MEDIA KIT · 2026/27

Where conscious travel finds its audience

For brands, hotels and storytellers ready to reach the travelers reshaping hospitality. A guide to the platform restoring places, one stay at a time.

I · The platform and its reach

II · Audience and channel report

III · Partnership opportunities

REGENERATIVETRAVEL.COM



OUR MISSION

Harnessing travel to regenerate our world

Regenerative Travel is a community of Regenerative Hotels™ and travel companies dedicated to positive social and environmental impact wherever they operate.

Together we share best practices, raise the value we offer guests, and help restore the communities and ecosystems we belong to.

We believe travel can be a catalyst for change, generating economic, social and environmental wealth.

Our mission is to help travelers and the industry build a regenerative mindset through education, advocacy and collaboration.

The platform, at a glance

Six places where conscious travelers already gather.

The Magazine LONG-FORM EDITORIAL	100K+ MONTHLY READERS	52% NEWSLETTER CONV.	Features and place portraits. Sponsored series available.
Newsletter SUNDAY NEWSLETTER	131K SUBSCRIBERS	81.9K CLICKS TO WEBSITE	A single editor's voice. One sponsor per send.
Instagram @REGENERATIVETRAVEL	77.2K FOLLOWERS	186.1K VIEWS, LAST 30 DAYS	Reels, founder stories, collab posts and takeovers.
Online Campaigns SHARED AND DEDICATED	25K AVG. OPENS	2-3% CLICK-THROUGH	Direct visibility with our conscious community.
The Annual PRINT MAGAZINE	50+ MEMBER HOTELS	1.2M+ BRAND IMPRESSIONS	Stocked in member hotels and at key trade shows.
Symposium LIVE CONVENINGS	1,000+ DELEGATES SINCE 2019	20+ BRAND PARTNERS	New York, Singapore, Cape Town and Kathmandu.

Visibility and reach

Our partners borrow the trust of an internationally recognized brand and the attention of the press that covers it.

- Reach new audiences through our global community
- Position your brand beside a respected name in conscious travel
- Raise awareness for your impact initiatives

740K+
SOCIAL ENGAGEMENT

307M
MEDIA AUDIENCE

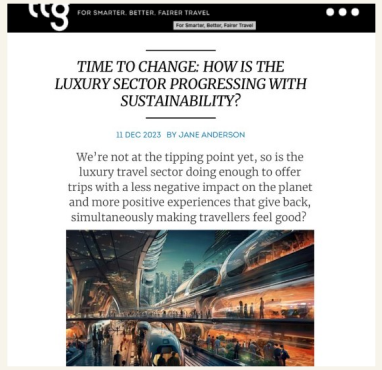












FEATURED IN

Travel + Leisure · The New York Times · Forbes · Vogue · Condé Nast Traveler · The Times · The Standard · TTG Media · Roadbook



Amanda Ho
CO-FOUNDER AND CEO

Recognized as thought leaders

TRAVEL + LEISURE

Global Vision Awards

Winner, 2021

For sustainable and responsible travel initiatives that protect communities and environments.

FAST COMPANY

World Changing Ideas

Honorable Mention, On the Rise, 2021

For outsized impact as a company under four years old.

NEWSWEEK

Future of Travel Awards

Places to Stay Winner, 2021

Honoring hotels and collectives leading with responsible hospitality.

CONDÉ NAST TRAVELER

Bright Ideas in Travel

Winner, 2023

One of 56 players, places and bold concepts moving travel forward.

INVITED TO SPEAK AT

UN Ocean Conference · Climate Week NYC · TEDxSumas · Global Wellness Summit · TTG Luxury Travel Summit · Beyond Green · ProColombia · The Conscious Festival

Who we reach

A discerning, well-traveled readership with both the means and the conviction to spend differently.

35-44	$184K	64%	5.8x
MEDIAN AGE	MEDIAN HOUSEHOLD INCOME	FEMALE-IDENTIFYING	TRIPS PER YEAR

THREE TRAVELER ARCHETYPES WHO SHARE A TABLE

SEEKING REGENERATION

The Returner

Mid-career and well-traveled. Has done the bucket list and now wants stays with depth, to revisit, to bring a parent.

ALIGNED AND ASPIRATIONAL

The Steward

High-net-worth and philanthropic. Travel is one expression of a wider portfolio of giving. Often serves on boards.

WELLNESS AND LONGEVITY

The Practitioner

Yoga teachers, chefs and designers. Creative professionals whose recommendations move rooms.

