Top 5 Tips to make your Luxury Travels Transformational with the ETI Experience
“It is hard to know where to start, as the whole trip was filled with such great experiences. There were absolutely no negative elements in this trip, and we thank you for creating an organization that does so much to enrich the lives of both your clients and the causes that they help.”

Mark Vanacore, USA – Trip to Chile

Be the change, and be changed

You have made it in life. You have seen Machu Picchu, conquered Kilimanjaro, dived the Great Barrier Reef, been on safari, luxuriated in 1,000 thread count Egyptian cotton sheets in your private villa in Cabo.

You have savored the finest Chiantis in Tuscany, Cabernets in Franschhoek, Pinot Noirs in Otago, and Malbecs in Mendoza. You are on first name terms with the golf pros of Valderama and Augusta, and the spa therapists in all the Amans and Six Senses around the world.

Sure, it was amazing. Refreshing. But now what? What’s next?

Read on and discover now how your next luxury trip can transform your life.

You come home from your trip. You find yourself telling your friends and family about your recent luxury trip and you bore yourself with your own details. Because it sounds pretty similar to everything else you have done and experienced...and similar to what your friends have done.

What if next time, you had not only the best of the best of luxury, you could also be part of an epic story that changes the world, actually makes a difference, and you come home with tales your friends and family will be mesmerized by for decades because you weren’t just a bystander, you were building a legacy worth talking about...

You’ve heard it said that it is better to give than receive…but is this true?

My name is Chris and I am going to show you how this next step in luxury travel will enable you to go from good to great…transforming you whilst making a lasting difference.

After 12 years of crafting luxury itineraries for my clients, I have discovered the secret to making travel – and life – fulfilling, for you.
Read on and find out how you can unlock unique experiences that transform your life, and give a new lease of life to an endangered species or community, all in sustainable luxury.

You want more than incredible experiences (though of course you want these as well): you crave something meaningful to which you can connect on the most personal level, and in doing so, undergo an actual transformation.

As the International Luxury Travel Market reports, “transformational travel is the biggest disruption to luxury since the dawn of boutique and lifestyle hotels in the 1980’s.”

You can share stories of your most sublime, adventurous and exciting trip, and with the unique approach I will tell you about, you can be fulfilled through travel.

You can experience travel motivated by a shift in perspective, self-reflection and development, and a deeper communion with family, friends, nature and culture.

You may say that transformational luxury travel is just another fad dreamed up by marketers, but I assure you that over 12 years of designing luxury trips, when experiences change you, they stick with you, and you’ll never look back.

This is the ETI experience.

**Examples are:**

- Witnessing a rhino translocation from a heavily poached reserve in South Africa to a safe location in Botswana
- A cooking masterclass with a Michelin starred chef in Italy in return for a donation to his homeless charity
- Tracking a snow leopard, puma, or Arctic fox in the wild in return for a donation to World Wildlife Foundation
- A sailing session with an America’s Cup winning sailor in return for a donation to a child welfare charity
- Tracking Tasmanian Devils in the wild in return for a donation to Tasmanian Devil Facial Tumour research

**A. The ETI Experience: Explore, Transform, Impact**

**a. Explore**

Encountering new destinations is one of the fundamental joys of travel: visiting sights that you may have only read about or seen in movies is fantastic. A key part of our philosophy is to explore responsibly and sustainably, so that future generations can also enjoy them.

Fortunately, a growing number of luxury hotels realize the importance of being sustainable and preserving what makes their location so special, and we love to give them special attention and recommendations when preparing your itinerary.

Upon booking with us, you will receive a briefing pack on how to explore responsibly, customized to your trip destination.

**b. Transform**

Travel is the perfect forum to have transformational experiences. By its very nature, travel takes you away from your everyday life, and this can open you up to new encounters.

And when you travel with Impact Destinations, transformational experiences are an integral part of your trip.

