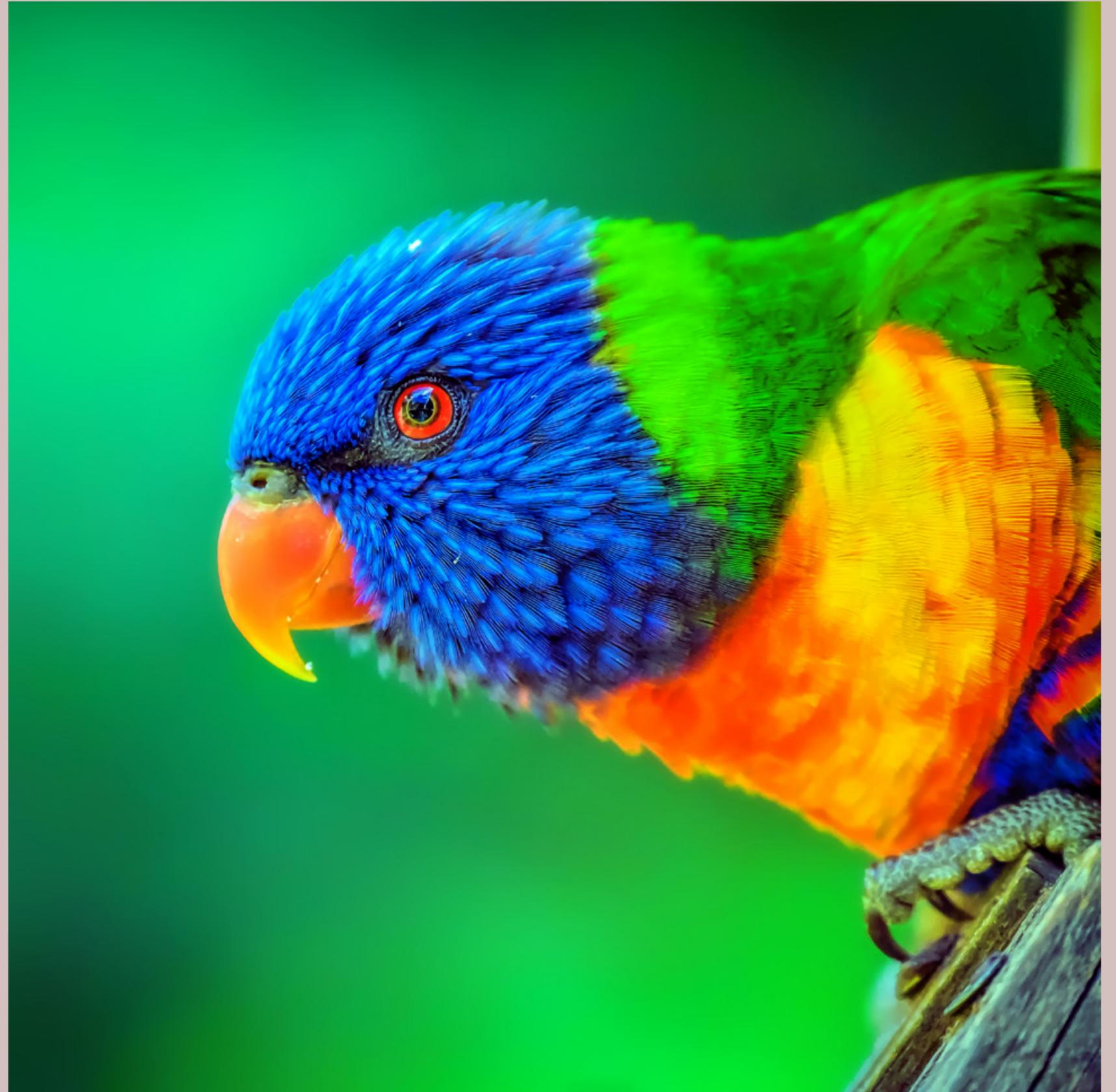


Lemongrass Impact Report 2025



Our Impact Report 2025

We believe travel has the power to make a difference - to connect people, protect places, and strengthen communities. When done responsibly, it can shape a more equitable and sustainable world for everyone.

At Lemongrass, we're committed to ensuring that every partnership, campaign, and decision creates a positive ripple - for people, nature, and the planet. This report shares how we're measuring that impact, learning from our challenges, and driving progress that lasts.

Accountability and Trust

Real change demands openness. From tracking our carbon footprint and refining low-impact travel practices, to ensuring fair and inclusive workplace policies, we approach every area of our business with honesty and intent. Transparency isn't just a principle - it's how we build trust with our team, our clients, and our community. And while not everything we've tried has worked as planned, we're committed to learning from each step and being open about where we can do better.

