



Soity Banerjee Journalist

Over 16 years, Soity Banerjee has contributed as a travel and food journalist to the BBC (international and India), *Outlook*, *India Today*, *Outlook Traveller*, *Mint Lounge* and the Indian editions of *Conde Nast Traveller*, *National Geographic Traveller* and *Lonely Planet* guidebooks, among others.

As the Project Editor at Outlook Responsible Tourism Initiative, since 2015, Soity and her team have also been working with public and private stakeholders across India to protect, preserve and celebrate India's heritage — be it a monument or an art form, an endangered bird or a musical tradition, out in the countryside or in urban spaces. They do it by celebrating and supporting people- and planet-friendly travel; and by mainstreaming an alternative imagination of travel — one that is gentle on the earth and deeply invested in local communities. The Initiative is one of the four affiliate members of the UNWTO in India, and is supported by Incredible India, Ministry of Tourism, and several state tourism boards.

Over the last five years, the Outlook Responsible Tourism Initiative has:

- mapped over 4,000 best practices across India and South Asia
- hosted four annual conferences attended by over 1,000 people, with local and international experts from nearly 10 countries
- run India's only responsible tourism awards, a chapter of the WTM World Responsible Tourism Awards
- rolled out outreach programmes in non-metro cities and urban towns for over 1,500 attendees
- run awareness campaigns for consumers through TV, print and digital platforms, reaching out to over 3 million readers through our flagship brands
- invested in research and advocacy to help shape policy in the long run along with partners, including leading academics from Cornell, Harvard and Manchester Metropolitan University

As a 22-year-old media company with several respected publications, the Outlook Group hopes to catalyse change in the fastest growing sub-region for tourism in the world, and demonstrate to more business owners that responsible travel companies can make a profit *and* a significant positive impact on this ever-changing world.