



catalyst ( n ) : /'kæt.əl.ɪst/  
an event or person that  
causes great change

# A CONSENSUS FOR CONSCIOUS TRAVEL

By RARE India  
[www.rareindia.com](http://www.rareindia.com)

# BRIDGES 2024: AT A GLANCE



Venue: The Roseate, New Delhi

# BRIDGES 2024

Three exciting days  
of slow and  
conscious travel



## BRIDGES 2024: VISION AND OBJECTIVES

An **annual conference** to be a 'catalyst' for travel as a '**force for good**'.

To build a community focused on **planet sensitive and community inclusive** travel.

A singular conference to inspire global collaborators and explain **responsible tourism** from the perspective of the subcontinent.

To showcase pioneering success stories of **owner-run** hotels and experience curators.

To build a **space for conversations**, unafraid to ask questions or point to challenges.

To pioneer the idea that carbon emissions could be an **industry benchmark** to measure claims on sustainable travel / hospitality operations.



## WE, The Change

It is imminent. That you have taken the time to be here and continue to engage with us, is both a call for action and a reminder.

We are no longer passive observers, but leaders and changemakers.

**#bethechange**

Partnering with  



## BRIDGES 2024: THE MISSION

To create a unique space of **changemakers** for small hotel brands with a focus on **experiences, destination stories** and **responsible travel**.

To visualize **travel** at an intersection of **art, cuisine, craft, textile, wellness, performing arts, design, nature, wildlife** and **community**.

## BRIDGES 2024: CONFERENCE REGISTRATION

Delegates pre-registered based on their interest in sustainable, slow and conscious travel with a strong emphasis on experiences, community and conservation.

### INSIGHTS

**Voting for the Awards:** A 5x increase in the number of voting since last year for the 3 categories of awards.

**Exhibitors:** 15 of the RARE hotels and experience curators self-nominated themselves for 'A Hero's Journey' award.

**Interest in Sustainable Travel:** 65% of the registered delegates chose sustainability as a potential focus for future travel.



## CONFERENCE REGISTRATION

**200 Destination Management Companies (DMCs)** and **100 Domestic Agencies** were sent invitations for BRIDGES 2024.

A list of **100 Foreign Tour Operators (FTOs)** were sent invitations through partnering DMCs.

**30 journalists** were invited to the conference.

First '**Save The Date**' was sent in **November 2023** with a concept note about BRIDGES 2024 and announced through RARE's monthly [newsletter](#) and on various social media platforms.

A **link to register** along with a brief on BRIDGES 2024 was sent to these agents 60 days prior to the event.

**Reminders** and **RSVPs** were sent 30 days, 15 days and 7 days prior to the conference.

At registration, each delegate was assigned a **unique confirmation number** to identify themselves.



## CONFERENCE REGISTRATION

For **international delegates**, **invites** for BRIDGES were sent in **January 2024** through their DMC partners in India.

Once confirmed, the **arrangements** for their pre and post conference **FAM trips** to RARE delegate hotels/experiences were made.

**Stay** and **experience** arrangements for the days of the conference were made at **The Roseate, New Delhi**.

Each day of the conference, delegates were **notified via email** and **WhatsApp** about the **schedule** for the day.

An **event guidebook** was sent via email and WhatsApp to all delegates. The event guidebook for BRIDGES 2024 contained the Green Manifesto, exhibitor list, venues, day-wise program, and networking events.





# BRIDGES 2024: THE NUMBERS



**BRIDGES 2024** was designed to be a 'breathe easy' event and sensory, slow, and conversational; to encourage meaningful interactions between participating hotels, experience curators, story tellers and the travel trade, media and curious travelers.

## Exhibitors

- 53** Hotels Brands
- 5** Destination Stories
- 2** NGOs



## Experience Center

- Art Walk
- Craft Wall
- Author's Corner
- Film Screenings
- Folk Dance & Music Performance
- Yoga & Meditation
- Conscious Travel Awards
- Delhi City Experiences



## Delegates

- 35** FTOs
- 120** Inb. DMCs
- 35** Dom. Agencies
- 25** Media
- 30** Corporates & Expats



## Knowledge Center

- 5** Panel Discussions
- 10** Catalyst Talks
- 5** Product Presentations
- 5** Workshops
- 2** Fireside Chats
- 8** Zoom sessions



## BRIDGES 2024: EXHIBITOR PROFILE

Boutique, indigenous, small group hotels, and experience curators from India and Nepal, with a strong destination story and powerful leadership.

Hotel brands that believe in giving back to the community and nature, with a focus on 'conscious travel'.

Success stories and journeys of pioneering brands spanning a few decades, cutting through challenges of market readiness and revival.

**Sponsors chosen for their innovative products connected with sustainable travel:** NettZero Environmental Advisory Technologies Pvt. Ltd., Sula Vineyards Ltd., Handfab A Living, Guardians of Earth.