@REGENERATIVETRAVEL ON INSTAGRAM

A verified community of 77.2K+

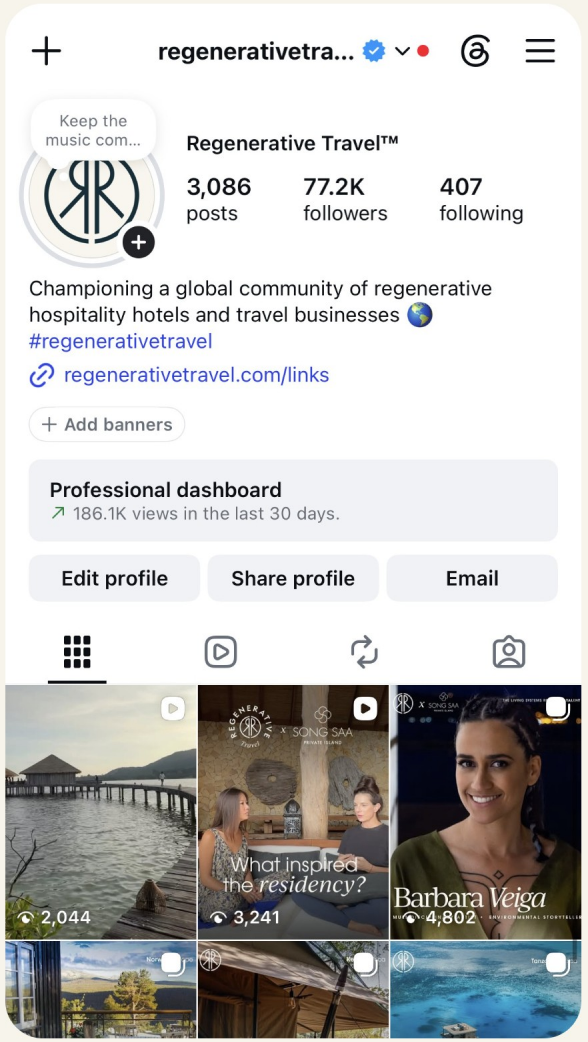
77.2K	3,086	186.1K
FOLLOWERS	POSTS PUBLISHED	VIEWS, LAST 30 DAYS

TOP COUNTRIES

United States	51.7%
United Kingdom	5.4%
Canada	3.5%
Brazil	2.7%
Australia	2.5%

TOP CITIES

New York	3.9%
Los Angeles	1.8%
London	1.6%
Sydney	0.8%
Bangkok	0.7%



INSTAGRAM · ONE 30-DAY WINDOW

Discovery at scale

321,683

views on @regenerativetravel in 30 days

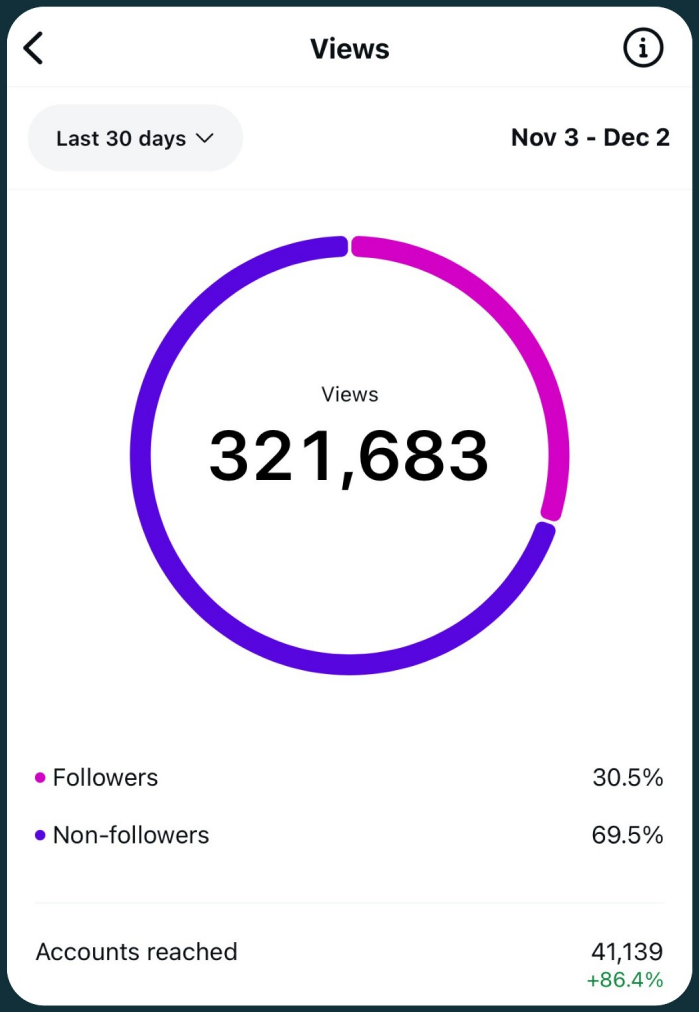
69.5%

OF VIEWS FROM NON-FOLLOWERS

41,139

ACCOUNTS REACHED · UP 86.4%

Seven in ten views come from people who did not yet follow us. Partner stories placed on our feed meet new, values-aligned travelers every day.



