

# TTC Capstone Description

## CAPSTONE PART 1: FORA TRAVEL ADVISOR PROFILE

Greetings TTC! For added context, I have joined FORA Travel as a part-time travel advisor with the hopes of taking this full-time, one day breaking out independently and building my own business, and / or also using this as a platform to help me garner a travel design position in-house with a specific brand in the responsible tourism space.

For someone that has fairly limited time currently working a full-time job and is somewhat intimidated by building a business completely from scratch, FORA will help me get off the ground and use their pre-made resources. They have a team working on marketing tools and they have a plethora of shareable assets (email templates, guide / itinerary templates, consistent weekly training, training cohorts similar to ours in TTC) that make advising much more approachable and a shared experience.

For my capstone project, I have chosen to build both my FORA profile and an initial Guide to have my profile ready to send to potential clients and fellow travel professionals. Currently, I am one of 3k+ advisors, and was told the platform is on track to have a database of 40k+ advisors. WHOA. Partially because this is a platform built for advisors that may also be starting off as a side hustle / part-time. That being said, I would very much like to distinguish myself from the myriad of advisors and shake things up a bit.

As mentioned in the course, I would also like to challenge the current model they have and expound upon their somewhat limiting templates for profiles and guides. Below, I have included their prompt questions to build my profile, and I am currently limited to 2 travel styles I must choose to specialize in. My question for them—why? And where are the responsible / sustainable / transformational travel style options?

Since it's a platform that also emphasizes booking with their preferred hotels, I also chose a couple accommodation options in New Zealand that I know currently weren't in their rolodex, so I will be curious to see how they incorporate this into my profile. Realistically, I will prefer working with eco lodges and more unique stays than many of the ones they're pushing. I have submitted this profile below for their review, and it should be live in the next few days after this capstone is due.

### EXAMPLE FORA PROFILE

1. **Which languages do you speak?** English y paquito Espanol. Enough to know where the restrooms are in various languages. Anything is possible with translator apps nowadays!
2. **In what destinations do you have travel expertise? (aka: You are the go-to for travel tips for these destinations...)** Any destination working toward tourism as a force for good as I focus on responsible, regenerative travel. North America, New Zealand, Australia, Asia-Pacific and Puerto Rico are currently my bread & butter. I look forward to being challenged and planning transformational experiences to new destinations with you!
3. **What's your travel expertise by type? This question is required. \*Please choose two. Do you love luxury? Live for off-the-beaten-path? Trotting with the family? Boutique hotels connoisseur?**

**Please note these categories will be displayed on your Fora profile (under 'expertise'), and your advisor profile will be included on our landing pages for each category. Make between 1 and 2 choices (Why is this question so limiting?) Why not responsible or sustainable travel here?**

Luxury  
**Adventure**  
Family Travel

Solo Travel  
Off-the-Beaten Path  
Boutique Travel

All-Inclusive Travel  
City Travel  
Food & Wine  
Arts & Culture  
Wellness & Spa  
**Outdoors & Nature**  
Safari  
LGBTQ+ Travel  
Black Travel  
Cruise

Road Trip  
Beaches  
Honeymoon  
Babymoon  
Bachelor/Bachelorette  
Birthdays  
Group Travel  
Couples Travel  
Digital Nomad Travel

4. **How would you describe yourself in 1-2 lines? Think of it as your 160 character count for your Twitter bio, but for Fora. Don't stress too much; we have a team of writers who can help if you share notes! Example below:**

## About

Type A about travel planning so that you don't have to be. Head of Content Marketing at Fora. NYC-based, with an insatiable curiosity to see the world.

North American small group adventure tour leader. Independent globetrotter. Environmental & National parks educator. "Less waste lifestyle" enthusiast.