**Examples are:**

- Witnessing a rhino translocation from a heavily poached game reserve in South Africa to a safe one in Botswana
  - You get to sit in the helicopter and see the vet dart the rhino, then touch him or her while sedated – feel the remarkable texture of the skin - and even assist the professionals as they prepare for lift off to Botswana
- A cooking masterclass with a Michelin-starred chef in Italy and visiting a community kitchen for the homeless that he has founded
  - You get to hear the vision and inspiration
behind the community kitchens, and see for yourself the impact that has been made in the lives of the homeless who are treated with dignity, respect and love. You can even help prepare and serve a meal if you wish!

- Tracking an Arctic fox with an expert wildlife guide in Iceland, a puma in Chile, or a snow leopard in the Himalayas
  • You learn so much from these experts and develop a heightened appreciation of these amazing animals and the conservation efforts to protect them
- A sailing lesson with an America’s Cup winning sailor in New Zealand
  • Hear his stories of sailing adventures as well as pick up tactical sailing tips that you can put into use back home
- Discover the little-known practice of chinampas, an ancient sustainable farming technique employed by the Aztecs in Mexico, and still in use today...and learn how this technique protects the endangered Axolotl salamander.
  • Engage with an expert naturalist guide, scientist and the founder of a charity that actively works on conservation programs to protect the area’s ecosystem and save the endangered Axolotl!

**c. Impact**

“It was wonderful! We absolutely loved New Zealand - the hotels were the perfect choice, our guide Phil was incredible, and it all was enjoyable. We all wished that we had stayed longer and explored more, but seeing kiwis in the wild was for sure a highlight. As usual, you handled every detail flawlessly, so all went very smoothly!”

Stephanie Z., family trip, from the US

One of the wonderful things about philanthropic travel is that it can be both transformational for you and your travel companions, and you can make a lasting impact. This is achieved by incorporating a meaningful philanthropic component to your luxury trip. These components can be both transformational and make a sustainable impact in as little as an afternoon, depending on the location.

**Examples of the Impact you can make:**

- Australia’s Tasmanian Devils are afflicted with a fatal facial tumour, and your donation furthers research to preventing the spread of this disease
  • And you get to track the Devils in the wild with an expert guide on disease-free Maria Island
- Still in Australia, the Aboriginal population is struggling with high unemployment, alcoholism and lack of self-determination. Art is one way that some Aborigines have forged a positive life, and your arts scholarship can help give a promising student the start they need to further their training and help them overcome the obstacles he/she faces.
  • And you get to experience a special encounter with an established Aboriginal artist and even commission a unique piece for you to treasure.
- Moving east to New Zealand, shockingly this island paradise has one of the world’s highest suicide rates, and one World Cup winning All Black rugby legend has made it his mission to rid this scourge—your donation helps his foundation do more education and awareness to bring this rate down.
  • And you get to spend a fascinating meal with him, sample fine wines and even pick up some rugby tips if you are interested!
- Heading north, your donation can save the life of an orangutan family in Indonesia; these beautiful apes are threatened by deforestation of their natural habitat in favour of Palm Oil trees, which orangutans cannot live in. Your generosity enables specialists to relocate an orangutan family to an island safe from threats where they can flourish.
• And you get to participate in the release of the family into their new island!

- Further north, in India, the snow leopard is one of the rarest cats on earth – and one of the most endangered. Your donation to the Snow Leopard Conservation Trust furthers research and community conservation programs to help preserve these amazing cats for future generations.

• And you get to accompany expert guides and track them in their natural environment. Sightings are not guaranteed, but our guides have an excellent track record and know the best spots so your chances of seeing the “ghost cat” are good.

You can give to a worthy cause. You won’t have the angst associated with trying to find what is missing in your life. You can sleep more easily. You will feel more fulfilled.

You can be generous with your wealth

Results from a massive study revealed that being generous had a positive effect on one’s happiness in a whopping 93% of countries. Notre Dame University researchers found that the more generous people were, the happier they reported feeling.

“The man who dies…rich dies disgraced.” Such is the verdict of Andrew Carnegie (1835-1919), industrialist and philanthropist, in his essay The Gospel of Wealth.

WHY BLEND PHILANTHROPY WITH A LUXURY TRIP?

