

PURE

LIFE EXPERIENCES



INNOVATION LAB 2024:

FACE TO FACE WITH RESILIENCE





Every PUREist is a game changer. But a select few have even more of an effect on their regions, communities and collaborators. Every year, we celebrate them at the PURE Awards — a top accolade in experiential travel.

Even making it to the shortlist is a major win. And we ensure you benefit from it... Our 12 finalists are also invited to Innovation Lab, a one-of-a-kind industry gathering.

This is a two-day summit, the week before PURE, where great minds share stories, lessons and revelations to define what's next for our community.

In 2024, we tackled the theme of resilience — something that our finalists all agreed was more influential than ever. Our new format split sessions into four perspectives: each representing a PURE Awards category...

- ▶▶ **Conservation:** Progressing clear, measurable work that supports essential regions and resonates with guests.
- ▶▶ **Creativity:** Generating inspiring designs, architecture and stories that captivate travellers.
- ▶▶ **Community:** Forging and nurturing relationships that empower local people, so they can become ever-more self-sufficient.
- ▶▶ **Change-Making:** Sharing lessons from setbacks and personal challenges as a maverick.

Follow these footprints in the sand, and think about yours...



Tackling the biggest challenges in the business deserves a setting like no other. At La Sultana Oualidia — a magical resort on the Moroccan coast — we planned a weekend designed to bring our leaders closer and help them think freely.

There was too much good stuff at the water's edge to mention. Because the brain just sparks a little brighter after paddleboarding, bird watching and campfire marshmallows, right?

“Having these conversations from the property side, the DMC side, the rep side — which I rarely do now — has been so helpful.”

— Venetia, Journeys With Purpose —

“Our discussions can change direction very suddenly ... And I love that sense of surprise.”

— Alex, Great Plains Conservation —

“This has been a reset and a reminder of what we can do as a collective. We're learning, while slowly coaching ourselves.”

— Henry, Joro Experiences —



What do you get from attending?

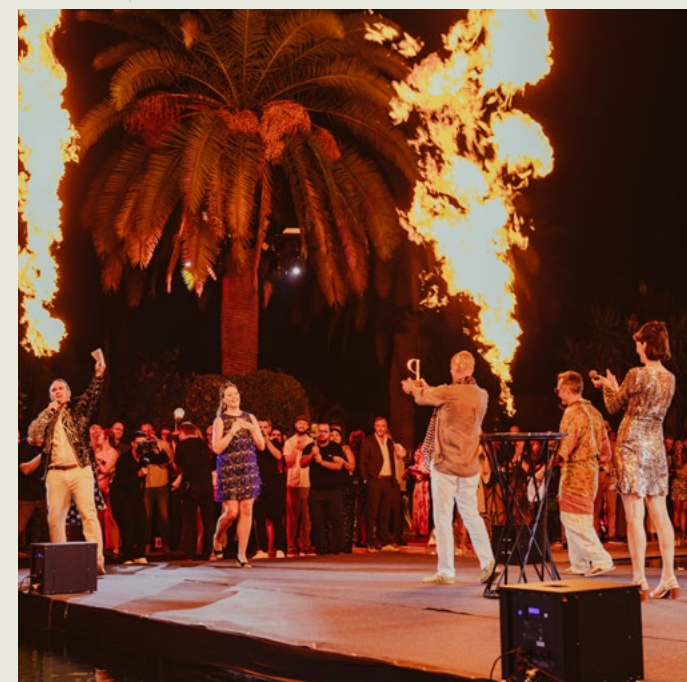
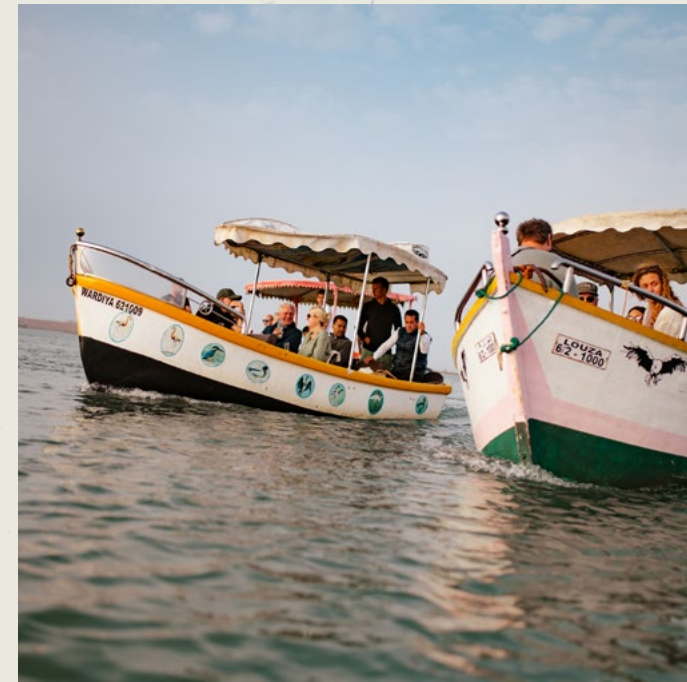
The PURE Awards spotlight the most innovative projects and leaders shaping what's next for experiential travel. Innovation Lab collects that talent together, so true individuals can find answers to their burning questions and challenges.

It's a meeting of minds and values. An unforgettable trip with pioneering mavericks. And a chance to forge more relationships before PURE begins. So, expect to receive:

- ▮▮ Practical takeaways for your business
- ▮▮ Plenty of time to hear diverse perspectives on our industry — while adding your own
- ▮▮ Extra promotion and recognition within our community
- ▮▮ Additional exposure to some of the most renowned journalists in travel media
- ▮▮ Close-knit connections that last far longer than a weekend

Seriously, our 2024 attendees have kept their WhatsApp group alive! Innovation Lab can lead you to the very pinnacle of PURE. The conversation keeps changing, but you always have a group to bounce off, wherever it leads.





This could be you in 2025

Want to be part of our next Innovation Lab? You'll have to score a PURE Awards nomination first.

Applications open in April. There are two rounds of judging — by an initial panel of expert travel journalists, and then a public vote within our PURE community. That's how we find our maverick trailblazers.

Whether you've accomplished something extraordinary on a large scale, or harnessed travel as a force for good in your local area, we want to see a project that embodies everything our PUREists stand for. Nothing is too small or subtle. Show us what the rest of the industry needs to discover.

Take time to prepare your World-Changing project for submission once applications open.

Good luck!

[LEARN MORE ABOUT THE PURE AWARDS](#)

We'd like to thank our 12 Innovation Lab 2024 attendees for our best summit yet. You brought your smarts, charisma and sun hats, as well as too many insights to count here. It was a pleasure to pull up a chair and listen to you getting to business!



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