Stories that travel

Regenerative Leaders interviews, Symposium Live sessions and residency films turn our partners into the story.



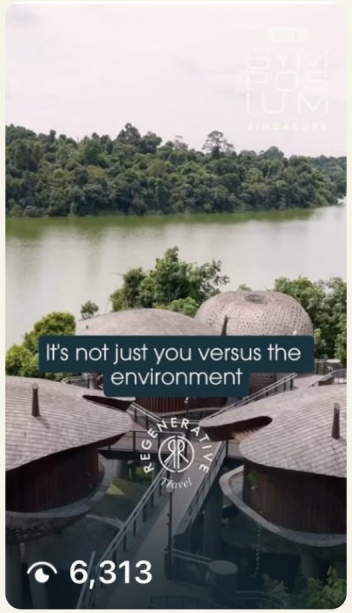
50.5K

Founder story, Leh



33K

Lchang Nang Retreat



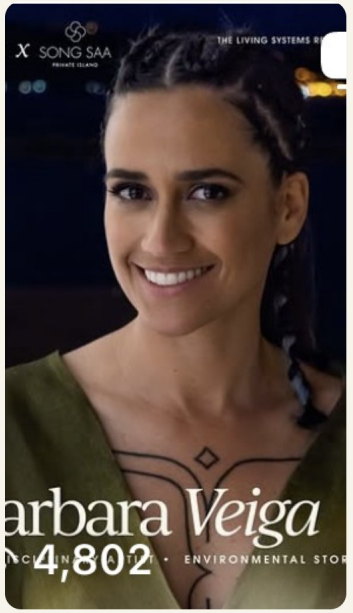
6,313

Symposium Singapore



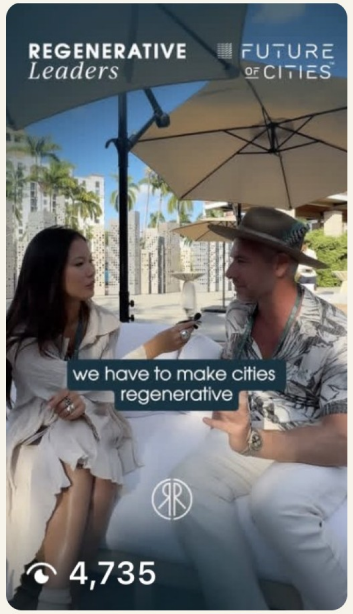
5,811

With Juliet Kinsman



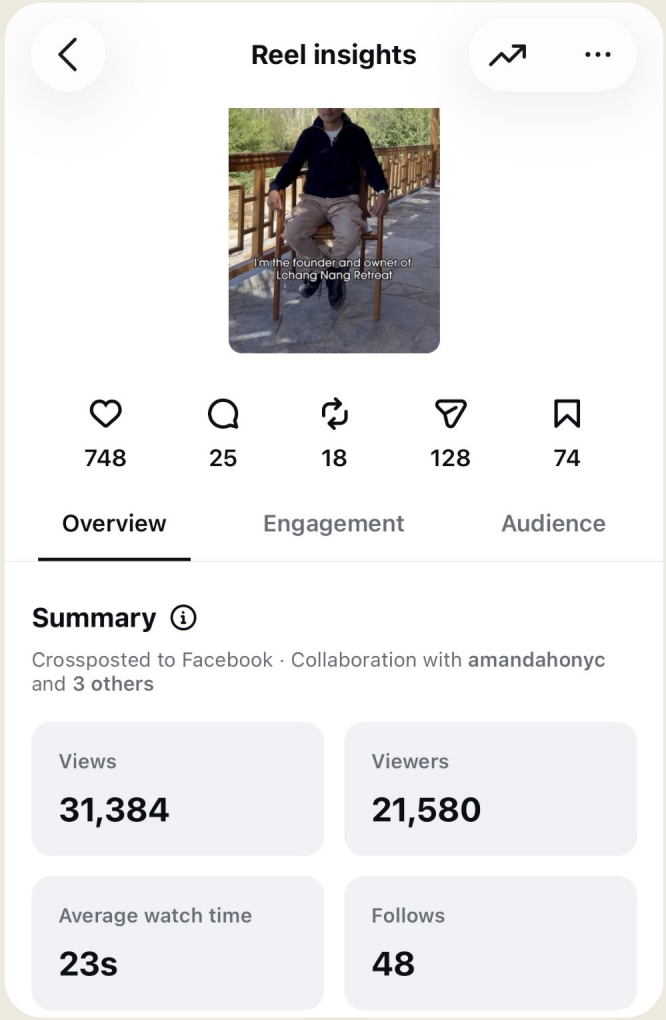
4,802

Residency at Song Saa



4,735

Future of Cities



CASE STUDY · COLLAB REEL

One founder story, four audiences

The founder of Lchang Nang Retreat in Ladakh shares why he built it. Co-published with @amandahonyc and three partner accounts, then cross-posted to Facebook.

