

PRESS RELEASE



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The Travel Better Project receives seed funding from WWF-Australia through its 'Innovate to Regenerate' Challenge.

[The Travel Better Project](#) has been awarded seed funding from WWF-Australia through its [Innovate to Regenerate Challenge](#).

Working with local tourism stakeholders and communities in Tasmania, [The Travel Better Project](#) will develop a regenerative tourism toolkit and place-based framework to show how tourism can benefit nature and the community from the ground up.

"Conventional models of tourism can be wasteful, destructive, unjust and exploitative," said Founder, [Emma Pethybridge](#).

"This project, in its own small way, aims to disrupt conventional models of mass tourism which frequently disempower host communities who often end up having tourism 'done' to them in ways that don't necessarily support local values and priorities".

One of [25 early-stage social enterprises supported by the Challenge](#), [The Travel Better Project](#) will use the funds to further develop and test the concept with tourism operators.

"While it's early days, I have big plans for The Travel Better Project!" Emma said. "It's my goal to make every trip count and to spark a regenerative travel movement in Australia that puts communities and nature first".

The initial focus of [The Travel Better Project](#) is Tasmania, where Emma lives.

Regenerative, or positive impact tourism, aims to protect biodiversity and restore nature, celebrate cultural values, support sustainable operations, and encourage tourism enterprises to reinvest funds to support environmental or community projects.

[The Travel Better Project](#) is developing a [model for action](#), which will be the basis for future products and services developed.



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