

THE PURE



AWARDS

THE FINALISTS

THE PURE



AWARDS

Judging Guide

How are these projects taking experiential travel into bold new territory? Enriching lives, empowering communities, transforming conservation or simply telling a great story where it matters?

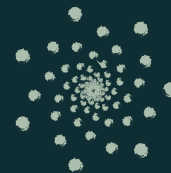
These finalists showed us their maverick spirit. Now it's down to you, the community, to determine who takes home the glory.

When reviewing these applications, please keep these factors in mind when making your decision on who to vote for:

- **The relative size of their impact.** Regardless of the size of their business and the resources they're playing with, please consider every submission in context i.e. don't discriminate against smaller brands serving their region in a meaningful way.
- **When they saw distinct results from their project.** We're seeking initiatives that flourished after April 2024. So, even if they've led a long-running project (for several years or decades), please consider the achievements they've made in the last year.
- **How they can prove progress.** Stats, timelines and results aren't just welcome. They're essential. They must be able to demonstrate how the project developed and what it accomplished in the past year.
- **Their sustainable and regenerative streak.** Making travel a force for good isn't just about maintaining cultures and environments, but leaving them in a better state than they found them. You should examine the authentic care their project displays for people and planet — both for now and its far-reaching potential.

Disclaimer

Please bear in mind that the PURE community is a global community, meaning many Awards entries have been submitted by those for whom English is not their first language. With this in mind, we ask that you judge entries based on the work that they represent and not on the quality of the copy. Thank you.





Conservation

THE GREEN GUARDIAN

Sustainability with soul. Projects that use whatever talent and environment you're working with to protect Planet Earth on any scale. Initiatives that not only sustain local cultures and resources, but regenerate them for the next generation of mavericks. No greenwashing either. Your progress is clear, assured and measurable.

Caiman, Pantanal

BUSINESS SIZE | MEDIUM

REGENERATIVE TOURISM



YOUR PURPOSE

The Pantanal biome suffers from fires, which have worsened in recent years due to climate change. In August 2024, our refuge was hit and 80% of our area was burned. So we decided to close the hotel for two months and started a project focused on regenerating the fauna and flora.

YOUR JOURNEY

We developed a food supplementation project with specialists, since the animals' sources of nutrients were impaired, and installed a veterinary hospital. We planted native seedlings and installed wildlife shelters near dams throughout our 53,000 hectares so that the species can find protection.

YOUR IMPACT

Many animals survived, others had the chance to return to their habitat after treatment and the soil began to bloom again. And when the hotel reopened, we invited guests to take part in a regenerative tourism experience, following these actions closely and reflecting on the urgency of conservation.

Matetsi Victoria Falls

BUSINESS SIZE | MEDIUM

MATETSI'S CONSERVATION JOURNEY: PROTECTING A LEGACY



YOUR PURPOSE

Regenerating a 136,000-acre wilderness that 10 years ago had been decimated. We aim to safeguard biodiversity and secure precious Zambezi River frontage, while creating opportunities for Zimbabweans and cultivating a future where both conservation and community flourish.

YOUR JOURNEY

10 years of conservation, installing an extensive road and radio communication networks, and 16 solar-powered boreholes ensuring water and a safe haven for returning wildlife. Formation of 55-scout strong APU and rescue dog K-9 unit. Wildlife translocation projects: waterbuck, impala and ostrich.