**Not for profit organizations:** Wildlife SOS, Kishan Bagh (Jaipur).

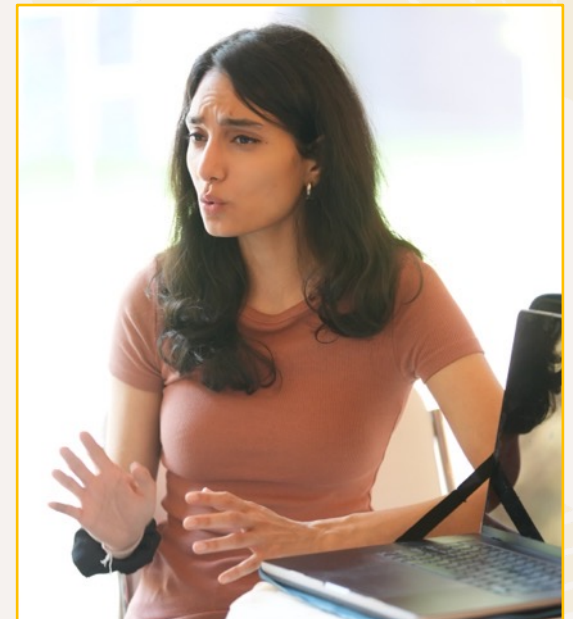
**Product innovations and art platforms:** Handfab A Living, Amarrass Records India Pvt. Ltd. (Folk Music), INKA (block printing), Shunya Wellness.

**Communications Partners:** PNJXN and The Yodelers.

**Emissions Partner:** NettZero Environmental Advisory Technologies Pvt. Ltd.



# THE EXHIBITORS



## BRIDGES 2024: EXHIBITOR EXPERIENCE

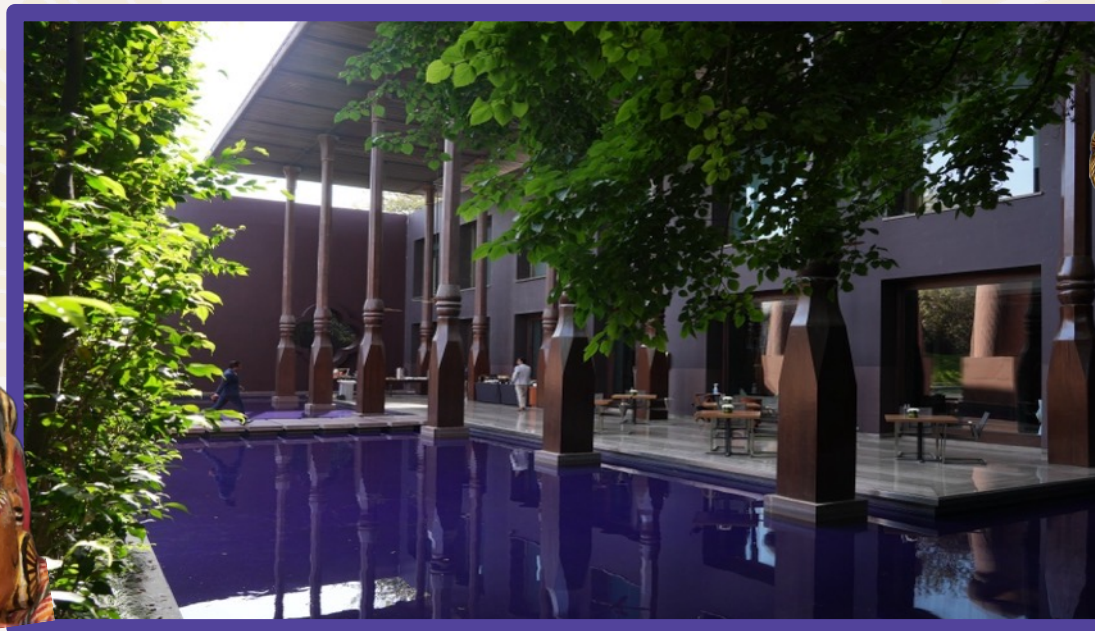
A **3-day conference at The Roseate, New Delhi**, designed as a combination of experience cum knowledge center and a marketplace for the travel trade to meet hoteliers, experience curators and story tellers.

**Exhibitors** met with a delegate list of **B2B operators** and **media outlets** over tabletop meetings, informal chai breaks, fireside chats and special interest circles.

An art gallery, pranayama and yoga sessions, craft wall, author's corner, immersive Delhi tour, film screening, etc., were some of the **immersions** at the conference.

**Panel Discussions** and **Catalyst Talks** organized on topics like media's power in promoting sustainable travel, 'Museums as a Muse for Tourism', solutions to overcome green washing, tribal tourism, over tourism etc.

**RARE Conscious Travel Awards** to celebrate **A Hero's Journey** (self nominated), **Best Destination Story**, **Best Hotelier** and **Best Hotel**.



## BRIDGES 2024: DELEGATE PROFILE



**Foreign Tour Operators** invited by their Indian Destination Management Companies with a focus on sustainable and experiential travel in the sub-continent.

**Destination Management Companies/Inbound and Domestic Tour Operators** from Delhi as well as feeder markets like Mumbai, Bangalore, Kolkata, Amritsar and Chandigarh.

**Journalists from lifestyle and travel trade** publications and award-winning bloggers, and independent travel writers.

**Individual travelers and followers of RARE.**



**Special thanks to our supporting partners:** R Ventures, Travel Scope India, Travel Inn, Periplus, Soulful Safaris, Tamarind Global, LPTI & Off Beat Travel, QXP India, Destinations Unlimited, Creative Travel, Distinct Destinations, Authentic India, Journey India Online, Katha Tours, Peirce and Leslie, Greaves India, Indian Experiences, Compass India.