5. **How would you describe your travel style? Tell us and travelers about what makes your globetrotting unique! Why would they want to book with you?**

**Examples: "Former hostel backpacker, now luxe adventurer. I love a gorgeous pool and epic views, as long as I'm close to all the adventure excursions!"**

**"You can usually find me in search of something I have never seen or trying an activity I have never done. Ultimately, I enjoy a jam-packed day followed by a fine glass of wine."**

What is the purpose of travel for you? Personally, I believe travel can (and should) be a force for positive change. Travel has the power to build awareness, empathy, and a deeper global connection that transcends our personal lives. Travel should be transformational vs mere "experience collecting". I live for the moments that make you feel small and truly awe-struck. Those moments that open doors to a new world perspective and inspire us to do something with it. Or as Tolkien phrased it, "All we have to decide is what to do with the time that is given us."

To get personal with you, I spent a life-altering semester and subsequent time living in New Zealand that has inevitably sharpened my outlook on travel. I was immersed in a liberating culture much different than my upbringing in Tennessee. Firsthand, I experienced locals' deep passion for protection of natural spaces and an insatiable zest for adventure. This "sliding door" experience ultimately translated into 9 years of leading small group tours of international travelers with 20+ budget to luxury brands throughout North America, emphasizing national parks and hidden gems. Coming full circle, it has led me to specialize in planning responsible, sustainable travel itineraries in the regenerative and transformational tourism sectors—what many believe to be the necessary future of travel. Curious to learn more about what these fancy buzz words mean? Check out "Nicole's Guide to Regenerative & Transformational Travel". A few thoughts to help you consider what it would be like to collaborate on a trip with me...

- Are you open to exploring your "Why" behind travel? I will help you verbalize your intentions, make space for personal reflection, and build in time for serendipity.

- Would you like to more deeply learn about, authentically connect with, and actively help the cultures you visit? I love the research, sharing personalized resources, and encouraging outlets for genuine interactions.
- Are you open to saying “Yes!” to unknown regions and new adventures that push your comfort zone further? I’m here to help you challenge yourself.
- Would you like to drop expectations and pre-conceived notions, perhaps try out a “digital detox”, and remain fully open and engaged during your time away? I’ve got some ideas for you to try.
- Do you strive to stay in accommodation that meets all the sustainability criteria and support local activity suppliers that have you and the environment’s best interests at their core? I will only work with providers I’ve vetted for the highest standards.
- Would you be interested in returning home with customized, tangible ideas to live more sustainably and meaningfully? These are thoughts that shape how I travel and why I’d love to collaborate to plan unforgettable experiences with you!

**6. What are your favorite hotels? List up to four hotels. Please separate hotels with commas or periods for clarity. If your favorite is a chain, please specify which property/location.**

- The Headwaters Eco Lodge (Glenorchy, New Zealand)
- PurePods (Various locations in New Zealand)
- Red Cliffs Lodge (Moab, UT)
- Amangani (Jackson, WY)



7.Submitted Profile Photo

8.(5) Other Chosen Travel Photos for my profile:



## CAPSTONE PART 2: FORA PROFILE GUIDE:

### “NICOLE’S GUIDE TO REGENERATIVE AND TRANSFORMATIONAL TRAVEL”

#### TTC Capstone Description

Greetings TTC! For context, every travel advisor on the FORA platform is encouraged to write guides, itineraries and trip reports to improve SEO and the chances of being found via the platform. For this capstone and to distinguish myself from the typical advisor profile, I’ve chosen to create a Guide on what I’ve gleaned both from this TTC design course and also include a few steps of my personal planning process to build more responsible and transformational trips.

This broader topic style of guide does not necessarily fit the current mold of any of FORA’s specific templates, and there is a concern they may not approve it based on sheer length. I have included their prompts below so you can see how the language is a bit limiting and specific. I chose to build a Guide vs Itinerary or Trip Report because this still felt the most appropriate of their templates. I’m attempting to break their mold here, and throughout this process, I am making notes of how I’d like to contact the FORA team with ideas to open up their prompts / templates to more general guides like the one I’m creating. For you, I will be submitting this raw Guide to the TTC before I submit to FORA for your feedback first. I intentionally left out many of my more profound “heavy hitter” questions so as to not scare away potential clients and instead asked some lighter yet still thought-provoking questions and prompts.