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You gain insights into “the real world” – especially beneficial if you are traveling with kids who don’t fully appreciate how fortunate they are

You will connect with your chosen destination on a deeper, more fulfilling level

You may become inspired to do even more world-changing and leave a lasting legacy

You can experience the joy of helping the less fortunate or preserving an endangered species

Other reasons to help philanthropically:

You are successful, yet something is missing

According to Forbes Magazine, Todd Essig, psychologist in New York City says “Uber-success can be depressogenic. Many C-suite executives are prone to depression, despite their success, maybe even because of it.”

And according to the Harvard Business Review “Wealth and happiness are not positively correlated.”

Luxury travel can be transformational

As a luxury traveler, you know that experiences are no longer enough.

The ultimate luxury lies in the transformational value of the experience and how it helps you become the person you aspire to be. In other words, the new luxury is personal fulfillment.

Luxury travel now goes deeper than 5* hotels, spa treatments and Egyptian cotton.

You can be fulfilled.

“My family and I were lucky enough to work with Chris for our 30 day adventure in SE Asia specifically Vietnam, Thailand and Cambodia. I must have changed or added to the itinerary a dozen times before finally confirming. He never missed a beat. Our groups age ranged from 35 -72 and somehow everyday was filled with activities, meals and sites that we all were in awe of! Our guides, transfers and planned excursions went off flawlessly... and Chris checked in with us daily.”

- Sara M., Florida
Endangered species should be conserved

Ecologists have amassed evidence that ecosystems with a wider range of species are more stable and resilient, and less prone to sudden die-backs. This has a startling implication. A tiny, obscure worm may not be doing anything that’s obviously useful to humans, but it is probably supporting the ecosystem it lives in – and that ecosystem is ultimately sustaining humanity.

We can’t preserve nature without first figuring out how doing so will be good for humans. So for our own good – both in terms of practical things like food and water, and less physical needs like beauty – we should protect them.

Animals have medicinal properties, too. Here is a list of animals and their medicinal uses:

- leeches – secretions prevent coagulation and inflammation
- sharks – utilized in the study of certain forms of cancer and muscle degeneration
- bees – honeybee products prevent microbes from thriving
- lizards – secrete a toxin that may benefit diabetes sufferers
- frog – produces compounds that prevent infection

According to the U.S. Fish and Wildlife Service, one lost plant species can lead to the loss of 30 other insects, plant, and other animal species found in the higher levels of the food chain. These are the keystone species. If that species is removed, the whole ecosystem will be changed drastically.

Examples to illustrate this importance of endangered species and how they link with other organisms are the following:

- northern spotted owl – health indicator of the ancient forest of the Pacific Northwest
- gray wolf – controls the elk population
- killer whale – affects the diet of bald eagles

Leaving a legacy for the next generation is a desirable value. We would like our children also to enjoy the benefits that could be gained from wildlife species, not only of their mere existence but for the potential benefits that they can provide.

Endangered species can be conserved and protected, thanks to you. Imagine being able to look at that rhino, and know that you have enabled it to live a full life.

You can feel fantastic in the knowledge that your wealth has enabled you to not only secure the life of one of earth’s most endangered species, but you get an incredible story to tell your peers.

Your philanthropy can help endangered species

Do you know the tale of the starfish? Once upon a time, there was an old man who was walking along the shore after a big storm had passed and found the vast beach littered with starfish as far as the eye could see.

The old man noticed a small boy approaching. As the boy walked, he was bending down to pick up an object and throw it into the sea. The boy came closer still and the man called out, “Good morning! May I ask what it is that you are doing?”

The youth paused, looked up, and replied, “Throwing starfish into the ocean. The tide has washed them up onto the beach and they can’t return to the sea by themselves,” the youth replied. “When the sun gets high, they will die, unless I throw them back into the water.”

The old man replied, “But there must be tens of thousands of starfish on this beach. I’m afraid you won’t really be able to make much of a difference.”

The young boy paused, looked up, and replied “Throwing starfish into the ocean. The tide has washed them up onto the beach and they can’t return to the sea by themselves.”

