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Announcer: Bulletproof Radio, the State of High Performance.

Dave: You're listening to Bulletproof Radio with Dave Asprey. Today's cool fact of the day is that planting trees, I mean like a lot of trees, could give us a fighting chance to turn around climate change. You might not know this, but I'm one of the guys behind the XPRIZE for carbon capture, or I donated some money to create a prize so that we'll find a way to get carbon out of the air, and hopefully even do something useful with it. And my bet is actually on building up healthy soil, which, by the way, requires animal poop.

But even if you don't have animal poop in your soil, planting trees on just 0.9 hectares of land could trap about two thirds of the carbon released by human activities since the start of the industrial revolution. That means you don't have to knock down a city, you don't have to take over farms or natural grasslands, you just reforest things, maybe things that grew corn, because he wants to do that crap anyway? Now, our planet does have plenty of that land available, and this is based on satellite imagery to see how densely trees grow naturally in different ecosystems. And we actually could do 205 metric gigatons of carbon in about a century, and we'd have somewhere cool to walk.

Now, my guest today leads a company that sends people on adventures all over the world, and that means he's got a vested interest in making sure that all the places all over the world that are worth going to stay that way. And we're going to talk about just all the natural wonders on the planet and what it does for your brain and how you can travel really effectively. And if you haven't guessed who I'm talking about, today's guest is a serial entrepreneur, investor advisor, and the founder and CEO of Beautiful Destinations, which is an award-winning destination... I don't know what to call it, agency, Instagram account, all kinds of cool stuff.

But if you've seen pictures that are like almost National Geographic quality, but it's places you can actually go without needing a team of sled dogs and stuff like that... although there probably are sled dogs in some of what he does. The guy's name is Jeremy Jauncey, and he's a fascinating guy with about 30 million people following his travel content across all the different things he works on. So Jeremy, welcome to the show.

Jeremy: Thanks for having me, Dave.

Dave: When we first talked about doing the interview, I was sort of like, "All right." Why are Bulletproof people going to care about what you have to say, but when we got to know each other, I'm like, "All right. You've been thinking a lot about what travel does for the

human psyche." What shifts have happened in travel and in the way people spend their money over the last just even 20 years?

Jeremy: Yeah. So there are economic shifts. As we've seen a rising middle class combined with decreases in the price of air flight, people are just traveling more. I think last year we saw 1.8 billion international travel trips. And as an industry, there's trillions and trillions of dollars of GDP created through the travel industry. I think it's now about 10% of global GDP coming from travel. So, we as a race are traveling more, places are seeing the benefits and the negative sides of travel. And as we think about the way that the industry grows, it has enormous economic impacts for countries.

But personally, my passion is more the impact that it has on people, and this very passionate belief that travel is a force for good in the world, it is a universal language that connects people regardless of their age or their gender or their income or where they come from. And if you actually get out into the world and explore it, you can uncover amazing things and make yourself a better person and hopefully have a positive impact too.

Dave: It's interesting this didn't make it into Game Changers, when I think about it, because I didn't get enough people to answer travel more as top three things to perform better. But, I look back on the advice I have given to young entrepreneurs and people saying, "Oh, I should go to school. I should go back to business school. I should start a company." Like, actually, no, you should travel for three months.

Jeremy: 100%. 100%. I think it's the most impactful thing that you can do in your life. I think from a recovery standpoint, if we're talking to Bulletproofers who are looking at ways to improve their life, it has been scientifically shown that taking steps back from the daily stresses and pressures you put yourself through to go and do something that completely expands your horizon experientially has an enormous physical and physiological impact on you.

Also, just the act of meeting people and embracing new cultures, I think, is incredibly empowering, especially today. We really do need to foster relationships all over the world with people that are different from us in order for us to be able to move forward as a society, and I think, be happier and be healthier.

Dave: What I did is I waited til I was pretty burned out. I had made in lost \$6 million in the dot com boom at the company that held Google's first servers, and I was kind of at my wit's end. And then I went to business school and after that, I said, "I'm completely fried," and I actually got out of a long relationship and said, "Okay, I'm just going to take a couple of months." And it turned into three months. And then I called my parents and said, "Hey, I'm going to fly home and pack up my crap, and I'm just going to travel for a year." And I never did that, because I ended up getting some kind of a cool job offer. But that happens.

Jeremy: [inaudible 00:06:01].

Dave: The idea though, just going somewhere and not knowing what you're doing... I didn't realize I was going to go to Tibet. It was kind of on my bucket list, and that was the Genesis of Bulletproof Coffee. But the idea of just showing up and figuring it out... It seems like most of the time when you book travel online and things like that, it's like, Oh no, everything's already preordained. You're going to arrive on this day, you're going to do this thing, you're going to do this thing. And how do you navigate or how do you recommend people navigate between serendipity when you travel and knowing you're going to make it to the top of whatever mountain you're going to climb?

Jeremy: Well, I think it starts with how people are now discovering traveling. We see a world where ubiquitous internet exists everywhere. People have mobile devices that can connect into all manner and all our forms of content all over the world. And really, with social media now, and particularly with our business, with Instagram, we find that so many people are coming to our social channels to be inspired about where to go and what to do. And perhaps a generation before us would use magazines or print or television.

And now, because social is such an interactive experience, people are going to Instagram channels, going to Facebook, going YouTube and they're saying, "Okay, that image that I see there has inspired me to now go out and travel." And I think that is an incredibly powerful concept when you realize how easy it is now to talk to people about travel, how easy it is to get them inspired to go out and explore.

Dave: So we went from the days where you'd look at a Lonely Planet or something and you'd try to plan this thing and then you find out, Oh, that place is closed. And then you have a bunch of... In the early days of the internet, it was pretty random and all that. But people weren't looking at the images, it was sort of a written description. And now you're saying like, why don't you look at it and see if you connect with the image of it, and then say, "All right, I want to go there in person."