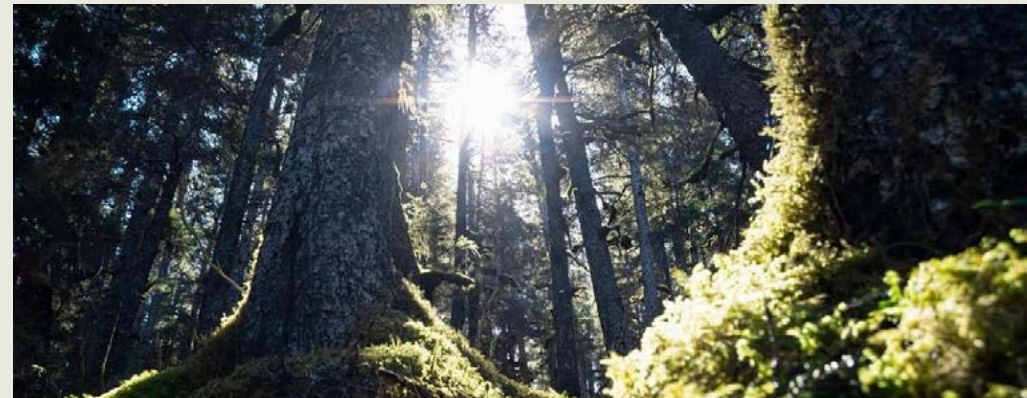
YOUR IMPACT

Apr '24 to date: APU team conducted rigorous vehicle, foot and boat patrols, covering over 250km per day. Numerous wildlife rescues and desnaring procedures. Drought mitigation efforts including translocation of 100 impalas. Ostrich Reintroduction program to re-establish locally endangered species.

Within the Wild Adventure Company

BUSINESS SIZE | SMALL

CONSERVATION - BE THE WILD: RETURNING THE SILENCE TO ALASKA'S EDGES



YOUR PURPOSE

When coastal forests fall quiet, so do the stories that make us human. Within the Wild Adventure Company's non-profit initiative "Be the Wild" set out to keep those stories loud by preserving and protecting vulnerable tracts of Alaska's beloved Kachemak Bay before bulldozers could arrive.

YOUR JOURNEY

2023-25: With much hard work (bidding wars, sealed bids, high drama), we acquired 211 acres of old-growth Sitka spruce forests, salmon-bearing creeks and archaeological Alutiiq native shoreline. We formed our non-profit and vowed to preserve and protect this land into perpetuity.

YOUR IMPACT

Moose calving counts up 16 % inside the preserve (Alaska Dept. Fish & Game data, 2024). Trail paths laid to preserve forest floor. Guests donated \$140,000.00 in 2024 for land purchases. Hundreds-year old trees were counted, cataloged and monitored for health. 50-year management plan developed.



Creativity

THE NATURAL STORYTELLER

Remarkable ways to show an audience where you've come from, what you care about, and how you make travel a force for good. Examples? Physical designs that tell your story — or campaigns and branding that win hearts and minds. Your business is fuelled by creative expression. With a narrative that's never in doubt.

ARIMA SANSOH GOSHOBESSHO

BUSINESS SIZE | SMALL

GOSHOBESSHO: THE DUAL LEGACY OF ART AND OMOTENASHI



YOUR PURPOSE

To reimagine our 830-year family legacy through a creative narrative of "boundless beingness" (Muhouan), blending art, philosophy, and omotenashi into immersive guest experiences rooted in Arima Onsen's unique East-West heritage.

YOUR JOURNEY

We reimaged our heritage through Tocen-e, a shared onsen ritual rooted in Japanese spirituality and mindfulness. Guided by the philosophy of Muhouan, we created narrative guest journeys to rediscover TojiCulture, revived Hanshinkan aesthetics, and collaborated with artists to express our dual legacy.

YOUR IMPACT

Since April 2024, we've seen a 30% rise in cultural program participation, deeper guest engagement, and growing media interest in our unique bathing philosophy and immersive experiences—strengthening our identity as a cultural and creative hospitality leader.

Dexamenes Seaside Hotel

BUSINESS SIZE | SMALL

DEX.SILO.01



YOUR PURPOSE

A pop-up platform inside a repurposed 1920s Silo Tank, transforming dining into an immersive, creative experience. It explores themes through art, wine, science, and local culture, addressing deeper issues such as legislation impacting traditional practices, sustainability, and cultural identity.

YOUR JOURNEY

Bringing Dex.Silo.01 to life was a multi-disciplinary process. We identified key topics and gathered a team of chefs, artists, & experts. We designed immersive in-situ installations and soundscapes, & crafted each detail to create meaningful experiences that communicate a strong message.

YOUR IMPACT

Activism Dinners raised awareness about how traditional practices, like using traditional seeds & homegrown produce, have been made illegal due to regulations. Through performances and lectures, we've sparked discussions & helped initiate the certification process to preserve these practices.