# THE DELEGATES



## BRIDGES 2024: DELEGATE EXPERIENCE

Walking into one of the most stunning hotel locations in Delhi, the delegate experience included walking through **inspiring architecture**, bridges over large water bodies, amidst **tall sculptures**, through an **art gallery** and a unique space filled with **trees and birds**.

Delegates met RARE and Friends of RARE, hotel owners, hosts and sales directors from across India and Nepal, on tabletop **meetings**, over drinks and meals. Taking time to pause - to **look at art**, take a 'breather' with Deepika Sharma, our **Yoga and Wellness Coach**, **go over books from various regions by exhibiting partners**, and **touch and feel crafts from various regions of India and Nepal**.

Delegates took time off for **Panel Discussions, Catalyst Talks, Workshops** and conversations on wildlife and sustainability. A few began their day with a session of yoga, meditation and chanting.

An introduction to **Sula Vineyards**, our sponsor and one of the leading vineyards in India.



# BRIDGES 2024: SPONSORS & COLLABORATORS





## SPONSORS & COLLABORATORS



**Handfab A Living:** reimaging white in hospitality linen. All the table-cloths and mats that were used by the exhibitors were sponsored by Handfab A Living.

**Sula Vineyards:** the wine for all three evenings was sponsored by Sula Vineyards and included a wine tasting for delegates and exhibitors.

**ImPart Collective:** a synergy partner whose aim is to guide businesses in their journey towards a sustainable green economy.

**Kunal Batra:** an artist who sponsored an art display of 10 of his water colour paintings of beautiful Himalayan landscapes.

**Shunya Wellness:** RARE Conscious Travel Award Design and event design partner.

**Amarrass Records:** partner for performing arts.

**Non-commercial sponsors for 'A Hero's Journey' award:** Guardians of Earth, Travel Scope India Pvt. Ltd., and Distant Frontiers Tours Pvt. Ltd.

**Deepika Sharma:** our yoga and meditation coach for BRIDGES 2024.



# BRIDGES 2024: KNOWLEDGE CENTER

"I believe greatly in education and getting children to learn early that it is important to care for their environment..."

Belinda Wright,  
Founder Kipling Camp, Wildlife  
Protection Society of India



## BRIDGES 2024: CATALYST TALKS

Catalyst Talks, Panel Discussions and Workshops: Held by industry experts and individuals who have been working towards conservation, a conscious and community inclusive travel.

### **Catalyst Talk 1: The Power of Experiences**

Kapil Chopra, Founder, The Postcard Hotels

### **Catalyst Talk 2: Tapping into the Inclusive Tourism Market**

Neha Arora, Founder, Planet Abled

### **Catalyst Talk 3: Travel and Climate Change (see it [here](#))**

Gopinath Parayil, Founder, Petrichor by The Blue Yonder

### **Catalyst Talk 4: Wild Tigers and The History of Tiger Conservation (see it [here](#))**

Belinda Wright, Founder Kipling Camp, Wildlife Protection Society of India

### **Catalyst Talk 5: Cruising India's Mightiest Rivers (see it [here](#))**

Antara Phookan, Director of Business Development and Design, Assam Bengal Navigation



## CATALYST TALKS

### **Catalyst Talk 6: Around the Subcontinent on Two Wheels (see it [here](#))**

Depi Chaudhary, Founder, Aashraya on the Ganga, Thikanas On Cycles

### **Catalyst Talk 7: Yoga and Yoga Sutras in Daily Life (see it [here](#))**

Deepika Sharma, Yoga educator & wellness coach, Founder, Arpan Wellness

### **Catalyst Talk 8: Indigenous Cultures and Allied Tourism (see it [here](#))**

Kavya Saxena, Co-founder, Craftpotli

### **Catalyst Talk 9: Philanthropy Routes: Building Impact in India through Tourism (see it [here](#))**

Akshita M Bhanj Deo, Founder, The Mayur Bhanj Foundation, The Belgadia Palace

### **Catalyst Talk 10: Odisha Cuisine: Beyond Temple Food (see it [here](#))**

Soumya and Indrani Mukherji, Founders, Svanir Wilderness Eco-stay



# BRIDGES 2024: PANEL DISCUSSIONS

## Panel Discussion 1: Museums as a Muse (see it [here](#))

Preema John Director, Indian Music Experience Museum, Bengaluru

Vivek Menezes, Co-Founder and Co-Curator, Goa Arts & Literature Festival

Asad Lalljee, CEO, Avid Learning, Curator, Royal Opera House, Mumbai

## Panel Discussion 2: Sustainability in a Mass Tourism Destination (see it [here](#))

Shruti Shibulal, Director, Tamara Leisure Experiences

Stephane Junca, Managing Director, Secret Retreats

Soity Banerjee, Project Editor, Outlook Responsible Tourism Initiative

## Panel Discussion 3: Pathways to Sustainability (see it [here](#))

Hashim Nadir Tyabji, Director, Kaafila Luxury Camps

RP Singh, Founder, Indian School of Nature and The Chambal Safari Lodge

Gautam Shiknis, Founder, NettZero Technologies

Pooja Nataraj, Founder, ImPart Collective & PNJXN Marketing



## PANEL DISCUSSIONS

### **Panel Discussion 4: Media's Role in Driving Sustainable Travel (see it [here](#))**

Shivya Nath, Author, Blogger, Founder, Climate Conscious Travel

JoAnna Haugen, Founder, Rooted

### **Panel Discussion 5: Festivals as Cultural Experiences**

Phillipa Kaye, Creative Director, Indian Experiences

Kavya Saxena, Co-founder, Craftpotli

Latha Raman, Travel Designer

### **Sponsor Presentation: Reimagining Whites in Hospitality (see it [here](#))**

Sandeep Jain, Handfab A Living



A small, hand-drawn paper doll character with a smiling face, wearing a white dress with a green sash, and holding a white paper strip with the word "VALIDITY" printed on it.

