



## Sustainable Travel for Accommodations

### *Positively Impact Your Environment and Community*

#### Introduction

Concern about the impacts of travel and tourism is steadily increasing, and so is the demand for sustainable business practices. Even in a challenging economic climate, 40 percent of U.S. travelers are choosing travel service providers based on their level of environmental responsibility (*PhoCusWright, 2009*).

Sustainable travel is no longer a niche market – it is the future of the tourism industry. Improve your bottom line by becoming a part of this market shift. By going green, you will:

- **Improve Profitability** - Sustainable business practices deliver improved financial performance. The Dow Jones Sustainability Index 2008 report confirms a positive, strategically significant correlation between corporate sustainability and financial performance.
- **Increase Market Strength** - In the U.S. alone, 34 percent of travelers said they will visit an environmentally-friendly hotel or resort in the coming year, up from 30 percent in 2008 (*TripAdvisor, 2009*). And, nearly one-third of travelers will pay for green travel premiums, but these savvy consumers are looking for practices that go above and beyond cursory measures (*PhoCusWright, 2009*).
- **Attract Talent** - Today's workforce values sustainability, with 80% of young professionals interested in a career that has a positive impact on the environment (*The Wall Street Journal, November 13, 2007*).
- **Preserve the World's Best Destinations** - More travelers are looking for authentic and exotic experiences. It is imperative that our industry preserve our environmental and cultural heritage, to protect profits today and ensure the livelihood of future generations.

#### Destination Stewardship

Hoteliers' attitudes toward sustainable tourism leave a lasting impression on their guests and inspire them to follow suit. From recycling and energy efficiency to product sourcing and community outreach, "green" initiatives have a positive impact on local environment, economy and community in the destinations hoteliers serve.

#### Who We Are

Sustainable Travel International (STI) is a leading non-profit organization whose mission is to promote sustainable development and responsible travel. STI provides tangible, solutions-oriented programs to help hoteliers protect the environment, preserve cultural heritage and contribute to local economic development. Simply put, we help you to *leave the world a better place*®.



The accommodations sector accounts for the largest share of tourism expenditure in many places around the world. As a result, hoteliers deal with a variety of unique challenges in their efforts to operate more sustainably. STI has worked with properties of all sizes, from small B&Bs to large hotel chains. We help you take your commitment to the next level whether you are new to sustainability, or a seasoned veteran.

#### How We Can Help

STI helps hoteliers implement practical, market-tested programs that generate bottom line results. The journey down the path toward sustainability starts with a commitment to making a difference, with progress made by taking an incremental approach. The following programs are listed in order from low cost, turn-key solutions to programs requiring a more significant time investment.

**Membership** - STI Membership provides access to information, tools, expert advice, and exclusive benefits to help you grow your business, lower operational costs, and enhance positive impacts — all while supporting sustainable tourism development. We help our Members achieve their sustainability goals and earn a return on their investment. Visit our [website](#) to learn all about the benefits of joining STI.



**Travelers Giving Back™** - STI connects accommodations and their guests to more than 850 pre-screened grassroots charity projects around the world. This program makes it possible for your clients to support quality philanthropic projects in the destinations you serve. Implementation options include personalized gift cards and online donation engines. Looking for something more customized? STI can help you develop your own successful philanthropic projects and giving back programs.



**Carbon Management** - STI works with hoteliers to measure their carbon footprint and set up systems to reduce unavoidable emissions. We also offer customized web-based carbon calculators, complex carbon footprint assessments, and a diverse portfolio of domestic and international carbon offset projects – all verified or certified by independent third parties. Whether you want to set up a voluntary offset program for your guests, or run a carbon neutral property, STI works within your budget to deliver the ideal solution. Our popular [TravelGreen](#) program, for example, affords your guests an opportunity to have a carbon neutral stay for US\$1.00 (or less) per night.



**Eco-certification** - STI's Sustainable Tourism Eco-certification Program™ (STEP) is perfect for accommodations wanting to publicly demonstrate their commitment to sustainability, and set their business apart from the competition. STEP is unique because it is educational in nature, practical as a measurement and management tool, and appropriate for properties of all types and sizes. STI also offers the Luxury Eco Certification Standard (LECS), a comprehensive program that takes into consideration the specific needs and challenges of operating a new or existing luxury hotel.



**Advisory Services, Education and Training** - STI has more than 30 years of experience in the tourism industry. We work on all types of consulting projects, from designing and implementing sustainability plans and policies, to green supply chain management and developing destination stewardship initiatives. We are proud to offer a variety of education and training solutions from executive education courses and distance learning programs to hosting conference workshops and webinars.

### ***Reasons to Start Working with STI Today***

- **Leadership** STI occupies an important niche, and our programs provide return on investment for supporting sustainable tourism development, while meeting the needs of all sectors of the travel and tourism industry.
- **Credibility** Our widely recognized brand, non-profit status, and innovative programs have helped build market credibility and establish STI as a global leader in sustainable tourism development.
- **Transparency** To address issues related to accounting, accountability, and true sustainability benefits, we work with other non-profits to implement our programs, and references are available upon request.

**To learn more about us and to discuss your options:**

**Phone:** U.S. - 800-276-7764, International - +503-488-5500

**Email:** [info@sustainabletravel.com](mailto:info@sustainabletravel.com)

**Visit:** [www.sustainabletravel.com](http://www.sustainabletravel.com)

**Locations:** US - Canada - UK - Spain - China – Australia - Brazil