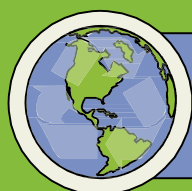




# Sustainable Travel International Corporate Partnerships 2010-2011



SUSTAINABLE TRAVEL  
INTERNATIONAL™

*Leave the World a Better Place®*

## Corporate Partnerships

Sustainable Travel International (STI) is regarded as one of the best sources for eco - and sustainable tourism information and resources in the travel, tourism and related industries. With more than 30,000 unique e-Newsletter recipients, 35,000 unique monthly web visitors, and an average of 500,000 monthly web visitors, STI delivers ideas, innovations, and tools to consumers, business, government, and non-profit professionals.

STI is focused on growing both the market of responsible travelers and responsible travel-related companies. By becoming a Corporate Partner with STI, you can enhance your level of corporate responsibility, engage in and support sustainable business practices, and save time and money, generate publicity, expand your marketing reach, and improve profitability.

Our corporate and other partners range from Fortune 500 companies to community-based travel providers to global environmental non-profits. They join STI as leaders and innovators. STI also offers unique opportunities for individuals, academic institutions, trade associations, and other travel-related organizations to show support and leadership in the growing field of sustainable travel and tourism while gaining value-added benefits associated with STI and its brands. Corporate Partnership packages include premium promotional and advertising opportunities, acknowledgement in targeted communications, networking opportunities, and more.

We also offer packages that can be tailored to your unique needs and customized to reach more specific audiences if desired. To discuss individualized options, please contact Brian T. Mullis at 720-273-2975 or via email at [brianm@sustainabletravel.com](mailto:brianm@sustainabletravel.com).

## Who Is Eligible?

- Small, mid- and large-sized travel companies
- Outdoor apparel and equipment manufacturers and retailers
- Environmental non-governmental organizations
- Renewable energy companies
- Leadership companies
- Greenhouse gas and carbon offset providers
- Environmental and tourism consultancies
- Conference and event sponsors
- Publishers
- Alternative-fuel companies
- Green builders and developers
- Green and locally produced product providers
- Trade Associations
- Tourism Bureaus
- Destination Management Companies

# Corporate Partnerships Packages

## Sustaining Partner Benefits

### Print Recognition:

- Press and outreach materials including logo placement in STI's consumer and travel and tourism industry brochures
- Promotional flyers at tradeshow and conferences . Note that marketing materials must be provided by Corporate Partners.
- Option to "sponsor" of one of STI's programs
- Full-page ad in STI's annual *Green Gear and Gift Guide*. Note that ads are due to STI on or by December 1<sup>st</sup>.

### Online Recognition:

- Sustaining Partner logo placement on the Green.travel home page for 12 months\*
- Sustaining Partner logo placement, web link, and 250 word company description on the "Our Partners" page on SustainableTravelInternational.org for 12 months\*
- Sustaining Partner logo placement in STI's *Responsible Travel Report* e-Newsletter 12 times annually\*
- Sustaining Partner logo placement on one program "home" page on SustainableTravelInternational.org for 12 months\*
- Listing in STI's Eco-Directory for 12 months
- Listing in the Green.travel directory for 12 months

*\*Please note that all logo displays are hyperlinked to partner's website*

### Networking Opportunities:

- Invitations to STI meetings, forums, panels, and events
- Convene and exchange ideas with a network of travel and tourism professionals who are focused on advancing the triple bottom line.

## Supporting Partner Benefits

### Print Recognition:

- Selected outreach materials including logo placement in STI's consumer and travel and tourism industry brochures
- Promotional flyers at tradeshow and conferences . Note that marketing materials must be provided by Sponsor.
- Half-page ad in STI's annual *Green Gear and Gift Guide*. Note that ads are due to STI on or by December 1<sup>st</sup>.

