**Introduction**

By examining travel at the intersection of psychology, neurobiology, anthropology and spirituality, the Transformational Travel Council (TTC) has developed a series of ‘Guiding Practices,’ that capture the core elements of transformational travel. By applying and implementing as many of these Practices as possible into engagement-, service-, program-, and itinerary-design, travel mentors can help create a fertile environment for life realizations and positive impact through travel.

1. **Reimagine the Traveler Relationship (Pre-Trip)**

Engaging the traveler in a more meaningful way before their adventure opens space for them to see their upcoming travel experience as much more than just a vacation but as a chance to grow, learn, and transform their life.

**Example:** Schedule a pre-departure call to review and discuss with them why they are going on their Journey, what they hope to get out of it, and how they can travel more intentionally, mindfully.

1. **Consciously Design the Journey**

By ensuring that every element of the travel experience is consciously designed based on scientific rigor and ancient wisdom, TTC Mentors bring a new level of intentionality and mindfulness to trip design and support the traveler in using their experiences to create meaningful change in their lives and in the world.

**Example:** Carefully consider the flow of an itinerary and be sure to include a healthy mix of challenging experiences, unplanned exploration, serendipity, wellness, and time for reflection.

1. **Support Travelers in Following the PATH & Traveling with HEART**

TTC Mentors empower, guide and support travelers in their journey by creating an environment and mindset of growth, challenge, invitation, and inspiration. By promoting reconnection with self, others, and encouraging learning, journaling, reading, drawing, reflecting, meditating, and genuinely interacting with place, and people, providing mentorship and supernatural aid to the explorer along the way.

**Example:** Before a traveler departs, schedule time to discuss what it means to Travel with HEART and why and how to do so. As they travel, make yourself available in case they want to talk about what they are experiencing with you, preferably in person or a video call.

1. **Embrace Ritual & Ceremony**

TTC Mentors integrate both ritual and ceremony into itineraries, programs, and services as way to honor the Journey that the traveler is on and to create a bit of structure and process that allows the traveler to feel supported and recognized for the adventure they are undertaking.

**Example:** Include a special meal upon arrival to their destination that celebrates the traveler’s entrance to the Zone Unknown and commemorate the Return with a meal or ceremony that recognizes the traveler as being empowered to effect change in their community and the world!

1. **Challenge Travelers to Push Comfort Zones**

By encouraging and inspiring travelers to step beyond the boundaries of their comfort zones to engage in challenging physical activities and/or high-contrast cultural experiences, TTC Mentors support travelers in seeing themselves, others, and the world from new perspectives, which are foundational for personal transformation and global change, understanding, and communication.

**Example:** Organize a meal with a local family or group of people that will open up dialogue and challenge the travelers’ preconceived notions of a culture and cultivate shared transformational experiences.

1. **Engage the Senses**

TTC Mentors expertly blend opportunities to engage all of the senses into every trip and program they provide, knowing and understanding that doing so deepens the experience and foster emotionally memorable moments for travelers.

**Example:** Venture into dark skies, quiet places, schedule an interactive cooking class, seek out street food, buy tickets to a musical performance, or a book a special massage or spa experience.

1. **Inspire Connection with Nature**

Opportunities to practice stillness in quiet, open, and awe-inspiring landscapes are often catalysts for reflection and meaning-making. TTC Mentors understand this and create time and space in every itinerary and program for travelers to be in communion with their natural surroundings as a tool for learning, growth, and transformation.

**Example:** Plan a day in nature that includes walking, forest-bathing, swimming in a lake, or a relaxing silent retreat.

1. **Foster Wellness & Health**

TTC Mentors embrace wellness as a conduit for supporting transformational travel, by inviting travelers to stay physically active, creating space for personal solitude, stillness, and restoration of mind, body, and soul, and inspiring travelers to take care of themselves holistically; mentally, physically, emotionally, and spiritually.

**Example:** Provide local farm-to-table meals, allot time every day for exercise or physical activity, and offer yoga and/or guided meditation classes.

1. **Create a Sense of Place**

TTC Mentors are masters at capturing the true essence of a destination and revealing the richness of the local culture, history, natural surroundings, and wildlife. By doing so, they invoke a distinct sense of awe and wonderment that invites reflection and introspection, ultimately increasing the likelihood of a transformational and life-changing journey.

**Example:** Invite travelers to build a relationship with the destination, by exploring beyond the icons. Encourage a mindful visit to a chaotic local market where they can interact with local vendors. Visit places of historical significance, energetic power, conflict, even tragedy, to access the true essence of place and people, the light and the dark.

1. **Embody a Sustainability Ethos**

TT Mentors commit to supporting and fostering responsible travel practices that simultaneously protects local culture and history while also supporting the sustainable growth of the local economy.

**Examples:** Embrace Leave No Trace, offset carbon-emissions, support environmental education, embody the GSTC sustainability initiative, and consciously build a more ethical, ecological, equitable world.

1. **Reimagine the Traveler Relationship (Post Trip)**

Engage the traveler in a more meaningful way after their return from their adventure; instead of the standard survey, ask meaningful questions about their Journey such as: What did they learn? What challenged them most? What has changed most for them as a result of their travels? And what new actions are they going to take in their life? Create an accountability structure and amplify the echo.

**Example:** Schedule a follow-up call or meeting with the travelers to discuss what they learned, what perspectives may have shifted, and what new actions they are committed to taking.

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Every traveler – just like every travel company, accommodation provider, and destination – is different, and some of these Practices will be more powerful than others for each. Nevertheless, TTC encourages and invites our Mentors and every travel-related organization to embrace and embody these practices with the hopes of amplifying the possibility of life enriching travel for the traveler, host, and destination.