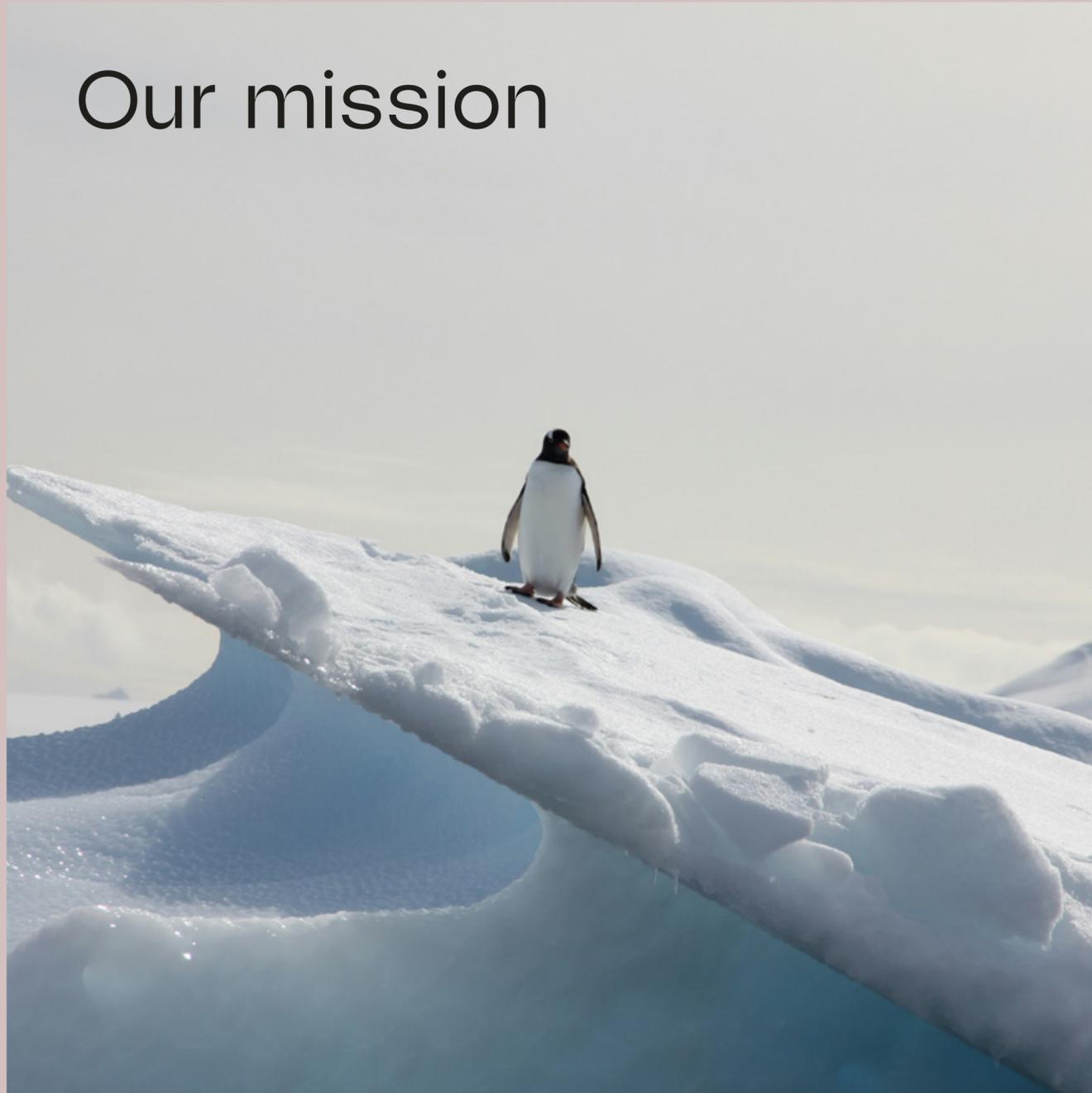
Looking Ahead

2025 marks another step in our evolution. We're continuing to challenge ourselves to do better - to deepen our environmental commitments, expand community partnerships, and create lasting value for the tourism industry. This report reflects not just where we've been, but where we're determined to go next.

Thank you for being part of this journey.

Your Lemongrass Team

Our mission



We re-shape travel and tourism brands to ensure long-term health and wellbeing for all people and the planet.

We achieve this through in-depth analysis, creative communications, and by educating and guiding clients, communities, and the industry.

We drive positive change in behaviour that inspire journeys, expands horizons, and fosters meaningful social and environmental impact.

Our pillars

Year in review

265 hours

Volunteered

>92%

Team satisfaction average across the year was over 92%

-19.3%



We reduced our carbon intensity (CO₂ in line with revenue) by a total of 19.3% compared to last year

Growth in the number of clients prioritising sustainability and positive social impact

13%

The Sunday Times ‘Best Places to Work’ winner



£19,965 donated to charity and conservation projects



74 trips

74 out of 174 trips were organised sustainably*



Becoming a B Corp — our journey to better

In 2023, becoming a Certified B Corporation marked a major milestone for Lemongrass - a public commitment to accountability, transparency, and purpose beyond profit. Two years on, that commitment has only deepened.

Our score

96.2

What is B Corp certification?

B Corp Certification is a third-party designation for companies that have undergone a rigorous evaluation of their social and environmental impact. This is far more than just a review of sustainability goals, though. This certification represents a deep, transparent commitment to the highest standards of social and environmental performance, accountability, and continuous improvement. It means we prioritise purpose in everything we do.

Looking ahead and recertification

As we move toward recertification in 2026, our focus is on strengthening what we've built: better data, sharper impact measurement, and closer alignment between our values and everyday decisions.

Being a B Corp isn't a badge - it's a continuous process of improvement. From refining carbon reporting and expanding employee wellbeing policies, to embedding sustainability criteria into client work, we're ensuring that positive impact remains our standard, not the exception.

Two years into this journey, we've learned that progress is built on persistence, not perfection. Each milestone has helped us see where we can go further - to deepen impact, strengthen accountability, and keep learning along the way.

While some ambitions remain long-term, we're proud of the measurable steps we've taken to reduce our footprint and drive responsible change across the industry. Our next chapter is about refinement, not reinvention - building stronger systems, sharing results more openly, and proving that progress is most powerful when it's shared.

Nature





19.3% carbon intensity reduction

We achieved a 19.3% reduction in carbon intensity (CO₂ relative to client revenue) compared to last year.

Appointed a Director of Nature

We appointed our very first Director of Nature to lead the team on responsible climate action and represent nature in company decisions.

£16,500 funded Pinwheel projects

£16,500 invested with Pinwheel across five projects spanning carbon removal, nature restoration, and community impact.

238 metres of hedgerow planted

Our funding contributions to the Woodland and Hedgerow Creation project saw the planting of 238 metres of hedgerow saplings in South Molton, Devon.

148 trees with Train Hugger

Train Hugger is a green ticketing platform aiming to restore British countryside. Each journey booked equals one tree planted. Our 148 bookings resulted in 148 trees planted across the UK.

58 tonnes of CO₂ avoided

A more recent project addition to our Pinwheel collaboration has enabled us to avoid 58 tonnes of CO₂ - gases that would otherwise have been released were captured and permanently destroyed.

1,843 trees in the Andes

Our contributions to the Forest Ecosystem Restoration project in the Andes resulted in the planting of 1,843 trees across six Andean countries. Funds have been used to expand and strengthen partnerships with grassroot restoration leaders, growing native tree nurseries.

1,168kg of carbon saved

Hosting the two Lemongrass Roadshows with responsible travel at the forefront. The events had stops in over 9 different UK locations across the UK and travel took place exclusively by train, saving 1,168kg of carbon.

74 responsible trips

Lemongrass facilitated 74 work/press trips by means of responsible travel methods (train, ferry or electric car), and/or combined with other trips to reduce the amount of flights required.



-19.3%

A 19.3% reduction in CO₂ per £ revenue, compared to our previous financial year

Our Carbon Footprint

We're very proud to share that we achieved a **19.3%** reduction in carbon intensity (CO₂ relative to client revenue) compared to last year - significantly outperforming our stretch target of an 11% year-on-year reduction.

This means we exceeded the target by 8.3 percentage points, demonstrating that we can take measurable steps to deliver more impact for clients while using markedly fewer emissions.

Looking ahead, we'll continue to use an intensity-based approach that scales with growth, locking in the practices that got us here and setting clear, evidence-led targets for further reductions. Our long-term ambition remains unchanged: to keep driving down our carbon footprint in a way that is ambitious, credible, and deliverable for a growing, service-based business.

I'm a carbon geek, so let me provide some context. Most companies aren't measuring emissions. Those which do typically reduce emissions by around 3% - the best companies are reducing by about 7%, so a reduction of 19% is phenomenal.

Maybe Lemongrass hold the key to how companies can start to reduce emissions. Whilst many talk about introducing staff bonuses based on environmental performance, very few do, but these results from Lemongrass results are compelling.



Charlie Cotton
Founder,
eCollective

Most companies aren't measuring emissions. Those which do typically reduce emissions by around 3%, the best companies are reducing by about 7%, so a reduction of 19% is phenomenal.

Teamwide impact

Across the team, we've made sustainability part of everyday practice. Here are some of the things we implemented this year:

Incorporated impactful change-led conversations on all client calls.

All new starters have to complete Carbon Literacy training. We also retained our Carbon Literacy Silver accreditation.

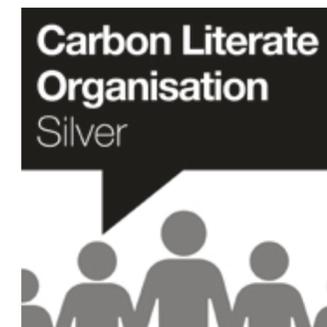
Ran a company-wide weekly "Eco Challenge" with prizes to surface global best practices.

Trialled carbon budgets with a UK client to monitor press-trip emissions and favour rail where possible.

In addition to the new implementations, we continued to coordinate multi-client itineraries to reduce flights overall and expand flight-free options for journalists and creators. Employee carbon budgets remain in place and are calibrated to the carbon realistically required to deliver each client's scope of work, helping teams plan travel and activity within clear limits.

Alongside this, our five-point carbon reduction plan continues to guide decisions across the agency - setting transparent year-on-year goals, clarifying responsibilities, and sharing progress with clients and partners through regular reporting.

Together, these tools keep reductions visible, practical, and deliverable in day-to-day work.