### Online Recognition:

- Supporting Partner logo placement on the Green.travel home page for 12 months\*
- Supporting Partner logo placement, web link, and 100 word company description on the "Our Sponsors" page on SustainableTravelInternational.org for 12 months\*
- Supporting Partner logo placement in STI's *Responsible Travel Report* e-Newsletter 12 times annually\*
- Listing in STI's Eco-Directory for 12 months
- Listing in the Green.travel directory for 12 months

*\*Please note that all logo displays are hyperlinked to partner's website*

#### Networking Opportunities:

- Invitations to STI meetings, forums, panels, and events
- Convene and exchange ideas with a network of travel and tourism professionals who are focused on advancing the triple bottom line.

#### Premium Partner Benefits

##### Online Recognition:

- Premium Partner placement and web link on “Our Partners” page for 12 months\*
- Listing in STI’s Eco-Directory for 12 months
- Listing in the Green.travel directory for 12 months
- Additional benefits are available on-line

*\*Please note that all logo displays are hyperlinked to partner’s website*

## Partnership Information

All Corporate Partnerships are for one year unless otherwise noted.

Partnership Levels	Rates
Sustaining Partner	\$10,000
Supporting Partner	\$5,000

## Who Uses STI?

The **500,000** visitors who use STI’s websites each month have a wide range of interests, needs and levels of expertise, so information is presented in clear, results-oriented fashion, making it useful for both consumers and businesses of all sizes.

The majority of our visitors are conscientious consumers and or responsible travelers. Consumers who visit STI’s websites report that the factual information and tangible programs we provide helps them manage their travel related impacts and support travel companies that strive to protect and preserve the environmental, socio-cultural, and economic needs of the places they visit.

The balance of STI’s visitors are from the private sector – large and small companies, consultants, and the like – with the balance divided among users from governmental and non-governmental organizations as well as academics and students. STI business users report that the information and resources we provide helps them stay up-to-date on such topics as the evolving market of conscientious consumers and responsible travelers, eco-certification, travel philanthropy, climate change and carbon offsets, industry best practices and much, much more.

Job functions include business owners and senior management, environmental and responsible tourism managers, marketing and communications specialists, and a mix of operations, facility management, human resources, and administration professionals.

## Our Marketing Outlets

### Daily News

STI maintains the first and only sustainable tourism web blog, <http://blog.sustainabletravel.com>, which feeds from related news stories, e-Newsletters, and the latest resources from dozens of other websites.

### Issue-Specific Newsletters

STI's free monthly e-Newsletter, the *Responsible Travel Report*, brings LOHAS consumers and travel and tourism professionals the latest eco- and sustainable tourism news and resources.

### Custom Information Services

STI produces customized e-Newsletters, news feeds, and other information services for travel-related companies, trade associations, and non-profit organizations.

### Topic Specific Press Releases

STI is widely regarded by its network of over 25,000 travel, tourism and environmental editors in media outlets as a reputable source of information and expertise on a wide range of related topics.

### Social Media Marketing

STI has a growing community of several thousand Facebook fans and Twitter followers that have an affinity for the organization.

### Media Reach

STI is regularly featured in major periodicals including, for example, National Geographic Traveler, the Wall Street Journal, New York Times, Outside Magazine, Weddings Magazine, Los Angeles Times, Time, CNN, USA Today, U.S. News and World Report, Sirius Satellite Radio, KGNU.org, NPR, Travel + Leisure, Men's Journal, and Condé Nast Traveler. Potential reach to consumers on an annual basis is estimated in the millions.

## Web and e-Newsletter Stats

Visitors to STI's websites don't just stop by – they stick around and read. The average visitor session on STI is about 10 minutes. Collectively, users spend more than 28,000 hours each month learning how to limit their impacts while traveling and researching ways to integrate sustainable business practices into their operations while enhancing their bottom lines.