31.4K	21.6K	23s	48
VIEWS	VIEWERS	AVG. WATCH TIME	NEW FOLLOWS

748	128	74	25
LIKES	SHARES	SAVES	COMMENTS

> ***Collab Reels let a partner's story live on our feed and theirs at once, with every view, share and save counted together.***

Every channel, working together

Instagram opens the door. Our newsletter, site and LinkedIn carry partners through to booking.

The Dispatch
NEWSLETTER

131K	subscribers
81.9K	clicks to website
15K	opens per dedicated campaign
15-30	booking clicks per hotel, every 6 months

Website
REGENERATIVETRAVEL.COM

144K+	yearly users
65K	active yearly users
600	monthly visitors per hotel page
500	click-throughs per featured email

LinkedIn
INDUSTRY AUDIENCE

8.8K	followers
60.1K	impressions
10.3K	clicks
20.6%	engagement rate



THE ANNUAL · PRINT

A magazine kept on the table.

A once-yearly keepsake, 120+ pages, read where travelers are most receptive.

50+
member hotels in 42 countries

1.2M+
annual brand impressions

12 mo.
on the shelf, in rooms and lobbies

$55
cover price, sold worldwide

Trade shows
Single copies given to media, trade professionals and designers.

In-room placement
Stocked in lobbies and guestrooms across the member network.

OUR HOTEL MEMBER ECOSYSTEM

Trade promotion and database.

- Access to our values-aligned, vetted buyer and media database
- Presented to the trade as part of the Regenerative Travel collection
- Four trade-focused newsletters a year to our advisor database
- A dedicated announcement when your property joins
- A place in our annual virtual RT Trade Showcase

500+
engaged travel advisors

86%
independent contractors

63.3%
keen to book regenerative hotels

45.5%
serve 50+ clients a year

WHERE OUR ADVISORS SELL



New · The Regenerative Travel Certified Advisor program, a six-week online certification led by hoteliers on the ground, now enrolling its founding cohort.

How we partner.

Four routes in. Fewer than thirty brand partnerships a year, every one aligned and every one visible.

01

Sponsored content series

Three to six Journal features with original photography, shared across the Dispatch and social.

10-14 weeks lead
1.5-2.4M reach
From $10,000

02

Brand collaboration

Three brands a year. A full annual program with a magazine chapter and Symposium presence.

5-6 months lead
Full network reach
From $5,000

03

Hosted experiences

A four-day program for high-net-worth members at your property, reported back in the Journal.

14-18 weeks lead
12-28 guests hosted
From $48,000

04

Affiliate and member offer

A vetted product gallery and member-only offers with attributable revenue.

3-4 weeks lead
486K members
Revenue share

ADD TO ANY ROUTE — Instagram collab Reels co-published to your audience and ours, plus Stories and takeovers on @regenerativetravel.

In good company.

SELECTED BRAND PARTNERS

Banyan Group | Belmond | Classic Harbor Line | Billion Oyster Project | Davines | Finless Foods | Solgaard | Yoga Trade

SELECTED HOTEL PARTNERS



Botswana

Xigera



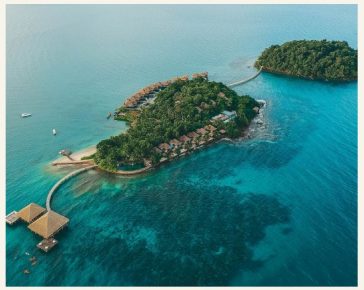
South Africa

Sterrekopje



Nepal

Shinta Mani Mustang



Cambodia

Song Saa Private Island



Tanzania

Manta Resort



Jamaica

Rockhouse Hotel

CONDÉ NAST TRAVELER

"Booking platforms like Regenerative Travel cut through the greenwashing."

FINANCIAL TIMES

"Trips that actively help, rather than simply mitigate."

Work with us

Every meaningful project begins with a conversation. Tell us what you are building and we will tell you whether we are the right table to bring it to.

EDITORIAL AND PARTNERSHIPS

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WHERE YOUR VACATION MEETS YOUR VALUES™

