



PRE LAUNCH • PUBLIC LAUNCH TARGETED AUTUMN 2026

Positive Impact Tourism. Verified.

A data layer built so a hotel's impact claims can be verified, not just taken on faith.

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01 · At a glance

Company	Veriva Travel GmbH, founded June 2026, Munich
Founder	Laetitia Hörnler
Product	The Compass, a four-dimension impact verification instrument
Verification	Sample-verified by Dreame & Charme (GSTC certification body), an independent third party
Status	Not yet public. Founding Data Partners signed; public launch targeted for autumn 2026
Founding Data Partners	Ndali Lodge (Uganda), Campi ya Kanzi (Kenya), Grootberg Lodge (Namibia), more in conversation
Insider Voices	Prof. Alessandro Inversini, Anna Pollock, Prof. Dr. Willy Legrand, Bill Reed, Sonia Teruel Avecilla, Tina O'Dwyer
Base	Bielitzer Straße 18, 81377 Munich, Germany

Boilerplate

Two lengths, ready to drop into coverage or a bio line.

Short, 74 words

Veriva is an independent data and verification platform for positive impact tourism. Every claim a property makes gets sample-verified by Dreame & Charme, a GSTC certification body for tourism companies, so there's a real reason to only say what can be proven. That matters more than ever: from 27 September 2026, EU law requires impact claims to actually hold up. Hotels come to Veriva to back their own words with outside evidence, and to reach the investors and destinations who need data they can trust. Veriva Travel GmbH is based in Munich.

Long, approx. 260 words

Veriva Travel GmbH was founded in Munich in June 2026 to build the data infrastructure that positive impact tourism has been missing. Its core tool, the Compass, looks at four things: ecological restoration, community benefit, cultural integrity and operational circularity. What comes out the other end isn't a badge or a pass mark, it's a detailed, machine readable record of what was actually found on the ground. And because every assessment is sample-verified by Dreame & Charme, a GSTC recognised certification body with no stake in the result, no property can simply buy a better outcome.

There's a commercial edge to that independence, too. From 27 September 2026, EU Directive 2024/825, known as EmpCo, requires that any environmental or impact claim made to consumers, whether it's on a hotel's own website or tucked into an Instagram caption, has to be substantiated. An unverified claim is suddenly a legal risk in a way a verified one isn't, and that's the practical reason hotels are signing up: independent, EmpCo-ready evidence to stand behind their own marketing, offered free during the pilot in exchange for helping shape the methodology. Ndali Lodge in Uganda, Campi ya Kanzi in Kenya and Grootberg Lodge in Namibia make up the first cohort of Founding Data Partners, and we're in serious talks with seven more properties across Africa and Europe.

Veriva's bigger ambition is to become a business intelligence layer for the whole industry, the kind of portfolio-level impact data that investors, destinations and tour operators can actually build due diligence and benchmarking around, in the way MSCI does for finance or GRESB does for real estate. The stakes go well beyond any one platform. Even a two-percentage-point shift of world tourism toward regenerative practice would make travel one of the biggest forces for development and nature conservation on the planet. In the run up to launch, Veriva also runs Insider Voices, an editorial strand under Veriva Magazine that brings academics, practitioners and destination leaders into a shared conversation about what regenerative tourism actually looks like on the ground.

Founder Laetitia Hörnler is on her second venture, after close to twenty years spanning entrepreneurship, travel journalism, hotel PR and travel media sales, and holds a Master's from Cambridge Judge Business School.

What “regenerative tourism” means

Not yet a household term, but worth explaining before the rest of this kit leans on it.

Sustainable tourism asks how little damage a place can absorb. Regenerative tourism asks something bolder: how much better off can it be left. A regenerative property, or a whole destination, sets out to leave its ecology, its community and its culture measurably stronger than they were before tourism ever arrived.

Anna Pollock, founder of Conscious.Travel and one of the field's earliest voices, puts the shift more starkly. Regeneration, she writes, means “creating the fertile conditions conducive for life to thrive based on the knowledge that life and living systems, unlike machines, self-organise.” Alessandro Inversini, who is reviewing the Compass methodology for Veriva, describes regenerative hospitality in similar terms, as “an aspirational business approach that focuses on creating net-positive impact on the environment, the community and the wider society.”

