

latitude[°]

The Global *Relay* *Impact* Report

Where the people reshaping tourism connect

In partnership with



ONE
PLANET
JOURNEY

TRAppe.



A Look Back, A Leap *Forward*

From 6–9 July, Latitude hosted its biggest and most ambitious networking series yet: The Responsible Tourism Global Relay.

And what a week it was. **204** founders, sustainability consultants, tour operators, and industry leaders came together from **51 countries**. But this wasn't any ordinary networking event. Instead of exchanging virtual business cards to push deals over the line, it was about exchanging ideas, talking through business challenges, and sparking genuine partnerships.

Hosted on our brand-new platform, attendees were carefully matched at tables with their ideal collaborators before freely roaming the virtual venue to make unexpected connections.

The Impact at a Glance:

- **A Global Footprint:** 204 unique attendees and 308 total attendances across four digital sessions.

- **Regenerative Action:** Attendees helped raise \$361 for grassroots environmental projects in Nepal, Malawi, and Argentina just by showing up.

- **Connecting Without the Carbon:** By meeting virtually instead of flying to an in-person event in London, we generated at least 99.8% less CO₂e.

Even after the events ended, relationships are still forming. We are shifting this industry from a collection of isolated islands into a unified, open-source ecosystem that can eventually make responsible tourism the default.

A huge thank you to everyone who joined The Global Relay. Without you, Latitude simply doesn't exist.

This is just the start of an exciting new chapter, revolutionizing the way networking in responsible tourism is done.



Jamie Burr
Founder of Latitude

l

Our *Global* Audience Snapshot



204
individual
signups

51
countries
represented

46%
joined multiple
sessions

20,000+
potential new connections



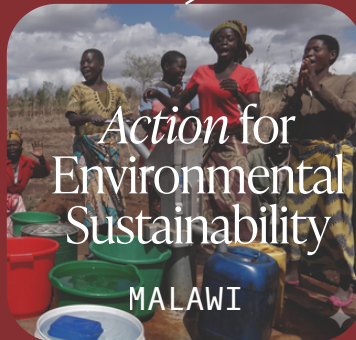
Easily one of, if not the most important, tourism networking event in my calendar. Invaluable for any tourism professionals who care about people, planet & purpose and the need for collaboration.

Lauren Sans

Co-founder of Nyayo Discovery

The *Regenerative* Impact

\$361
donated to
environmental
projects



As a community of responsible tourism professionals, we believe that coming together should generate more than just conversations.

At The Global Relay, **10% of every ticket sold** was donated to grassroots environmental projects in developing countries.

This is part of our ongoing commitment to create real, regenerative impacts for local communities.

Thanks to our attendees, we've now donated over **\$1,400 in total since January 2025**.



These conversations reminded me why I love working at the intersection of storytelling and sustainable travel. When local communities lead the way and their stories are told with authenticity and respect, tourism has the potential to create a lasting positive impact.

Sophia Polson
Founder of Phase Creative

The Carbon Comparison

Using AI-modelling and a widely cited 2021 environmental study conducted by researchers from Purdue University, Yale University, and MIT, we estimated the carbon emissions generated by The Global Relay compared to a hypothetical scenario where all 204 of our attendees travel to an in-person event in London. Based on our calculations, The Global Relay generated *at least 99.8%* less CO₂e compared to the in-person scenario.

The Global Relay

513kg

high-end CO₂e
estimate

Based on a worst-case scenario—assuming every single attendee kept their high-definition camera and microphone turned on for their entire 100-minute session—the event generated a maximum of **513.3kg of CO₂e**.

To put 513.3kg of CO₂e into perspective, it is roughly the equivalent of producing the meat for **151 quarter-pound beef burgers** or driving a standard car one-way from **New York City to Miami** (about 2,060 kilometres).

Travelling to a *London* in-person event

276
tonnes

CO₂e estimate

We mapped the return travel distances for all 204 attendees from their home countries to the UK. It would have required a staggering **1,594,000 kilometers of travel**—the equivalent of flying around the Earth's equator nearly **40 times**.

Furthermore, that 276.1 tonnes is a highly conservative estimate. It only accounts for the flights and trains. It completely excludes the secondary carbon footprint of a traditional multi-day conference, such as hotel and venue energy usage, local transportation, and the agricultural footprint and waste of catering hundreds of meals.



Jamie Burr has brought together exactly the people my 'thoughtful travel' ethos wants to meet – it's guaranteed, it seems, that I'll enjoy meeting everyone and find heaps of common ground and opportunities to work together. All without the carbon footprint of flying to meet in person too.

Amanda Kendle

Host & Founder of The Thoughtful Travel Podcast

*See full details of the breakdown and calculations on page 11..

Connecting Across *Borders*

Our 4 Global Relay regional sessions connected **204 attendees** in **51 different countries** spanning **6 continents** and nearly **20 different time zones**.

