

VERIVA

TRAVEL WITH INTENTION

LAUNCH · OCTOBER 2026

Positive Impact Tourism.
Evidence, not claims.

Independent impact data for regenerative hospitality,
so a hotel's impact can be shown, not just taken on faith.

PRESS KIT · OCTOBER 2026 · WWW.VERIVA.TRAVEL

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01 · At a glance

Company	Veriva Travel GmbH, founded June 2026, Munich
Founder	Laetitia Hörnler, Founder and CEO
What Veriva is	An independent impact-data platform for regenerative hospitality, plus Veriva Magazine, its critical, independent travel publication
Product	The Veriva Compass, an evidence-based assessment across four impact dimensions
Verification	Every answer is labelled by its source. One claim per property, chosen at random, is sample-verified by Dreame & Charme, a GSTC-recognised certification body, as an independent third party
Status	Live. Website launched in October 2026; Compass assessments with Founding Data Partners begin in November 2026
Founding Data Partners	Ndali Lodge (Uganda), Campi ya Kanzi (Kenya), Grootberg Lodge (Namibia), Finca La Donaira (Spain); further properties in conversation
Insider Voices	Prof. Alessandro Inversini, Anna Pollock, Prof. Dr. Willy Legrand, Bill Reed, Sonia Teruel Avecilla, Tina O'Dwyer
Memberships	GSTC Organisation Member
Base	Bielitzer Straße 18, 81377 Munich, Germany

02

Boilerplate

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

Short, 84 words

Veriva is an independent impact-data platform for positive impact tourism. Its Compass assessment turns what a hotel does for its place into structured, evidenced data, and one claim per property is independently sample-verified by Dreame & Charme, a GSTC-recognised certification body. Since 27 September 2026, EU law requires impact claims to actually hold up. Hotels use Veriva to back their own words with evidence, and to reach the investors and destinations who need data they can trust. Veriva Travel GmbH is based in Munich.

Long, approx. 340 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 Veriva 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 a property actually does, with every answer labelled by its source. One claim per property, chosen at random, is then checked by Dreame & Charme, a GSTC-recognised certification body with no stake in the result. No property can pay for a better outcome.

There's a commercial edge to that independence, too. Since 27 September 2026, EU Directive 2024/825, known as EmpCo, has required that environmental and impact claims made to consumers, whether on a hotel's own website or tucked into an Instagram caption, be substantiated. Hotels come to Veriva for evidence they can stand behind, offered free in the pilot year in exchange for helping shape the methodology. Ndali Lodge in Uganda, Campi ya Kanzi in Kenya, Grootberg Lodge in Namibia and Finca La Donaira in Spain make up the first cohort of Founding Data Partners, with further properties in Africa and Southern Europe in conversation.

Veriva's bigger ambition is to become a business intelligence layer for the whole industry: portfolio-level impact data that investors, destinations and tour operators can build due diligence and benchmarking around, in the way MSCI does for finance or GRESB does for real estate. 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. Alongside the Compass, Veriva publishes Veriva Magazine, including Insider Voices, which brings academics and practitioners into a shared conversation about what regenerative tourism 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.

03

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 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, Veriva's academic steward, 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 what the Compass is built to look for: not whether a property does a little less harm, but whether it can show, with evidence, a 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.

04

The Compass

Four dimensions, assessed against evidence. No badge, no certificate, no score a property can pay for.

Dimension	What it looks at
Ecological restoration	Active repair of the ecosystems on and around the property, beyond avoiding harm.
Community benefit	Economic and social benefit for the local community, including its say in decisions that affect it.
Cultural integrity	Whether local culture and heritage are represented on their own terms, with local practitioners as co-authors.
Operational circularity	How energy, water, food, materials and waste move through the operation, and the direction of travel.

How it works. The owner or general manager completes a detailed questionnaire (about 90 minutes) that starts with the place itself: its ecology, livelihoods and pressures. A 90-minute Compass call with a Veriva assessor then tests and deepens the answers. Each dimension is placed on a five-stage journey: Aware, Foundation, Active, Regenerative, Exemplary. There is no overall score and no average across dimensions.

How it is checked. Every data point records where it came from. Answers without evidence are kept but labelled as self-reported. One claim per property, chosen at random, is checked by an independent third party. Profiles are reassessed every three years, so change over time stays visible.

What it produces. A machine-readable (JSON-LD) data profile that platforms, destinations, investors and researchers can use, designed to be compatible with the Travalyst Data Hub. The methodology builds on Prof. Alessandro Inversini's Regenerative Hospitality Canvas (EHL Lausanne) and is aligned with the GSTC Criteria.

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Why now

Since 27 September 2026, EU Directive 2024/825, known as EmpCo, has required 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 the deadline has passed.

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 has to be something a machine can actually read and check, not just a hotel's word taken at face value.

Veriva was built for this moment: an impact-data layer that was machine-readable from day one, arriving just as the market needs claims it can stand behind.

