



TRANSFORMATIONAL
TRAVEL COUNCIL



2025
TRANSFORMATIONAL
TRAVEL
State of the Industry Report



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Transformational Travel Council
4114 13th Avenue South
Seattle, WA 98108
www.transformational.travel
(206) 212-0113 | Hero@Transformational.Travel

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 “Significant change is incredibly hard to accomplish on our own. Enterprises should recognize the economic opportunity offered by the transformation business, in which they partner with consumers to improve some fundamental aspect of their lives—to achieve a ‘new you.’”

— *Harvard Business Review*, **Joe Pine**,
Author, “The Experience Economy” and TTC Advisor



1. Introduction

The world is changing. It's time for conscious evolution in travel and tourism. The TTC is using this moment as a launchpad to something completely different, a transformation economy, and encouraging a mindset, approach, and model that measures success based on more holistic, virtuous, and enduring outcomes.

No, travel is not transformational. Just by relocating yourself from one point to another doesn't transform you. You'll have experiences, you may or may not learn something new, but until you've applied meaning and taken action, you have not changed.

Transformation requires that we explore ourselves even as we explore the world—and that is where we've fallen short. Travel today too often reinforces existing boundaries, worldviews, and practices rather than stretching and illuminating them.

When we recognize that our perspective defines our experience, our participation matters, by setting intention, being mindful, reflecting, meaning-making, and embodying desired growth back home travel becomes transformational.

With this understanding, travel can join other catalysts for personal transformation and impact new lifestyle choices, from family and relationships to life events,

personal health, etc. To be further explored, travel can be catalytic in a handful of areas: relationships, ecological footprint, consumer and travel choices, social purpose and philanthropic commitments, lifestyle and time management choices, and mindful, contemplative practice.

Tourism, one of the world's most powerful economic drivers, generating \$1 out of every \$10 worldwide, is experiencing an existential crisis and needs to evolve. By embracing a transformative experience strategy with regenerative thinking, we'd collectively be co-creating the fertile conditions to build healthier, more compassionate, and eco-conscious tourism.

This requires a fundamental transition from producing transactional activities to facilitating transformative experiences. To achieve this, the tourism industry must become an interconnected, self-organizing, regenerative system that positively impacts visitors, hosts, communities, and the organizations that serve it.

We suffer from a crisis of good travel. We are increasingly disassociated from the things that matter most—each other, our experiences, our communities, and our impact. Tourism is ripe for an enlightened disruption that advances its ability to be a force for positive change, personally and societally.

2. What is Transformational Travel?

2.1. What is Transformation?

Merriam-Webster defines transformation as a “complete or major change in someone’s appearance or form.” While transformation is a form of change, it is essential to distinguish it from minor change. For example, a week at a resort may provide temporary relaxation, but a volunteer trip to a developing community can fundamentally alter a person’s perspective on global inequality and social responsibility. The transformational travel approach amplifies this profound change by encouraging deeper engagement and reflection, fostering personal growth through meaningful interactions and experiences that challenge travelers to rethink their roles in a broader societal context.

Thus, Robledo (2024) defines customer transformation as “a profound change in a customer’s beliefs, attitudes, values, or behaviour, ignited by the intentional commitment of the customer and bolstered by organizational support. This transformative process results in a noticeable difference in their self-definition, personal growth, or overall well-being.”

2.2. The Process of Transformation

The most thorough scientific analysis of human transformation is found in anthropology. Seminal investigations of classic rites of passage confirm that throughout millennia to the present, traditional communities have guided individuals through transformation processes of initiation for personal metamorphosis and collective flourishing. Initiates face growth-producing challenges and learning that, in aggregate, cause the person to transmute from one identity and social status to another through the three phases of departure, initiation, and return (van Gennep, 1909/1960).

This straightforward yet highly complex framework of human transformation was affirmed and further illuminated by mythologist and historian Joseph Campbell

(1949/1968), whose analysis of hero myths across multiple cultures and times revealed a distinct, common pathway. The journey metaphor illustrates how an ordinary individual can transform into a hero—a greater, more complete, and capable self. Campbell called this intercultural trajectory the monomyth, more commonly known as ‘the hero’s journey.’

Together these prevailing theories conclude that transformation consummates when the initiate returns home. The transformed exemplar is said to be “calm and free in action,” a “conscious vehicle” (Campbell, 1949/1968, p. 239), and a purveyor of the knowledge gained through the adventure: a leader or a hero—or is she?

