

How to

# TRAVEL YOUR HEART OUT

Icebreakers, journal prompts, and  
35 ways to travel like it matters.



Here's a secret nobody puts on a postcard: the best trips aren't really about the places. They're about who you become along the way, and who you become it with.

This book is for that part of the trip. The parts that don't fit on a map — the 2am conversations with someone you met four hours ago, the moment you realize you're more capable than you thought, the choice to do the right thing when nobody's watching.

Inside, you'll find icebreakers for turning strangers into your favourite people, questions worth asking yourself when the wifi's down and the view is too good to scroll past, and 35 ways to make sure the places you visit are better off for having met you.

None of it requires perfection. It just requires paying attention.

So go ahead — dog-ear the pages, spill coffee on the cover, write in the margins. This book is meant to be used, not preserved.

**Travel your heart out.**

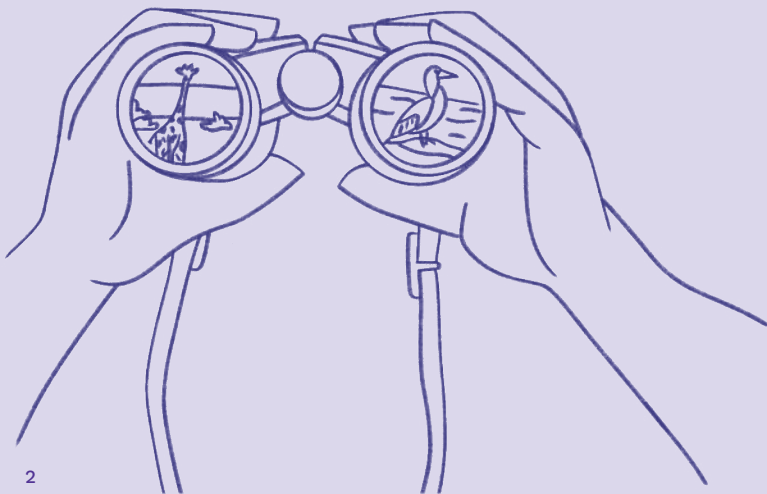
**This is how.**



# How to Positively Impact Wildlife

## Wild animals aren't photo props

If a trip lets you ride, hug, or selfie with an animal, that's your cue to walk away. The wildest encounters happen at a respectful distance.



## Skip the show. See the real thing.

Performing animals aren't happy ones. Behind every trick is fear, confinement, and pain. Choose nature-based experiences – wild elephants, open water, real life.



### **That souvenir might have a dark past**

Shells, fur, bone – pretty trinkets can hide ugly stories.

Choose souvenirs that give back: handmade crafts, local art, and textiles that support communities and protect wildlife.



### **Look beyond the sanctuary sign**

Real sanctuaries rescue and rehabilitate. They don't breed, sell, or let you cuddle the residents.

If cuddling's on the menu, start asking harder questions.

### **Your feed can fight animal cruelty**

Share what you learn. Post responsibly. Call out cruel attractions and champion the ethical ones. Your platform, however big or small, can change what's possible for animals.



"When wild animals are used for entertainment, they suffer in chains, cages, and often with cruel training. By choosing animal-friendly travel, we can help keep wildlife where they belong: in the wild, where they can live free and thrive."