266

Eco Challenge entries
*weekly team competition to share innovative industry sustainability stories



Director of Nature

Internal promotion, external impact: elevating eco-conscious expertise into formal leadership has accelerated adoption, strengthened credibility, and delivered measurable results.

This year, we promoted long-standing team member, **Alex Liste**, to Director of Nature, strengthening continuity and accelerating impact.

Building on deep client knowledge and our existing sustainability framework, the role now formalises agency-wide governance for carbon reduction, aligns carbon budgets to scopes of work, leads the internal Lemongrass Green Team as well as the company-wide Eco Challenge and steers nature-positive volunteering and partnerships.

As an internal steward and client-facing advisor, the Director of Nature ensures decisions are evidence-led and embedded in day-to-day delivery, as well as long-term planning - supporting our year-on-year carbon intensity reduction and amplifying the value we create for clients and communities.

Pinwheel



We work with Pinwheel as part of The Conscious Travel Foundation’s Climate Impact Fund, directing investment towards projects that deliver measurable, nature-positive outcomes. This year we invested £16,500 with Pinwheel across five projects spanning carbon removal, nature restoration, and community impact.

Pinwheel is a vetted impact platform that directs funding to high-quality climate and nature projects and then tracks/ verifies the results so organisations can evidence real-world impact.

Our investment was across five projects spanning carbon removal/avoidance, nature restoration, and community impact.

Our funding **avoided 58 tonnes of CO₂** - meaning gases that would otherwise have been released were captured and permanently destroyed, preventing those emissions from entering the atmosphere. It also contributed to the planting of **1,843 trees** (Andes restoration), and **238 metres** of new hedgerow (England &

Wales). Wolf protection activity in Italy was supported through monitoring, education and conflict-mitigation work, and we also contributed to landscape-scale nature recovery via the oyster and seagrass restoration programme in Scotland. All impacts are evidenced within Pinwheel’s partner reporting.

We invite media to vote for our projects after working with us as a thank you for joining our media trips, meeting with us or supporting our work.

If you would like to have a say on which 2026 projects we will support, we welcome your votes here.

£16,500

Invested in Pinwheel across five projects

58 tonnes

CO₂ avoided

1,843 trees

Planted

238 metres

Of new hedgerow

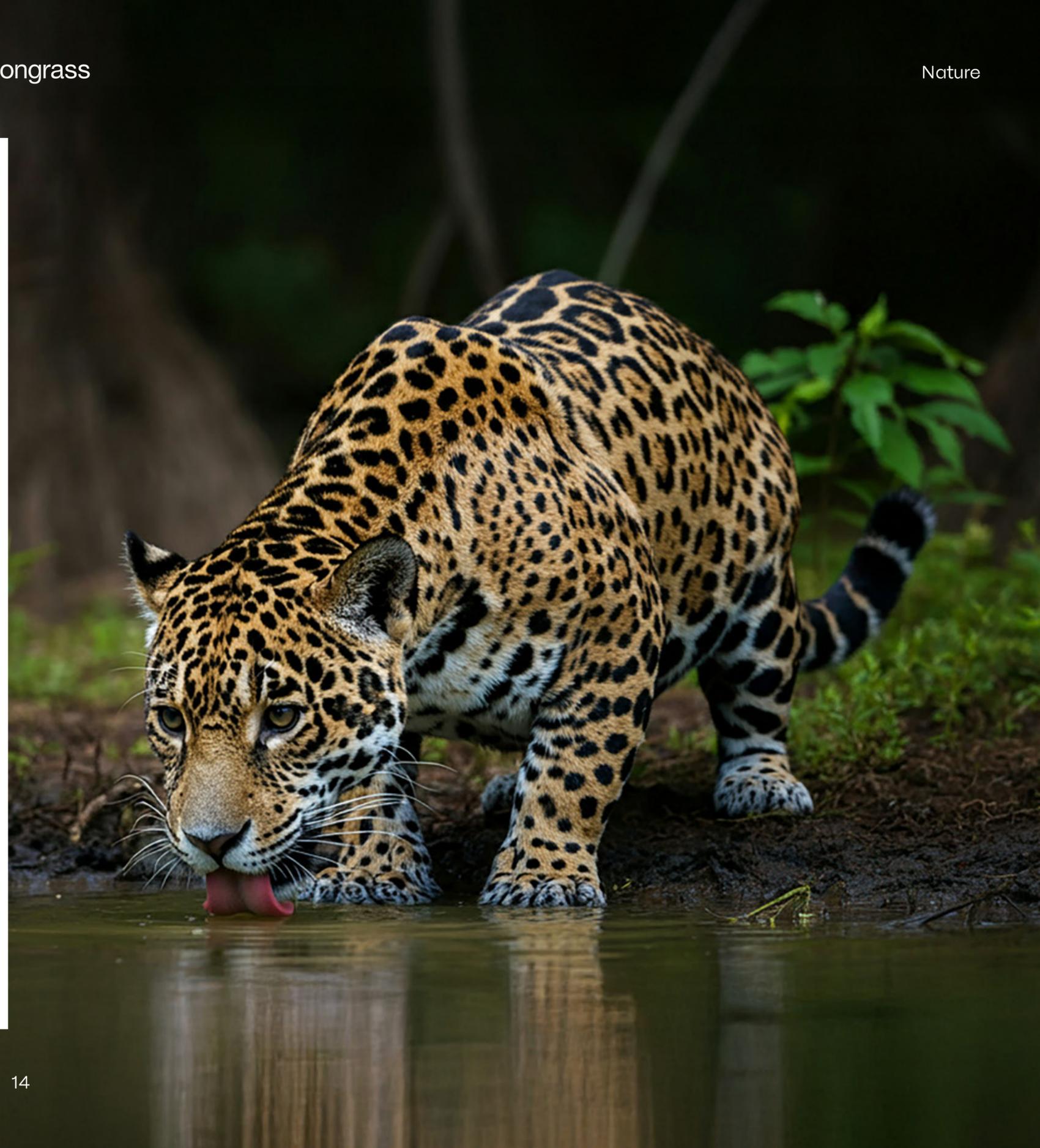


Lemongrass were early adopters of The Conscious Travel Foundation's Climate Fund and have worked hard to make it meaningful across their team and client work. The shift in engagement they've created - by trying new ideas, demanding transparency, and staying focused on tangible impact - has been impressive. Their contribution helps to support gold standard climate projects around the world and for every contribution, Pinwheel donate 5% to support the work of The Conscious Travel Foundation. They're showing what it looks like when a PR agency takes climate action seriously and brings their community with them.