Integration and the Figure-8 Model of Complete Transformation

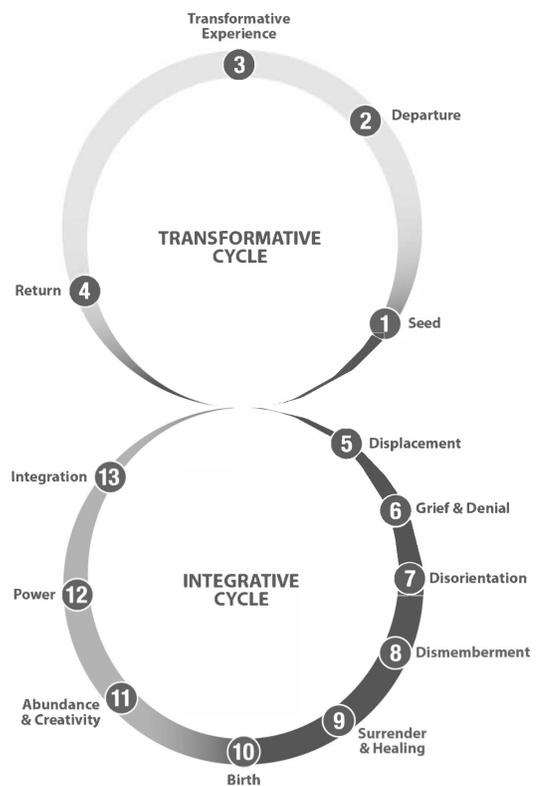


Figure 1. Figure-8 Model of a Complete Transformation

The Figure-8 Model of Transformation results from a doctoral study that addressed a gap in the literature by phenomenologically examining integration in the context of transformative travel. The study specifically investigated the conditions that assist, accelerate, stagnate, or hinder post-travel transformation and integration (Ross, 2008).

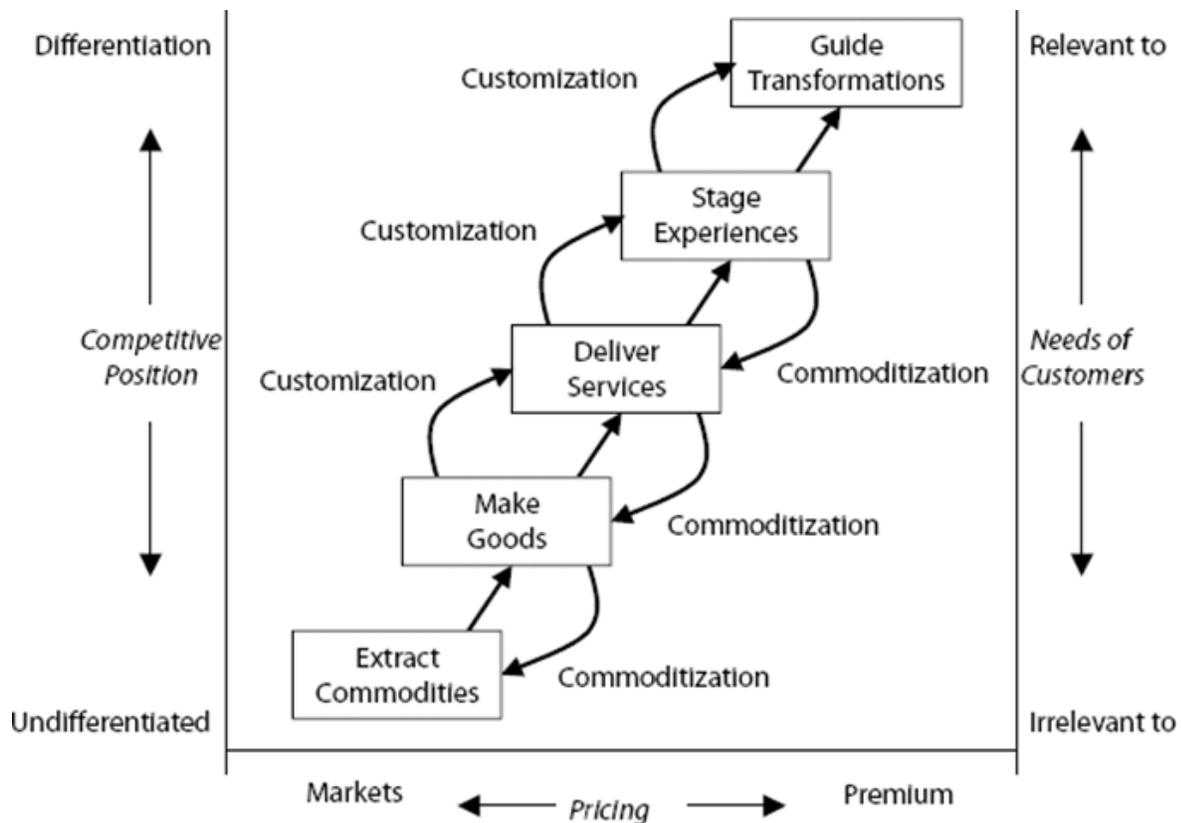
Ross’s analysis indicated that integrating the life-changing journey occurs through nine distinct phases. An unexpected outcome of the study revealed that transformative and integrative journeys are interconnected. When represented visually, transformation moves in the shape of an upright Figure-8 (Figure 1). The transformative hero’s journey is typically visible to others and involves venturing upward and outward, while the integrative cycle is private, invisible, and moves downward and inward.