—Ester Mora

Corporate Campaign Manager, World Animal Protection



# How to Positively Impact Children

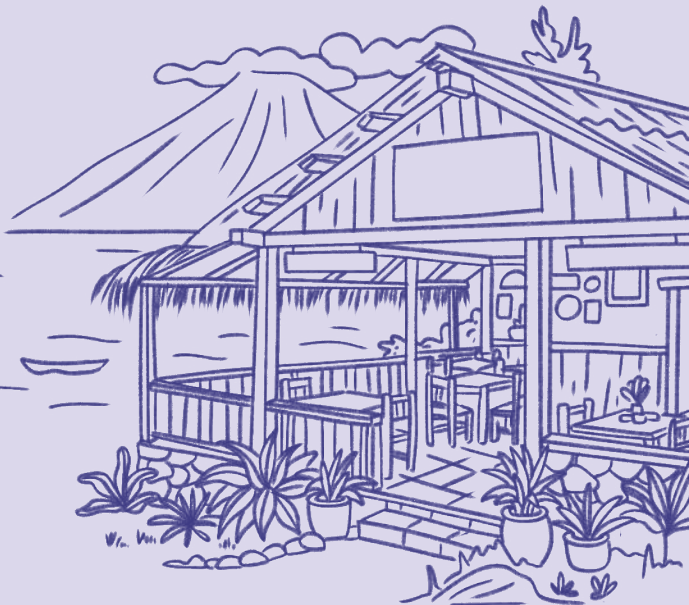


## **Skip the handout. Support the change.**

Direct giving can trap kids in cycles of dependency and out of school. Back local initiatives building education and real opportunity instead.

## **Spend like it matters. (Because it does.)**

Choose training restaurants, social enterprises, and co-ops that reinvest in local youth. A meal or a handmade bag can fund skills, jobs, and a brighter future.



## Kids aren't tourist attractions

Ask a guardian's consent before photographing children. Never visit orphanages. Treat every child with the same dignity you'd expect at home, because the same rules apply everywhere.



## Volunteer smart, not just hard

Offer your actual skills – training, admin, fundraising – to reputable local orgs. Short-term volunteers can unintentionally do more harm than good, especially with vulnerable kids.



## See something? Say something. Safely.

If you witness child exploitation, don't intervene: report it. Contact local authorities or child-protection hotlines. Your voice matters more than your instinct to act alone.



"Kindness alone isn't enough- actions must create real opportunities. Backing local businesses and sustainable community programs is essential to ensure children and their families not only survive, but thrive, with the dignity, skills, and the power to control their own futures."

—**Sebastien Marot** for ChildSafe Movement  
powered by Friends-International

# How to be Responsible when Taking Photos



## Put the camera down. Just for a sec.

Before you reach for your phone, reach for presence. Engage with the moment, the place, the people. The best images come after genuine connection, not instead of it.



## Make a connection, not just a shot

Think of your camera as an invitation, not a device. Photography becomes responsible when it's about connection rather than collection. Listen first. Shoot second.



## Let locals shape their own story

When the people you photograph help shape the narrative, the image carries integrity. Include them in the process – through conversation, review, or collaboration. It changes everything.





### **Good photos start with good manners**

Understand the history and culture of where you're shooting, and skip the visual clichés. The best shots come from real stories, not technical perfection.



### **Go beyond the postcard shot**

Show the contradictions, the nuance, the questions. Photos that deepen understanding outlast perfect ones. Travel with your eyes fully open, then shoot what you actually see.

"The old paradigm is,  
'I travelled here, I took  
this picture, I brought  
it back with me.'

The new paradigm is  
'I was welcomed here  
and made a relationship,  
and together we shaped  
an image that carries  
both of our stories forward.'

—**Maggie Lemere**, National Geographic Explorer,  
documentary filmmaker and oral historian



# How to Positively Impact Indigenous Communities



## Go to the Source.

Choose tours, guides, and lodges that are majority Indigenous-owned. Look for certifications like The Original Original – your money should support cultural sovereignty.

## Buy direct. Keep traditions alive.

Purchase Indigenous crafts, food, and services straight from community members or verified businesses. It keeps customs and languages alive, not just afloat.

## When in doubt, ask first

Whether entering sacred sites, attending ceremonies, or raising a camera – ask. Respecting protocol isn't just polite. It demonstrates humility and honours your host community's values.

## Listen with curiosity

Let cultural knowledge be shared at the pace and depth the community chooses. Skip the rapid-fire questions and let it feel like a conversation, not an interview.