While I don’t have time to incorporate these other ideas for the capstone, I also look forward to expounding upon this guide by building my initial new client email template that incorporates more of my personal process. I will also soon be building my customized pre and post trip questionnaires incorporating much of what I learned in this course. I think the questionnaires will be another hugely important way to distinguish myself amongst a myriad of advisors—I was nicknamed the “question master” and I take good quality, insightful questions to heart! I want that to shine through with my potential clients. I am planning to create a short introduction video for my email template as well so clients can see more of my personality shine through vs words on a page. I will also create future guides for the kind of trips I plan to book / already have, such as a 2-week adventure trip around the South Island of New Zealand.

Thank you both again for a hugely insightful experience, and I look forward to continuing to learn and grow with the TTC allies!

#### FORA Guide Question Prompts

**1. *Would you like to create an itinerary, guide or trip report?*** I’ve chosen guide

You can create either an itinerary or a guide for your Fora profile, depending on your preference. Itineraries are day-by-day plans, guides are categorical (things to do, places to eat & drink), and trip reports (favorite parts, key takeaways, recommendations for clients on a property/cruise/supplier).

Example of Guide:

[Relax in the Mexican Caribbean: Tulum, Mexico](#)

Example of Itinerary:

[Chic Three-Day Itinerary to Discover New Orleans, Louisiana](#)

Example of Trip Report:

[Site Inspection at Secrets Impressions Moxché Resort in Playa del Carmen, Mexico](#)

**2. *Are you writing this guide based on an SEO keyword?***

I would love to see more of these key words added to our SEO list and options for travel styles since I’m currently limited to 2 styles, but I will realistically work with many more: sustainable, responsible,

transformational, regenerative. I will certainly write more guides & itineraries that fit FORA's current shorter model, but I would greatly appreciate this first guide to be a longer opportunity to first present my travel philosophies and some of my process for potential clients to distinguish myself amongst the thousands of advisors with FORA. I took the Transformational Travel Council's design course recently, and I am building my profile and this guide for my capstone project to successfully graduate this course. I would also love to connect more FORA advisors with TTC's transformational travel design course and expound upon our current responsible tourism training.

**3. What are you calling this guide?** “Nicole’s Guide to Regenerative and Transformational Travel”

**4. Curator’s Statement: Why is this destination special to you? Share at least 3-4 sentences.**

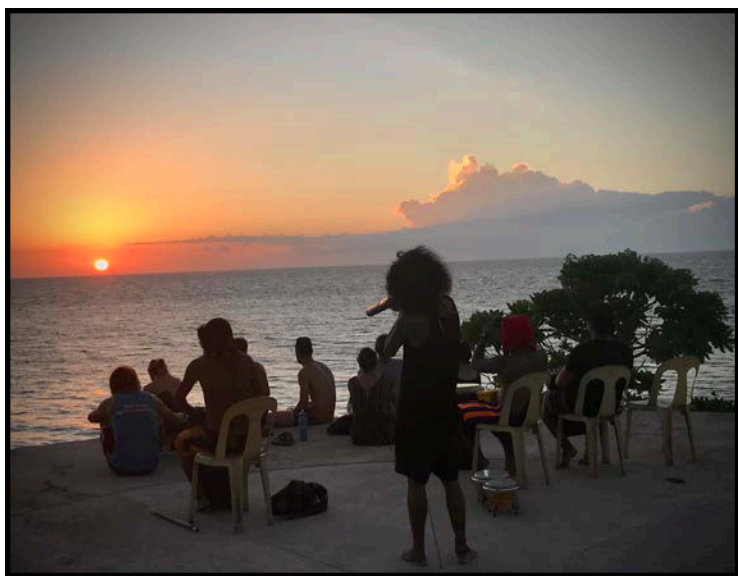
Do me a favor. Read these next few sentences aloud then see what they evoke for you.