But all right. So let's say I'm going to go with places where I've spent some time, and so I'm going to go to Machu Picchu. If someone just says, "I'm going to do it today," would you reckon you just buy a ticket and go there?

Jeremy: To be honest-

Dave: How does that work?

Jeremy: For me personally, if I can share the way I travel, it might help. The easiest thing for me to do is to go on to Instagram and look at the hashtags for the place that I want to go or for the geotags. And what you'll find is a wealth of information about what people's experiences have been like when they've been to these places. So we're here in Montauk, let's say we wanted to see what was going on in the area. It would be so easy for us to go on to Instagram, have a look at the places that had been tagged and the places that had been hashtag and see what people's experiences have been.

Then from there, you can also see the kind of people that are sharing those experiences and see if they are in communities that you are interested in. If they are in communities that you are interested in, it's then very, very easy to direct message them. It's very easy to start-

Dave: [crosstalk 00:08:48] reach out to, "Hey, you went there"-

Jeremy: Absolutely. Absolutely. And you'll find that when you land on the ground in these places, the community, certainly within travel, on social media, has emerged as an incredibly collaborative community. People will be open to taking you places, they'll be open to showing you around. And so our whole travel mantra, that the travel is a force for good, is built on the idea that when you see a beautiful place, whether it's a photo or a video that you want to go to, and you reach out to somebody in the community there, you'll have a much richer and much more fulfilling travel experience.

Dave: So it's just become much easier. I remember when I did the thing in Tibet, I had one of the very first handheld GPSs. It was this really expensive garment thing. And I actually plotted the whole route around Mount [inaudible 00:09:32]. I don't know if anyone other than some scientist somewhere had ever done that. And I did email that to a few people, but I never got around to posting. I posted all my pictures and I still remember to this day it was like, "Hey, if you want to go here, just drop me an email and I'll tell you everything I know." And probably five people dead.

But now, I guess, with the Instagram and all, it's just so much more public, so you can just reach out. So, all right. So you completely just bypass all that, plan every second ahead of time, talk to the people, find out what they liked, what they didn't, what guides are good, et cetera, et cetera. Okay? That's a cool travel hack, actually.

Jeremy: Yeah. It's a really easy way to connect A, with people, because I think as we see the trends and travel, we're seeing two enormous trends developing. One is, is wellness travel. It's now estimated to be a \$640 billion industry.

Dave: People traveling to a spa.

Jeremy: So no, actually, traveling for complete wellness. So this could be to go to a spa, this could be to have your blood work done. I did this maybe a month ago-

Dave: Medical tourism kind of stuff.

Jeremy: Yeah, medical tourism-

Dave: I love that stuff.

Jeremy: ... just to get a sense of where you're at. It's amazing. It is amazing. And to do it within an environment where you are completely relaxed and having a really deep and engaging travel experience, I think, has a-

Dave: I thought you were going to say deep and engaging bone marrow extraction. Travel experience. Okay.

Jeremy: [inaudible 00:10:45] and the STEM cell stuff, I probably wouldn't do that if I was traveling to a beach in Thailand. But to be honest with you, that growth of wellness tourism is across the board. It's people who want to go and exercise more when they travel. They don't just want to lay on the beaches. People who want to go on mindfulness trips or yoga retreats. And these are things that society is asking for, and I think it presents an enormous opportunity when you look at ways that you can combine health and wellness with travel, because for so long, people have thought of travel, from an economic standpoint, as one of the softer industries, right?

They've said, "Well listen, travel is fun. You go on your vacation." It's something that's not really contributing to the economy, but actually look at the auto industry or look at the manufacturing industry. Those guys are creating jobs and those guys are actually creating GDP. But actually, the opposite is completely true. The travel industry economists often referenced it as the ATM in the world, the ATM over the world. Because when you land in a place for the very first time and you pull out your credit card or you pull out your cash, you are instantly putting money into the economy.

If you think about the taxi driver that might drive you from the airport or the coffee shop barista, instantly that cash is going into local people's hands. Other industries, manufacturing automotive as an example, there's a ramp up time. You just want you to go into a place, you just know you're going to build a plan. It'll take many months or years before that comes to fruition, before the local people can actually have the benefit of the money that comes from the industry.

One really sort of life changing example for me recently was when I went to Rwanda. I went to Rhonda for the very first time, and those that are listening will automatically think of genocide. That's what people think of when they think of Rwanda, is either genocide or guerrillas. And when I went there for the first time, I had a chance to meet with the tourism board, to meet with the leaders in tourism and talk to them about how they were repositioning their country and how they were going to try and drive economic development through tourism.

And their mantra was very simple, sustainable tourism, invest in the natural assets we have, which is brilliant and beautiful wildlife, and a conservation element where all citizens within the country can align behind protecting the environment, because they will make money that will improve their lives. And so I had the chance to do a gorilla trekking experience, which if you haven't done before, you should do it. It will change your life.

Dave: Wow.

Jeremy: But the most important thing through that experience was that the people who took me on that track were from approaches. So these were men and women who, because they had no other means to support themselves, they had no other means to make money,

had to kill wildlife, and then sell it on the black market. Now, the government came in and said, "Why don't we change that dynamic? Why don't we give these people a chance to understand that they can make more money by conserving the environment, they can make more money through tourism, and that people who will then come and have this magical tourism experience will pay for it and the poachers can then become guides."

And so all of my guides were former approaches who had said that in their previous lives, they were miserable, they were unhappy, they didn't want to do what they were doing, but they had no other way to make money. And now because of sustainable tourism, they have much richer lives financially, emotionally, and also they're enabling these amazing experiences for tourists who come in to the country.