WildChina

BUSINESS SIZE | MEDIUM

BENDI STORIES



[Watch here](#)



YOUR PURPOSE

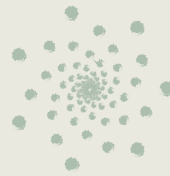
Bendi, meaning “local” in Chinese, inspired the creation of Bendi Stories. This video series explores the soul of China through the lens of its people, their untold stories, aspirations, challenges, and everyday lives, offering a glimpse into the authentic human experiences that define the country.

YOUR JOURNEY

Each episode is shaped by close collaboration between our videographer, marketing team, and long-standing local network across China. From Dong villages in Guizhou to vineyards near Beijing, our local partners’ insight helps us surface stories rooted in place, community, and lived experience.

YOUR IMPACT

Since Apr 2024, we’ve released 8 Bendi Stories, elevating local voices from across China. NatGeo reached out to us about highlighting one of the communities after seeing our video. The series has also inspired new interest in heritage preservation—centering local voices in global storytelling.



Community

THE HARMONISER

Power to your people. Initiatives that support communities
and help them to achieve anything they want or need.

Careful collaboration that respects authenticity. Show us
how you're working with community leaders to decide where
your support goes and what it can achieve.

Kaibu Fiji Private Island

BUSINESS SIZE | MEDIUM

COASTAL COMMUNITY RESILIENCE AND PARAMETRIC REEF INSURANCE



YOUR PURPOSE

We placed the first nature-based insurance policy in the Pacific to protect the Lau Group's coral reefs and communities from cyclone impacts. Rapid payouts fund reef restoration, provide critical community aid, and build long-term resiliency to climate change and anthropogenic threats.

YOUR JOURNEY

Through our Kaibu Foundation and partners, we developed a nature-based parametric insurance policy, involving expert and local collaboration, community consultations, climate education, and training for reef restoration, water safety, first aid, cyclone preparedness, and disaster response.

YOUR IMPACT

After Cyclone Rae (Feb 2025), reef insurance enabled rapid aid for 270 community members. Our trained, community-led field team carried out damage assessments and restored reefs, with 4,000+ corals in nurseries and 1,000+ reattached. This Pacific first payout proves a model for island resilience.

Origen Escapes

BUSINESS SIZE | MICRO

DE SUR A NORTE: COSTA RICA COASTAL QUEST



YOUR PURPOSE

To innovatively and sustainably bring about the transformation of coastal communities through education and employment, by building local partnerships, and raising funds to train underprivileged young people in life and job skills, to ultimate help them work in Costa Rica's tourism industry.

YOUR JOURNEY

We embarked on a nine day challenge, paddling 390 nautical miles on a hand built canoe along Costa Rica's Pacific Coast, from the very south to the very north. Along with 29 partners we engaged with communities, organised local events and connected projects and businesses together along our route.

YOUR IMPACT

Raised \$44,000, engaged with over 30 organisations, and encouraged 100's of youths from coastal communities to apply for our six month government approved training course. 50 were awarded scholarships to learn a range of employable skills before being placed into in a tourism-based job.

The Happy House

BUSINESS SIZE | SMALL

PHAPLU MOUNTAIN BIKE CLUB



YOUR PURPOSE

Phaplu MTB Club began to reduce school dropouts, curb youth migration, build a stronger community, and create opportunities through biking tourism. We built Nepal's first MTB trail network, empowered our children, and helped protect forests—making mountain biking a source of pride and progress.

YOUR JOURNEY

We began by listening to our land and our community- we mapped old herding trails, worked with forest groups, used natural tools & local labor, and relied on passion over funding. Our trails were built sustainably—by hand and by the people who live here—for easy community upkeep and long term use.

YOUR IMPACT

Since 2024, we built 3 new trails, hosted our 2nd international race with 49 riders, saw 7 new homestays be built along the trails, won TCTF's Community Impact grant, raised funds for remote schools & hospitals, built MTB tourism, added arts program, & protected 3 forests from illegal logging.

Ready to cast your vote?

CHOOSE YOUR WINNERS