## BRIDGES 2024: WORKSHOPS

### **Workshop 1: Changing Narratives – The Bottom Turn**

Charmaine Mirza, Independent Communications Consultant

### **Workshop 2 (Fireside Chat): Wild Tigers and The History of Tiger Conservation**

Belinda Wright, Founder Kipling Camp, Wildlife Protection Society of India

### **Workshop 3: Impact Marketing**

Pooja Nataraj, Founder, ImPart Collective & PNJXN Marketing

### **Workshop 4 (Fireside Chat): The India Spirit**

Claire Martignier, Founder & Managing Director, India & You by Travel & You, S.à r.l.

### **Workshop 5: Zero Point Delhi**

Walk with Harsh from No Footprints

A pink paper pinwheel with a yellow center, mounted on a wooden stick, positioned in the bottom right corner of the page.

## BRIDGES 2024: ZOOM SESSIONS (4<sup>th</sup> APRIL)

Gopinath Parayil, Founder, Petrichor by The Blue Yonder: **Travel and Climate Change**

Antara Phookan, Director of Business Development and Design, Assam Bengal Navigation:  
**Cruising India's Mightiest Rivers**

Luv Shekhawat, Founder, Utsav Camp Sariska: **Reviving Sariska**

Ram Pratap Singh, Owner Chambal Safari Lodge: **Introducing Indian School of Nature**

## ZOOM SESSIONS (5<sup>th</sup> APRIL)

Julie Kagti, Founder, Curtain Call Adventures: **Stories from The North-East**

Shraddha Lakham Sawant Bhonsle, Owner, Sawantwadi Palace: **Introducing Sawantwadi Palace**

Soumya and Indrani Mukherji, Founders, Svanir Wilderness Ecostay: **Introducing Odisha Cuisine, Beyond Temple Food**

Depi Chaudhary, Founder, Aashraya on the Ganga, Thikanas On Cycles: **Around the Subcontinent on Two Wheels**



# BRIDGES 2024: EXPERIENCE CENTER

“Yogasutra is a map that shows you how you can move through your life by reducing pain for yourself. It lays out the territory but the path you have to find and walk for yourself...”

Deepika Sharma,  
Yoga educator & wellness coach, Founder,  
Arpan Wellness



## INTERACTIVE EXPERIENCES


**Tourism** is no longer that standard visit to a mute monument; in its best form as a **transformational experience**, tourism stands as an engaging activity at the intersection of several things – art, culture, cuisine, spirituality, faith, performing arts, nature, wildlife, and most importantly people.

Many hotel owners and exhibitors are experts in their chosen field and have authored books around culture, wildlife, cuisine and conservation. A **dedicated corner** at BRIDGES for visitors to come and flip through their **books** proved to be insightful as well as a **break between meetings**.

To give delegates and media attending BRIDGES a glimpse of Delhi and its culture, two **walking tours** organized by **No Footprints** around Delhi's **Mehrauli area** and **Old Delhi**.



## BRIDGES 2024: CRAFT WALL



Craft Wall created a sense of the destination the craft originated from, through sight, touch, smell - the idea was to build a sensory memory.

**Kangra Tea** from The Lodge At Wah, Dharamshala, H.P.

**Spices, Coffee and Honey** by Tamara Leisure from the plantations of the Nilgiris, Coorg, Karnataka

**Masks, Scrolls and Handlooms** from Svanir Wilderness Ecostay, Orissa

**Handmade Fragrances** by Perfume Tourism, U.P.

**Ayurvedic Herbs and Mixes** from Shreyas Yoga Retreat, Bangalore, Karnataka



## CRAFT WALL



**Jute Shoes and Kullu Caps** from Shivadya, Manali, H.P.

**Pokkali Rice and Chekutti Dolls** from Petrichor by The Blue Yonder, Kerala

**Pottery and Wooden Birds** from The Sarai at Toria, Panna, M.P.

**Metal Works and Embroidery** from House of MG, Ahmedabad, Gujarat

**Khadi Threads** by Neena Parikh from Dandi, Gujarat

**Jute products, Fans** (handmade from palm fronds),  
**Gamchas** (handmade cotton) from Bari Kothi,  
West Bengal



BRIDGES 2024: WALKTHROUGH OF 'HIMALAYAN LANDSCAPES':  
WATERCOLOUR PAINTINGS BY KUNAL BATRA



WALKTHROUGH OF 'HIMALAYAN LANDSCAPES'  
WATERCOLOUR PAINTINGS  
BY KUNAL BATRA



## BRIDGES 2024: FILM SCREENING



'Tiger Land', courtesy, Amit Sankhla, Jamtara Wilderness Camp:

The film explores two passionate activists separated by fifty years, who made it their mission to save the beloved and often misunderstood majestic tigers.