Attendee countries		% breakdown
1	United Kingdom	20%
2	United States	16%
3	Canada	4%
4	Germany	4%
5	Portugal	4%
6	Spain	3%
7	Italy	3%
8	Netherlands	3%
9	Tanzania	3%
10	India	3%
	Other	37%



When you spend your days advocating for meaningful exploration, curiosity, and cultural connection, seeing those exact principles reflected by a global community is incredibly validating.

Richard Lindberg
Founder of One Planet Journey

The Industry *Ecosystem*

	Attendee business category	% breakdown
1	Marketing	12%
2	Sustainability consultants	9%
3	Tour operator	9%
4	NGO/non-profit	6%
5	Travel agency	6%
6	Travel tech	6%
7	Content creator	4%
8	DMC	4%
9	Destination development	3%
10	Activity & experience provider	3%
	Other	36%



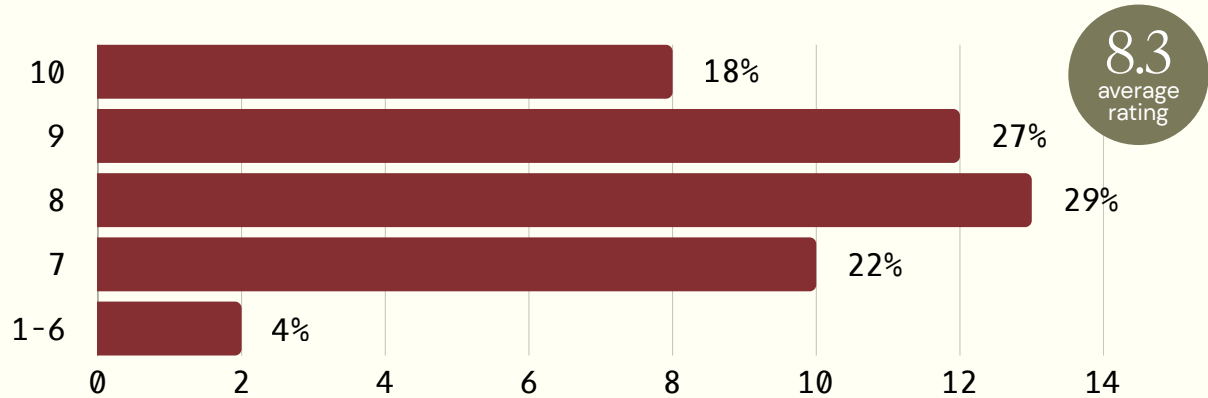
As someone who works fully remote, it's easy to get stuck in your own echo chamber of thoughts...and daily routines of running a business. Listening to others talk about their challenges, discuss how the narrative of responsible travel needs to change and finding ways to collaborate rather than compete — it's inspiring, motivating and eye-opening.

Lara Ehmler

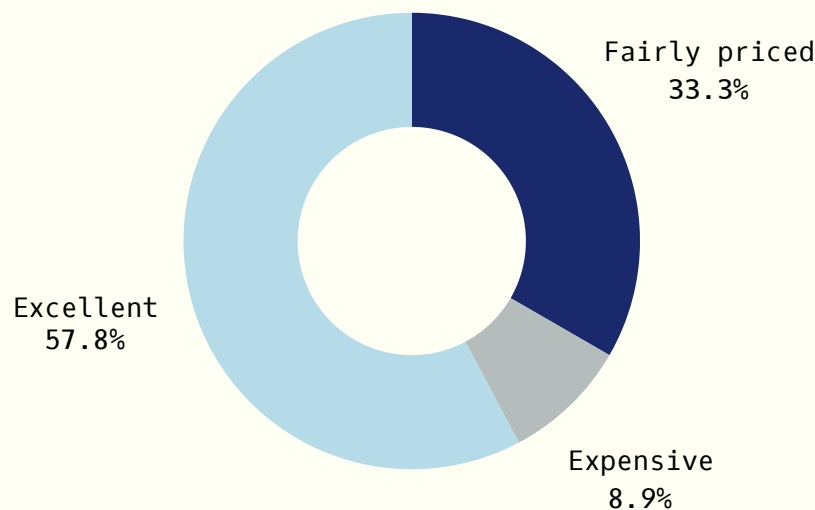
Travel Marketing Specialist

The Attendee *Experience*

Overall, how would you rate your experience at The Global Relay?



How did you feel about the ticket price for the value you received?



Why do I keep coming back to Latitude? Finding your tribe is everything—especially when you sometimes feel like you're the minority talking about sustainability... Before you know it, you feel like you're part of a big family—everyone working in their own lane but moving towards the same goal: creating a better form of tourism that truly benefits people and places.