Olivia Cryer

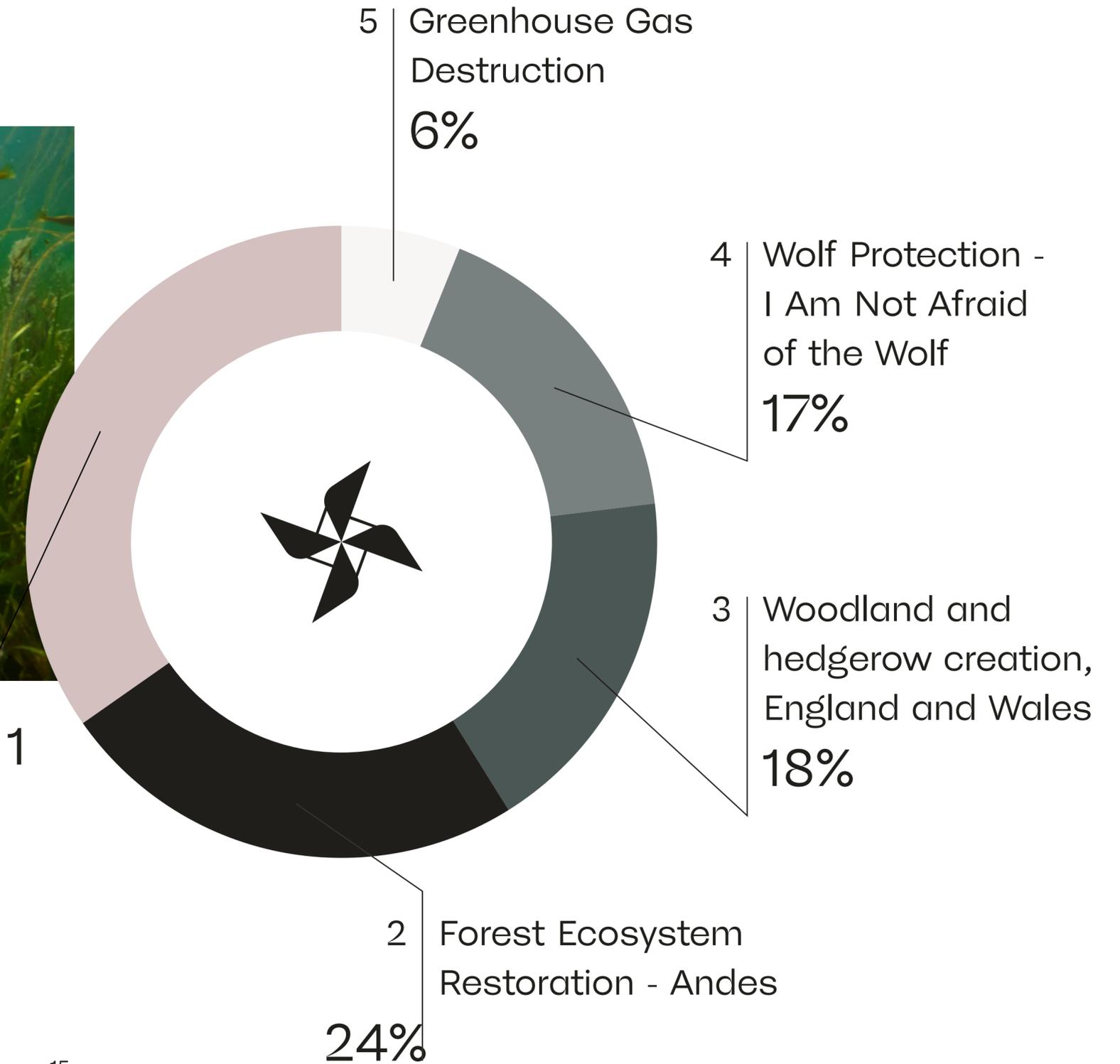
Co-Founder and Director,
The Conscious Travel Foundation



Pinwheel Projects



1 Native oyster and seagrass restoration - Scotland
35%



Alongside funds to protect and restore ecosystems, both at home and abroad, Lemongrass are investing in the destruction of greenhouse gases, which are significantly more potent as a warming agent than CO₂. Alongside this, they are using the Pinwheel platform to engage their team and clients in funding decisions, driving the salience of these critical issues.



Gavin Sheppard
Chief Executive,
Pinwheel



Our commitments

Appoint a Director of Nature.



Implement sustainability training sessions.



Implement an environmental profit & loss measurement.



Work with Pinwheel to identify restorative and offsetting opportunities.



Roll out carbon budgets to our clients and introduce a sustainability tracker on client reports.



Launch the Lemongrass Impact page on our website.



Our outcomes

In October 2024, Lemongrass appointed a Director of Nature to oversee carbon budgets, to lead the team on responsible climate action and represent nature in company decisions.

Throughout the year we delivered targeted training - from a Collegia session on sustainable pension investing to ethical AI use in line with our sustainability policy - plus a company-wide refresh of our carbon commitments.

We started the process of implementing an environmental profit & loss measurement. Limited industry guidelines on best practice around this has delayed our progress but we look to continue our work on this in 2026.

We successfully contributed £16,500 to Pinwheel and five of their projects. Contributions were divided across biodiversity, ecosystem restoration and greenhouse gas destruction.

We partnered with one of our clients to pilot client carbon budgets and assess their impact. After positive feedback, we look to roll this out to additional clients next year. All client reports now include a sustainability tracker to document responsible progress and keep sustainability front and centre.

The **Lemongrass Impact page** is live - spotlighting our volunteering, five-point carbon plan, Green Team, and the charities and partners we support.

Looking ahead



Nature as a client

We're formalising Nature as a scoped client within the business: a defined scope of work with contracted hours each month, owned by the Director of Nature and delivered by the wider team.

This includes tracking and reporting our environmental work (carbon measurement, reduction actions, Pinwheel activity, and nature-positive improvements) against clear KPIs and timelines. By giving Nature its own brief, budgeted hours, and performance metrics, we ensure it is fully embedded in company planning, resourcing, and decision-making year-round.

6% carbon reduction as per revenue

For the year ahead we're targeting a 6% reduction in carbon intensity per £ of client revenue. We'll deliver this through client carbon budgets for press trips, rail-first planning, itinerary consolidation across accounts to cut flights, and continuous measurement via our reports.

Our continued work with Pinwheel in 2026 and the selection of projects we will support will continue to complement reductions with high-quality removals and restoration.

Recertifying B Corp

We're preparing for B Corp recertification in 2026 by strengthening our evidence base across governance, workers, community, environment, and clients. Our goal is to maintain our B Corp certification under the new standards, exceed the requirements, and continue raising the bar for positive impact.

Priorities include enhanced data capture, updated policies (wellbeing, DEI, responsible procurement), continuing Carbon Literacy training for all new starters, and our public impact page that transparently tracks our goals and results. The aim is simple: higher standards, clearer proof, and broader community benefit.

People and culture





Appointed a Director of People & Culture

We appointed our first Director of People & Culture to strengthen team wellbeing and embed our values across every aspect of agency life.

265 hours

Volunteering more than 265 hours across five community spaces and charities.

Empowering the team

Held a strategy away day with the entire Lemongrass team, empowering all members to share their input on industry change and future company strategic decisions.

The Sunday Times Best Places to Work 2025

We were awarded The Sunday Times Best Places to Work 2025 for small organisations.

Improved our private health care

We increased our team’s private health care to include unlimited mental health talking therapy.

Ongoing partnership with Nai’s House

This year we began working closely with Nai’s House, from bi-weekly mentoring of one of their volunteers to ongoing PR support.

B Local Collaboration Exchange

We matched with two charities at a local B Corp event (Nasio Trust and Homeless Oxfordshire). We supported with creative ideation for wider visibility.

4-day week at full 5-day pay

Our four day week continues to be successful and allows the team time to volunteer and be more creative which in turn leads to better client results.

Inspiring young talent

Lemongrass joined Raynes Park High School’s annual careers fair to inspire the next generation. We also partnered with Ductu to host local students, helping bridge the gap between education and employment.

£3,050 to 32 charities

This year we donated £3,050 to 32 charities that were selected by Lemongrass team members.



Director of People & Culture

People-powered, community-rooted: elevating proven talent has strengthened team wellbeing, inclusion, and our local impact.

This year we promoted a long-standing and trusted team member, **Tori Martinelli**, to Director of People & Culture, to deepen support for our team and embed our values in the local community.

The role formalises people-first governance across the agency - strengthening wellbeing and inclusion practices; shaping learning and development pathways and mentorship; aligning recruitment and onboarding with our mission and establishing clear feedback loops, recognition, and progression.

