

The Conscious Creator

A relationship-driven travel advisor immersion in Akumal & Tulum, Mexico.
Five days, four nights in a private luxury villa. February 8-12, 2027.

FACT SHEET

PROGRAM	The Conscious Creator — advisor immersion
HOST	Travel GHR (Nicci Grotefendt, CEO & Founder)
PARTNER	Living Dreams Mexico — 100% satisfaction guarantee
DATES	February 8-12, 2027
FORMAT	Five days, four nights in a private luxury villa
LOCATION	Akumal & Tulum, Quintana Roo, Mexico
EDUCATION	Storytelling with Nathan Riddle · AI strategy and search visibility with Kha Ly
ACCESS	By application · seats limited

DAY BY DAY

- Feb 8 — Arrival & orientation
- Feb 9 — Private catamaran, Caribbean
- Feb 10 — Mayan jungle & cenotes
- Feb 11 — Muyil ruins & Sian Ka'an float
- Feb 12 — Departure

CREDENTIALS

- CLIA member agency
- Travel Leaders Network member
- Partnership with Living Dreams Mexico



FOUNDER

Nicci Grotefendt

CEO & Founder, Travel GHR · Founder, The Conscious Creator

Nicci Grotefendt is a relationship-driven travel advisor and the founder of Travel GHR, with a background in hospitality management and event planning. She specializes in Mexico — Akumal and Tulum in particular — where years of returning to the same villas, kitchens, and communities turned suppliers into friendships and friendships into a way of working.

She built The Conscious Creator to hand other advisors that same access: the villa owners who know her by name, the private chefs she has eaten with, the drivers who know which gate to wait at. Her travels span Australia, Ireland, the Dominican Republic, Jamaica, the Galápagos, Ecuador, Italy, the U.K., Spain, Portugal, Morocco, Guatemala, Germany, Austria, France, the Canary Islands, Hawaii, and many U.S. National Parks.

Nicci speaks on culturally immersive travel, relationship-driven curation, destination storytelling, and how advisors stay indispensable in an AI-first search landscape.

BOILERPLATE — COPY AS WRITTEN

Short (50 words)

The Conscious Creator is a relationship-driven travel advisor immersion in Akumal and Tulum, Mexico, hosted by Travel GHR in partnership with Living Dreams Mexico. It teaches advisors to curate culturally immersive itineraries from real, personally vetted relationships — villa owners, private chefs, and local guides — rather than supplier catalogs.

Long (100 words)

Founded by Nicci Grotefendt, CEO and Founder of Travel GHR, The Conscious Creator is built on a single idea: an advisor should be able to say they have stood inside the places they sell. Across five days and four nights in a private luxury villa, advisors meet the villa owners, private chefs, and vetted drivers behind a curated Yucatán itinerary; run excursions with Living Dreams Mexico, the only excursion company in the area offering a 100% satisfaction guarantee; and receive daily education in destination storytelling and in AI-era search visibility. Travel GHR is a CLIA member agency and a Travel Leaders Network member.

Travel GHR opens applications for The Conscious Creator, a relationship-driven advisor immersion in Akumal and Tulum

Twenty-five travel advisors will spend five days in a private villa learning relationship-driven curation, destination storytelling, and AI-era search visibility. February 8–12, 2027.

AKUMAL, Quintana Roo, Mexico — Travel GHR has opened applications for The Conscious Creator, an application-only travel advisor immersion taking place February 8–12, 2027 in Akumal and Tulum, Mexico. Twenty-five advisors will be selected. It is not a FAM trip: there are no supplier sales presentations, no swag bags, and no brand-funded agendas.

The program is built on a premise its founder states plainly: an advisor should be able to say they have stood inside the places they sell. Across five days and four nights in a private luxury villa, attendees meet the villa owners, private chefs, and vetted drivers behind a relationship-driven Yucatán itinerary, rather than working from a supplier catalog.

“Travelers are herded through the destinations that should feel rare, and advisors are handed pre-made supplier content that flattens their voice the moment they post it,” said Nicci Grotefendt, CEO and Founder of Travel GHR and Founder of The Conscious Creator. “Relationship-driven travel is not a service tier. It’s the driver you know by name and the chef in her own kitchen. That is what makes an advisor indispensable — not as a booking engine, but as a cultural guide.”

EXCURSIONS WITH A LOCALLY OWNED OPERATOR

Every excursion is led by Living Dreams Mexico, a locally owned and locally staffed operator across the Riviera Maya and the only excursion company in its service area to offer a 100% satisfaction guarantee. The partnership is deliberate: the program exists to elevate a local supplier, not to give visibility to a vendor paying for it.

The itinerary runs a private catamaran day on the Caribbean (February 9), a Mayan jungle and cenote day including handmade tortillas with a local family (February 10), and the Muyil ruins with a Sian Ka'an lagoon float (February 11), bracketed by arrival and orientation on February 8 and departure on February 12.

EDUCATION IN STORYTELLING AND AI SEARCH VISIBILITY

Alongside the field days, advisors receive daily instruction from two educators. Nathan Riddle, a direct-response creative director with more than a decade producing video that moves audiences to act, teaches destination storytelling — hook, angle, sequence, and voice. Kha Ly, a marketing technologist with more than twenty-five years of experience, teaches AI search visibility: publishing in an original voice and earning presence inside ChatGPT, Perplexity, and Google AI Overviews.

No certification is awarded. The experience itself is the credential.

APPLICATIONS AND SELECTION

Selection is by application at consciouscreator.app/apply. The investment amount is disclosed upon acceptance. Applicants are evaluated on clear purpose, a concrete plan for applying what is learned, and genuine open-mindedness — not follower counts or sales volume. Selected attendees become founding members of The Conscious Creator Collective, an ongoing community that continues year-round through a private group and future retreats.

MEDIA CONTACT

Nicci Grotefendt, CEO and Founder, Travel GHR — travelghr.com

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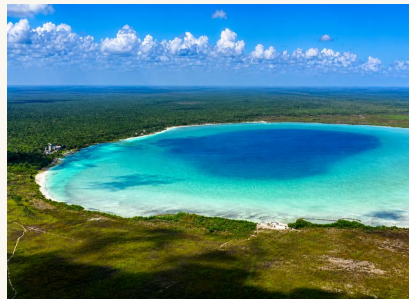
DOWNLOADABLE ASSETS

Photography

Free to use in editorial coverage of The Conscious Creator or Travel GHR, with credit to Travel GHR. Full-resolution files and b-roll video: consciouscreator.app/press



Nicci Grotefendt — founder portrait



Sian Ka'an lagoon at first light



Private catamaran, Akumal coast



Muyil ruins, Sian Ka'an



Handmade tortillas, jungle day