	SustainableTravelInternational.org	SustainableTravel.com	Green.travel
<b>Launched</b>	September 2002	December 2003	August 2010
<b>Visitor Sessions per month</b>	495,000	5,022	To be determined
<b>Average Session Length</b>	10 minutes	1 minute	To be determined
<b>Newsletter or blog</b>	Monthly	N/a	Daily
<b>Newsletter Subscribers</b>	30,000	N/a	N/a

## About Sustainable Travel International

Sustainable Travel International is a leader in global sustainable tourism development and a 501(c)(3) tax-exempt organization pursuant to the Internal Revenue Service. Our mission is to promote sustainable development and responsible travel by providing programs that enable consumers, businesses and travel-related organizations to contribute to the environmental, socio-cultural and economic values of the places they visit, and the planet at large.

STI is also a leading information resource on eco- and sustainable travel and tourism, and related topics. We provide valuable news and practical resources to both consumers and businesses of all sizes through a combination of websites, marketing and media communications, workshops, and educational training materials. With few exceptions, most of our resources are free to all users.

## What We Do

STI is dedicated to taking a holistic approach to addressing sustainable development within the travel and tourism industries by providing solutions-oriented programs that generate tangible results and affect long-lasting change.

### **Sustainable Tourism Implementation**

#### *Management Frameworks, Standards Development, & Eco -certification*

Providing a clear and accurate connection between measurement, management and verification of tourism-related impacts is critical to integrating sustainable business practices into the travel and tourism industry. STI helps to integrate best practices into business operations by providing sustainable framework building tools, as well as providing consumer and market protection through standards and verification.

STEP is the world's first industry specific comprehensive, global sustainable tourism eco -certification program offered by a non-profit organization, that is also aligned with the minimum baseline Global Sustainable Tourism Criteria (GSTC) and impending global accreditation. STEP is unique in that it's designed to be educational in nature, practical as a measurement and management tool, and applicable to tourism organizations of all sizes in all sectors, including communities.

STEP can be endorsed by or customized for destinations to address their unique social, cultural, environmental and economic attributes, as well as regional goals and priorities. STEP can also be licensed to ministries of tourism and destination management organizations, so they don't have to expend significant resources in developing their own tourism standards, verification protocol, and auditor and consultant training programs.

#### *Carbon Management & Quantification*

STI helps travel-related companies measure their carbon footprints and implement management frameworks for incrementally reducing their greenhouse gas (GHG) emissions. STI also helps these companies engage their customers in the process by offering high quality carbon offsets and custom carbon calculators from simple I-frame calculators to enterprise level PCI-compliant applications. All of STI's offset projects are inspected, verified and or certified by independent, third parties such as Green-e, Clean Development Mechanism, The Gold Standard, and the Climate, Community and Biodiversity Alliance.

STI also provides carbon management services at a destination level. This includes assessing the carbon footprint and GHG inventory of the travel and tourism industry, calculating the GHG

reductions associated with local reforestation, avoided deforestation, renewable energy, and energy efficiency projects, and developing a carbon neutral plan and related consumer -centric carbon offset programs.

### *Travelers' Philanthropy*

STI is specializing in helping companies establish corporate philanthropy programs that align with their mission. STI's Travelers Giving Back™ program provides travel companies and their clients with opportunities to make small donations to local grassroots projects that benefit the environment, preserve local culture, and promote community self-reliance.

STI also helps destinations implement travelers' philanthropy programs, which mobilize the travel industry's investment in local projects and motivate travelers to become stewards of the destination. This approach enhances the capacity of local NGOs and other philanthropic organizations and provides them with access to funding on an ongoing basis through a transparent process that generates tangible results and rewards for self-reliance.

### **Advisory Services**

#### *Corporate Consulting*

STI's executive management team has over 30 years of experience in sustainable development within the travel and tourism industry. Primary offerings to private and public sectors include sustainability assessments and planning; carbon management and offsets; sustainability management frameworks, certification and standards development; travelers' philanthropy; and supply chain management; education and outreach

STI implements a result-oriented approach in order to empower destinations to develop sustainably through tourism. Core capabilities include education and capacity building, carbon management, standards assessment, development and verification, sustainability planning, microenterprise development and market access.