Externally, it builds place-based partnerships through volunteering days, skills-sharing with local organisations, inclusive outreach, and responsible procurement from local suppliers. By joining people strategy with community engagement, the Director of People & Culture ensures our values show up in everyday work, client delivery, and the positive impact we contribute to our region.



The Sunday Times Best Places to Work 2025 - Small Organisation

The Sunday Times Best Places to Work awards recognise organisations across the UK that demonstrate exceptional employee engagement, wellbeing, and workplace culture, based on independent employee feedback. This year, more than 77,000 organisations applied, making the recognition even more meaningful.

We were proudly recognised by The Sunday Times as one of the Best Places to Work 2025 in the Small Organisation category – our second time receiving this honour. It’s a reflection of our strong culture, purpose-driven values, and commitment to our people, celebrating the amazing team culture we’ve built together.

94%
Net Promoter
Score

100%
empowerment
score

98%
confidence in
management

97%
wellbeing

Charitable giving

We realise Lemongrass doesn't exist in a silo, and we take great pride in actively participating in our local community.

£3,050

Donated across the year to 32 charities.

£250

Lemongrass matches any charity donations up to £250 per person per year.

£665

Instead of giving gifts, team members opted for a charity-focused Secret Santa exchange, which raised £665.36.



Humane World for Animals™



SSNAP
Estd. 1982

Support for the sick newborn and their parents



Helen & Douglas House

your local children's hospice



BritishRedCross



British Heart Foundation

CoppaFeel!
breast cancer awareness

ageUK
Let's change how we age

London Marathon

Lemongrass supported our Director of People & Culture in her fundraising efforts for Dogs For Good with a bake sale, team donations and company charity matching.





1% Club
Lunch

NAI'S HOUSE

Our partnership with Nai's House

This year we began working closely with Nai's House - a charity our team cares deeply about. As part of strengthening a safe, informed workplace, two members of our Senior Management Team completed safeTALK training and ASIST (Applied Suicide Intervention Skills Training). We believe every workplace should have trained colleagues who can recognise signs of suicidal thoughts and respond safely.

Communications Support

We provide ongoing, pro bono communications support to Nai's House - drafting press releases, handling media outreach, and advising on messaging, campaign planning, and stakeholder engagement. We also helped shape the comms strategy for the charity's new 1% Club, encouraging organisations to contribute one percent to youth mental health support. Find out more and get involved:

[Learn about the 1% Club](#)

Working side by side

Every other week we welcome a Nai's House volunteer into our office for collaborative, real-time work - sharing practical communications skills, offering mentorship, and co-developing materials that amplify the charity's impact.

This past year we have been so lucky to work closely with the Lemongrass team. As a small charity we do not have the budget to employ a dedicated Marketing and Comms manager, let alone a whole team, so when Victoria and Alex offered us an opportunity to receive pro bono support we accepted without hesitation. Having access to such amazing expertise and professional guidance has been invaluable to us. From shaping our 1% Club campaign and PR for our annual #BeNice Festival to general queries and mentoring our social media manager, Emma, there aren't enough words to show my gratitude and appreciation. Thank you Lemongrass!



Gem Barrett
Founder and CEO,
Nai's house



I feel incredibly fortunate to have been welcomed into the Lemongrass office, working alongside a team of experienced and supportive marketeers. Each visit has offered the chance to talk through ideas, explore campaigns, and learn from professionals who are always willing to share their time, insight, and expertise. This opportunity has been truly invaluable, helping me to grow my confidence, develop my skills, and put new knowledge into practice at Nai's House. The Lemongrass team have been so warm, welcoming and encouraging throughout, and I am deeply grateful for their kindness and continued support. They really are a brilliant team!



Emma Barnes
Volunteer Suicide Prevention
Project Coordinator & Social
Media Manager,
Nai's house

Volunteering in our community

We're not afraid to get our hands dirty - in fact, we welcome it!

Lemongrass team members collectively spent 265 hours volunteering in and with five community spaces and charities in 2025 - an increase of 55% from the previous year.

Community partners included Oxford Animal Sanctuary, Bicester Harvest, Banbury Harvest, Dogs For Good and YourSpace Sutton.

During our volunteer hours you could find us walking dogs, hosting raffles, painting everything from fences to furniture and outbuildings, helping students with arts and crafts, gardening, and helping to prepare a charity shop for launch.

265

Volunteering hours



For two years now, Lemongrass PR has supported us with regular volunteer days, often stepping in to do the hardest and most physical work we have available.

They never let us down, are a joy to work with and interact so kindly with regular volunteers. We would struggle to do what we do without them. We are, as always, very grateful.



Amanda Groom
Bicester Lead,
Bicester Harvest

We have a huge challenge in this country to include and involve those young people with disabilities and from disadvantaged backgrounds in meaningful interaction with the world of work. It is only with the assistance, positivity, and flexibility from employers like Lemongrass, that this is made possible.



Jem Jones
Director,
Ductu





Our bonus structure at Lemongrass

At Lemongrass, our bonus structure applies to everyone, from junior to senior team members.

It reflects our holistic approach, where bonuses are earned not only for financial performance but also for making a positive impact on nature, our clients, and our employees.

Here's how we broke it down in 2025:

	<p>50% Connected to EBITDA</p>	<p>10% Connected to Gross Revenue Churn</p>	<p>10% Connected to carbon reduction</p>	<p>10% Having a minimum of 90% individual participation in the weekly 'Eco Challenge'</p>	<p>10% Having 35% of our clients be sustainable or doing good</p>	<p>10% Average of an 8 across the year for client NPS (Net Promoter Score)</p>
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Our commitments

Appoint a Director of People and Culture.



Expand our employee healthcare plan.



Increase our volunteering hours by **15%**.



Volunteer with Ductu.



Continue our charitable giving.



Supporting the tourism industry -
work with Women in Travel CiC.



Our outcomes

Lemongrass appointed a Director of People and Culture to be a voice for and represent the Lemongrass team. They are also responsible for promoting diversity and inclusion initiatives within our company.

This year we expanded our employee healthcare plan to cover unlimited mental health sessions. We will continue to review each year to ensure the team is best covered.

We increased our volunteering hours by an incredible **55%** from the previous year, a total of 265 hours spent with five different community spaces and charities.

Lemongrass held a training session with Ductu in March and an additional training day has been booked in 2026 due to the success.

£3,050 donated across **32** charities across the year.

Due to resources, we were unable to proceed with working with Women in Travel CiC this year. Instead, we allocated time and resources on industry speaking events and on mentoring with Nai's House, which has become an important charity partner for us.

Looking ahead



Nai's House

We'll support Nai's House to launch and grow the 1% Club - developing clear messaging, a simple join-and-give pathway, press and creator outreach, and partner toolkits so businesses can pledge one percent to youth mental health with confidence and visibility.

We'll also continue working alongside Nai's House throughout the year, providing ongoing communications support where helpful and mentoring their volunteer who joins our office every other week.

Increase volunteering hours by 10%

We are looking to once again increase our team volunteering by 10%, prioritising skills-based placements with local partners and tracking hours and outcomes on our impact reporting to ensure time given translates into measurable community benefit.

We'll also continue our charitable giving throughout 2026.

Review of policies

We will review and update our Endometriosis, Equality, Diversity & Inclusion, Neurodiversity, and Mental Health policies to ensure inclusive language, clear commitments, and accessible processes. This includes stronger guidance on reasonable adjustments, manager toolkits and signposting, confidential support routes, staff training, and regular feedback loops so policies are lived, respectful, and effective.



Community and commitments



Advocating for industry change

Providing education to and advocating for sustainable changes across the tourism industry.

120 hours pro bono

Providing 120 hours per year of pro bono work for The Conscious Travel Foundation.