Dave: It's interesting that you talk about tourism and gorillas, but the other kind of gorillas in Rwanda. And I went to Cambodia, it was about 15 years ago, not more than a few years after the [inaudible 00:14:04] where were running things there. One of the most impactful things in my life was that trip. Because I've studied trauma, I've looked at PTSD, I've done really heavy duty neuroscience work on what trauma does to individuals and populations.

And instead of having a bunch of sort of quivering people like, "Oh my God I saw the most horrible things happen to my family members in front of me," there are people who made a dollar a day and were smiling, and these weren't forced smiles, there were real smiles, and sing songs and generally had a level of resilience that I didn't even understand was possible and probably isn't in the West. But just to see that was transformative. And to realize that if you're in a country that had a really rough period recently, just watching the recovery of the society itself will change you.

Jeremy: Well, 100%. Really, what you're touching on there is, it's just the core of travel, it's what travel does to you. I think if you're an entrepreneur, even if you are just working in a normal nine to five job where you don't get out and see the world, you lose the context of how amazing the place is. And so our whole business focus, it's in our name, it's Beautiful Destinations, going to places all over the world that are beautiful the way that they look, but also the people that are there.

And I feel so passionately that if you get out and you explore, you will have these life changing experiences that you have absolutely no way to plan. Like you talk about the founding story of Bulletproof. You went to the other side of the world, had a cultural experience with a completely different set of people that you learned from or were able to bring back, and now millions of people benefit from that cultural experience that you had when you traveled.

I think when you find, from a traveling experience standpoint, there is always something to talk about with a person. If you go out with a positive mindset, if you go out with the belief that inherently people are good and they will welcome you, you will find the most enriching experiences when you're outside of your day to day comfort zone. And really, to provide context to that, it doesn't just mean jumping on a plane, going to Bali or Australia and discovering yourself on a mindfulness retreat. It really is a mindset that

says, "I will be open to new cultures, I will be open to different people. I will cross the street to that deli that is run by a group of individuals from another part of the world that I know nothing about. But I will go with an open mindset because every day I walked past that deli and maybe I make a judgment because of where I think they come from or the type of food that they sell."

But actually, if you spend the time with these people, you'll see that they're just the same as you. We all care about the same things. We want to be successful, we want to be happy, we want to love and want to be loved, and that's all over the world. So if travel can help you understand that, then you can have an impact.

Dave: Okay. I have a question for... I don't know if you have good advice. I'm six four. I'm a big white dude. Okay. I can remember a time traveling through China with some friends who were Chinese, and people see me from three blocks away, because I'm a foot taller than the average person. And then all the people are trying to sell me cheap plastic crap. They come running like 20 or 30 of them in a mob around me. And I learned how to say in Chinese, "okay. No. No, thank you. No, thank you." How to escalate to the rude thank yous.

And finally, I had one guy who followed me for 10 blocks. And I asked my friend, "How do you say, 'I will kick your ass' in Chinese?" So I wish I could say it for people now, but I forgot. And so I look at the guy and go, "I will kick your ass." And he looks at me and says something and runs off. My friend's rolling on the floor. Her name's Amy. And she goes, "You what he said? He said, 'You don't have to be a barbarian about it.'"

Jeremy: There you go. There you go.

Dave: And it's like, okay. So, how do I walk the line between being like a magnet? Literally, they see you like a target. How do I be less of target? How do people who don't look like the people who are there traveling avoid that?

Jeremy: Oh God, that's a good question, and a very hard question to answer. I think to be honest, I'm not 100% sure that there's anything you can do culturally. I think it's really more a mindset thing, to go into these new places with an understanding that many of these cultures are different. There are many cultures around the world where commerce and trade is very much a people-to-people thing, it's a face-to-face thing. And I've certainly experienced that in China, I've certainly experienced that in parts of the middle East and Northern Africa, where it's not that a person is being rude by being in my face, it's the way that they communicate, and it's the way that their culture does conduct business.

And I think if anything, it's more maybe recognizing that we are as much a guest in that culture and then changing the mindset so that we try and understand where they're coming from. I think that's probably the best thing I'd advise people try and do, but it's easier said than done when there's people shouting in your face.

Dave: One of the other things that I've found just enlightening, and even to this day useful, was looking at negotiating styles in different countries. [crosstalk 00:18:57]. I love going to the local markets. Again, in China, it was, you negotiate until they yell at you and tell you that you're not a real man or, "You're not a good enough customer for me." And I go, "Okay, I got a good deal." And you can yell at them and they're like, "Oh, this guy's actually going to leave." But it's not like an angry yelling, it's a normal just way you signal. But if you go to South America, it's totally different. If you acted that way, they'd probably punch you. So, to understand those things, and then you bring that back into your normal business life, it's kind of cool.

Jeremy: It's fascinating. It isn't there yet, because obviously, business is a huge passion for me as well as travel. It's an area that I feel I learn so much when I'm traveling. When I'm doing business in Japan... And I'm sure you've been to Japan many times. You know [crosstalk 00:19:42] what that experience is like. Just the dynamics, the chess that you play when you're negotiating deals with the Japanese is so fundamentally different to the way you communicate with New Yorkers in the US or the way that you communicate with [inaudible 00:19:56] in Dubai or Abu Dhabi.

And I think having those experiences, it certainly tests you. From a business standpoint, I get a lot of fulfillment going into these negotiations and knowing that I have to adapt my style and I have to step up my game if I want to be able to do deals all over the world. And so all the time I am finding that I have to adjust the way I try and get a deal done. If we're trying to do something in Africa, which is very different to the way we might do something in the UK, and so that's a skill that, I think, that you try and push yourself to learn.

Dave: And so Canada are... The leader in Canada, and I live in Canada is... I think he's a supermodel, as I understand it, on Justin Trudeau. [inaudible 00:20:33]. But I know he got a lot of flak for dressing in traditional Indian clothes when he was in India. And they're saying, "You're not from India. How dare you do that?" What's your best practice when you go to in your country? Should you buy the Thai fisherman pants or should you just wear your Western clothes? How do you walk that line?

