The World's First Lesbian Travel Company Turns Giving Tuesday Toward the Women Restoring the Ocean

Olivia will match guest donations dollar for dollar, up to $10,000, for Seatrees projects in Kenya, Mexico, Costa Rica and California, where women plant the mangroves, grow the coral and lead the science



San Francisco, California Nov 23, 2026 (Issuewire.com) - In Laguna San Ignacio, a gray whale

nursery on Mexico's Baja peninsula, a crew of local women known as the Mujeres de El Dátil collects mangrove seedlings, plants them, runs the boats and monitors every tree. On Kenya's coast, more than half of the people planting mangroves and managing nurseries are women. This Giving Tuesday, Olivia, the travel company that has hosted more than 350,000 lesbian and LGBTQ+ women on cruises and resort vacations since 1990, is putting its community behind them.

Through its year-round partnership with ocean nonprofit Seatrees, Olivia will match every dollar its guests and supporters give, up to $10,000, on Giving Tuesday, December 1. A $25 gift plants seven mangroves, so with the match, every $25 puts 14 trees in the ground.

"What's especially meaningful about this Giving Tuesday campaign is that in addition to helping restore marine habitats, we're also supporting women who are leading conservation efforts," said Autumn Nazarian, VP of Marketing & Sales at Olivia. "By matching our guests' donations up to $10,000, we're bringing the Olivia community together to make an even greater impact."

Where the money goes

Donations are split evenly across four Seatrees projects unless a donor directs their gift to one:

- Mangroves in Laguna San Ignacio, Mexico. The Mujeres de El Dátil restore mangroves inside the 6.2-million-acre El Vizcaíno Biosphere Reserve, a UNESCO World Heritage Site and one of the Pacific gray whale's calving lagoons. The work creates jobs for local women and buffers coastal communities against storms and rising seas.
- Mangroves in Marereni, Kenya. With local partner COBEC, women make up more than half of the planters and nursery managers, earning long-term income from the restoration. Across its Kenya work, Seatrees and its partners have supported more than 30 community groups in planting over 1 million mangrove seedlings.
- Coral reefs in Golfo Dulce, Costa Rica. Reef restoration led by Raising Coral, a women-founded, women-led organization.
- Kelp forests off La Jolla and San Diego, California. Kelp in the region has declined by up to 90% since 2014. Dr. Jen Smith at UC San Diego's Scripps Institution of Oceanography is leading research to build a restoration toolkit local communities can use.

Seatrees' own team is about 70% women.

A travel company that counts its footprint

Olivia began in 1973 as Olivia Records, a women's record label, and launched the first lesbian travel company in 1990 with a sold-out, four-night cruise to the Bahamas. Today, its sustainability program runs on every trip:

- A tree for every guest, every trip. Through Trees4Travel, Olivia has planted more than 19,500 trees in the Olivia Travel Forest in Nepal's Bardiya District, expected to remove more than 3,200 tons of CO_2 over their lifetimes. The project is designed to create jobs and leadership roles for women.
- Flight emissions offset. Olivia offsets the flights of its team and performing artists on every trip through Sustainable Travel International, a women-led organization.
- Ocean restoration all year. Beyond Giving Tuesday, Olivia supports Seatrees' seagrass restoration in Mallorca, Spain, and kelp restoration in Cascais, Portugal, where kelp is grown on small stones, known as "green gravel," and returned to the sea.

"At Olivia, we recognize that exploring the world comes with a responsibility to help protect it," said Rebecca Wahba, Sustainability Manager at Olivia. "By planting mangrove trees through our partnership with Seatrees, we're helping capture carbon, restore vital coastal ecosystems, and support the women that drive marine restoration. It's one meaningful way we can help address the environmental impact of travel while preserving the beautiful places we love to visit."

How to give

Give at: pledge.to/olivia-travel-x-seatrees or text OLIVIA-RESTORES to 707070. Donations are tax-deductible in the U.S.

About Olivia

Olivia is the leading travel company for lesbian and LGBTQ+ women, creating cruise and resort vacations around the world. Founded in 1973 as Olivia Records and launched as a travel company in 1990, Olivia has welcomed more than 350,000 guests. Learn more at olivia.com.

About Seatrees

Seatrees is a California-based nonprofit that works with local communities to restore and protect coastal ecosystems, including coral reefs, kelp forests, mangroves, seagrass meadows and coastal watersheds, using a science-based approach. Learn more at seatrees.org.

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