2.3. What is Transformational Travel?

Over the past twenty years, the concept of transformative travel has gained significant attention in both scholarly and industry contexts, leading to a variety of definitions and terms to describe this complex phenomenon. For this report, the terms transformational and transformative travel will be noted.

The Transformational Travel Council’s (TTC) widely recognized definition of transformational travel—“intentionally traveling to stretch, learn, and grow into new ways of being and engaging with the world”—offers an accessible framework that can resonate with broad audiences. This focus on personal evolution through intentional and conscious travel experiences aligns with TTC’s mission to promote the practice of transformational travel in ways that are easily grasped by the public,

Figure 2. The Progression of Economic Value. Source: Pine and Gilmore, *The Experience Economy* (Harvard Business Review Press, 2020), p. 216.





tour operators, destinations, and the travel industry alike. It emphasizes the importance of actively seeking opportunities for self-development while engaging with new environments and communities.

An earlier, scholarly definition offers a more nuanced understanding of transformative travel, describing it as “sustainable travel embarked upon by the traveler for the primary and intentional purpose of creating conditions conducive for one or more fundamental structures of the self to transform” (Ross, 2010, p. 55). This definition clarifies that transformative travel specifically affects core aspects of the self; affective, cognitive, physical, and spiritual (Ross, 2008, p. 35). Moreover, life-changing experiences during travel challenge the foundations of a traveler’s beliefs, worldview, and sense of self, creating the need for significant personal growth and the potential to emerge as a fundamentally improved version of oneself.

Together, these definitions highlight the broad appeal and deeper psychological complexity of transformational travel, the traveler’s intention to achieve profound change, and the impulse to integrate enduring internal shifts that arise upon return home.

2.4. The Transformation Economy

The Progression of Economic Value (see Figure 2), a framework, developed by Pine and Gilmore (2020:216), outlines how societal and economic evolution drives

changing consumer needs, compelling businesses to adapt to stay competitive. According to their model, economic value has evolved through distinct stages from the extraction of commodities to the production of goods, followed by the provision of services, the staging of experiences, and, more recently, the facilitation of transformations.

Companies in industries such as healthcare, education, fitness, transformative travel destinations, counseling, and even financial services naturally align with the Transformation Economy, as they directly influence life changes and personal development making people healthier, wiser, and/or wealthier. However, many businesses fail to recognize the opportunity to compete based on life enrichment, often viewing their offerings as mere services. This oversight limits their ability to capitalize on outcomes like aspirational achievement, personal growth, or meaning enhancement, which are central to transformations.

The travel and tourism industry perfectly reflects this economic evolution. Initially centered on providing basic accommodations and transportation, it offered standardized travel packages. As consumer preferences evolved, the industry adapted by enhancing amenities and customer service, aligning with the Service Economy. With the rise of the Experience Economy, the focus shifted to delivering memorable, authentic experiences. Now the industry is transitioning towards creating transformative travel experiences fostering personal growth, self-awareness, and lasting impact on travelers’ lives.

3. Market Overview

3.1. The Transformational Consumer

The concept of the transformational consumer is critical to understanding the growing demand for transformative travel. Nelson (2017: xv) introduces this term to describe a distinct and expanding group of individuals who view their consumption choices as opportunities for personal growth and self-improvement. These consumers approach purchasing decisions as a means to live healthier, wealthier, and wiser lives, seeing each choice as a step toward personal transformation. Nelson views “Transformational Consumers” as a “massive, rapidly growing segment” (2017: xi).

Transformational consumers prioritize experiences, products, and services that contribute to their overall well-being and align with their evolving sense of identity. For them, consumption is not merely about acquiring goods or enjoying services, but about making intentional choices that facilitate meaningful life changes.

The alignment between consumers and the ethos of transformative travel highlights the increasing importance of offering travel experiences beyond leisure and entertainment to foster lasting, positive change in individuals’ lives and the lives they touch.