Jeremy: So personally, for me, it all comes down to the people that I'm with and the cultural experience that we're having. So I think the starting point really, is not to make any assumptions, which is something that I only learned later in life. I really did assume as I was going into a lot of these countries, that because I come from the UK, this is my view of the world, this is the way the world is, I think it probably took me into my late 20s to actually realize that, "Okay, this guy who grew up in the middle of Australia or this lady here who grew up in Egypt, her world view is different to mine. And so if I don't go in with a respect and understanding, it's just not going to work."

So, when it comes to wearing local clothing or buying local product, I'll always ask those and say, "Is this appropriate? Am I respecting where you're coming from if I want to wear this stuff or be involved in this stuff?" And in 99% of the times, Dave, my experiences it's seen as a massive compliment and it's seen as something that really enriches and supports the relationship that you then have.

Dave: So you're not going to step in a Kimono sort of situation like a Kim Kardashian.

Jeremy: Yeah, that was unfortunate, but I'm sure whatever intention was behind that-

Dave: It was a positive intention.

Jeremy: Yeah. I don't think it was to offend people, but-

Dave: Of course it wasn't. But it seems like... No one would ever want to offend a local people, so if you're wearing a religious icon and you don't know it's religious icon. you didn't do your homework. But my experience has been the locals usually think it's pretty cool.

Jeremy: Yeah. Well, I think there's two factors to that. One is obviously that people have an appreciation for you if you take the time to try and understand and respect their culture. But going back to the economics behind it, you really do change people's lives when you spend money in local economies. And one of the things that we push so hard around sustainable tourism is the idea of getting into the communities that live and breathe in the places that you go to.

So if I take the Rwanda example again, aside from seeing these gorillas, which was a life changing experience, the second most impactful experience for me was after the trek, we went through a series of villages which were in absolutely the middle of nowhere. And we ended up in a village where a group of local people had just set out all of their wares-

Dave: Wow.

Jeremy: ... these beautifully made... It was amazing, these beautifully made baskets and hand-carved gorilla souvenirs. And we sat down, and I talked to them about what tourism had done for them. And they explained, it was just... it was so simple. When tourists come, they spend money on the products that we're creating. We feel empowered because they value the things that we've created, and we have money that comes straight into our hands, which we would never get in, in any other way.

And so the experience that really made me smile at the end of it was that I saw a hollered of things and felt really good about the investment I was about to make in these products and said to the guy, "Listen, I'd love to take all these things, but I've just been trekking so I didn't bring my wallet. I have any cash. Sorry, no. I brought my wallet, but I don't have any cash." And he says, "Don't worry." He pulled out his phone, he put in a swipe and he literally swiped my credit card in the middle of the Rwandan jungle-

Dave: That's awesome.

Jeremy: ... and knew that that money was going straight to all of the local people, because every item that I bought had a little sticker on it and the sticker had the name of the individual that made it. So the collective-

Dave: Wow.

Jeremy: ... community would then account for that money and give it to the person that had done it. Now, that for me, was one of the most impactful travel experiences that I had that I would encourage people to really look at when they go on travel too.

Dave: Now, those are the positive sides of travel, but... Okay. I remember driving through this incredibly just desolate part of Tibet. It was a five day drive to get around [inaudible 00:24:28] when I was doing that. And you pull up to this one little village and there is a huge amount of disposable ramen containers, like thousands and thousands of them. And you go to the remote parts of Nepal and there's water bottles stacked all over the place. Do you ever worry that all this travel is removing the uniqueness of these cultures and just making everything homogenous and a generation from now, like there'll be a McDonald's in the Rwandan jungle?

Jeremy: Definitely, definitely. I think is one of the biggest edge improvement for the industry. As we look at... The concept is called regional dispersion, the idea that centralized points, which become the main tourist makers dominate the culture and dominate the country. And so you see in Barcelona, where local citizens are throwing out Airbnb. They're putting up a banner saying, "We don't want any more tourists. We have too many-

Dave: Wow.

Jeremy: ... tourists." In Venice, where the environmental impact combined with climate change has had such a negative impact on what is one of the most amazing places in the world. And really, the role, I think, for people like myself who are in the travel industry is the world is big enough, people are welcoming enough; how do we find and grow new places for tuition where you can move some of the pressure from these are highly visited places to other places that are desperate for tourism?

So if you go to Barcelona, an hour's train ride away from Barcelona, are absolutely fantastically beautiful local towns that are starving for tourism. And so those are the places that we want to try and push people. And I think if we think about globalization in general, this idea that one country's view of the world and one country's view of what a hotel should be, or what a restaurant should be really isn't the best way to grow our industry. It has to be respect to local people and respecting local cultures.

And I think if we look at the way certainly millennial generations of travelers are traveling, they care so deeply about experiences that they're not going to want to go and have the fast food meal when they're in Vietnam, they're going to want to have local food. So I hope the society will start pushing those trends even further, so that the people that are making these hotels and creating these travel experiences listen to that and adapt accordingly.

Dave: How do you teach people who haven't traveled to travel? And I don't mean just a young American or something. But there's huge numbers of Chinese and-

Jeremy: Absolutely.

Dave: ... and people in India who have just hit the economic level where they're saying, "You know what, we can go on a family vacation to another country." And no one in my family's history that's recorded has ever done that.

Jeremy: That's amazing. Yeah.

Dave: There's this one guy 5,000 years ago, who we think went over the Himalayas, but he never came back. It's literally to that level. How do you teach the level of consciousness and thinking about adventure and all that to people around the world who just haven't done it?

