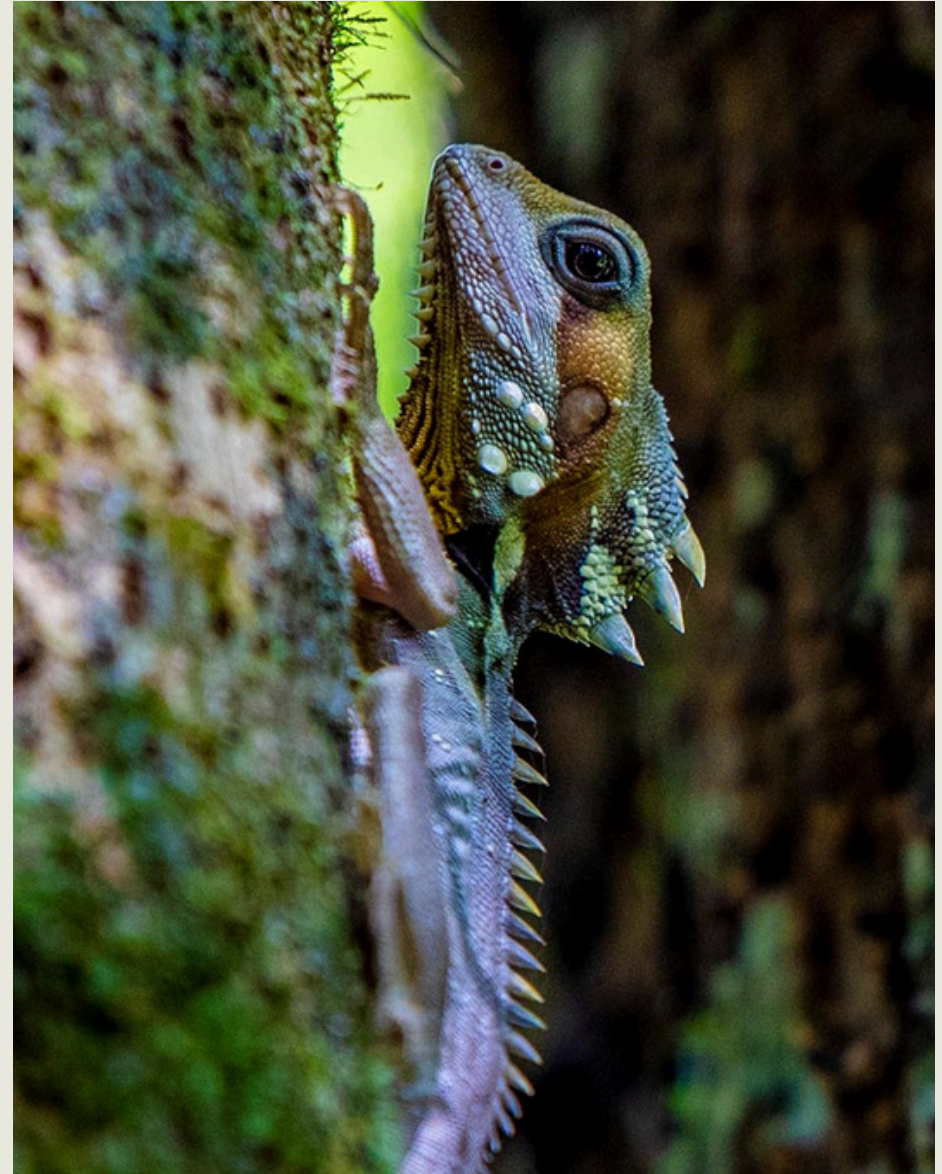
On a journey with us, you will be immersed in the wildest corners of the world. We believe people are an essential ingredient to a defining journey, and we endeavour to connect our guests to the local specialists, whether they be wildlife biologists or community leaders.

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



SPEAR'S 500

THE
EARTHSHOT
PRIZE
**Official
Nominator**





JWP

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