3.2. The Transformational Traveler

Transformative experiences are unique and can occur at any time and place, with travel particularly conducive, as compared to many leisure activities, to facilitating fundamental and enduring change. The following typology reflects the evolving ways individuals seek personal transformation through travel, where each category highlights a different path to self-discovery, healing, or growth. These transformative travel experiences can occur

through physical challenges, spiritual journeys, cultural reconnection, or humanitarian work, all of which allow travelers to emerge fundamentally changed. Transformative travel can be categorized into seven distinct types: Pilgrim, Mystic, Diáspora, Extreme Sports, Volunteer, Healing, and Learner travelers. The following is a review of each.

- **Pilgrim travelers** seek spiritual or personal transformation by visiting sacred or historical sites, including those associated with suffering, to connect with deeper meaning.
- **Mystic travelers** engage in spiritual rites, often incorporating ancient rituals or psychedelic experiences, in pursuit of enlightenment or self-awareness. Diáspora travelers return to their ancestral lands to reconnect with cultural roots and address identity fragmentation.
- **Extreme Sports** travelers challenge themselves physically and mentally through high-risk activities, using adversity as a means of self-transformation.
- **Volunteer travelers** participate in humanitarian efforts, contribute to environmental and social causes, and undergo personal growth through service.
- **Healing travelers** focus on psychological renewal, whether through secular wellness retreats or psychedelic therapies.
- **Learner travelers** seek intellectual and cultural growth through educational travel, which often results in a transformation of worldview and self-perception. Each of these types embodies a unique approach to transformative travel, aiming for deep personal change.

3.3. Market Drivers and Key Trends

- **Desire for Personal Development and Growth:** Modern travelers are increasingly seeking experiences that promote self-discovery, personal growth, and emotional well-being. This desire to lead more meaningful lives drives interest in transformational travel, where the journey is designed to inspire lasting, positive change.
- **Post-Pandemic Travel Shift:** The COVID-19 pandemic reshaped travel preferences, with people now seeking more intentional, purpose-driven trips. The disruption led to a greater focus on wellness, mindfulness, and reconnecting with nature and local communities, propelling demand for transformational travel.
- **Demand for Authentic, Immersive Experiences:** Travelers are moving away from typical tourist destinations and activities, seeking instead authentic, immersive experiences that allow them to engage deeply with local cultures, traditions, and environments. This desire to connect on a deeper level feeds into the transformational travel market.
- **Rise of Wellness Tourism:** The wellness sector has been a strong influence, with travelers

increasingly pursuing journeys that focus on physical, emotional, and mental well-being. Transformational travel often overlaps with wellness tourism, incorporating elements like mindfulness, spirituality, and holistic healing practices.

- **Shift Toward Sustainable and Conscious Travel:** Growing awareness of environmental and social issues has led to an increase in demand for sustainable travel. Travelers seek experiences that are not only transformative for themselves but also positively impact the environment and support local communities, aligning with ethical and responsible tourism principles.

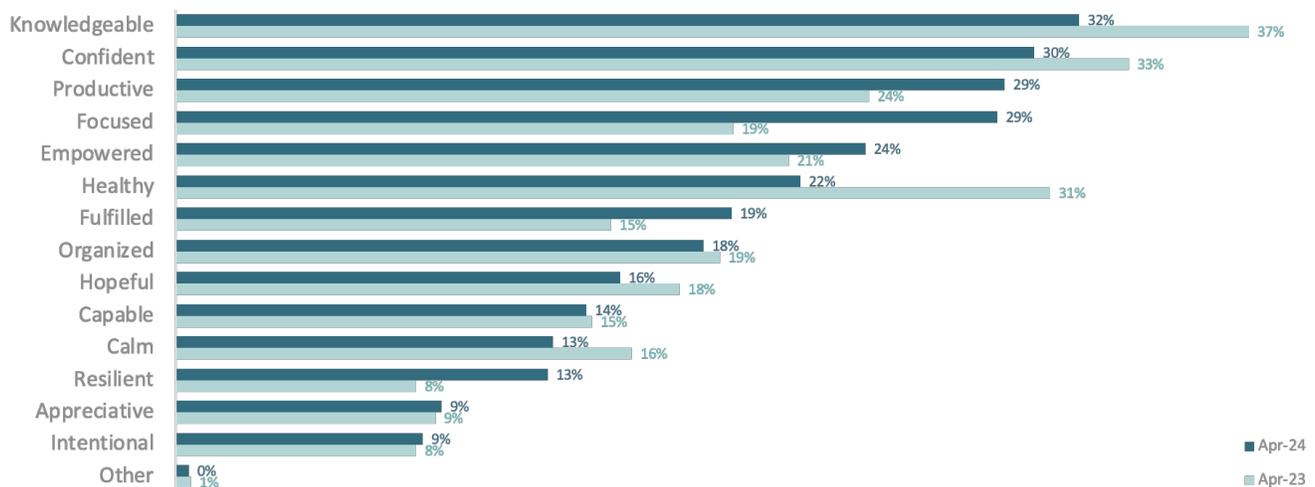
3.4. Consumer Goals

In a recent two-year-long study by Stone Mantel in the Transformation Economy Collaborative, it was uncovered that consumer goals when hiring a company to guide transformation tend to be more active and outwardly demonstrated.