Pollock, Medium, 2022; Inversini and Gryczka Kirsch, Hospitality Net, 2025.

That is exactly what the Compass is built to check for: not whether a property does a little less harm, but whether it can show a measurable, verified positive impact across ecology, community, culture and its own operations.

Laetitia Hörnler, Veriva's founder, puts her own view simply: “True regeneration always starts within yourself, only then you can regenerate places, nature and communities.” Regeneration is place-based. You have to understand the place before you can credibly claim to improve it, and it's a mindset long before it's a metric. Positive impact on community, nature, cultural heritage and the local circular economy is the real goal; sustainability is the floor a business is built on, not the summit it's climbing toward.

Because “regenerative” still means little to most travellers, Veriva talks about “positive impact tourism” in anything consumer-facing, and keeps “regenerative” as the working term for industry, academia and the Compass methodology itself.

The Compass

Four dimensions, sample-verified against evidence. No badge, no membership, no score a property has paid to receive.

North • Ecological restoration	Measurable movement toward ecosystem repair on and around the property.
East • Operational circularity	How materials, water, energy and waste move through the operation.
South • Community benefit	Verifiable economic and social benefit reaching the surrounding community.
West • Cultural integrity	Whether local culture and heritage are represented on their own terms.

Every assessment is checked against paperwork and what's actually happening on site, then given a provenance grade. There's no certificate, no pass or fail, no badge to license.

Why now

From 27 September 2026, EU Directive 2024/825, known as EmpCo, requires that environmental and impact claims made to consumers, on a hotel website, say, or in an Instagram caption, actually stand up. None of this is new in spirit; hotels have quietly overstated their green credentials for years. What's new is that there's finally a date by which it has to stop.

Travellers, meanwhile, are handing more of the planning over to AI. By March 2026, 37% said they'd used it to help plan or book a trip, according to NYU and BCG. As that number climbs, the data behind a property's impact claims has to be something a machine can actually check, not just a hotel's word taken at face value.

Veriva was built for this moment: a verification layer that was machine-readable from day one, arriving just as the market needs claims it can stand behind, right as more of those claims are being read, and made, by AI rather than people.

Founder

Laetitia Hörnler

Laetitia founded Veriva in Munich in June 2026, bringing close to twenty years across entrepreneurship, travel design, journalism (GEO Magazine), hotel PR and travel media sales. She holds a Master's in Management from Cambridge Judge Business School.

This is her second venture. She previously founded Mamis Travel Guide, a family travel platform that connected families with a network of around 100 boutique hotel partners, run as a travel advisory business. This time round, she's built for impact from day one, with the goal to shift tourism towards positive impact tourism.

Her take on regenerative tourism is place-based: you have to actually understand a place before you can claim to improve it. For her, sustainability is the floor a business stands on, not the ceiling it's reaching for. What she's really after is positive impact on community, nature, cultural heritage and the circular economy.

“In a world where climate change is becoming more evident by the day and tourism is growing every year, we need a huge driver for positive impact like tourism for the wellbeing of this planet and its people.”

— Laetitia Hörnler, Founder, Veriva

Founding Data Partners

The first cohort assessed under the Compass, shaping the methodology as it's built.

Ndali Lodge	Uganda
Campi ya Kanzi	Kenya
Grootberg Lodge	Namibia

Insider Voices

Insider Voices is an editorial strand under Veriva Magazine. Researchers, practitioners, journalists, hosts, destination and operator teams, and travellers themselves all answer the same set of questions about what verified regenerative practice looks like.

Veriva Magazine, home to Insider Voices, is Veriva's editorial arm: a critical travel publication that explains what regenerative, positive impact tourism can achieve, why it matters and what it actually looks like on the ground. It doesn't shy away from tourism's harder stories, overtourism, the toll of climate change, water shortages, extractive development, cultural erosion, but it never leaves one of those stories standing alone. Every hard piece runs next to a real example of somewhere already doing things differently, so readers come away with a model to point to, not just a problem to worry about. Most of the readership is B2B, operators, investors, destinations, though a growing number of travellers read it too, wanting to understand what they're actually booking.

Coverage isn't for sale, full stop. No property, sponsor or partner can buy their way into a story or lean on the editorial line, and being a Founding Data Partner buys no favours either. The same independence that runs through Compass assessments runs through the magazine.