Jeremy: Well certainly, social media has helped start that. I think there is no way that Beautiful Destinations could be the business it is if it hadn't started with social media. And so for us, it began with this idea of fostering and then developing an online community with shared values and shared passions. And so in the early days of Instagram, certainly, you could only post a square photo. You were very limited in the way that you could communicate. But even with that simple way to communicate, communities developed around this idea of sharing what that life experience was.

And now you can post videos, and you have stories and interactive gifs and all these different ways that the people are communicating. But I think social media is a very good way to do it now. As is very high profile in the press at the moment, there are very negative parts of social media that are being governed and being managed, and I think that's absolutely critical. But certainly within the travel and tourism industry, inspiring people to travel is as simple as showing them a short, beautiful video or a short photograph.

And I think I would certainly challenge any listener at the moment to go up to a random stranger, ask them if they had one inspiring travel memory and getting their answer. Everybody has something, whether it's the first time you traveled with your kids, whether it's the first time you left to go to college, whether it is the first time, if you're one of those people that have never ever traveled, your first travel trip, it leaves such a big impact on you, that... I think the inspiration is not so not so much the hard, but it's the doing it in a sustainable way and making sure that you protect the environment.

Dave: You've traveled an extensive amount, way more than I have. I fly an awful lot, but I think you fly a little bit more than I do.

Jeremy: Mm-hmm (affirmative).

Dave: You mentioned you were going to Egypt for eight hours or something. I don't know to where, but some crazy place on the other side of the globe.

Jeremy: Yep.

Dave: What is the single most beautiful destination you've ever been to?

Jeremy: That's a great question and also a very loaded question.

Dave: I know. If you answer it [crosstalk 00:29:14].

Jeremy: So being as diplomatic as I can, I think there isn't one single place that I would say is the most beautiful place in the world, but certainly the first time that I went to Japan was the most moving travel experience I ever had because it was the first time ever in my life that I was absorbed by a culture that did not speak English, did not really care about my upbringing and didn't try to pan it to the fact that I was coming from a different country. With the Japanese, this is the way we live, this is what we do and feeling like a complete alien and completely foreign for the very first time actually turned out to be incredibly empowering.

Dave: Super cool.

Jeremy: It was amazing. It really was amazing. And then again, I think that the whole philosophy I have towards life of, you can achieve anything with a positive attitude and a smile when you go out and meet people, although you have to be careful when you do that, I think with that mindset, you can go to any country in the world, regardless of where that is and have a positive experience. And certainly, in Japan, I went there, I couldn't speak English. All I could do was smile at people, and that then that sort of got me by. So that's definitely a place that sticks in my mind.

Also, I think it's very exciting for me to be able to see a video of a place or a photograph of a place that we've posted on Beautiful Destinations, think about wanting to go there and then actually going there and seeing it in real life. And we see that with the millions of people who engage with our content telling us every day, "You guys inspired me to go to this place. I would never have gone to X, Y, Z. I never would have had the experience had I not seen that first piece of content on Beautiful Destinations." And that, I think, is probably one of the most rewarding things about what we do.

Dave: So it's that [inaudible 00:31:00] I inspired someone. It feels great when someone just says, "Hey, I had a good experience based on what you shared."

Jeremy: Absolutely. [crosstalk 00:31:06]. For sure.

Dave: All right. But if there is such a thing as a beautiful destination, do you have like a opposite account of like the ugliest destinations?

Jeremy: So we don't, but God, there's plenty of experiences that we've had that-

Dave: So what's the most non beautiful place you've ever been?

Jeremy: Oh, wow.

Dave: The ugliest place.

Jeremy: Oh God, that's going to get me in trouble again.

Dave: I know. [crosstalk 00:31:26].

Jeremy: I see where this is going, Dave.

Dave: I'm also going to ask you about your favorite girlfriend. [inaudible 00:31:33].

Jeremy: If I was forced. Okay. I am struggling here. I think that the most difficult travel experiences that I've had have actually been of my own making, where I've gone to a place and not realized either that I needed certain vaccinations to get there. And very recently, that was tough. Actually very recently, I went to a part of East Africa without checking the vaccinations that I needed, got to the airport and realized that they weren't going to let me in the country if I didn't show my yellow fever.

Dave: Did you want to just forge the little document?

Jeremy: Oh, this was a tough one because I physically had to bring out the yellow fever, the yellow fever mini passport, which is what you need to show you've had the injection-

Dave: Oh, yikes. [crosstalk 00:32:17] fake.

Jeremy: Yeah. I don't think even you could've fixed it on 10 Bulletproof Coffees. So I had to go and see these guys and say, "Listen, I haven't got it. What's my option?" And they said, "If you want to come in the country," which I had to do for a meeting, "you need to go around the corner." And there was a young guy, probably 14, 15, dressed full military gear. And above him was a piece of A4 paper that had written WHO, World Health Organization on it-

Dave: Oh, wow.

Jeremy: [crosstalk 00:32:44] keeping it on the door. And I was like, "Oh God, what am I getting myself into?" And so yeah, he put on some gloves and he gave me this injection, which was which was supposedly yellow fever and then gave me my document and I went through. So, for those that are-

Dave: Wow, that's a little sketchy.

Jeremy: ... thinking of travel... Yeah, that was probably not the best travel experience that I've had.

Dave: My wife was going to do Doctors Without Borders, this is before I met her.

Jeremy: Amazing.

Dave: So she did all of the travel vaccines all at once [crosstalk 00:33:15] make you do it. And she was working in the emergency room at the time. And the day after all of the injections at once, she got meningitis.

Jeremy: Wow.

Dave: Her brain swelled up and she told the nurse, "Hey, I can't actually see this patient right now because I can't remember anything between the chart when I look in their eyes." And she ended up having to take like three months off in order to let her brain swell down. And her medical professors were like, "Maybe you should have spaced those out a little bit." So I would say maybe if you're going to do something that requires a lot of vaccines, space them out to support your immune system when you're going to do that, because that it's just... Why do it all right at once, right before you travel? Because travel itself is a burden.