'The Power of Utopia', courtesy, Siddharth Vig: In the 1950s, renowned Swiss-French architect Le Corbusier designed and constructed the Indian city of Chandigarh from the ground up. Today, some of its residents contemplate life in this metropolis, which was conceived as a blend Western and Eastern influences.



## BRIDGES 2024

### RARE'S CONSCIOUS TRAVEL AWARDS

RARE's Conscious Travel Awards were held on the second day of BRIDGES 2024, with awards presented in the following 4 categories:

**A Hero's Journey** (celebrating sustainability): 2 self-nominated awards selected by a jury of 7 industry experts

**Best Destination Story** selected by delegate voting

**Best Hotelier** selected by delegate voting

**Best Hotel** selected by delegate voting



A Hero's Journey award being presented to Luv Shekhawat from Utsav Camp, Sariska by Lovleen Sagar, VP of Distant Frontiers.



A Hero's Journey award being presented to Rigzen from Lchang Nang, Ladakh by Mohan Narayanaswamy, Founder of Travel Scope, India.

# RARE'S CONSCIOUS TRAVEL AWARDS



Best Hotelier award being presented to John K. Simon from Windermere Estate, Munnar by Amit Sankhala, Founder of Jamtara Wilderness Camp, Pench, M.P.



Best Hotel award being presented to Husna-Tara Prakash from Glenburn Tea Estate, Darjeeling by Ravi Kalra, Founder & Managing Director of Travel Inn.



Best Destination Story award being presented to Abhirup from Bari Kothi, West Bengal by Lovleen Arun, Founder of Panache World.



BRIDGES 2024: ACHIEVEMENTS,  
INSIGHTS AND RECOMMENDATIONS

## KEY PERFORMANCE INDICATORS

- 80 + meetings for exhibitors over 3 days.
- 18 FAM programs as pre and post tours to participating hotels in Assam, West Bengal, Ladakh, Rajasthan, Himachal Pradesh, Kerala, Nepal, Delhi, and Madhya Pradesh.

### BRIDGES 2024 included the following

- 2 exciting ideas around sustainability were discussed (carbon accountability & non-white linen)
- 4 pioneering ideas for sustainable travel
- 6 new destination stories
- 5 product presentations
- 4 destinations prominently built their story (West Bengal, Orissa, Gujarat and Nepal)
- 1 big initiative towards change (NettZero impact report)

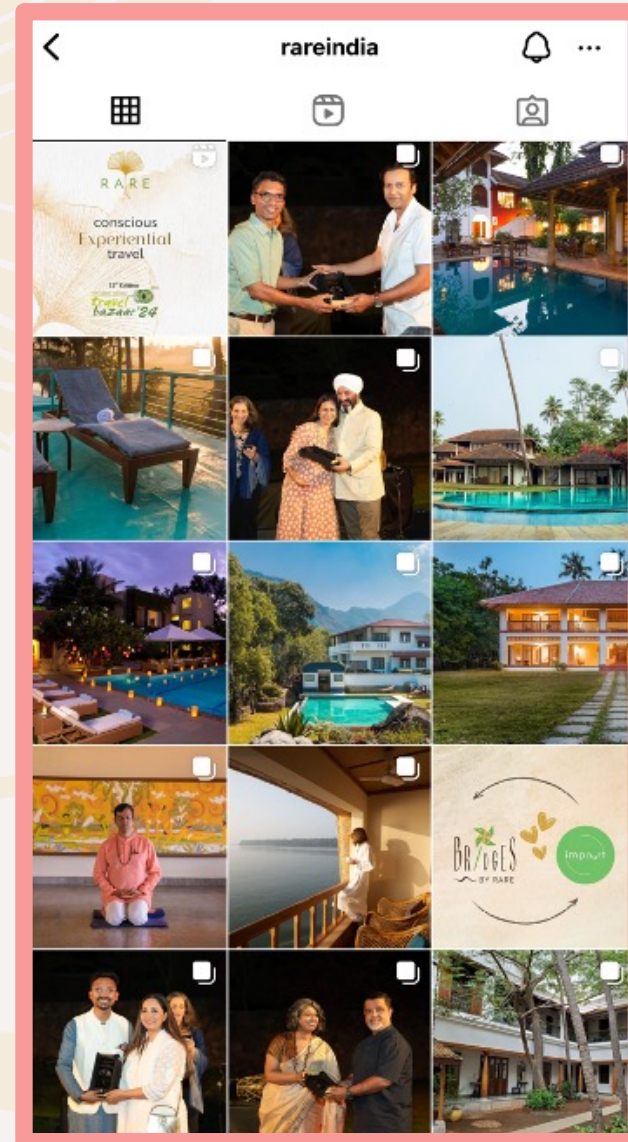
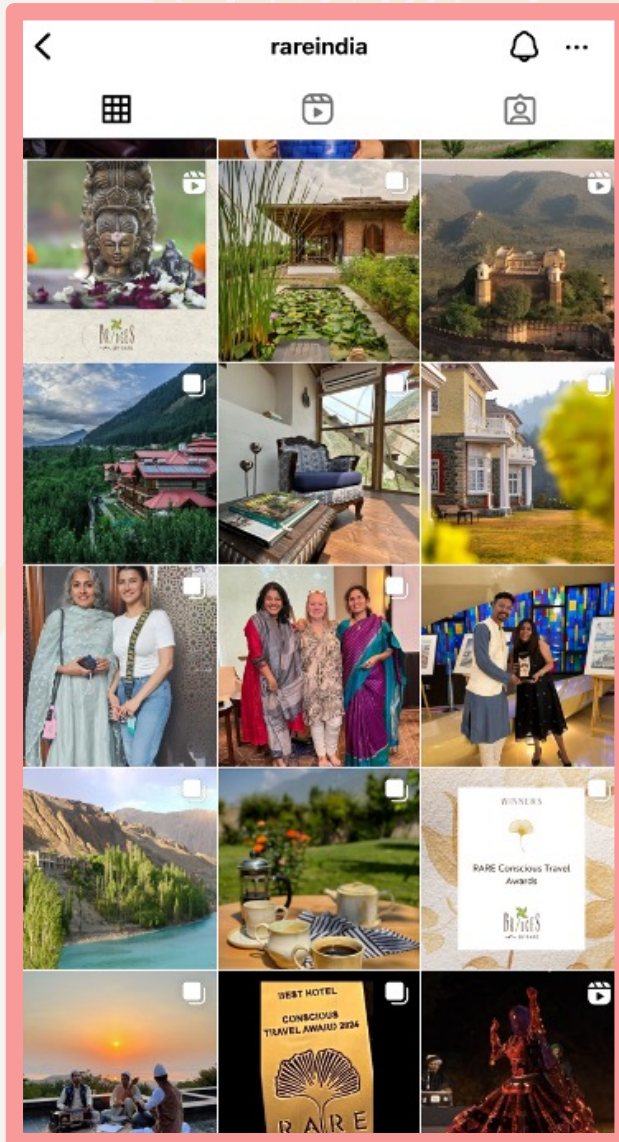