‘It’s a Journey’ Podcast launch

It’s a Journey’, a new podcast series hosted by Holly Tuppen, sustainable travel writer and expert, and Richard Hammond, Publishing Director of Green Traveller Media. Sponsored by Lemongrass, it explores the uncomfortable and often overlooked questions shaping travels impact on people and places.

Travel by B Corp

Lemongrass is working with Travel by B Corp on a new shared impact product (SHIP), which aims to help the travel trade sell more flight-free travel from the UK to Europe. Our CEO and Founder, Mirjam, also sits on the Travel by B Corp Board, helping to shape the strategic direction and collaboration behind initiatives.

New webinar series

We’ve never been an agency that is afraid of sharing our knowledge. As the next evolution of ‘Insights’, we launched our new webinar series - for the travel industry, by the travel industry.

Advocating for industry change

Our Founder and CEO Mirjam Peternek-McCartney took part in 11 talks and panels throughout the year, including industry webinar ‘What Makes You a Sustainable Travel Journalist?’ and ‘Will Marketing with Purpose Survive?’ at World Travel Market.



Our partners and affiliations

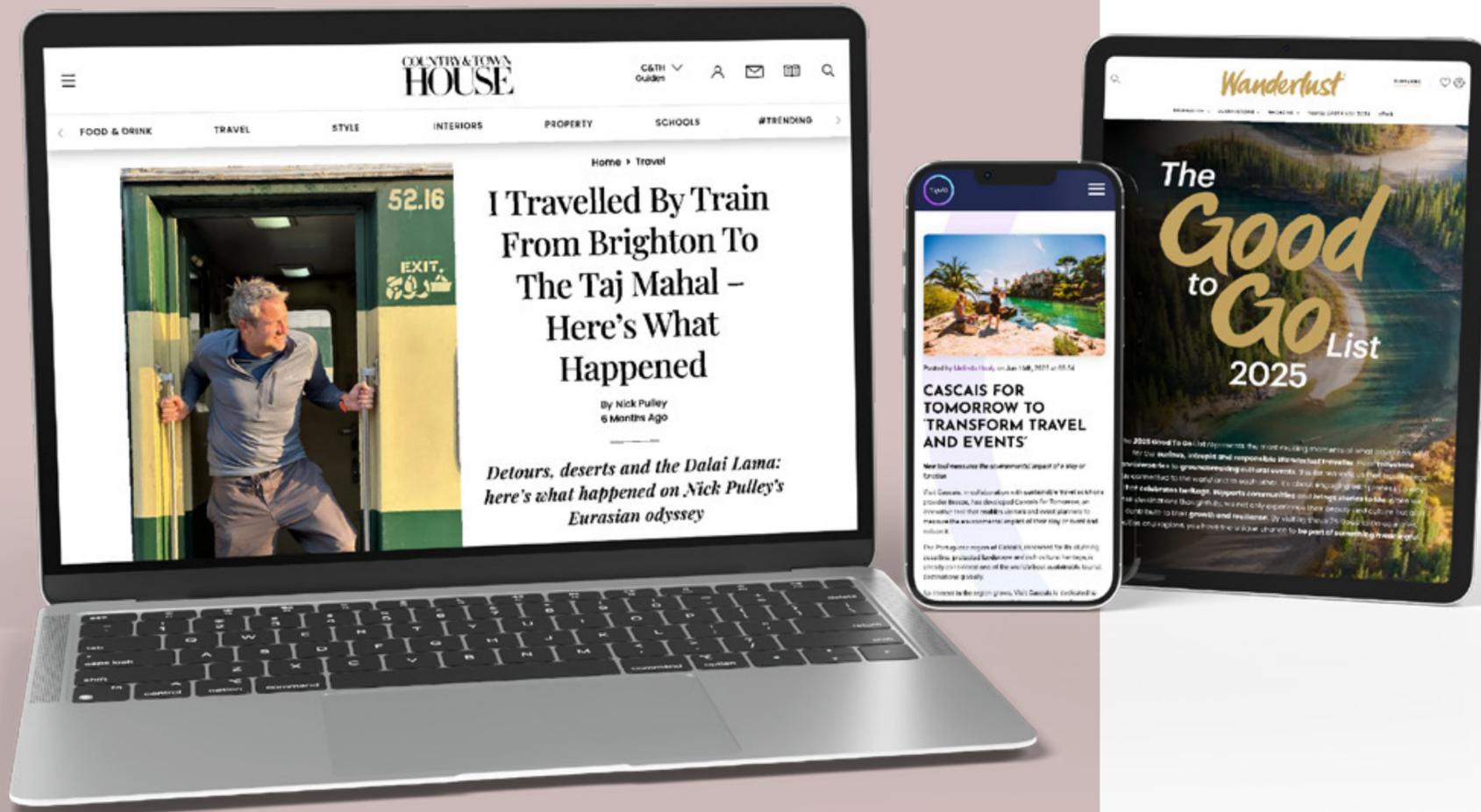
We are proud to work alongside supportive partners and within innovative communities across the tourism industry and beyond.



Advocacy and education through the press

As communications specialists, we have a unique role in amplifying responsible travel and accessibility within the media. We collaborate with our clients to highlight the positive impact of their initiatives, transforming sustainability actions into stories that inspire travellers and influence industry standards.

Through close partnerships with journalists and creators, we spotlight meaningful progress - from promoting ethical wildlife experiences to encouraging rail travel over air. Each story proves that thoughtful, inclusive, and sustainable practices don't just make good press - they shape a better future for travel.



Advocacy and education across the industry

At Lemongrass, we're passionate about sharing what we learn with our clients and colleagues, helping everyone move forward together.

New Webinar series

Learning is at the heart of our ethos, embedded in everything we do, and what sets us apart is our unwavering commitment to advancing the industry. We've never been an agency that is afraid of sharing our knowledge. As the next evolution of 'Insights', we were excited this year to introduce our new webinar series - for the travel industry, by the travel industry.