Mathi Thanayan

Co-founder of The Curious Experience

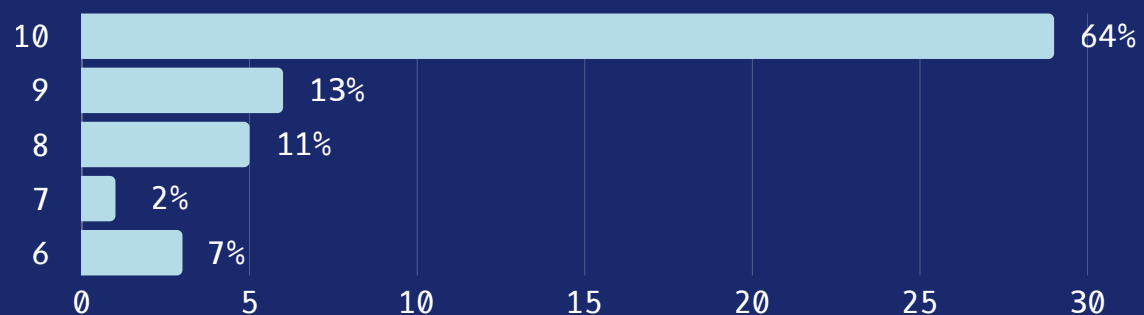
**Based on 45 attendee responses. Tickets were priced at \$15 for any individual session or attendees could choose two Global Relay events for \$25.*

Engagement & Word of Mouth

The impact of The Global Relay extends far beyond the live sessions themselves. The organic buzz, public sharing, and overwhelmingly positive recommendations prove that this isn't just an event series—it is a community that responsible tourism professionals are genuinely proud to be a part of.

When asked, "How likely are you to recommend Latitude to a friend or colleague?" over three-quarters of attendees rated their likelihood as a 9 or higher, and **61%** gave a **perfect 10/10** rating.

How likely are you to recommend Latitude to a friend or colleague?



The Digital Conversation

100+
posts shared by
attendees



Having attended the last Latitude event earlier in the year, I was looking forward to the Relay. I had hopes it would at least match the last one. Attending the European and African one today, the end result was way beyond my expectations, and I'm actually excited about attending tomorrow's Transatlantic event.

Martin Rosenberg
Founder & CEO of Overseasinfo.tv

The Journey *Continues*

The Global Relay has come to an end, this is just the start of an exciting new chapter for Latitude.

While we are currently building out our calendar with more events designed to bring responsible tourism professionals closer together, we're also developing **a new community platform** for members to connect and create new opportunities together around the clock.



The Latitude community platform is *coming soon*

Scan the QR code or visit latitudetourism.org to register your interest.

The Carbon Comparison

Carbon estimates calculated by Latitude using an AI-assisted modelling process. The comparison is based on 204 unique attendees across 51 countries and 308 total attendances across four 100-minute virtual events.

Estimated virtual event emissions were calculated using total attendee streaming time of 513.33 hours and three video-conferencing emissions factors: 50g, 150g and 1,000g CO₂e per attendee hour, producing low, moderate and high-end estimates of 25.7kg, 77.0kg and 513.3kg CO₂e respectively, based on a widely cited 2021 environmental study conducted by researchers from Purdue University, Yale University, and MIT.

The equivalent in-person estimate assumed all 204 unique attendees travelled to London for an event. For 166 international attendees, distances were estimated by mapping each attendee's country of origin to London using approximate country-centre coordinates and the Haversine formula, then doubling the distance to account for return travel.

International travel was calculated using a reasonable emissions factor of 0.175kg CO₂e per passenger kilometre. For 38 UK attendees, the model assumed a 600km round trip by domestic ground transport, calculated at 0.05kg CO₂e per passenger kilometre. This produced an estimated total travel distance of approximately 1,594,000 passenger kilometres and 276.1 tonnes CO₂e.

On this basis, even the high-end virtual event estimate represents approximately 0.2% of the estimated travel emissions of an equivalent London in-person event, or at least 99.8% fewer emissions, and does not account for massive secondary footprint of a multi-day international conference, including:

- Hotel Energy Usage: Heating, cooling, lighting, and laundry for 166 international guests staying multiple nights.
- Venue Electricity: HVAC and power for a conference center holding 200+ people.
- Local Ground Transport: Taxis or buses ferrying attendees between airports, hotels, and the venue.
- Catering and Waste: The agricultural and logistical footprint of feeding over 200 people multiple meals, plus the associated food and material waste.

When you factor in these secondary elements, the true footprint of an in-person alternative would be substantially higher.

Using the moderate virtual event estimate of 77kg CO₂e, the event would represent approximately 0.03% of the estimated emissions of an equivalent London event, while the higher virtual event estimate would represent approximately 0.2%. Figures are indicative, based on modelled assumptions, and have not been independently verified.





latitude°