“Tourism is a tool – or a pathway – to create a better world. Transformational travel is not a type of travel but rather a philosophy and approach to travel in which people look for opportunities to make positive and lasting impacts on themselves and on the world.”

“Regenerative tourism involves providing activities for visitors that will allow destinations to heal, while counterbalancing the social, economic and environmental impacts of tourism.”

So, are these new or familiar concepts for you? Do they make you think about how you’ve already traveled and how you’d like to do so in the future? I’m here to help translate these concepts into both tangible ways of traveling and living that may help you experience your next trip in a new light. And hopefully one you’d like to collaborate on with me as your travel advisor and fellow conscious globetrotter!

**5. Things to do: Please list at least 8-10 ideas and share why you recommend them (or any insider tips). \*\*\*Please include at least 1 line of description per recommendation.\*\*\* You can categorize them (like "beaches," "tours," "museums," etc.) or you can just create one broader list with your favorite recommendations.**



In 2018, I was visiting some friends in the Philippines. They convinced me to visit the nearby Malapascua Island to scuba dive amongst the thresher sharks. This was my 5th attempt at a PADI scuba license—alas, my ears still disagreed with diving. So with my new spare time, I hopped on a boat for an impromptu overnight beach camping trip with a handful of backpackers and locals. After a lovely evening of music and fulfilling conversations amidst a gorgeous sunset, the following day we made a pit stop for divers and snorkelers to check out a nearby reef. After a few minutes in the water constantly swatting single-use plastic food wrappers away from my face, I decided to stroll along the beach instead where I found a bag and began picking up trash. I filled it in 30 minutes.

One of my simpler thoughts was “Gee, in 30 minutes, this whole boat of people could have likely cleaned this entire beach.” The deeper thought...”How can I help better understand my role in this problem and how I can help?” It was a personal wake up call that helped me reflect on a greater purpose in both my travel and time at home. I began to incorporate more environmentally-friendly practices in the group tours I was leading across North America. I’ve since worked with a handful of environmental nonprofits on waterway and event cleanups and now work with a compost collection service. I knew the environment held a huge place in my heart up to

this point, but this singular experience so powerfully beckoned me to reflect on how travel could be even more beneficial to the local communities I loved visiting. I tell you all this because I firmly believe transformations like this lend themselves to the future of travel. There are now straightforward frameworks for us to make each travel experience that much more impactful for all.



Along my journey to transition from tour leading to travel advising, I discovered so many inspirational organizations already holding tourism to a higher accountability. I value transparency, so I will happily share some of the pioneers that guide my process including the [The Global Sustainable Tourism Council](#), [Transformational Travel Council](#), [Future of Tourism Coalition](#), [The Long Run](#) and a myriad of tourism change makers affiliated with these groups. It was first with the Transformational Travel Council (“TTC”) where I found a cohort of like-minded, passionate voices spread across the tourism industry. Much of my travel planning process I’ll share with you below is directly inspired from a transformational travel design course I took with the TTC. Ever heard that old adage “It’s not the destination, it’s the journey”? Oh boy, does that not only apply to travel, but also the process before and after—expounding upon WHY we travel and what we do with the wisdom it bestows upon us when we return home.

And not to cheapen any of this, but please let it also be understood that not every trip necessitates a profound, transformational experience! I get it...sometimes you literally just want to unplug and read a book on the beach. There’s nothing wrong with that. Just know that I’ll likely recommend a thoughtful eco lodge employing locals for you to do so :) And when you are ready to ensure your money and time are EXTRA well spent improving upon yourself and chosen destination, I’ll be here ready to roll.

Lastly, these examples below are by no means exhaustive. I’m simply giving you a glimpse into my process of how we can collaborate to build transformational travel experiences together!