Jeremy: It is. It's very taxing on your body.

Dave: Right. So I see so many people like, "I'm going to go on vacation, so I'm going to take the cheapest possible flight in the smallest possible seat." And sometimes it's all you can afford, so you do it. "But I'm not going to plan a day to recover from my 14 hour flight when I get there. I'm going immediately get on a tour bus." They feel like crap the whole time and they're drinking, and all of a sudden they have a terrible travel experience because they're biologically wrecked.

Jeremy: Well, in many ways, it actually starts even before that. So the US Travel Association is the industry body that represents the interest of the travel industry. And they conduct a study every year with around four to 5,000 Americans called Project Time Off, which looks at how much vacation are people taking within the States? The average American has 50% of their vacation unused. So they just keep working through. And this is paid vacation time, that they physically don't get around to-

Dave: Wow.

Jeremy: ... using average. The average American takes around 17 days of vacation a year. And if you look at how that relates to the rest of the world, probably outside of the Japanese, it's the worst. It's absolutely the worst. So before you even go on vacation, people are pushing themselves and working themselves to the limit to such an extent that there's so much pressure when you go on that one five or seven day vacation to make it really the best thing that highlights your year that the pressure that you put on yourself when you travel just causes you to implode.

So I think when you look at the way you can travel, schedule in little small trips. If it means you take off a Friday once a month to have a slightly longer weekend, you can build up a little bit more resilience for traveling so that when you get out there, you have a better experience. And I think there are ways when people travel, and certainly I've experienced this firsthand, that you don't really appreciate how taxing it is on your body to fly a certain place, to have a completely knocked out sleep pattern.

And you've mentioned it many times on the podcast in the past about how challenging an environment it is within an airplane. And certainly for me, using true dark glasses has been something that [crosstalk 00:36:08]. So plugging away outside, but like really, it has been something that has helped me because I spend so much time on planes that the impact of light on me just sends my circadian rhythm all over the show. And I don't know what time of the day it is when I land in a place to actually sleep properly. And think many people just do the simple stuff of changing their clocks when they land. But it's much, much deeper than that.

If you want to be a high performance individual, whether it's business, personal or in your relationships, when you travel, you've got to take care of that base level foundational stuff.

Dave: When I first became a professional traveler, not for vacation and beautiful places like you do, but usually conference rooms around the globe for work, I was really wrecked. I did this road show once, it was three cities a week for six weeks.

Jeremy: Wow, that's gruesome.

Dave: And it was something to do with cloud computing, I don't remember. But I was almost disabled cognitively. Sometimes I don't know what city I'm in, I don't know what I'm going to say on stage, but I'm just going to sort of stumble through it, just because I didn't know how to sleep, I didn't know how to eat, and I didn't do all that. And I feel like there isn't really a travel resilience guide that's out there. So, give me your tips. [inaudible 00:37:23] scattered all over the podcast. Give me what you do, because you're like the super traveler.

Jeremy: No, I think it's a great point. I think there are ways that you can handle your travel better. The foundational element for me, is your basic health and fitness. What is the routine that keeps you active, that keeps your body moving? Certainly, there are... If you want to be on the more extreme side of things, you can read books like The Oxygen Advantage, you can look at Wim Hoff, you can look at tools that will make your body to oxygenate itself better so that you just have a more efficient engine.

For those people that want to be a little bit more accessible and fit in more into their lifestyle, just having a consistent exercise regime before you travel, I think, is critical. It sets your body up to be able, hopefully, to recover when you go in and you sleep. There's also a foundational element of nutrition. When I travel, I really don't have any caffeine, personally, about eight hours before I fly.

Dave: When you don't travel. Okay. Because you drink. We had coffee before the show.

Jeremy: So coffee is a... it's a foundational routine of my lifestyle-

Dave: But just not when you fly.

Jeremy: Yeah. So for me personally, it worries me too much, and I'm just confused. So, most people make this mistake, they turn up at the airport, they wait for the flight, they get onto the flight, and airplanes serve a meal about an hour into the service.

Dave: Don't do that.

Jeremy: So don't do that. So they have their meal out and then whilst they're having their meal, they'll obviously watch the screen and they'll watch some kind of movie or some kind of piece of content to keep them engaged whilst they're eating. Then at that point, they'll start to try and fall asleep. And if you think about the system that you're going through, it's completely backwards.

Dave: It's so backward.

Jeremy: You're putting plane food, which in many cases needs to be processed, needs to be full of preservatives and needs to be full of additives because it's being shifted all over the world. It's not packaged in a good way and it's full of junk. So-

Dave: Yep. Don't eat it.

Jeremy: Just don't eat it. Really, the simplest thing to do is if you are going to arrive at the airport, I'd recommend you arrive at the airport a little bit earlier, have a big meal then. So I will have it... I'll have a full meal an hour before I fly.

Dave: So you eat before you fly? Interesting. I usually fly fasted or just on fats. Like I'll do a Bulletproof Coffee beforehand, because you want some ketones present. Okay. And you actually feel good when you do that. So people are saying, "Try both and see what works."

Jeremy: I was going to say, definitely, definitely try both because I find that having a meal an hour before the flight is due to take off, making sure that I'm diligent when I'm on the flight to not look at electronics or use true dark glasses if I'm going to, but then read for an hour or two as the flight is going on, and two, two and a half hours before the time that I want to sleep, my body's processed most of the food, I'm not stimulated, I haven't been drinking alcohol, there hasn't been sugar in my system. And then I just sleep much, much better. That's-

Dave: Nice.

Jeremy: ...the simplest thing for me to tee myself up to sleep well during the flight. Also, if you can, I will try to set my watch on my phone and all the clocks the day before to the time zone that I'm going to.

Dave: It matters a lot.