## Back the people protecting the planet

Indigenous communities are often its best stewards. Choose operators working on restoration or cultural revitalisation, and pay rates that reflect the effort.





“(Travel is a privilege,  
not permission. Approach  
Indigenous communities  
with respect, listen more  
than you speak, and learn  
before you arrive.  
Curiosity should never  
outweigh dignity, privacy,  
or the right of people to  
set boundaries themselves.”)

—**Judy Kepher Gona,**

Sustainable Travel & Tourism Africa and  
G Adventures Global Ambassador

# How to be Responsible with Social Media



## Think before you post. Really.

Not every moment needs a share. Ask: does this respect the people, wildlife, and places involved? Thoughtful posts protect privacy and culture, and make your feed worth following.

## Geotags can do real damage

Tagging fragile ecosystems, wildlife hotspots, or Indigenous lands can cause serious harm. Protect the places you love by not pinning them to a map for the whole internet to find.

## Chase meaning, not the perfect shot

Post with purpose. Skip the risky stunts, add real context, and ask: if more people copied this, would it cause harm? Inspire respect, not just a seriously enviable feed.

## Let the locals do the talking

Share the voices of guides, artisans, and community leaders. When your platform amplifies theirs, social media becomes something more useful than a highlight reel. Connection over content.



## Show it, don't just say it

Highlight ethical travel in action: support local businesses, minimise waste, respect sacred spaces. Authentic actions on your feed spark real-world change beyond your follower count.



# How to Support Local Communities



## **Skip the chain. Find the real thing.**

Family-run restaurants, independent shops, community-owned stays – your choices strengthen livelihoods and keep living traditions alive. Even simple decisions nourish whole communities.



## **Be curious. Then be more curious.**

Every community has its own stories, quirks, and rhythms. Ask questions. Let conversations flow. Be as open to giving as you are to receiving. Those lessons often endure long after the journey itself.



### **Honesty makes better conversations**

Many imagine Western life as effortless. Sharing the reality – stress, rush, disconnection – sparks real dialogue. A reminder that slower, community-rooted living has plenty to teach.



### **Show up. With actual curiosity.**

Taste the dishes, admire the crafts, join the celebrations. Genuine curiosity keeps cultural practices vibrant and valued. In return, you're welcomed into something truly irreplaceable.



### **Centre the people who live the story**

When you share experiences, let local voices lead. Their words, their perspective. Elevating them builds real understanding, and reminds us that travel is about connection, not observation.

"Every choice we make as a traveller has an impact. Supporting local communities ensures that our journeys uplift people, protect traditions, and help sustain the places we love."

—**Helena Norberg-Hodge,**  
Founding Director of Local Futures



# How to Positively Impact the Planet

## **Pack light. Tread lighter.**

Big change comes from systemic shifts, but your choices still matter. Pack thoughtfully, cut waste, choose low-impact transport. Even a reusable bottle signals that travellers give a damn.



## **Spend where the land gets something back**

Seek farms, lodges, and businesses that give back to the earth – planting trees, restoring reefs, using renewables. Your spending can help the planet actually heal.



## **Buy things that don't cost the earth**

From souvenirs to toiletries, go local, reusable, or sustainably made. Supporting circular systems cuts waste and makes sure your money encourages care – not harm – for the environment.



### **Nature's not a theme park**

Move gently through forests, mountains, and waterways. Stick to paths, don't disturb wildlife, leave spaces as you found them. When we tread lightly, ecosystems flourish long after we've gone.

### **Every trip is a classroom. Use it.**

Tell others about the ecosystems, cultures, and conservation efforts you encountered. Inspiring mindful choices in the people around you multiplies your impact far beyond your own journey.



"The most powerful thing we can do as travellers is remember that we're not separate from the places we visit. When we move with care, support those protecting the land and let what we encounter change how we live back home, travel can become a force for regeneration rather than depletion."