## **Part 1: Connecting with Ourselves and Better Understanding our “Why” for Travel**

### **My Process**

- If you’re entrusting me to collaborate with your journeys, let’s ensure we have compatible values and set clear expectations of the process together.
- We’ll get to know each other with a series of casual interviews and questionnaires so I can best understand who you are, your preferred styles of travel, and help you evaluate the “why” before we dig into the nitty-gritty of your trip. Video or phone chats are also hugely beneficial in understanding each other effectively!
- We will define clear intentions and desired outcomes for your trip.
- I will help you discover outlets to become a more open-minded, grateful and resilient traveler. Explore traveling with H.E.A.R.T.



### **Example Questions**

- Tell me about a travel experience that felt transformational to you.
- What motivates you to travel?
- What are you passionate about? What do you enjoy actively learning about?
- What educational resources do you most value when learning about a new destination? (Books, articles, documentaries, movies, TV shows, podcasts, blogs, etc.) Be as specific as you like.
- How do you show gratitude while you travel?



### **Example Prompts**

- Please include a photo of you in a place that is meaningful to you and tell me why!
- Also include a photo of you with a meaningful meal or drink and the story behind it.
- Write down intention(s) or goal(s) before your trip and keep it somewhere safe with you while you travel.
- Tell me about a time when you traveled with a pre-conceived notion and you were pleasantly surprised to be wrong.

### **Example Story**

- Here is a photo from my semester abroad in New Zealand in 2010—the catalyst I refer to as my “sliding door” experience. My time here has certainly shaped why I am here and why I believe travel can have profoundly lasting affects in our lives.

## **Experience Reflection and Continued Introspection**

### **My Process**

- With time and continued practice, we become better at self reflection and learning more deeply about ourselves. We will brainstorm opportunities for self reflection before, during and after your trip.
- We will discuss ways you are open to reflection and incorporate intentional time in your itinerary to do so.
- We will discuss the level of planning and pace you’d like for your trip and where you would like incorporate time for serendipitous experiences.

### **Example Questions**

- What concerns do you have when you travel and how could you overcome them?

- How full of days do you like your days to be? How much time do you like to have to yourself each day and what times of day do you prefer it? (i.e. 2-3 hour afternoon naps, 1 hr morning walks / coffee, etc).
- How do you find your zen or incorporate peace in your life?
- “Mindfulness is the energy of being aware and awake to the present moment. To be mindful is to be truly alive, present and at one with those around you and with what you are doing. We bring our body and mind into harmony while we wash the dishes, drive the car or take our morning shower.” Using this definition whether you currently have a mindfulness practice or not, would you be willing to incorporate this concept into your trip?

### **Example Prompts**

- Journal, app or game with daily insightful prompts
- Catch a sunrise or sunset every day
- Go for a quiet walk or have 1 quiet meal per day
- Practice deep breathing. I recommend starting with 25 slow breaths and building up to 50 breaths. Honor that thoughts will arise (totally ok) and that thoughts will float away. Just focus on breathing.
- Try out [Insight Timer](#) as a wonderful free resource for guided meditations. [Here is also another great list](#) of helpful apps.
- Participate in a “digital detox”
  - Leave your phone and smart watch behind as often as possible. Accept that not every moment needs to be documented.
  - Temporarily remove all apps you find distracting (especially social media). Life will continue.
  - Set an out-of-office email reply then delete your email apps. Honor that you need the mental break away from work.
- Try the “post card project”. Buy a post card from your destination or a souvenir you can write on. Write a story about how you felt during your time there and mail it to yourself or save it to read later.



### **Example Stories**

- I attend a Buddhist monastery where we eat every breakfast in silence. We practice [these 5 contemplations](#) while we chew slowly and mindfully. I’ve found it very easy to translate to my time at home out on my deck.
- I love the [1 Second Everyday](#) app. I use it to justify capturing short moments with my camera more intentionally. Either during or after your trip, it helps you create a video compilation of your favorite memories with custom captions. It also has a daily journal section where I would challenge you to write about why you chose these moments and how you felt at the time.