#### *Destination Stewardship*

STI takes on all types of non-competitive and competitive projects around the world from sustainability assessments and planning to implementing holistic sustainable tourism development strategies at a destination level.

STI implements a result-oriented approach in order to empower destinations to develop sustainably through tourism, and to generate tangible, measurable results on an ongoing basis. Core capabilities include education and capacity building, carbon management, standards assessment, development and verification, sustainability planning, microenterprise development and market access.

### **Education, Outreach and Market Access**

#### *Education and Training*

STI works to empower companies, consumers, and destinations with the knowledge and opportunity to support sustainable tourism options. The organization cultivates best practices in marketing to maximize awareness and understanding of how to actively engage in sustainable tourism development, and increase access to products and services that have been verified as sustainable.

STI offers a myriad of education and training programs, ranging from executive education focused on impact management to short courses focused on how to integrate sustainable business practices into business operations. STI management teaches at universities, presents

at conferences, and upper level management roundtable sessions across industry sectors around the world.

#### *Green.travel*

STI is launching Green.travel – the new premier resource for those who want to engage in responsible travel. The Green.travel website is designed to increase awareness of sustainable tourism and to be a one-stop shop for up-to-date information and resources for consumers. It's also designed to be a social networking site and booking portal for trips, car rentals, airfare and much more.

#### *Membership and Corporate Partnerships*

STI membership and corporate partnerships are open to individuals, companies, organizations and institutions that demonstrate support for and are committed to promoting environmental conservation, socio-cultural responsibility, and economic profitability within the travel and tourism industry. Members receive STI network benefits and discounts, and are listed in the organization's popular Eco-directory.

#### *Outreach*

STI is very effective at gaining public exposure and media traction for industry-leading partners. The organization proudly promotes its client's best practices as an independent third party, helping them tell their story and garner positive attention in the media and consumer marketplace. STI's annual consumer reach is estimated in the millions.

## Leadership

STI's leadership has extensive experience within the travel and tourism industry, as well as sustainable development, and is supported by a group of highly experienced professionals that are leading figures in their respective areas of expertise. Executive Board members include:

- Dr. Don Hawkins, STI Chair and Eisenhower Professor of Tourism Policy, School of Business, George Washington University
- Duncan Beardsley, Director of Generosity in Action
- Beth Beloff, Past STI Chair, Founder, and President, BRIDGES to Sustainability
- Eric Brodnax, Vice President, Orbitz Worldwide
- Costas Christ, Chairman, Tourism for Tomorrow
- Dr. Jan Hamrin, Past STI Chair and Past President of the Center for Resource Solutions
- Hugh Hough, President, Green Team
- Julie Klein, Director of Environmental Affairs for RockResorts/Vail Resorts Hospitality
- Janice Lichtenwaldt, Sr. Manager, Site Optimization, Expedia, Inc.
- Patrick Long, Director of the North Carolina Center for Sustainable Tourism and President of the American Leisure Academy
- Jim Osborne, Vice President of Air and Specialty Products for Virtuoso
- Keith Sproule, Independent Consultant and former Chair at The International Ecotourism Society
- Jamie Sweeting, Vice President for Environmental Stewardship, Royal Caribbean Cruise Lines
- Faith Taylor, Corporate Vice President, Sustainability and Innovation, Wyndham Worldwide
- Robin Tauck, President, Tauck World Discovery
- Richard Weiss, former Vice President of Operations for The Walt Disney Company, Adventures by Disney

- Angela West, Director of Tourism for the Department of the Interior - Bureau of Land Management
- Chris Seek, Founder of Solimar International
- Brian T. Mullis
- Peter D. Krahenbuhl

## Contact Us

Brian T. Mullis  
President  
US Phone: +720-273-2975  
Email: [brianm@sustainabletravel.com](mailto:brianm@sustainabletravel.com)

Peter D. Krahenbuhl  
Vice President  
UK Phone: +44(0)779-931-1228  
E-mail: [peterk@sustainabletravel.com](mailto:peterk@sustainabletravel.com)