



# Travel Better

## Inspiring Sustainable Tourism

Achieving sustainable travel at scale requires destinations, tourism companies, and travelers to all do their part. An increasing number of destinations are protecting their natural and cultural heritage and improving the well-being of residents through travel and tourism. More tourism companies are improving their practices through environmental management systems, as well as community development and conservation initiatives. Millions of travelers, however, remain unaware of their impacts and don't know what they can do to benefit the people and places they visit.

To take action, Sustainable Travel International developed Travel Better™, an initiative contributing to the 10YFP Sustainable Tourism program. Our vision is to build a community of passionate travelers and consumers who wish to be part of the solution when it comes to traveling in an environmentally and socially sustainable manner.

### Travel Better Certificate Course & Club

Travel Better is program designed to engage consumers and empower and inspire them to make a greater positive impact on the world when they travel and return home. It starts with a 30 minute online course, which provides travelers with travel tips and advice on how to benefit the people and places they visit. Travelers who successfully complete the course and pass a brief knowledge check receive a Travel Better certificate and can activate their membership in the Travel Better Club, a community for travelers to exchange ideas, learn from one another, receive special rewards and benefits, and have a collective voice.

### Why should you get involved?

With generous support from G Adventures, the first founding sponsor, Travel Better was beta launched on World Tourism Day in September 2016. Since then, more than 1200 travelers have completed the program. We now need support from travel industry leaders to get more travelers involved and spread the word.

- Become part of a founding group of tourism industry leaders helping to improve people's lives and protect the environments relied upon by the industry
- Position your company as an advocate and supporter of responsible and sustainable travel practices and traveler behavior
- Invest in the future of the travel industry and the destinations your business depends on by helping to protect them

### Course Overview

The interactive online learning module introduces sustainable travel and addresses activities that take place during the three phases of travel. The course incorporates multi-media content, real world examples, and travel tips.

- ▶ **Introduction:** Overview of sustainable travel including the positive and negative socio-cultural, economic and environmental impacts of tourism.
- ▶ **Trip Planning and Preparation:** How to be conscientious when conducting destination research, booking travel providers, determining what to pack, etc.
- ▶ **Onsite Travel:** What to be aware of when making decisions in the destination; broken down into four chapters: sightseeing, arts and culture, local cuisine, and nature and wildlife.
- ▶ **Returning Home:** Opportunities to continue making positive impact after the trip is over by spreading awareness and giving back to the destination.

## Getting involved in Travel Better is easy!

Here's how your business can join the global effort and help build a community of travelers committed to making a difference:

- 1. Invite your customers to get involved in Travel Better for free.** We'll provide you with suggested messaging, coupon codes so that your customers can join for free, shareable graphics, and other resources to help you spread the word!
- 2. Reach an expanded audience by providing benefits and/or resources for Travel Better Club members.** Benefits include savings on travel products and services, gifts, and trip giveaways. Resources may be expert blog posts, articles, or infographics that educate members on travel-related sustainability topics.
- 3. Become a Sponsor.** Position your company as an advocate of sustainable travel by becoming a Travel Better Sponsor. We have 3 Founding Sponsors, 6 Chapter Sponsors of specific content areas (1 per chapter), and a Supporting Sponsor offering available. Available chapters include: Trip Planning and Preparation, Sightseeing, Arts and Culture, Local Cuisine, Nature and Wildlife and Returning Home. The benefits of each level of sponsorship follows.

*60% of all leisure travelers in America alone (105.3 million Americans) have taken a "sustainable" trip in the last three years. They spend significantly more (on average \$600 per trip), stay longer (seven days compared to four days), and over three-fifths believe they have a great deal of responsibility for making sure their trips don't harm a destination's people, environment, or economy - The Role of Sustainability in Travel & Tourism, 2016*

SPONSORSHIP CATEGORIES	FOUNDING SPONSOR (limited to 4)	CHAPTER SPONSOR (limited to 1 per chapter)	SUPPORTING SPONSOR
<b>Financial Contribution</b>	2017: \$20,000 2018: \$10,000 Total: \$30,000	2017: \$7,500 2018: \$5,000 Total: \$12,500	2017: \$2,500 2018: \$1,500 Total: \$4,000
<b>Recognition in Sustainable Travel International's Travel Better module</b>	Top billing in all course packaging and marketing	Logo associated with specific online chapter	
<b>Branded Travel Better module (Customized versions and hosting available at an additional cost. Quotes are available upon request.)</b>	A branded version of a Travel Better module, which is SCORM 1.2-compliant and includes your logo and brand colors (>\$4500 value) plus 30 minutes of content, including universal responsible travel tips, videos, audio, complex simulations and scenario-based cases where learners have to make decisions, and a knowledge check.		
<b>Promotion and public recognition</b>	Prominent website mention and in all PR and social marketing activities	Listed with appreciation in select PR and marketing activities and a website listing a link	Website listing and link
<b>Access to Travel Better members</b>	Promotional access to Travel Better members to offer advice, guidance, specials, giveaways, etc.	Promotional access to Travel Better members to offer advice, guidance, specials, giveaways, etc.	Promotional access to Travel Better members to offer advice, guidance, specials, giveaways, etc.
<b>Complimentary module access and club participation for your past guests/clients</b>	Unlimited	Unlimited	Unlimited
<b>Consumer publication ad recognition</b>	Recognition in donated advertising		

For more information, please contact

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Or visit [TravelBetterClub.org](http://TravelBetterClub.org)