Active industry engagement

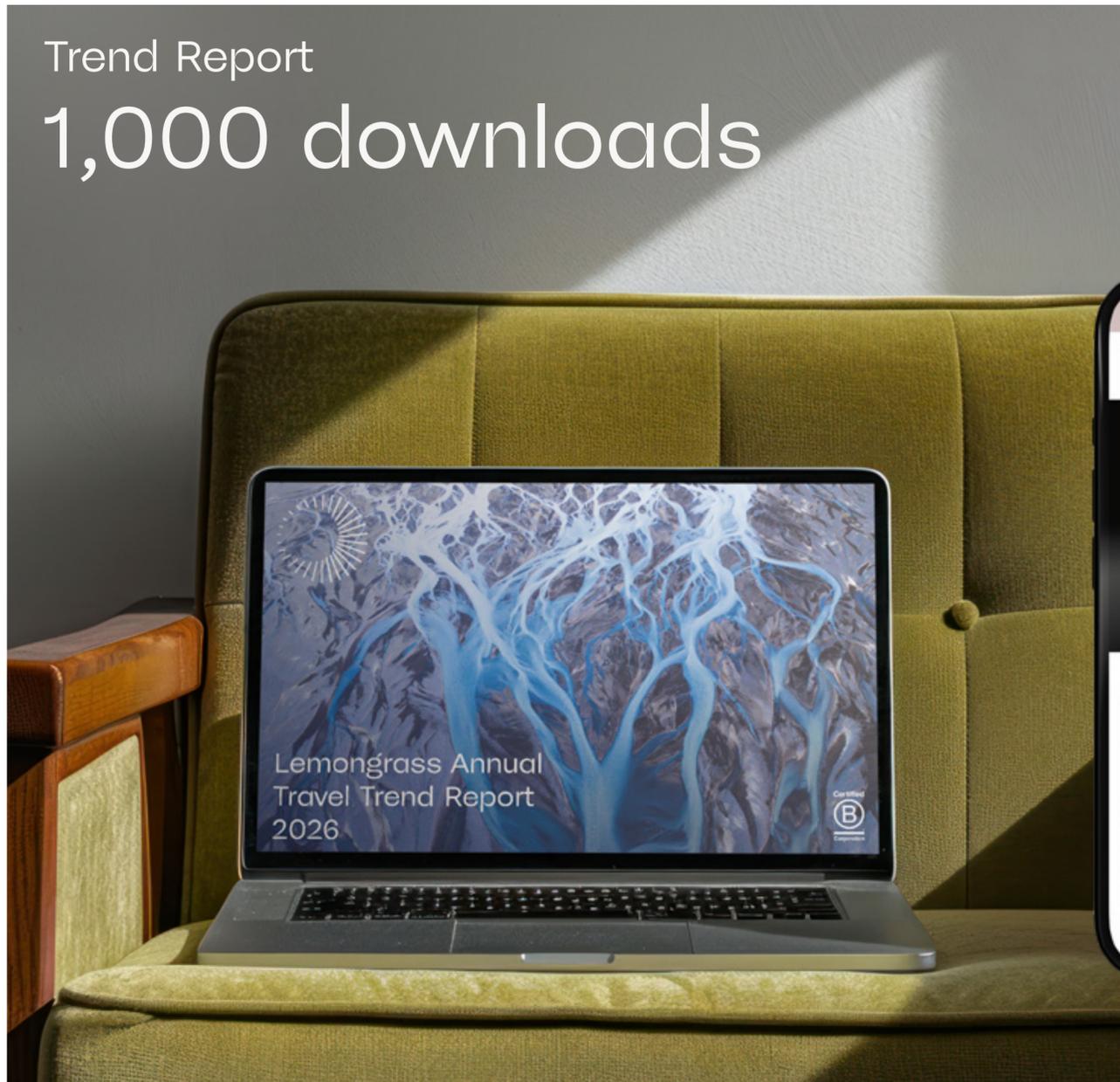
We continue to play an active role in driving industry change and discussion. Our CEO Mirjam Peternek-McCartney shared expertise at global events including Further East, WTM, the Travel & Leisure Luxury Summit Asia, and the Regenerative Travel Virtual Symposium, championing responsible growth and authentic storytelling. She also judged the Country & Townhouse Future Icons, TTG Travel Industry, Purpose, and Regenerative Travel Awards, recognising innovation and integrity across the sector. Mirjam joined panels and webinars such as TTG's Fairer Travel Summit and "What Makes You a Sustainable Travel Journalist?" - helping shape honest, informed dialogue on what sustainability truly means for travel communicators today.

Reporting on sustainability

We've strengthened how we track and evidence impact across our client work. A new sustainability tracker on client reports ensures accountability for the ideas and actions discussed in every call, keeping responsible travel front of mind. This year, we also trialled carbon budgets with one client, reviewing results and feedback to refine the process for wider rollout. Beyond communications, our expertise was recognised when we were invited to support a client in developing their internal DEI policy, reflecting the growing trust in our role as advisors for meaningful, sustainable change.

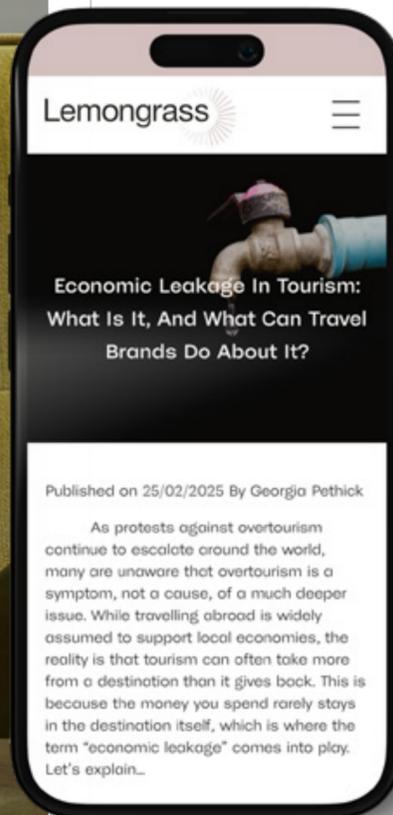
Advocacy and education

Trend Report
1,000 downloads



Email

Newsletter reaches 7,500+ people



Blog posts

7,519

People sent to per deployment.

8%

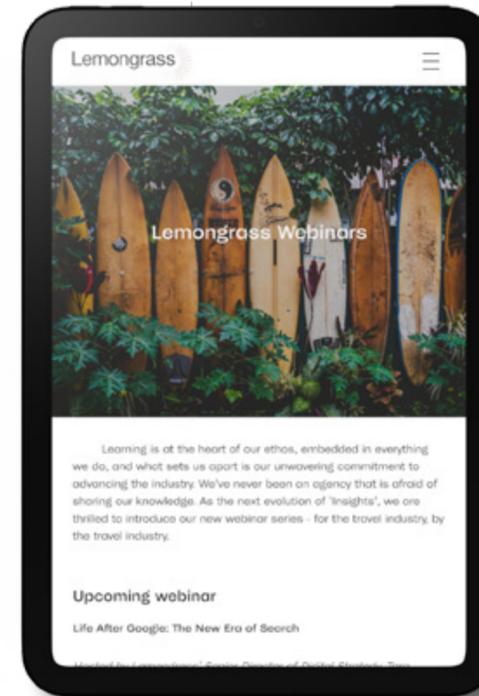
Click-through rate.

56%

Average open rate.

89%

Open rate of email on Economic Leakage blog post.



Weekly travel trend watch

257

People sent to per deployment.

50%

Average open rate.

72%

Weeks of deployment every Friday.