Productivity and focus are increasingly more important compared to last year, while knowledge and health decreased vs. last year.

Figure 3. Goals for Change

Question: When engaging a company to guide me through growth and change in my life, I want to become more: [select up to 3] Source: Stone Mantel Transformation Economy Collaborative 2022-24



4. Trade and Business Opportunities

According to Stone Mantel, transformations are the fastest-growing segment of the industry, outpacing services and experiences, now representing a \$208 Billion market opportunity in the USA alone.

To meet and deliver on this nascent demand, tourism must collectively move from the experiential stage into a new place, the transformation economy, which emphasizes travel as a pathway to self-actualization, as it once was and has the potential to be again.

Such an elevated experience strategy and subsequent market-ready transformative experiences, offer a distinct and powerful economic opportunity, attracting valuable, conscious, and loyal travelers who stay longer, spend more, are more socially and environmentally aware, and are more apt to tell their stories.

As we're seeing in the global marketplace, it is easy for travel companies to promise transformation. It's much harder to deliver transformation and that outcome can only be acknowledged by the traveler, not the facilitating organization. This is why this strategic collaboration is aimed at solving the following problem: Travel companies, hotels, and destinations tasked with guiding transformation for their guests and travelers need to provide an effective context and tools to help travelers learn, and grow to achieve aspirations in travel, and to travel more responsibly. Though travelers seek transformation, the action of igniting and sustaining change can be difficult and can result in disappointing outcomes and customer dissatisfaction.

Such a fundamental industry shift requires prioritizing the 'why and how' over the 'what and where,' and adopting transformative frameworks, techniques, and tactics, that tourism stakeholders (guides, tour companies, travelers) can integrate into their experience strategy, customer journey, vision, and mission. Coaching travelers on how to embrace travel as a self-improvement practice drives unprecedented value for the traveler, facilitating organization, and the places and people impacted.

Despite much of the industry's desire to be a force for good, evolution is accelerated with an economic carrot or incentives. In research conducted by Stone Mantel, it was found that conventional success metrics and KPIs are elevated in a transformation economy, further validating its rapid adoption.

Bottom Line Benefits:

- 82% Increases traveler fulfillment, well-being, and sense of purpose
- 70% Makes it possible for an organization to live its purpose and values
- 69% Increases loyalty and long-term relationships
- 58% Adds economic value to business and unique offerings
- 50% Improves work culture, unity, and sense of purpose

“Today we are in an Experience Economy, with a Transformation Economy hot on its heels. You can stay in the illusory safety of past practices and keep on doing the same things you've always been doing – in which case, mark my words, you too will be commoditized.”

— **Joe Pine**, Author, “The Experience Economy” and TTC Advisor

5. Innovation in Travel Design and Facilitation

The global network of travel suppliers and the distribution system that connects sellers of travel (including tour operators, travel agents, and online agencies (OTAs)) that promote and sell travel, and the governmental and non-governmental bodies mandated to oversee the economic, social and environmental impacts and opportunities of the industry are vast. For this paper, we are focusing on the vertical supply chain of sellers of travel and the service providers on the ground that operate under the jurisdiction of governmental and non-governmental (NGO) institutions mandated to support and/or oversee the tourism enterprises that produce the opportunities for the end-user experience of the transformational traveler and the impact they have in people and places.

The new criteria for excellence in providing travel services in the transformational Experience Economy have changed from knowing a place and sharing it with guests to facilitating the most profound and meaningful experiences that travel can provide. An abbreviated list of the key stakeholders along the travel trade supply chain is outlined below with corresponding examples of methodology and practice employed in creating transformational travel experiences for their guests.

STAKEHOLDER: Destination Management Organizations (DMOs) / Tourism Boards

Future fit destinations are integrating transformative experience strategy and regenerative thinking into their strategic planning and product development, branding and marketing campaigns, facilitating communication and connection among local stakeholders (ie. business and community interests), and maximizing financial resources from both public and private sources. As such, they often play a consequential role in the visitor experience, the development of the tourism economy, and the impact on host communities and living ecosystems.