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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 of shifting 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.

In October 2026 she spoke at the Tourism Innovation Summit in Seville on the panel “From Sustainability to Regeneration: What Does Real Impact Look Like?”, with Veriva also taking part as media partner.

> *“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

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Founding Data Partners

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

Property	Country	Compass assessment
Ndali Lodge	Uganda	Starts November 2026
Campi ya Kanzi	Kenya	Starts November 2026
Grootberg Lodge	Namibia	Starts November 2026
Finca La Donaira	Spain	Scheduled for January 2027

The pilot programme is open to up to ten properties worldwide until December 2026. Founding Data Partners take part free of charge in their first year. Through the Community-Owned Access Programme, community-owned conservancies have permanent free access to the Compass.

No results are published before an assessment is complete. Payment never influences an assessment, a stage or a published profile.

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Veriva Magazine & Insider Voices

Veriva Magazine 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. Most of the readership is B2B, operators, investors and destinations, alongside a growing number of travellers.

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.

Launch stories

Story	Author
Regenerative Tourism – Beyond the Buzzword	Laetitia Hörnler, Editor-in-Chief
Cultural Heritage & Craftsmanship in Tourism: How to stop selling local culture and, instead, help it thrive	Rhiannon Batten
Beyond employment numbers: What genuine community benefit actually looks like in East African lodges	Meera Dattani
Proof Over Promises: TIS Director Silvia Avilés on Tourism's New Rules for Sustainability Claims	Interview, Laetitia Hörnler

Insider Voices

Insider Voices is an editorial strand of Veriva Magazine in which researchers and practitioners answer the same set of questions about what regenerative practice looks like.

Contributor	Affiliation
Prof. Alessandro Inversini	EHL Hospitality Business School, Lausanne; academic steward of Veriva
Anna Pollock	Founder, Conscious.Travel
Prof. Dr. Willy Legrand	IU International University of Applied Sciences
Bill Reed	Principal, Regenesis Group
Sonia Teruel Avecilla	The RegenLAB for Travel
Tina O'Dwyer	Founder and CEO, The Tourism Space

Each contributor's own words appear in Veriva Magazine, not paraphrased here.

09

Positioning and language

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

Veriva is	Veriva is not
An independent impact-data layer	A certification body, seal or badge scheme
An assessor whose results can't be bought	A membership network or peer-learning community
“Positive impact tourism” (public term)	“Regenerative” is kept as the methodology term
Ecological, community, cultural and operational impact	A carbon or emissions calculator
Evidenced, sourced, sample-verified	“100% verified”, superlative or unverifiable (“first”, “only”)

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Press FAQ

Is this a certification? No. Veriva steers clear of pass/fail framing and badge language altogether. What comes out of an assessment is a provenance-labelled data profile, not a certificate.

What exactly is verified? Every answer is labelled by its source, and evidence is requested for each one. One claim per property, chosen at random, is checked by an independent third party. Everything else is property-reported data reviewed by a Veriva assessor, and labelled as such.

Who pays? Founding Data Partners take part free in their first year; after that, properties pay a modest annual fee. Veriva's main revenue is planned to come from impact-data tools for investors, destinations and travel platforms. Payment never influences an assessment.

Why start in Africa? Early outreach focused on East and Southern Africa, plus Southern Europe, because those were the properties already doing enough on the ground to be worth assessing. Finca La Donaira in Andalucía is the first European partner.

How does it relate to Travalyst? Compass data is designed to be compatible with the Travalyst Data Hub, a natural route for impact data to reach booking platforms.

Has Veriva launched? Yes. Veriva launched publicly in October 2026. Compass assessments with Founding Data Partners begin in November 2026.

Does regenerative practice pay off for hotels? That's one of the questions Veriva's data is designed to answer. With partners who share performance figures, Veriva will look at how regenerative work relates to occupancy, ADR, RevPAR and guest loyalty, and help hotels use their impact to strengthen the guest experience.

How is Veriva funded? Bootstrapped to date. Veriva is at pre-seed stage and plans to raise investment in 2027, focusing on impact investors.

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Milestones and what's next

When	Milestone
June 2026	Veriva Travel GmbH founded in Munich
October 2026	Media partner and speaker at the Tourism Innovation Summit (TIS 2026), Seville, on the panel “From Sustainability to Regeneration: What Does Real Impact Look Like?”
October 2026	Public launch of veriva.travel, the Veriva Compass and Veriva Magazine
November 2026	First Compass assessments with Founding Data Partners
December 2026	Pilot programme closes
As the data grows	First analysis of how regenerative practice relates to hotel performance (occupancy, ADR, RevPAR and guest loyalty), with Founding Data Partners who choose to share their figures
2027	Digital impact-report tool, built on Compass data, so properties can generate investor-ready impact reports

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Brand assets

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



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

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Contact and usage

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