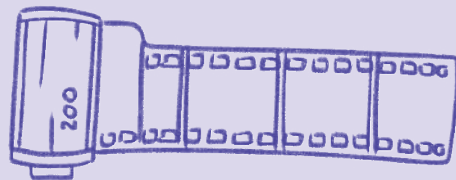
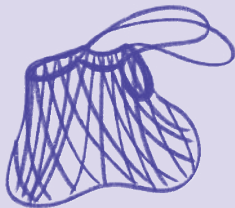
—Nina Karnikowski,

travel writer and author of *The Mindful Traveller*

## Mini Missions

### The reusable kit challenge

Try to carry everything in reusable containers: bottles, cups, bags, utensils. Challenge yourself to refuse single-use items wherever you go. Bonus if you convince a friend to join.



### One photo a day. Make it count.

Give yourself a daily quota – one shot a day, or a single roll of film for a trip. Each image becomes a real choice. You'll come home with a collection that actually means something.

### Pick up five. Every single day.

Commit to collecting a set number of pieces of litter daily. Even five scraps ripple outward. Pack a tote so you're always ready, and watch how quickly small efforts add up.



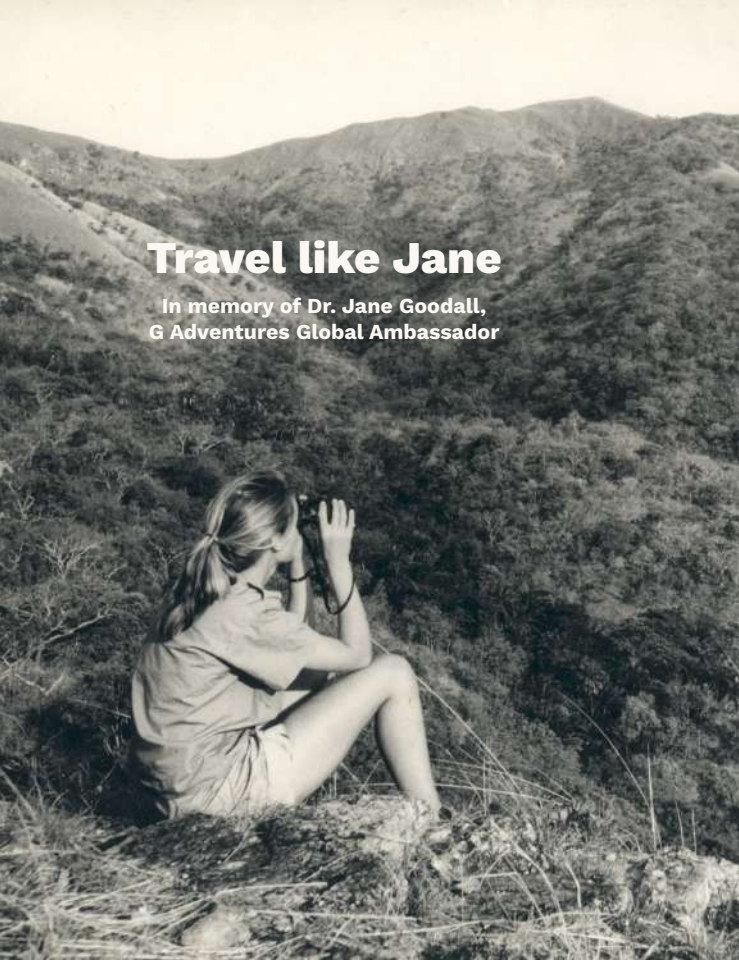
### One small habit. Every meal.

Ask for no straw. Order a local dish. Buy a handmade craft. Pick one small positive change to practice each day, and collect as many little wins as you can.



### End every trip with this one thing

Share one story or photo that made you feel genuinely connected – to the people, the wildlife, the planet. Inspire others to travel kindly. That's how the good stuff spreads.