## **Part 2: Connecting with Others**

### **My Process**

- So you are best prepared to interact with the local cultures respectfully, I will build you a thorough cultural guide (language, culture, people, land, food, spiritual practices, current events, photography, social media).
- We will work together to incorporate experiences with a variety of cultures, ethnic groups, religious practices, and indigenous communities to expose you to local insights, rituals & ceremonies.
- I recommend traveling at a slower pace to facilitate genuine encounters, foster deeper understanding and more meaningful connections with the locals.





- If participating in group travel, I will facilitate conversations with that brands' process and ensure their local guides facilitate beneficial interactions with locals and your group. I will ask for your feedback.

### **Example Questions**

- What would you like to learn more deeply about from the local culture during your trip?
- How are you most comfortable interacting with locals? Are you normally hesitant to interact? If so, why? Would you like to interact differently?
- What communities or causes do you care about or currently support?
- Are you open to volunteer opportunities during your trip? If so, what types? (I will provide recs)
- If traveling to a destination with a different language, do you typically try to learn some basic phrases in that language? If so, how do you learn?

### **Example Prompts**

- I humbly ask you to watch one of my favorite TED Talks: [\*10 Ways to Have a Better Conversation\*](#). Choose one of her points to improve upon throughout your trip and the remainder of your year. My personal favorite is to ask open-ended questions! It has made me a much better listener and conversationalist.



- Ask your guides & locals what they love (and don't love) about living there and how they want it to improve.
- Ask the locals about what organizations are working to improve their lives, what are their major challenges, and as travelers—how can we most effectively help.
- If traveling with others, take turns asking daily “zinger” questions (i.e. *What is your favorite musician and why?*) Find authentic ways to get to know your fellow travelers more deeply. Whether at home or traveling, I recommend [Table Topics](#) or [Storyworth Questions!](#)
- Try at least one day where you communicate using the local language only, even if using a translation app. Be open to communicating non-verbally too! Charades, anyone?

### **Example Story**

- As a tour leader, I would often encourage my groups to join a free tour of Temple Square while in Salt Lake City, UT—the main hub for the Church of Latter-Day Saints (still often referred to outside of the church as “Mormons”, but they are hoping to move away from this term). I encouraged curiosity but also respect since some of their beliefs tend to make some folks uncomfortable. I had one private family group take the tour, and the matriarch directed her questions to the missionaries using the words “You people”. We don't want to exclude or make anyone feel like “others”. Her family was quick to let her know that was disrespectful. One of the points from the above TED Talk above I greatly appreciate—keep an open mind as everyone knows something you don't, and you won't be disappointed.

### **Sustainability and Regenerative Tourism Practices**

[[Article: What is Sustainable Tourism?](#)] “To avoid having that which nourishes it destroy it, the tourism industry has increasingly turned to sustainable tourism—an umbrella term that describes both responsible travel and sustainable practices by the tourism industry. And while the Global Sustainable Tourism Council notes that sustainable tourism “aims to minimize negative impact[s] and maximize the positive ones,” restorative tourism goes beyond minimizing environmental harm: its goal is to preserve and regenerate the environment, support wildlife, and contribute to local communities.”

### **My Process**

- I will partner with businesses who are affiliated with green tourism boards and [certification programs](#).

- If possible, I will encourage you to visit destinations during the slower or shoulder seasons to avoid “over tourism” and higher prices. Spread economic benefits throughout the year.
- Spend longer periods of time in less destinations to lower carbon emissions and authentically get to know a place better.
- We will use a carbon footprint calculator and figure out the best ways for you to get from point A to point B efficiently with less carbon emissions. I will align your values with a carbon net negative travel program of your choice.
- Flying is still one of the most carbon-intensive ways to travel, so we will ideally find you direct flights or try a different method of travel.
- We will choose sustainable and locally-owned accommodation like homesteads and eco lodges preferably over bigger chains and all-inclusive resorts, unless they are managed responsibly and spread the economic benefits beyond the hotel. (Pro Tip: AirBNB’s are difficult to prove locally-owned and do not provide financial incentive as many travel advisors rely on commissions from booking your accommodation. If there is a local stay you prefer, we will need to secure it through a different platform.)
- I will include locally owned businesses (restaurants, stores, activity providers) that support the community and preferably have a philanthropic tie.