Jeremy: It does. It helps a lot. I think it's maybe more psychological because then when I'm checking my watch on the way to the airport, I know that I'm already on the time of

where I'm going to land to. And that's not a particularly scientific hack, but it does seem to work for me. Then when I land on the ground, my particular type of travel means that I'm usually going straight into meetings. So then, that's when I'll have a caffeine fix and that will fire me up and get me ready to go through the day.

Dave: Okay. That makes sense. Definitely the landing and then having caffeine if you landed in the morning works really well. Do you do something different if you're flying East to West versus West East?

Jeremy: Yes. I think depending what time of the day I'm landing. If I'm landing and going straight to bed, then I won't eat. I will do-

Dave: Smart.

Jeremy: ... yeah, I'll do a fast all the way through and I'll find that usually, I'm tired enough that I can get into the place that I'm landing, and that first night, I usually sleep pretty well. I think most people when they look at those longer haul flights will sleep well on the first night [inaudible 00:41:20] the second and the third, when the system starts to go a bit a bit screwed. But I won't eat, I'll go straight to sleep and then I'll start my new day as I would if I was in the place that I had left.

Dave: It's interesting you said that because I just interviewed the author of Why We Sleep, and he talked about how even if you're not flying, just staring at a bright screen at night for an hour has a three day hangover on the sleep quality.

Jeremy: Absolutely. Absolutely.

Dave: So you're getting circadian disruption. It wouldn't surprise me if you have that two or three to hangover. So I'm pretty religious every night after I land about walking around and weird red sunglasses because for me, that's been the biggest circadian thing to the point I don't get jet lag. But if I don't do that, I get jet lag and I don't like jet lag.

Jeremy: Well, it also helps if you know your chronotype. I know that I'm a lion, I know that I wake up super early. That's just the way that I'm set up.

Dave: You're one of the bad people.

Jeremy: I'm one of the bad people. I'm one of those people that-

Dave: Morning people.

Jeremy: ... make you bad [crosstalk 00:42:16].

Dave: Interview's over.

Jeremy: So I'll know that if I'm landing somewhere at 5:00 AM the next morning, I'll be into it. So I'll try and schedule the important meeting that I'm having eight, nine, 10:00 AM

because I know by the afternoon I'll just not be as good. So if you know your chronotype, that certainly helps. And then the base level foundational stuff around your health and activity, and then your supplementation, you should be good.

Dave: Okay, beautiful. What do you do for your staff? You have hundreds of people go into these most beautiful destinations all over the planet. They're flying everywhere. Okay, I will just admit it, I am six, four, I fly business class all the time, because you put me in economy, it's-

Jeremy: It's tough.

Dave: ... it's not. It shouldn't be legal to put people over 200 pounds-

Jeremy: For sure.

Dave: ... in economy.

Jeremy: For sure.

Dave: It's like putting chickens in those tiny crates. It's just not okay. But a lot of times, there isn't a travel budget for that. And you're saying, "All right." And certainly, I did this when I was younger. The company was like, "I don't care how tall you are, your travel budget's 200 bucks." I'm like, "All right. Yoga positions for four hours."

Jeremy: That's hard.

Dave: What do you do for your people who are traveling their butts off on limited budgets?

Jeremy: It's really hard. To be honest, we're probably not doing enough. We're not doing as much as we could, because I think the simplest things when we look at the way we try and help people when they travel is to control the controllables. And there are certain things that are in our grasp as a company that we can help change. So do people have access to good nutrition? Do they at least know what good nutrition is when they travel? If you're not in a position or we are not in a position to be paying for business class flights for everybody, understanding and accepting that they're going to have a poor sleep quality, that they're going to have a more difficult time when they're in the air and when they're landing, trying to work in some kind of recovery framework for them when they land is something that we definitely think about.

It's a big challenge. And I think it's a big challenge really across small and growing companies all the way to big multinationals. It is the same challenge of understanding, how do you build into a person's travel schedule the fact that it can be quite taxing on their body? And if you want them to perform and deliver new business or build relationships, then you have to do something. I think that's my mental note to be better at that, actually.

Dave: Tell me five things that you personally won't travel without having in your bag.

Jeremy: Okay. Oh God, that's a good question. So noise canceling headphones, that's the-

Dave: Oh, God. Yes.

Jeremy: I think everyone can relate to that. That's very, very simple. An eye mask isn't sexy, but it really, really does get the job done.

Dave: Do you have one with like kitty cat eyes from Japan?

Jeremy: How did you know? You looked [inaudible 00:44:50]? So there's those two things for sure. I love to read. I think there is always a powerful part in my life for podcasting, but there's also a very important part of my life for taking a step back and reading a book. So I always have something that I read, that's three. A pair of sneakers, to be honest. I'm very active [crosstalk 00:45:12]. Yeah, yeah. Something just to get out and do some kind of exercise with will always be there with me. I'd say water. I'd say I have a reusable bottle everywhere I go. That helps a lot.

I think certainly within travel, the elephant in the room whenever I talk about our businesses is the environmental impact that we have. And we really do... So basically, I've been an ambassador for the World Wildlife Foundation for the last few years and really tried to invest time in learning about sustainable travel. And one of the things that I learned in working with those guys was that really there are three key things you need to understand if you want to have a sustainable impact when you travel.

The first and the most important thing is to know your impact. If you don't know your impact, you're not going to care. So there are countless numbers of carbon calculators there are countless numbers of tools that allow you to put in information that will tell you what your carbon footprint is. And unsurprisingly, I have a large carbon footprint because I fly it so much. So one, I actually know what my impact is. I have a number that I can work against.

The second is then to do all that you can to reduce that number. And most people have three lifestyle factors that will determine their carbon output; the transportation that they use, the consumption of energy that they have in their day to day life, and then the consumption of goods, services, electronics, clothes, products or other things. So those three pillars will be the best determinant of what your carbon output is. If you know those three things, then you can work at ways to reduce them.