375,000+

Total newsletter impressions across the year

A sustainable travel podcast

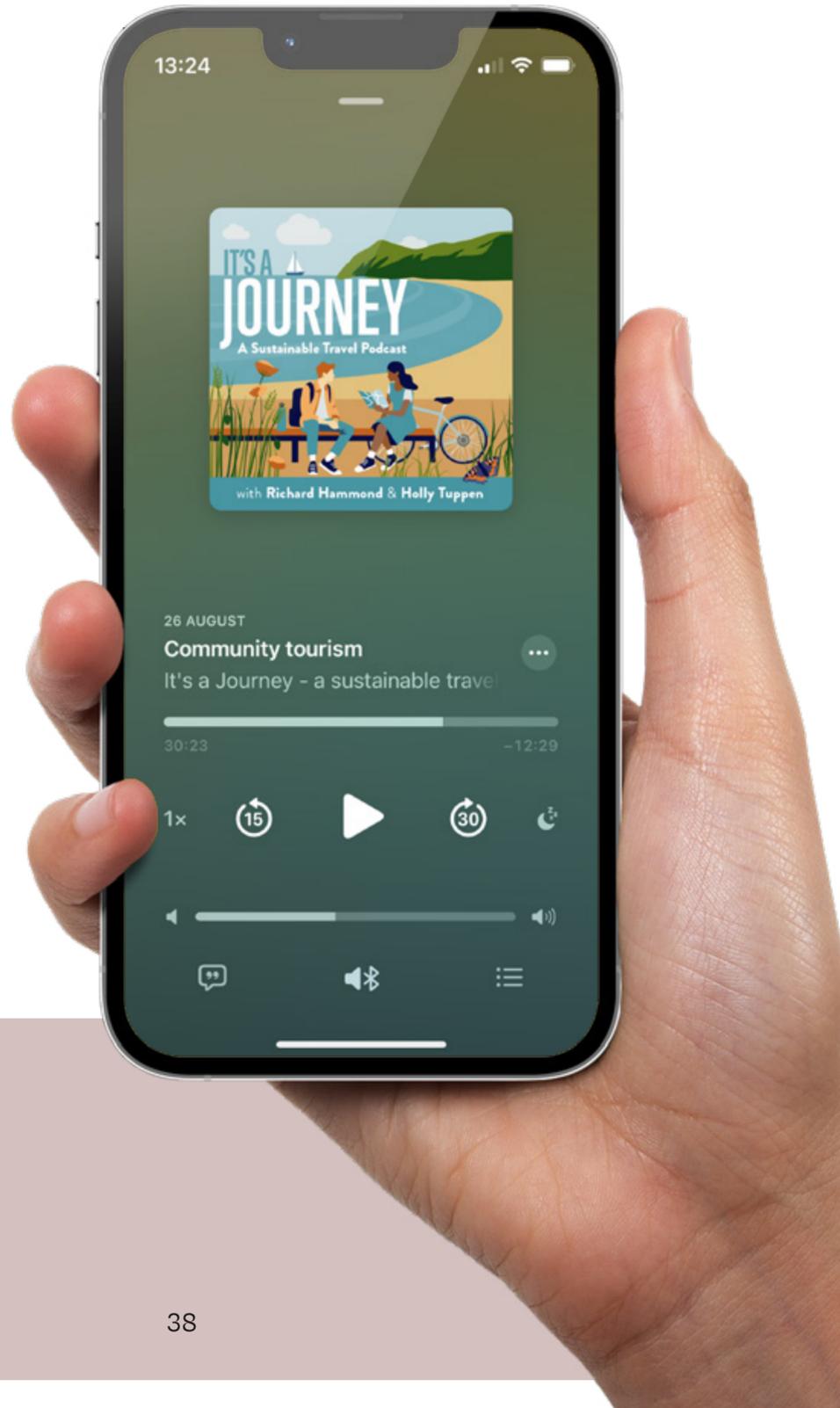
‘It’s a Journey’ is a groundbreaking new podcast hosted by sustainable travel writer Holly Tuppen and Richard Hammond, Publishing Director at Green Traveller Media.

Sponsored by Lemongrass, the series dives into the uncomfortable and often-overlooked questions shaping the future of travel. From exploring how rail innovation can transform our journeys across Europe with voices like Björn Bender (Rail Europe), Mark Smith (The Man in Seat 61) and Sarah Fussey (Intravel), to examining how we might put a price on nature with James Thornton (Intrepid Travel) and Siddarth Shrikanth (A Case for Nature). Each episode invites the industry to think differently about its impact on people and the planet.

Tune in on your preferred platform!



Visit our podcast page to learn more



Well done Lemongrass Travel PR for sponsoring this podcast series. It reflects a company that understand the subject but also aren't afraid to try something different. The podcasts are such a great resource.



Rachel McCaffery
Travel & Tourism
Sustainability Expert

1,500+

Podcast
downloads/
streams to date

We've loved seeing the listener numbers steadily increase since 'It's a Journey' launched in May this year, and we're particularly grateful to Lemongrass for sponsoring the series, and giving us editorial freedom. Our partnership has allowed us to create a podcast that provides the travel industry with snappy, practical, and accessible learnings and tips from leading experts on everything from communications to rail infrastructure. We can't wait to get series 2 out there - watch this space!



Holly Tuppen

Sustainable travel writer and 'It's a Journey' podcast host



Richard Hammond

Publishing Director of Green Traveller Media and 'It's a Journey' podcast host



Our commitments

Increase the number of clients we work with who prioritise sustainability and positive social impact.



Introduce carbon literacy training programme for our clients.



Collaborate with other B Corps and responsible companies.



Develop programme of speaking opportunities for advocacy and industry education.



Development of a new podcast, aimed at exploring these important issues and sparking deeper conversation.



Our outcomes

We increased the number of clients who say they prioritise sustainability and positive social impact by **13%** this year. With a look to continue to increase this year on year.

The framework and planning behind a Carbon Literacy training programme for clients was completed. Due to limited resources, it is currently on pause, with reviews in place to potentially implement it in the future. In the meantime, we work with partners such as TCTF, who provide this training through ECollective, and we actively introduce clients to them - supporting others who are delivering Carbon Literacy education and helping to expand its reach and impact.

Lemongrass attended the B Local event in Oxford to match B Corps with local charities. Our CEO is also a board member of Travel by B Corp and co-leading new project 'Swap the Sky' with Paul Conroy, Head of Partnerships at Byway. The project aims to help the travel trade to sell more flight-free travel from the UK to Europe.

Our CEO and Founder took part in **11** panels and industry talks including discussions around how to be a sustainable travel writer, the future of marketing with purpose.

We collaborated with leading UK sustainable travel writers, Richard and Holly on the development and sponsorship of It's a Journey - a new podcast exploring important issues and challenges in sustainable travel. Following the success, we are now planning for Series 2, which will continue to spotlight innovative ideas, responsible travel practices, and the people driving change.

Looking ahead



Balance the impact of AI use through Pinwheel projects

As we continue to embrace AI tools in our day-to-day work to maximise efficiency and allow more time for creativity, we're conscious of the environmental footprint that comes with digital innovation. In 2026, we'll work with Pinwheel to select projects that help balance this impact, focusing on carbon removal, renewable energy and water conservation. By linking technology and climate action, we aim to ensure progress in one area doesn't come at the cost of another.

Broaden industry advocacy across the team

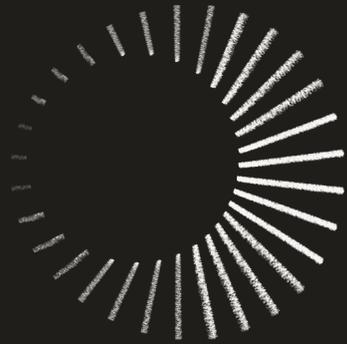
We believe the most meaningful industry change happens when diverse voices are heard. In 2026, we'll expand our advocacy work by creating more opportunities for our Senior Director of Digital Strategy, Director of Nature and other team members to share expertise at global events and on panels. This will strengthen our collective voice, showcase varied perspectives and demonstrate that leadership in sustainability runs throughout our team.

Deepen community collaboration

Our community partnerships remain at the heart of what we do. Over the next year, we'll evolve our volunteering and pro bono work into more skills-based collaborations - from communications workshops to mentoring and digital storytelling support. By focusing on long-term capacity-building, we'll help our partners grow their impact while ensuring our time and expertise create lasting value locally.

The journey ahead

Our journey continues with the same purpose that drives us every day: to work boldly, act responsibly, and inspire others to do the same.



About Lemongrass

We help impactful travel brands (and those that want to be) evolve and grow through a fusion of PR, storytelling, content and SEO, all designed to optimise your brand for an AI future.

Lemongrass is an award winning PR & Content agency for travel brands with impact and purpose, in the world's most beautiful destinations. We are a certified B Corp and have been recognised as a Sunday Times Best Places to Work Company.

Lemongrass was formed almost 20 years ago as a bolder, brighter and better solution to travel PR. We are sector specialists in travel and wellness and develop travel PR strategies based on data insights.

Clients include tourist boards, tour operators, hotels and wellness retreats.

We care about making travel meaningful and we thrive on working with clients who share this belief with expertise, understanding and innovation. Together, we create strategies that support them now and - most importantly - into their future.

www.lemongrassmarketing.com