Means of Transport	CO <sub>2</sub> equivalent emissions per passenger km
Short Flight ✈️	255g
Medium Car (Gasoline) 🚗	192g
Medium Car (Diesel) 🚗	171g
Medium Flight ✈️	156g
Long Flight ✈️	150g
Bus 🚌	105g
Medium Motorcycle 🏍️	103g
Gasoline Car (Two Passenger) 🚗	96g
Medium Electric Vehicle 🚗	53g
National Rail 🚆	41g
Ferry 🚢	19g
Eurostar (International Rail) 🚆	6g

### Example Questions

- Would you be open to visiting lesser known regions or areas that need economic revitalization? For example, please read about [Carl Kay's Tokyo Way](#) where he promotes travel to a Japanese region hit by the tsunami back open to tourism.
- Since business class, first class, and premium economy take up more space on planes, those seats have larger carbon footprints when compared with economy. To create fewer carbon emissions when traveling by plane, are you open to sitting in economy class?
- When possible, are you open to utilizing public transportation, bikes, and less impactful ways to travel? We will discuss safety and ensure you’re comfortable with local options first.
- Do you have any interest in traveling more extensively within your own home country? If so, where are regions / areas that are of interest to you?
- Do you currently own a reusable water bottle or would you be open to buying one? I will recommend water purification methods and less waste products (preferably from a local zero waste shop) to avoid single-use options.

### Example Prompts

- Please humor me and read *“What Responsible Travel Doesn’t Promote and Why”*. I promise, no judgements here. Many of us have very likely participated in at least one of these ways to travel, and likely because we were simply not aware of the implications. (I admittedly rode an elephant before I knew the practice is detrimental). Please give me an example of how reading their explanations made you think differently about one of these experiences.

- Check out this article on planning a [Japan Trip with Sustainability Experts' Advice](#). Did any of these recommendations resonate with you?
- If possible, try not to post anything on social media until you have returned home and you've reflected on what you believe to be most important to share, especially to benefit that local community. Consider sharing more personal experiences and the connections you built. If you volunteered or want to support any businesses, be sure to tag them and consider donating or sending them word-of-mouth referrals.

### **Part 3: Connecting with Deeper Purpose**

#### **Challenges, Adventure & Nature**

##### **My Process**

- We will build in opportunities for challenges during your trip to expand your comfort zone and growth.
- We will discuss if you are open to surprises along your journey or me planning a trip to an unknown destination for you!
- I will provide guiding practices for safe and conscious encounters with nature and wildlife including localized Leave No Trace resources.
- Citizen or community science is a collaboration between scientists and those of us who are curious or concerned and motivated to make a difference. These opportunities deepen your connection with nature and get you directly involved in the action! Are you open to participating in a citizen science expedition trip or project? For example, why just go whale watching when you be an active participant in their protection with an organization like the [Pacific Whale Foundation](#)?



##### **Example Questions**

- Are there any new routines you'd like to challenge yourself with during this trip? (i.e. daily meditation, no caffeine, intermittent fasting, plant-based diet, running, yoga, etc.)
  - Are there any adventurous activities you would be open to trying? Are there any you will absolutely not try? (Hiking, skydiving, zip lining, bungee jumping, paragliding, kite surfing...you name it!)
  - Would you be open to a wilderness retreat? Overnight or multi-night backpacking trip?
  - Would you be open to volunteering with a local conservation project during your trip? For example, cleaning trash while kayaking a local river or helping maintain a trail.
  - Explain how you enjoy interacting with nature.
  - What type of landscapes inspire you and why? Which ones do you tend to avoid and why?