The old man replied, “But there must be tens of thousands of starfish on this beach. I’m afraid you won’t really be able to make much of a difference.”

The boy bent down, picked up yet another starfish and threw it as far as he could into the ocean. Then he turned, smiled and said, “It made a difference to that one!”

By experiencing a luxury trip with the ETI Experience, you can make a difference.
You should incorporate philanthropy as part of your vacation

If you enjoy amazing luxury vacations, if are open to being transformed, if you accept that you can and should get involved in philanthropy, and that these experiences are pretty amazing, then naturally you will want to include it as part of your vacation.

This is the travel company for you

I am the founder of the award winning responsible luxury travel company Hands Up Holidays, and I will personally handle your every trip detail to ensure your trip is spectacular and transformational.

This is a small sample of what other clients have written about me:

“My wife and I wanted to travel through Chile, Bolivia and Peru and were slightly daunted by the logistics of organising such a varied trip. Chris was incredibly helpful not only mapping out the most exciting and engaging trip, but also using his extensive personal knowledge of the best things to do. Hands Up were reassuringly efficient in organising the trip, monitoring how we were doing during the trip and making adjustments to improve the trip. Chris’ passion and enthusiasm encouraged us to do things we wouldn’t have thought to do, which gave us fantastic memories of the trip of a lifetime.”

- Bill Q., London

“I researched many different travel opportunities that would incorporate family, community service and high end travel and they simply did not exist until I found Hands up Holidays. Chris was extremely efficient and provided an amazing itinerary that my 14-year old daughter and myself enjoyed thoroughly. We visited Peru, Bolivia and Ecuador. Over a three week span, all the logistics, accommodations, travel and private guides were executed with precision but the most satisfying aspect of the trip was the interesting, heart warming and fulfilling important community service that Chris organized for us. In addition, Chris had many extra wonderful surprises included! Chris checked in with us daily and confirmed our guides were to our satisfaction. I highly recommend using Chris for all kinds of travel.”

- Suzanne G., New York

PS These trips are not for you if...

Your only interest is to stay at a luxury resort in total comfort, being waited on hand and foot - getting bored if you’re honest. We provide world class luxury experiences that awaken a life changing transformation and build the tales of legend for our travelers.

TEN QUESTIONS TO ASK YOUR PHILANTHROPIC TRAVEL PROVIDER:

1. Will my donation go where it is intended?

The beauty of a philanthropic trip is that you get to see first-hand where your money is going, and get to meet the recipients who will be harnessing your generosity for its intended purpose.

When you travel with Impact Destinations, you will be provided with documented accounting of where your donation has gone and what it has been used for.
2. Will I really be making a difference?
Your travel arranger should certainly have the relationships to ensure that your donation is making a difference, and you get to see where it is going and the difference that is being made.
Every donation can be used to make a difference, and naturally the bigger the donation, the bigger the impact.

3. What level of support can I expect?
Everyone needs some level of support on their trip, but this varies with each traveler. A travel arranger should be aware of this and it’s best to look for those arrangers that are experienced in preparing high-end, sustainable luxury itineraries, who are also knowledgeable about the philanthropic opportunities for you to make a difference.
You deserve the reassurance of all the help you need, so make sure that your travel arranger is providing you with 24-hour, in-country support. Find out if they’re going to send you a detailed briefing pack well in advance of your trip.

4. What experiences have other clients had?
There’s nothing like first-hand stories. Find out what opinions previous clients have formed, and what they got out of the trip. Your provider should always be able to give you first hand references and even contact details of past clients.

5. Have you or one of your colleagues been out there?
Nothing beats first-hand knowledge of the destination and philanthropic opportunities. Ask to speak to someone at the company who has seen the work for themselves and knows the destination inside and out.

6. Is this still a vacation?
Your travel arranger needs to know that this is your vacation, and should be able to deftly customize a trip to your preferences, down to the smallest detail, and blend this with a philanthropic opportunity that inspires you.
You should be able to choose the trip length, destinations, activities, accommodation and all experiences.