# SOCIAL MEDIA: PRE-CONFERENCE



# SOCIAL MEDIA: POST CONFERENCE



# SOCIAL MEDIA: POST CONFERENCE

**JoAnna Haugen** · 2nd  
Award-Winning Writer, Public Speaker, Consultant | Solutions Advocate | I help tou...  
1d · Edited · 🌐 [+ Follow](#)

This week I'm wrapping up some final assignments from my 3-week trip to India. Reflecting on the huge tourism growth expected in the country and the opportunities for that growth to be managed responsibly, I want to give a shoutout to [Shoba Rudra](#), [Shobhana Jain](#), and the rest of the [RARE India](#) team.


I met a lot of people on my travels who are exceedingly aware of and concerned about sustainable growth that prioritizes people and protects wildlife and the planet. Individually, they are taking action. When those people are brought together, the potential for exponential action exists.

I saw that happen at BRIDGES, the 3-day event hosted by RARE. In a sea of tourism events that simply rehash the same formats and narratives, here's what I loved about BRIDGES -- and that other industry events can learn from:

- > Measuring the carbon footprint: [NettZero Environmental Advisory Technologies](#) sent out a pre-event survey for info on all our travels and activities surrounding BRIDGES to include in calculations and actively worked with the host property to keep energy usage to a minimum. I look forward to seeing the final report.
- > No swag: If you know me, you know I despise tote bags filled with useless stuff. At BRIDGES, there were artisan items from various suppliers on display, and we were encouraged to learn about the makers.
- > Time and space for connection: The space allowed for people to have casual conversations. So many events have sessions packed back to back. Then, "networking" time is held in spaces that are exceedingly loud, and I absolutely cannot handle those so I usually don't attend. The

**Deepika Sharma** · 1st  
Wellness Coach. Lover of life. Inspired by possibi...  
When did you last reconnect with your very first love?!

...see more



**Harshvardhan Tanwar** · 2nd  
14 globetrotters redefining travel-Condast/WT...  
Reflecting on the recently concluded Bridges, hosted by [Rare India](#) in association with [Nettzero](#): This event underscores the ...see more





BRIDGES 2024  
TESTIMONIALS AND FEEDBACK

# TESTIMONIALS AND FEEDBACK



## **Amanda Kay, Maxwell Scott, UK**

Huge thanks to you and all your team for a very special event at The Roseate - so many wonderful people and places together in a warm and sunny environment, and for a very inspiring and interesting couple of days.

I feel hugely excited for what lies ahead - there is much passion and thought for travelers and guests, local heritage, culture and customs, off the beaten track places, and the people who are creating and shaping new landscapes.

It is wonderful to be a part of this RARE community, it is very special and my head is spinning with places and possibilities!

## **Marc Reading, Finn Partners, UK**

It was such an inspiration to see their properties and hear their stories that I was truly moved. Shoba, you are doing something extraordinary and the group you have put together is an unbelievable collection of dedicated individuals. Really awe inspiring.



# TESTIMONIALS AND FEEDBACK

## Denise Lanz, TCTT Travel Lounge, Switzerland

I want to thank you for the great organization of the BRIDGES event. For me, the attendance was very positive, and it was very good to get to know new products or to meet all friends after quite some time.