##### **Example Prompts**

- Tell me about a time when you were challenged / out of your comfort zone while traveling and what you learned about yourself from that experience.
- Tell me about a time in nature where you were truly awe-struck and why.
- Food challenge! Try something unique like a local staple or delicacy. And don't be afraid to ask where your food was sustainably sourced. For example, please read on [why we shouldn't support shark fin soup](#). Let's find you a local cooking class to learn some new recipes you could bring home!
- Visiting a new national park or preserve? I challenge you to participate in a ranger or volunteer program.

##### **Example Story**

- One of my absolute favorite destinations leading North American small group tours was Monument Valley in the Dineh (Navajo) Nation on the border of UT and AZ. The Dineh live remotely with very little light pollution. It was one of the most awe-inspiring locations for star gazing, and our indigenous guides would often tell us their origin story of the stars. It was a wonderful reminder of spiritualism and our minute size contemplating the cosmos.



### **Returning Home. What comes next?**

To quote my fellow Transformational Travel Council ally, Todd Holcomb of [Clearwater Trekking](#): “This is the whole point of the journey, to bring home the gift of new possibilities and live them out in service to our families and communities.”

### **My Process**

- Together, we will evaluate your experience with a post trip interview and discuss areas of true growth and areas for how we can improve upon future travel.
- I will ask for thoughtful feedback on the overall destination, activity providers, accommodation, restaurants, etc. and encourage your firsthand positive reviews for suppliers you want to support and constructive feedback for those that can improve the guest experience.
- We will work together to find meaningful ways to translate your experience into better habits and a deeper connection with others and self in your daily life.
- I will offer customized recommendations on [how to lead a more sustainable lifestyle](#) upon your return and outlets to further engage in your local community based on your passions and interests.



### **Example Questions**

- How were you changed by this trip?
- Remember those intentions and goals you wrote down before your trip? Come back to them. Do you feel like they evolved or were fulfilled while you were there?
- From your prior travels, have you already altered any of your daily lifestyle habits at home?
- What are you grateful for from this trip overall? How did you show gratitude throughout your trip?
- Would you be willing to check in with me and tell me if your trip has had any other lasting, positive affects in your life down the road?
- Has this trip inspired you to explore your own backyard (neighborhood / community / state / region / country) in any new ways?

### **Example Prompts**

- Remember those prompts to build in time for self reflection? How will you incorporate these into your daily life at home?
- Explore new ways to get involved in your local community. Are there other ways that you'd like to channel your passions into something productive at home?
- Would you like to continue supporting any of the organizations you encountered on your trip by donating your time, money or other resources?
- Did you enjoy a mindfulness practice during your trip? Would you like to keep the momentum going by joining a local meditation community? Feel free to peruse this [global sangha directory](#).
- If you'd like to support longer lasting or refillable products vs single use, explore this national list of local [“zero waste” shops](#) and their line of [sustainable products](#) to help reduce your waste.
- When it comes to our food, we have long been disconnected. I currently work with a compost collection service, and there are many more services like these making it easier to dispose of our food waste

responsibly. I love using [litterless.com](http://litterless.com) to find local compost collection options throughout the U.S. and investigating [local farmers markets](#) to buy fresh, seasonal food that directly supports our dedicated farmers.

**Example Story:**

- After encountering heavy pollution in poverty-stricken countries, I returned home and started volunteering frequently with cleanup organizations in whatever towns I was visiting, and this ultimately led to me manage United By Blue national waterway cleanups, who also partner with international cleanup organizations in the countries I had visited. I continue to volunteer with local environmental and cleanup groups in Chicago and support single-use plastic ban legislation nationally.



I can't thank you enough for taking the time to read through and contemplate what this process would like with me. I hope to share in the making of lasting, transformational experiences with you as a future client!

***“Transformational Travel is intentionally traveling to stretch, learn, and grow into new ways of being and engaging with the world.”***