7. Will we be safe and well looked after?
Safety and health are concerns on any trip. Your advisor should be able to answer detailed questions about the health and safety issues for the country, region and specific project.

8. Shall we take some toys to give away?
Since you’re traveling all the way out there, it might be useful and rewarding to take items with you – toys and games would generally be especially welcome at schools, orphanages or paediatric hospitals. Ask your consultant what might be best - they should have a good idea of what’s most needed and appreciated, as well as what’s easily transportable. Please note that it is best not
to give gifts directly to children – rather, give them to parents or teachers, who are better attuned to the appropriate timing, and this also does not cultivate begging. Please also do not give out sweets or candies, as dental services are often not as good as at home, and this can cause teeth to decay.

9. What happens when we come home?
The time after your trip is incredibly important. Most people build strong connections to the philanthropic experience, and your travel arranger should be able to provide you with ways to continue your support.

10. Are we insured?
It is wise (and may be required) to take out personal travel insurance, to protect you in the event of medical emergency, flight cancellations, etc.

FIVE TOP TIPS TO MAKE YOUR LUXURY TRIPS TRANSFORMATIONAL

1. Take your time. It’s an important decision for everyone you are traveling with, so take your time. If bringing your family, talk to your kids about their concerns and expectations. Research all you can and talk to your consultant for as long as you need. Don’t be rushed into anything.

2. Be clear on what you want to get out of your trip. One way to do this is to sit down and make a list of the top five things you want to see or do. Also make note of things that might scare you or that you don’t want to see. You can do the same with the things you’d like achieve. Use these lists as the criteria for selecting a luxury philanthropic travel provider, or at least a jump off point when you’ve already chosen one.

3. Look at the options for trips and think how they will benefit you as well as the recipients. Work out how the experiences might help you (and your children) grow and learn, what skills
the unfamiliar surroundings might teach you, which social barriers you will learn to cross, what kind of self-reliance you will develop, and what impact you can make. Pinpointing the potential growth areas for you and your kids will help you get the most out of your trip.

4. Ask your travel arranger for as much information about your destination as you can before you leave. Have fun with it. Learn a few words of the local language; it will all be invaluable when you get there.

5. Go big. We only have one planet, and you only have one life, so I encourage you to make as big a mark as possible. Conserve a species. Do your bit to reduce teen suicides or get refugees on their feet. Leave a legacy.

NEXT STEPS

Thanks so much for taking the time to read through this guide and for absorbing our advice. I hope that you found the information helpful and inspiring. You are now well placed to book an amazing philanthropic travel experience.
Contact us for a no obligation 30-minute “luxury philanthropic travel review” so we can help you assess and advise how to create the perfect, most meaningful and inspiring trip.

If you want your vacation to be luxurious AND transformational then I invite you to browse our website (www.impactdestinations.com), or go right ahead and contact me personally:

email: chris@impactdestinations.com
or
call:
(USA) 201 984 5372
(UK) 0207 193 1062
(NZ) 027 501 3631
(Rest of World) +44 207 193 1062

Thanks very much for reading. I hope you found this helpful. If you end up making a booking with Impact Destinations, quote IMPACT2019 for complimentary upgrades in your hotels, where available.

On behalf of Impact Destinations, thanks again and we hope to have the opportunity to inspire you soon!

Christopher Hill
Founder – Impact Destinations

About Christopher Hill:

“I founded Impact Destinations to give you the opportunity to not only see amazing sights, but also to make an impact and leave a legacy.

In my life I have been blessed to have had some incredible travel experiences in over 80 countries, from African sunsets on safari, to swimming with dolphins, to hiking up volcanoes and even gasping for breath in the Himalayas.

As amazing as those experiences are, my most enduring memories are the times when I have made a difference and had a special encounter to go with it.

Back in 2006 I launched Hands Up Holidays to enable people to engage and interact with other cultures through hands-on volunteering.

In 2018, I created Impact Destinations as the next step in experiential, transformational luxury travel.

I am passionate about you having life-changing travel experiences through Impact Destinations.

Join us and leave a legacy