I liked that every day was different from the local trade like travel agents or DMCs. For me, the location was very good, and I liked The Roseate very much.



## Sheena Dersidan, I am She Global, SA

I wanted to extend my thanks to you and the team for my invitation to attend such a wonderful industry event that felt different on every level. I really appreciated the talks, connections made and all the new hotels and services I learned about and the free flow format that allowed more in-depth discussions. I have sent thanks to each of the properties that hosted me.



## Francine Milea, Au Tigre Vanille, Switzerland

I wanted to thank your very much for having given me the opportunity to take part...even if it was very short...in BRIDGES 2024. I was very disappointed not to have more time to meet your guests due to my timetable, but I'm convinced that your fair is the one which is important for us. I really wish to take part again next year but with plenty of time in Delhi to meet hotels and local agencies and maybe take the opportunity to combine with a discovery of a new area in India.

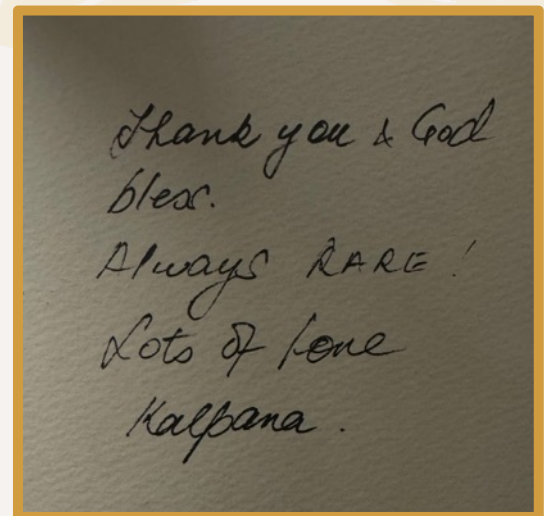
## TESTIMONIALS AND FEEDBACK

### JoAnna Haugen, Rooted

Tourism in India is going to be growing exponentially over the next several years and a choice has to be made at this point: grow responsibly or irresponsibly. At an event like BRIDGES, we see hoteliers and experience providers embody the idea that we can grow responsibly. This event shows us that there is a way forward in tourism that is more sustainable and more climate-friendly than what we've done in the past. For me, it has been a great pleasure to meet people who believe that bigger is not necessarily better and that faster is not necessarily the best measurement of success. As somebody who is a great advocate of this kind of slow travel trend, I think that it's important that we are in a shared space together learning from each other and here to support this kind of future for tourism.

### Shivya Nath, Climate Conscious Travel

Sometimes we do a lot of work around social-environmental impact and sustainability, but a lot of it turns to be in isolation. So, being at an event like this, you feel like you are a part of a larger ecosystem and that you are not just a small rock in the ocean. Although we might be that collectively as well, but the collective energy of everyone trying to push the envelope a little bit is truly inspiring. I think all the people at this event share the joys as well as the challenges of being in this space. They also understand how we need to work collectively as an industry to not just make sure that we are sustainable but for our own survival. Considering that we are in the midst of a climate and a biodiversity crisis, a forum like BRIDGES is important because we need to be having more such conversations and inspire each other to keep doing the work that we are doing.



## TESTIMONIALS AND FEEDBACK

### Aly Rashid, Jehan Numa Wilderness

BRIDGES is a brilliant event to connect with all the people we work with. Just like its name, the event connects us with the travel agent fraternity and allows us to tell our story. **Jehan Numa** as a brand promotes **slow travel**. We like to have guests come to us for a longer time, stay and experience the forest in different ways, whether it's by walking, by canoeing, by different modes of exploring. This concept of slow travel goes very much with the ethos of what this event wants to highlight.

### Harshwardhan Tanwar, No Footprints

I am into creating experiences myself. So, the biggest takeaway for me after interacting with a lot of people at this event is that the idea of intangible heritage is now being celebrated. Earlier, luxury travel was a lot about tangible heritage; how beautiful the property is, how good the food is; now, that focus is shifting, and a lot of experience providers and a lot of guests are looking at intangible heritage.





## BRIDGES 2024: SUSTAINABILITY

## CARBON NEUTRALITY

BRIDGES by RARE is committed to strengthening its sustainability journey by quantifying every aspect of its carbon footprint for Scope 1, Scope 2 and partial Scope 3 emissions. The event is probably one of India's first travel events to undertake a realistic inventory of greenhouse gas emissions as per globally instituted norms while also taking steps towards mitigation and offsets through internationally validated credits. The process of calculation, verification and offsetting will be managed by NettZero Environmental Advisory Technologies Pvt. Ltd. - a leader in the field of sustainability management.

A copy of the report can be viewed [here](#) and excerpts are included in the next page.

The total emissions for the entire BRIDGES by RARE event amount to

A brown circular graphic with a yellow border containing the text "66 tCO2e".

66 tCO<sub>2</sub>e



# BRIDGES 2024: GHG INVENTORY by **NettZero**



The total emissions for the BRIDGES by RARE event were **66 tCO<sub>2</sub>e** (8.25 tCO<sub>2</sub>e/ Acre & 0.97 tCO<sub>2</sub>e/Delegate).

RARE India team appointed **NettZero** to oversee the Emissions Assessment Process.