And obviously, there's been a huge movement recently of no plastic straws, which is fantastic. And there are places that are really trying to remove plastic entirely from their supply chain, which is fantastic. There are big organizations that are moving to biomass fuels and electronic ways of delivering energy, which is also fantastic. But those are the things that you as an individual, if you can get a handle on those things, then you know how to reduce your impact.

Then the third and final thing is be accountable for everything else, which means if you know your number, you know what things you can reduce, then physically go and pay.

Buy carbon credits for the rest of your output. So Beautiful Destination as a company, we worked with climate consultants last year to make ourselves climate-positive. So really to go out and say, "Here's all the things that we can control, here's the number of flights that we did, the number of trains that we took, the number of nights and Airbnbs and hotels for our whole workforce. Here's the aggregate number that we think we've put into the environment. Here are the things we're going to reduce and here are the cash payments that we're going to make to buy carbon credits that will then go to carbon projects that can then actually put more back into the environment." [inaudible 00:47:51] take more out of the environment than we're putting in.

So that's something that I feel very strongly about. And I think if people can travel with that mindset, you can do and have these amazing travel experiences, but do it in a way that's mindful and conscious of the output you're having on the environment.

Dave: That's super cool. I find that every CEO that I've talked to, including from some of the really large companies out there, they all want to do the right thing. And there's issues like with plastic, thank God we got rid of plastic straws and now we can get rid of paper ones too, because they're just a waste of paper. You actually don't need a straw. Especially if you're at a restaurant that has a glass-

Jeremy: Of course.

Dave: ... cup with a plastic or [inaudible 00:48:34], why are you doing this? We can tip glasses. We're all okay.

Jeremy: Exactly. Exactly.

Dave: But aside from that, I'm not going to name the company, but one of the largest beverage companies in the world... And Mike, how do you get something better than plastic? I know it's 100% recyclable, but I don't like it that if some jerk throws it in the ocean that it breaks down into particles. In fact, I have a whole plan for breaking that up at some point in my life. So there just isn't a good solution for that. So the whole industry is starting to do this, but the only thing that really works is changing demand. When they start saying, "Oh, people are drinking less bottled water because they're worried about the bottle," they're going to fix the problem.

And I feel like it's that way for the whole food supply and same thing if you go to a travel company and they give you 14 layers of shrink wrap on everything you're doing and-

Jeremy: Absolutely.

Dave: ... everything smells like formaldehyde, and you're like, "Actually this didn't help the country where I went." Maybe you'll talk about it.

Jeremy: The crazy thing is that in many of the nations in the developing world, they are the ones that are leading the way in sustainability. Rwanda banned plastic bags 15 years ago.

Dave: Wow.

Jeremy: Next year, all single use plastics will be gone from the country. And granted it's easier when you're a smaller economy and you're starting from scratch, but really, when you think about the... As a human race, we have had the ability, in most instances, to fix the problems that we get ourselves into. If we focus on fixing problems around climate, we will be able to fix things. I really, really do believe that. What we're seeing now, I believe for the first time in history, is through digital and social platforms, the ability for consumers who never had a voice in the past to have a voice and to stand up and say, "I don't believe in this. This is what I stand for. This is how we need to change."

And if you think about communications that go out from people who would, in the past, only get their information from one direction, from the media, from TV, from print, without being able to have a discussion around it in a large forum, that's all changed. And if we at Beautiful Destinations, we can use our audience and our community to push sustainable travel and inspire people to have these travel experiences, but have an impact on the planet, then everybody benefits. And I think to your point, it is the changing nature of consumption that will be the biggest driver of things, and then industry will catch up.

But I think there's also an opportunity, maybe not to just purely bash the big industry guys and just say, "You're the issue, so we're going to completely vilify you." I think there is an opportunity to make them accountable and say, "Why don't you guys change your practices?" Because a huge multinational corporation with tens, if not hundreds of millions of customers is going to be able to have a much, much bigger impact on the environment than me as an individual or you as an individual are going to be able to have. So if we put pressure on those people to make the right decisions, then we can have a much bigger impact on a global scale.

Dave: I love that, right when you finish that, the sound of a dump truck probably came emptying trash just intruded on our studio. Like, man, the punctuation from [crosstalk 00:51:35]. I have one more question for you. You talked about sustainability, which is good. It means the world will be around for a while. But I want to know... And you have an early copy of Superhuman, so you know my number. But how long do you think you're going to live given all the weird places you go, all the travel you do. You kind of take some hits.

Jeremy: Yeah. Yeah. Really. To be honest, I knew this question was coming. I know from the podcast that that question comes and people will say, 180, 120, 100. Really, the number itself doesn't matter to me. What really, really matters to me is the quality of life that I have. And if I can get to whatever age it is that is right for me to get to where I have a happy, healthy cognitive life surrounded by the people that I care about and I can stop and say, "I don't have any regrets from the places that have been, the things that I've done and the experiences that I've had," at that time, I'll be good to go. And if that's 80, if that's 60, if that's 120, I'm good.

Dave: So live like every day might be your last.

Jeremy: Yeah.

Dave: All right. I love that advice. Your website is beautifulwebsite.

Jeremy: Instagram-

Dave: Instagram handle-

Jeremy: Yeah, yeah, get us Beautiful Destinations.

Dave: Sorry, I'm old.

Jeremy: Yeah. No, Instagram is the best way that-

Dave: HTTP, that old thing. When I was a kid, I had to HTTP both ways to school. All right, so Instagram, Beautiful Destinations.

Jeremy: Yeah.

Dave: And your content's inspiring. What you think about travel and about what it does to you and to the world is really cool and interesting. So thank you so much for being on the show.

Jeremy: Thanks, Dave. My pleasure.