CASE IN POINT: Destination Stewardship Willamette Valley Visitors Association

The Willamette Valley Visitor Association located in western Oregon between the Cascade Mountains and the Coast Range, was an early adopter of the TTC's Destination Stewardship, a 12-month regenerative tourism program designed to "build participant and community understanding of transformational travel practices and regenerative development for tourism; build participant and community capacity to self-organize, work together and co-manage; gain meaningful community engagement and input; and ultimately co-create Regenerative Guidelines for Actions to steer the destination into its desired future state." [From Rehabilitating Tourism Destination Regeneration Report, Willamette Valley Tourism. This TTC program has since been adapted and executed in numerous other regional and national DMOs.

STAKEHOLDER: Inbound Tour Service Providers

Inbound tour operators play a salient role in providing transformational travel experiences for travelers to the extent they understand the transformational travel experience, train and employ personnel and local contractors that deliver services, and collaborate with host communities that engage visitors in the methodologies and practices that elicit transformational guest experiences.

CASE IN POINT Inbound Tour Service Provider: Tierra del Volcan, Ecuador

The thread of an immersive 15-day transformational experience offered by Tierra del Volcan is "Journey in Three Acts" from the origins of our species to the collective future of humanity with an individual focus on each traveler's personal vision for their life's journey. The Ecuadorian company combines Act 1 with the beginning of



the human race visiting native communities of the Amazon who have lived sustainably in the tropical ecosystem for millennia, with Act 2 making close-up connections with other species and a first-hand understanding of evolution in the Galapagos Islands, to Act 3 dreaming and planning for the future through outdoor adventures, reflection and fireside chats in the womb of Pachamama (Mother Earth) at their lodge in the high Andes within the context of the cosmovision and ancestral ceremonies of Indigenous Andean culture under the shadow of the Cotopaxi Volcano.

STAKEHOLDER: Outbound Tour Operators, Agents and OTAs

Travel agencies play a vital role in the outbound distribution system of sellers of travel by providing information about destinations, tourist attractions, and experiences, arranging lodging and transportation, and connecting travelers with preferred tour operators. Online Travel Agencies (OTAs) represent a vast array of internet information and booking services in the travel industry that represent all sectors, styles, and specialties of travel.

CASE IN POINT: Outbound Tour Service Provider Create Joy Travel

Create Joy Travel reaches out to travelers who seek goal-oriented journeys. The focus is on fostering greater self-awareness and personal growth through “exposure to dynamic settings that nurture learning and growth while tapping into your potential, motivations, and dreams ... to become the best version of yourself.” The company engages guests in more than tour planning through a “Journey Kit” process that begins with self-assessment, personality tests, goal setting, and visualization that feeds into the trip design. Experiences that take guests out of their comfort zone, engage with the sacred through Indigenous ritual and ceremonies, create time for intention or reflection practice, mindfulness awareness, and other practices that are deliberately crafted into tours with personal support throughout the process in the pre-trip design throughout the tour and post-trip reintegration.

STAKEHOLDER: Guides

Guides are the catalyst between travelers and their experience. Their role in facilitating a transformational travel experience is to share the real world without artifice, which craves our understanding and compassion rather than our judgment; to engage travelers to stretch, learn, and grow rather than to be entertained. This requires personality, character, and capacity as a guide to support travelers to tap into their courage, vulnerability, and honesty facilitating deeper connections to self and others including host communities that expand the horizons of possibilities in life. A vanguard of transformational travel guides, mentors, and coaches is emerging and needs to be advanced to foster the call of transformation through experiential travel that supports the inner journey leading to new enlightened perspectives empowering and celebrating the traveler to discover their “New You.” [J. Pine, J Gilmore, et al, Jan-Feb 2022. “The ‘New You’ Business.” Harvard Business Review).

CASE IN POINT Guide: João Perre Viana, Walking Mentorship

“Destination You” is the moniker for core programs developed by João Viana, lead guide and founder of Walking Mentorship. Following centuries-old pilgrimage routes through awe-inspiring landscapes of Europe Walking Mentorship guides employ the mindful act of walking in nature leading guests through purpose-driven practices, questions, and shared conversations through 4 big moments: Slow Down to see where you are, Reconnect with yourself and those around you, Gain Perspective on your desired future, and Take Action to start moving in that direction towards the best version of yourself.

STAKEHOLDER: Hospitality-Accommodation and Cruise

For this paper, our definition of a transformative guest experience in the accommodation sector is more than attentive guest service and amenities. The design of a highly personalized and immersive guest experience in the hospitality sector that brings greater value through attention to personal growth and well-being can be a life-enhancing staycation for guests and a value-added business opportunity for the service provider.