Emissions were measured across **Scope 1, Scope 2 and Scope 3** categories, which included **Delegates' Travel, Water and Food Consumption, and Waste Generation**.

## CARBON OFFSET & NEUTRALITY

The event BRIDGES by RARE has successfully offset the emissions arising from all the scopes, making it a **Carbon Neutral Event**. The credits have been carefully procured from both removal and avoidance-based projects, with a greater emphasis on removal-based projects.

### Project 1: Description

The project focuses on the production of bio-based construction materials derived from sustainably managed local forests. The CO<sub>2</sub> sequestered by the trees is stored for 100 years or more, contributing to CO<sub>2</sub> removal beyond the peak of global emissions. The process ensures the removal of 532 kg CO<sub>2</sub> per m<sup>3</sup> of timber product, contributing to carbon permanence and supporting the reduction of greenhouse gas emissions.

### Project 2: Description

The project aims to efficiently utilize available waste biomass resources to generate electricity. It operates as a 'carbon-neutral fuel' based cogeneration plant. In addition to electricity generation, the project saves an equivalent amount of coal that would have been used for steam generation, thus reducing reliance on fossil fuels. Situated in a rural area, the project contributes positively to India's sustainable development by bolstering the four pillars of sustainable development: economic growth, environmental protection, social inclusion, and efficient resource utilization.

## TOTAL EMISSIONS ACROSS ALL SCOPES

Sources	Emission Activity	Emissions (tCO <sub>2</sub> e)	Scope Wise Emissions	% Emissions
Scope 1 Emission	LPG Combustion	0.35	0.36	0.52
	Fuel Combustion	0.01		0.02
Scope 2 Emission	Electricity Consumption	23.80	23.80	36.12
Scope 3 Emission	Travel: International Delegates	10.56	41.74	16.03
	Travel: National Delegates	26.82		40.70
	Travel: Local Delegates	2.50		3.79
	Travel: Organizers and Sponsors	0.23		0.35
	Waste Generation	0.01		0.01
	Water Consumption	0.02		0.03
	Food Consumption	1.60		2.43
Total Emissions (tCO <sub>2</sub> e)		66		



## EFFORTS FOR A GREEN EVENT

### **Keep Carbon Footprint Low**

Delegates from cities outside Delhi were encouraged to stay around or at the venue and were asked to try and car-pool or use public transport to the extent possible.

### **Go Paperless**

Exhibitors were asked to use laptops/tablets to make their presentations to delegates and to avoid giving out brochures, promotional materials and USB drives. They were encouraged to share information digitally.

### **Be Plastic Free**

Exhibitors were asked not to use any flex/banners or standees. The venue was kept completely free of any single use plastic. Exhibitors were asked to carry bottles that could be refilled from water stations that were placed all over the venue.

### **Focus on Destination Story**

Exhibitors were instead asked to bring a small craft/art piece from their region to display on the Craft Wall.



# BRIDGES BY RARE IS NOW BRIDGES FOR CONSCIOUS TRAVEL

Tourism is being constantly redefined through everything that adds value to the experience of travel. RARE has always urged for the shift... And hence BRIDGES is that platform to learn, share and ideate.

**BRIDGES**  
BY RARE

Next Edition:  
**April 3,4,5, 2025**

"We make art to connect.  
Not to stroke our egos.  
Not to win awards.  
Not as bragging rights or achievement.  
Not to compete, compare, or replicate.  
Not to pretend.  
We make art to connect.  
To others. To memory. To ceremony.  
To the earth. To water. To the deep fire within.  
To our own energy, in the wings, waiting.

We make art to connect to life."  
-Victoria Erickson

**#bethechange**

Partnering with **NettZer** and **SULA**

**RARE**

**SAVE THE DATE**

**BRIDGES**  
FOR CONSCIOUS TRAVEL

**APRIL 3 ,4, 5, 2025**  
**THE ROSEATE, NEW DELHI**

**A consensus on conscious travel.**  
Meeting and networking of travel trade with hospitality partners and experience curators. Conversations on community, conservation and sustainable travel.

**RARE**

Image Credit : Laalee, Jaipur, Raj.

## A 'RARE' STORY

Our first logo was an unconscious leaning towards the natural world, nudged gently by our partners who laid the tentative foundation for what RARE was to be. As years went by, '**conscious travel**' was a commitment that redefined luxury through experiences that were sustainable and regenerative.

The logo for **RARE 2.0** literally presented itself as a metaphor for change - a change led by travel and the community. Familiar as the Maidenhair tree, Ginkgo Biloba is a living fossil, a timeless survivor originally from the East, deliberately propagated by avid tree lovers and is found in almost every continent.

Its delicate leaf, often duplicated in gold as an adornment, is RARE's metaphor for '**conscious luxury travel**' - a universal commitment towards sustainable and regenerative travel.

**RARE is a Marketing, Sales, Communication & PR company** that excels at promoting travel experiences and hotels that include homestays, wildlife lodges, heritage palaces and forts, retreats and homestays.

**BRIDGES is a wholly owned vertical by RARE India.**





catalyst ( n ) : /'kæt.əl.ɪst/  
an event or person that  
causes great change



# A CONSENSUS FOR CONSCIOUS TRAVEL

By RARE India  
[www.rareindia.com](http://www.rareindia.com)