



TravelBetter

# Inspiring Sustainable, Responsible Travel

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 is developing Travel Better™, scheduled for launch at the ITB travel trade show in March 2017 during a UN International Year of Sustainable Tourism for Development event. 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 Club & Certificate Course

One way we are empowering and inspiring travelers to positively impact the people and places they visit is through the Travel Better certificate course, an interactive and easy to use online learning module developed in partnership with Planeterra Foundation. The course is designed for travelers interested in learning about what it means to travel responsibly and sustainably in order to maximize their positive (and reduce their negative) impacts on a destination and the people who live there. 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 to receive benefits from sponsors and supporters.

With generous support from G Adventures, the first founding sponsor, the Travel Better Club and online learning program were soft launched on World Tourism Day in September 2016. More than 1000 travelers have completed the program since this soft launch. We now need support from travel industry leaders to get more travelers involved and spread the word.



## Course Overview

The 30-minute 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.

The World Travel and Tourism Council estimates 1.5 billion people will be traveling across borders per year by 2020. Destinations all over the world are facing increasing pressures. For many travelers, the negative impact that they have on a place is often unintended. At the same time, the recent “Role of Sustainability in Travel & Tourism” research by Sustainable Travel International and Mandala Research revealed the importance of the sustainable traveler – looking for more, worth more, and representing a large and growing segment of the overall travel industry (see right).

## Why should you get involved?

- 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

## How can you get involved?

We are looking to partner with tourism industry leaders to support the Travel Better Certificate in the following ways:

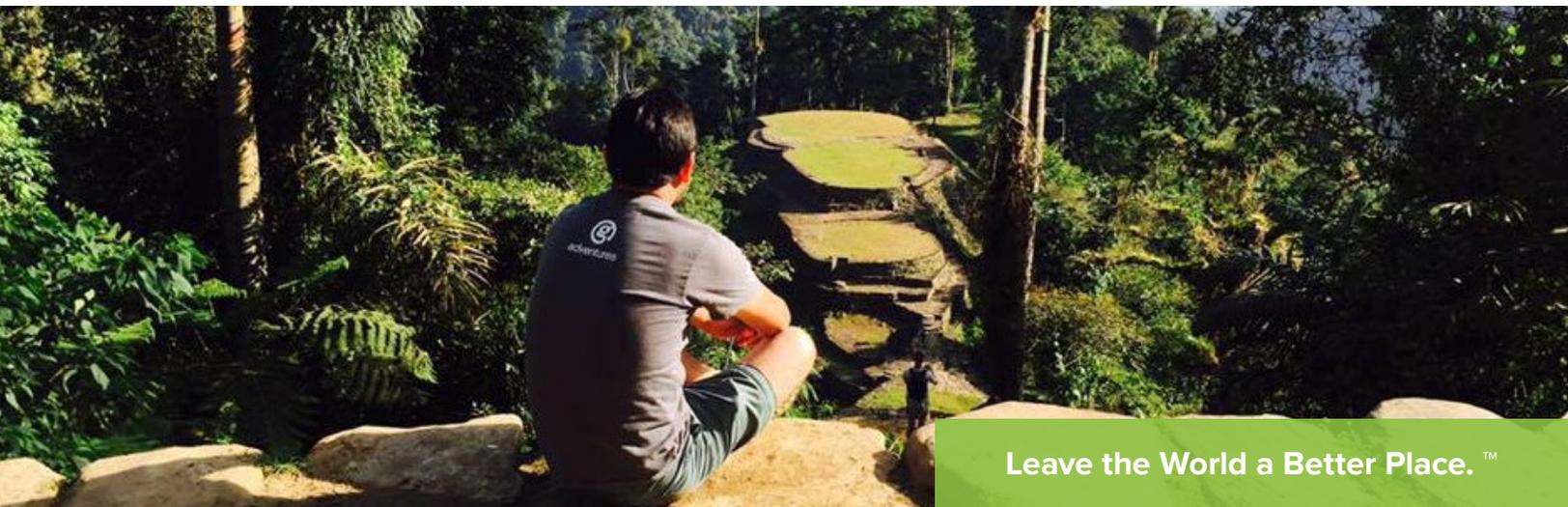
- Partnership to create a multiplier effect of positive impact and take the program to scale
- Chapter or founding sponsorship to underwrite the overhead costs and receive a branded or fully customized version of the learning course
- Provide travel incentives to be offered to Travel Better Club members (e.g., savings on travel and tourism-related products and services, gifts, and members-only access to trip giveaways/ sweepstakes)
- Promotion of the course through your communications channels with incentives to your existing and prospective customers to participate

*Leisure travelers represent 71% of the U.S. adult population (175.5 million Americans). 60% of all leisure travelers (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 are significantly more likely to make purchases from travel companies based on their sustainable practices – The Role of Sustainability in Travel & Tourism, 2016*

**For more information on Travel Better, and to get involved, please contact:**

**Brian T. Mullis**

Sustainable Travel International  
brianm@sustainabletravel.org  
+1 720 273 2975



Leave the World a Better Place.™

# Opportunities for Participation



TravelBetter

## Sponsorships

Sustainable Travel International requires sponsorship to launch Travel Better and underwrite the costs associated with production, outreach, and implementation of this important initiative. We have eleven (11) sponsorship opportunities available. This includes four (4) Founding Sponsors, six (6) Chapter Sponsors of specific content areas (1 per chapter), and a Supporting Sponsor offering. Available chapters include: Trip Planning and Preparation, Sightseeing, Arts and Culture, Local Cuisine, Nature and Wildlife and Returning Home.

Sponsorships will be available and accepted until they have been filled. Each sponsorship requires a 2-year commitment payable over time or all at once. The benefits of each level of sponsorship follows.

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 mention and quotes from leadership for the March 2017 launch at ITB and all PR and social marketing activities	Listed with appreciation as a content sponsor, including at the March 2017 launch at ITB	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>Travel Better Certificate recognition</b>	Logo on printed color certificates for sharing and display		
<b>Complimentary module enrollment and 1 year club participation for your past guests/clients</b>	Unlimited for 12 months	Unlimited for 12 months	Unlimited for 12 months
<b>Consumer publication ad recognition</b>	Recognition in donated advertising		

## Distribution Partnerships

Sustainable Travel International also offers an opportunity for travel companies and others to support Travel Better at no cost with an agreement to promote the program to their audience and provide benefits to travelers who complete the learning module. Benefits may include special travel-oriented rewards and offers such as savings on travel and tourism-related products and services, gifts, and members-only access to trip giveaways/sweepstakes.

**For more information, please contact:**

**Brian T. Mullis** at [brianm@sustainabletravel.org](mailto:brianm@sustainabletravel.org) or +1-720-273-2975