Prof. Alessandro Inversini	EHL Hospitality Business School, Lausanne, academic steward of Veriva (reviewing the Compass methodology)
Anna Pollock	Founder, Conscious.Travel
Prof. Dr. Willy Legrand	IU International University of Applied Sciences, academic steward of Veriva
Bill Reed	Principal at Regenesi Group
Sonia Teruel Avecilla	The RegenLAB for Travel
Tina O'Dwyer	Founder and CEO, The Tourism Space

Confirmed as of September 2026. Each contributor's own words appear in Veriva Magazine, not paraphrased here. All six support Veriva's mission directly.

Positioning and language discipline

A few distinctions worth keeping straight, for anyone writing about Veriva.

Veriva is	Veriva is not
An independent data and verification layer	A certification body or badge scheme
An assessor, paid by neither side to favour an outcome	A membership network or peer-learning community
“Positive impact tourism” (public term)	“Regenerative” (kept as the methodology term)
Ecological, community, cultural and operational impact	A carbon or emissions calculator
Evidenced, sample-verified, sourced	Superlative or unverifiable (“first,” “only,” “50%”)

Press FAQ

- Is this a certification?** No. Veriva steers clear of pass or fail framing and badge language altogether. What comes out of an assessment is a provenance-graded data record, not a certificate.
- Who pays for an assessment?** Not in any way that could bias the outcome. Right now the model is a modest fee from the property itself, plus paid tools for the investors and destinations who need impact data at a portfolio level.
- Why start in Africa?** Early outreach to Founding Data Partners focused on East and Southern Africa, plus Southern Europe, simply because those were the properties already doing enough on the ground to be worth verifying.
- How is this different from The Long Run, Travalyst or Equator Analytics?** The Long Run is a membership community, Veriva is a data layer rather than a network. Travalyst is a distribution and credibility partner, not a competitor. And Equator Analytics works from public, aggregate data, where Veriva verifies individual properties directly.
- When does this launch?** Public launch is targeted for autumn 2026.
- How is Veriva funded?** Bootstrapped to date. Veriva is currently at pre-seed stage and plans to raise investment in 2027 to take the platform to its next stage of growth.

Social strategy: pre-launch phase

Veriva has no audience yet, and shouldn't pretend otherwise. The strategy is to build credibility by visible association before building reach.

Objective Not follower count. Over the next two quarters, success looks like a short list of the right people, investors, DMOs, academics, journalists, already recognising the Compass and the Founding Data Partner cohort by the time we launch publicly.

Channels

Primary: LinkedIn. The audience that matters is there, and long-form founder narrative suits the format.

Secondary: Instagram. Place-based storytelling from Founding Data Partners, at a slower cadence.

Editorial: Veriva Magazine. Insider Voices content lives here first; social distributes it outward.

Content pillars

- 1 Insider Voices spotlights: one contributor, one idea, linked back to the full piece.
- 2 Founding Data Partner stories: what verification actually found on the ground, specific rather than generic.
- 3 Industry signal: the EmpCo countdown and AI travel data position Veriva as the source worth watching.
- 4 Editorial Journalism that dares to question common tourism practice and impact, using constructive journalism.

Cadence

Sustainable over impressive: two to three LinkedIn posts a week, one Instagram post a week.

Launch narrative arc

From now to pre-launch: Insider Voices reveals, one contributor at a time.

Weeks before launch: the Founding Data Partner reveal, naming Uganda, Kenya and Namibia.

Launch: the Compass goes live publicly; this kit's boilerplate becomes citable.

Post-launch: Tourism Innovation Summit, sending out a press release, the next Insider Voices wave.

Tone, and what to avoid

Precise over hyped. No "first," "only," or unverified percentages. No certification or badge language, ever. No positioning against The Long Run or similar networks.

Brand assets

Full logo files, the Compass mark and extended brand guidelines are available on request.



Navy 02547D	Teal 0284A7	Bright teal 03BEC3	Beige F1EDEA	Gray 45565E
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Contact and usage

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Usage: This kit is shared ahead of public launch. Boilerplate text may be quoted directly. Facts marked “pending” shouldn't be reported as confirmed until Veriva announces them directly.