CASE IN POINT: Soul Community Planet

Soul Community Planet Hotels serves guests who value personal wellness, social good, and the environment. Branding focuses on “Soul”, “Community” and “Planet” emphasizing their personalized guest experience immersed in the locale creating for intimate self-nurturing time, connecting with local communities, and being a good steward making each stay regenerative by connecting in nature, reducing impact and giving back through their “Every Stay Does Good” program.

STAKEHOLDER: Wellness

The transformational health and wellness industry that serves the physical, mental, and spiritual well-being of travelers includes spas and body treatment services, retreats, sports and outdoor fitness activities, diet and culinary programs, Indigenous healing practices, and ancient spiritual traditions among many other health and wellness modalities impacting the well-being of people and the planet.

CASE IN POINT Hospitality: Revivo-A Luxury Transformational Wellness Resort

Corresponding with the tenants and designing transformational travel, Revivo invites guests to embark on a transformative journey of self-discovery to health and happiness at their eco-luxury, sustainable wellness resort nestled in the hills of Bali. Immersed in the natural beauty and healing traditions of Balinese culture guests practice mindfulness, movement, meditation, spa treatments, and personally curated nutrition that nourishes and cleanses body and soul “...designed to unlock a life of vitality, balance, and happiness.” Minimizing environmental impact, supporting communities by sourcing locally, and growing sustainable organic permaculture gardens, Revivo utilizes regenerative practices in the hopes of creating a healthier and harmonious future.

6. Integration into Tourism and Society

As a result of the diminishing power of travel, we are unhappier and poorer stewards of one another and our planet, with increasingly dire consequences. We see our present interconnected global challenges of digital addiction, societal separation, widespread environmental degradation, biodiversity loss, climate crisis, poverty, inequities, and injustices as issues, that transformational travel and a regenerative approach can and should address, in a way that can be joyful, fulfilling, and rewarding for all.

6.1. Foundational Framework

A more conscious travel industry holds the potential to bring more personal fulfillment, compassion, stewardship, equality, and belonging. With that in mind, the TTC strives to better understand the impact that transformational travel has on personal development and the subsequent adoption of pro-social and pro-environmental behaviors.

To guide the thinking and the industry’s adoption and implementation, we developed our foundational framework, which informs strategy, programs, and product development. Rooted in positive psychology, mythology, neurobiology, and spiritual transcendence the rigorously designed framework shifts travel from a passive and consumptive experience to an active and life-enriching practice that continually fosters inner development and outer impact.

By asking contemplative questions before, during, and post-travel, there is an opportunity to improve one’s self, deepen connections and understanding of relationships with others, nature, and systems, ultimately seeing and being in the world differently, even more consciously.

Through intention and awareness, and between time and connections travelers can nurture the development of 3 core relationships that evolve and enlighten.

THE TTC FRAMEWORK

Your Inner Compass





I. SELF & SPIRIT:

For a better awareness of your own identity, emotional dynamics, motivations, mindset, travel intentions, and life goals.

II. OTHERS & BRIDGING:

For a better understanding of how to be with and support others, how you view your context in relation to others, and the socio-cultural systems all around us, near and far.

III. SYSTEMS & STEWARDSHIP:

For a better understanding of how to connect with awe and wonder, how travel can shift perspectives and deepen understanding and appreciation for human well-being, planetary health, and interbeing.

Travel is our most powerful lever of personal and societal change, capable of addressing root causes for our challenges rather than treating the symptoms.

Therefore, with the widespread adoption of such principles and practices, the industry can more mindfully design and facilitate experiences that nourish and enrich travelers' lives, local communities, and other systems, including our living planet.

6.2. Integration with Regenerative Development of Communities

Transformative travel, when nested in a regenerative system, can create homeostasis and wholeness in our lives and communities by co-creating a New Tourism system that fosters vital healing, growth, and resilience for all.

Regenerative development takes a whole systems approach to tourism development and management, to tackle deeply rooted problems and create the conditions for the destination - its residents, visitors, ecosystems, and tourism industry - to thrive. Taking a regenerative leadership and development approach shepherds destination beyond sustainability and wellness to achieve net positive benefits in the short, medium, and long term.

Destinations looking to embrace regenerative development must move from being destination marketers to being destination managers and stewards. By adopting regenerative thinking and leadership they're equipped to co-create systems that are restorative, resilient, and adaptable, nurturing life-affirming organizations, teams, and communities.

In this more healthy and conscious tourism dynamic, people and places visited are at the center of the approach. Communities are the custodians of their narrative and co-create the fertile conditions for the transformation of visitors, hosts, and the land by creating opportunities for deep, meaningful connections and action-taking.