## Travel like Jane

In memory of Dr. Jane Goodall,  
G Adventures Global Ambassador

For over sixty years, Dr. Jane Goodall taught the world to look closer — at chimpanzees, at the natural world, and at our own place within it. The founder of the Jane Goodall Institute and a G Adventures Global Ambassador, she believed every individual has a role to play and every choice we make ripples outward. Although we lost Jane in October 2025, her challenge to travel with a lighter footprint — and a wider heart — carries on. Here's how to do it her way.

**“You cannot get through a single day without having an impact on the world around you. What you do makes a difference, and you have to decide what kind of difference you want to make.”**

—Dr. Jane Goodall

G Adventures has been changing the world through travel since 1990. For years now, they have worked with the Jane Goodall Institute of Canada to offer the Jane Goodall Collection of tours. Endorsed by Dr. Goodall herself, these trips span destinations worldwide and remain the responsible way to experience the planet's most fascinating wildlife.

Jane may no longer be travelling alongside us, but her challenge remains the same: every choice makes a difference. Choose to make a good one.



Jane Goodall Institute  
Canada



G Adventures



### **Seek wildlife where it's wild**

Jane believed the best encounters start close to home. When you travel further, choose places where animals roam free, not fenced in for a show.

### **Travel slower. Watch longer.**

Jane spent months in Gombe before a single chimpanzee trusted her. Give wildlife that same patience – settle in, and let time and distance do the rest.

### **Skip the souvenir with a backstory**

Jane once said that trophy hunting was “unconscionable,” and she spent her life advocating for animals. Skip anything made from fur, shell, or bone.

### **Pack reusables like Jane did**

Jane never travelled without her own coffee filter, bottle, and cutlery – small habits that keep plastic out of the waterways the wild depends on.



### **Not all animal sanctuaries are created equal**

Jane would want to know what happens to an animal after the photo is taken. A true sanctuary has an answer: rescue, rehabilitation, release. They exist for the welfare of the animals, not for profit.

### **Trust your gut**

Jane's whole career started with trusting an instinct. If something about an animal encounter doesn't sit right, it probably isn't.

### **Learn from those who know the land**

Jane knew she didn't have all the answers. Ask who's lived on this land longest, and let their knowledge shape what you see.



### **Share it forward**

Jane turned one person's curiosity into everyone's responsibility. Post the wildlife moment that moved you, and make the case for doing it right.



### **Say something, if something's wrong**

Jane never looked away from cruelty just because it was easier. If you witness it, report it. Her instinct, borrowed.

### **Slow down. Skip the rental car.**

Jane logged nearly 300 travel days a year, and was insistent on using the most environmentally-friendly way to get around, whenever possible. Slower travel means noticing more, not less.

# Group Chat IRL

Travel icebreakers that go beyond small talk.

**What's your Mount Rushmore of fruits?**

**If you could instantly master any talent, what would it be?**

**What's one thing on your bucket list that surprises people?**

**If you ruled the world for 24 hours, what's the first law you'd make?**

**If you could live anywhere in the world, where would you live and why?**

**What's a conversation that changed your life?**

**Would you rather teleport or time travel?**

**What's the kindest thing a stranger has ever done for you?**

**If you had to survive a zombie apocalypse using only items from an airport gift shop, what's your strategy?**

**If an alien made contact with humanity, what's the one question you'd ask?**

**What's something you believed five years ago that you've completely changed your mind about?**

**If your passport could take you to one impossible destination (Atlantis, the Moon, or Middle-earth), where would you go?**

**What's one day in your life you'd love to relive?**

**If an alien made contact with humanity, what's the one question you'd ask?**

**What's one day in your life you'd love to relive?**

**What's your favourite travel hack?**

**What's something small that always brings you joy?**

**If fear, judgment, and money weren't factors, what would you do right now?**

**Would you rather wear ski boots forever or boxing gloves forever?**

**Would you rather wake up fluent in every language or be able to play every musical instrument perfectly?**

**If animals could talk, which one would be the rudest?**

**Would you rather meet your younger self or your future self?**

**Would you rather have to  
sing instead of speak or  
dance instead of walk?**

**Would you rather travel  
100 years into the past to  
see a place before tourism  
or 100 years into the future  
to see how it's changed?**