7. Conclusion

There has never been a better opportunity for tourism stakeholders to adopt new, innovative, and impactful strategies for meeting this emergent demand and providing deep, enduring value to guests and travelers. Knowing how to reach and connect with these travelers, and how to design and facilitate transformative journeys enables you to unlock travel's potential for good in our lives and our society while driving value, loyalty, and referrals to your organization or destination.

Few forces have such potential for personal growth, transcending divisions within and among ourselves, and revitalizing our planet than transformational travel and regenerative tourism. Given our hybrid structure (the for-

profit TTC and non-profit TTI) we're uniquely positioned to shepherd travel and tourism into the future and broaden its impact.

The TTC provides members, alumni, and the broader tourism industry with a unified platform to become powerful agents of change, foster innovation and agility, and drive enlightened disruption.

We invite you to join us in this ambitious work to ensure current momentum translates into impact, revenue, and further traction.

8. The Authors



Dr. Suzy Ross is an Associate Professor at San Jose State, a Certified Therapeutic Recreation Specialist (CTRS), Consultant, Therapist, and Trainer. She is widely recognized as a pioneer in transformation sciences, with over two decades of leadership in catalyzing personal and systems change.

Her groundbreaking 2010 paper on Transformative Travel laid the foundation for this growing industry, while her 2020 book, *The Map to Wholeness*, introduced the evidence-based Figure-8 Model of Transformation, guiding individuals and systems through profound, lasting evolution. Through her platform, *Transform Together*, Dr. Ross equips clients with experiential tools, personalized guidance, and community support, turning challenges into breakthroughs and fostering connection, clarity, and confidence.



Dr. Marco Antonio Robledo (PhD, MBA, BA) is a Professor in the Department of Business Economics at the University of the Balearics (UIB) and serves as the Director of the Masters in Business Administration (MBA). He defines himself as a change agent, dedicated to assisting organizations and individuals in their holistic development and transformation toward higher levels of consciousness.

He is the author of the pioneering management theory, *3D Management*, with a focus on fostering conscious, humane, and socially responsible organizations. A leading expert in the Transformation Economy, Dr. Robledo explores innovative ways to facilitate the growth and transformation of individuals and organizations. One of his key areas of expertise is Transformational Tourism. He sits on the Advisory Council of the TTC, contributing his expertise to advancing transformational tourism globally.



Kurt Kutay is an ecotourism pioneer and retired President and CEO of Wildland Adventures (1986-sold in 2020). Throughout his career, he founded and served on boards of professional travel, conservation, and cultural

heritage organizations dedicated to bridging adventure travel, conservation, community, and global transformation including the Adventure Travel Trade Association, Galapagos Tour Operators Association, Maasai Environmental Resource Coalition, and the Travelers Conservation Trust. Currently serving as a founding board member of the Transformational Travel Council and Director of its affiliated non-profit Transformational Travel Institute catalyzing travel for personal and social transformation. He is an active volunteer in service to the arts, immigrants, youth, and food insecurity and is an elder mentor on the Wisdom Council for Rite of Passage Journeys fostering coming-of-age wilderness adventures for young adults. Kurt is living the good life in the beautiful Pacific Northwest with his partner, Anne Kutay, raising Tibetan Mastiffs, SUP surfing, mountain biking, hiking, camping, and kayaking, and is a curator of music and a djembe and shekere percussionist.



Jake Hauptert is a recognized figure in the field of transformative tourism, speaking, teaching, and guiding its expansion and implementation. He is a founder and/or owner of eight travel brands that stretch across the category, including glamping, wine touring, and inbound and outbound adventure travel companies.

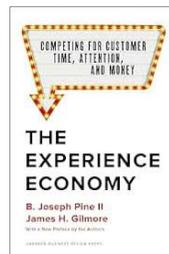
Currently, Jake is shepherding the TTC and is Chair of its Institute. He and his team guide purpose-driven travel leaders, brands, and destinations in understanding and embracing sustainability practices, regenerative development, the transformation economy, and transformative experience development. Why? Because he believes that systemic issues threaten tourism's ability to be additive rather than extractive in our lives, and he is passionately working to help tourism organizations stretch, learn, and grow into new ways of being, seeing, and engaging the world. He's aimed at transforming tourism into a healthier, more just, compassionate, and thriving industry that is expanding individual and collective consciousness. Blending human and business development programs, along with unique insight and practical techniques, tactics, and metrics, Jake can help your organization or community evolve and become more agile, innovative, resilient, and achieve extraordinary outcomes.

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4114 13th Avenue South
Seattle, WA 98108
www.transformational.travel
(206) 212-0113 | Hero@Transformational.Travel