**Would you rather burp  
every time you kiss  
someone or fart every  
time someone hugs you?**



## **From the** **Heart**

**Capture the memories,  
moments, and stories you'll  
want to relive long after the  
journey ends.**



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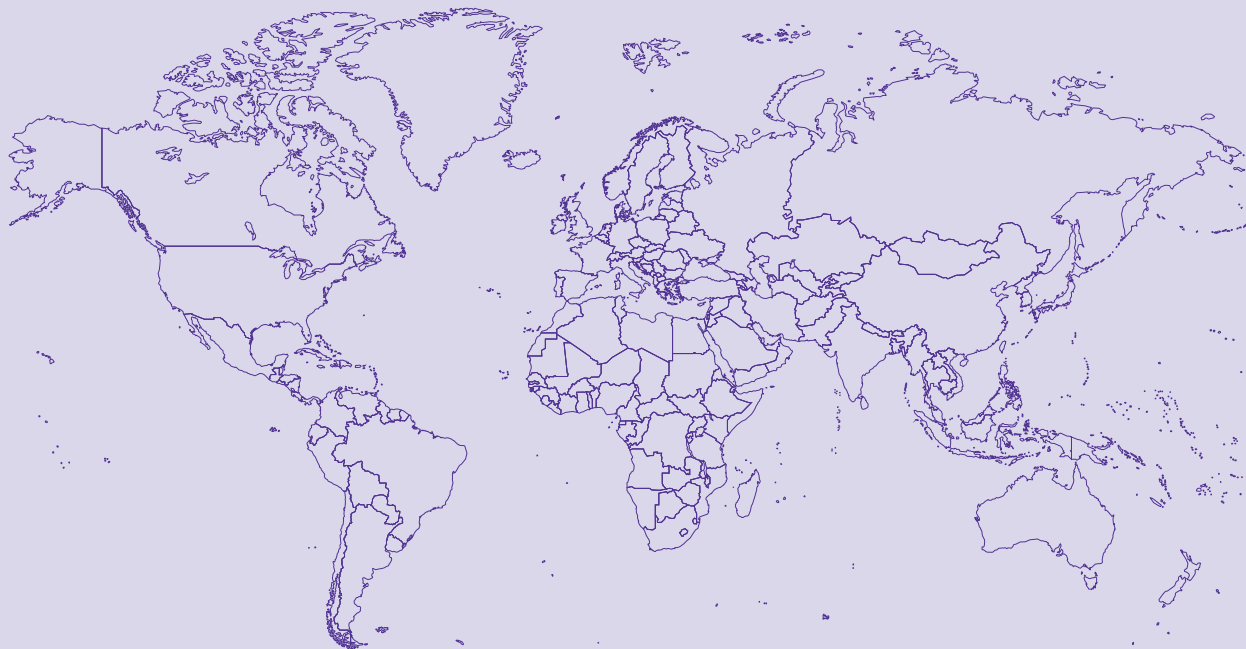
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## **Colour your world**

**Grab some colour and fill in the places that left a mark on your heart. The blank spots? Just future stories waiting to happen.**





When I started G Adventures in 1990, I believed travel could do more than move people from one place to another, it could change the way we see the world, and each other. Every mile travelled is a choice, and choices ripple outward, for better or worse.

I've always believed the smallest habits, practiced consistently, add up to something bigger than any single grand gesture. This book isn't a finish line. It's a starting point, proof that travelling like it matters doesn't require heroics, just attention.

These pages were shaped by conservationists, storytellers, and Indigenous leaders who've devoted their lives to understanding what travel can mean for the people and places it touches. I'm grateful for what they've shared, and I hope you'll carry a little of it with you.

**Bruce Poon Tip**  
**Founder, G Adventures**



