



SUSTAINABLE TRAVEL INTERNATIONAL

Making A Better World The Destination



2015 YEAR IN REVIEW

www.sustainabletravel.org

OUR GOAL



Sustainable Travel International's mission is to improve lives and protect places through the industry of travel and tourism.

Through evaluation, planning, education and training, we bring community and business leaders together to:

- 1.** Drive innovation around sustainability practices to build knowledge and inspire action.

- 2.** Develop thriving destinations, where environmental resources are carefully managed and culture and natural heritage is protected.

- 3.** Support tourism enterprises with conserving natural resources and providing benefits to the communities they rely on.

- 4.** Improve quality of life in destinations through more job opportunities, higher incomes and increased pride in place.

We are working towards improving the lives of at least 10 million people with and through our partners by 2025.

OUR WORK



Sustainable Travel International believes in uniting with community leaders, government agencies, and businesses to address some of the world's greatest challenges.

In 2015, our efforts reached over **430,000 people.**





PROGRESS AROUND THE GLOBE



Panama

The nation has set a goal of expanding tourism opportunities by developing an ecotourism strategy, focused on increased, well-managed access to protected areas and improved quality of life for communities.



Chile

\$60,000 was raised at the Adventure Travel World Summit to develop the first lenga tree nursery in Torres del Paine National Park in Chile through the Legacy Fund.



St. Kitts

35 public and private sector individuals completed a sustainable destination management training course, achieving the classification of Destination Guardians.



Colorado

The town of Vail reached its goal of training 100 businesses in sustainability best practices in time to promote its Actively Green program at the 2015 World Ski Championships.



Norway

8 Norwegian destinations received sustainable destination certification and are now monitoring their work using the Innovation Norway Sustainable Destination Standard and an assessment and verification system.



Oregon

Visitors have donated over \$90,000 to the Travel Oregon Forever Fund to support local communities and recreation areas. Projects included new biking and hiking trails and refurbishing a 100 year old schoolhouse.



Antigua & Barbuda, Barbados, Dominica, Honduras, and Nicaragua

Each destination completed a destination diagnostic and action plan with quick win projects.



Lanzarote

Lanzarote, one of seven Canary Islands, became the first destination in the world to be certified as a sustainable destination through the Global Sustainable Tourism Council (GSTC) destination criteria.



Sweden

Kiruna, Sweden developed a sustainability management system and eco-label for local tourism businesses to support its sustainable approach to destination management. This is the first system of its kind.



COLLECTIVE AND CORPORATE ACTION



OAS XXIII Inter-American Congress of Ministers and High-Level Authorities of Tourism

10 SDAA destinations and partners came together in Lima, Peru to collaborate on tourism sustainability in the Caribbean and Central America.



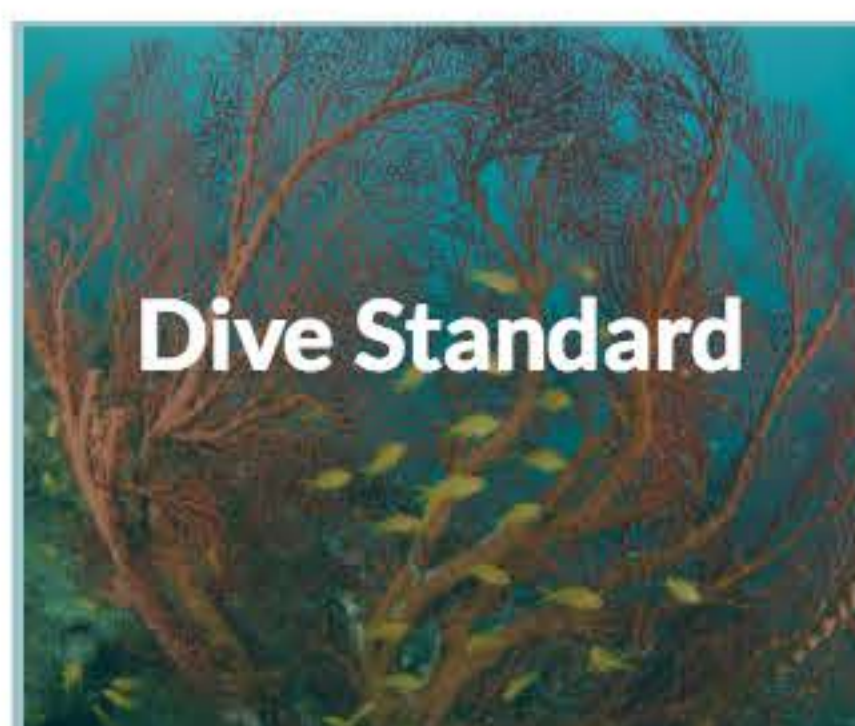
Travel & Tourism Collective Impact Summit

45 tourism industry leaders and sustainability experts joined in Portland, OR for the first annual Travel & Tourism Collective Impact Summit.



World Bank's "Measuring for Impact: Convening Thought Leaders in Tourism"

Sustainable Travel International co-lead the event where over 100 monitoring and evaluation technicians and experts met to learn from each other and discuss a way forward for travel and tourism.



Dive Standard

The Ocean First Institute established a sector-specific sustainability standard and eco-label program for dive retail centers and dive tourism operators.



United Airlines, Baxter and Wyndham Worldwide

Two new corporations joined United's Carbon Choice program, extending their commitment to sustainable business travel.



Rustic Pathways

Developed M&E framework to monitor their operations, suppliers, and project partners impacts to use as a decision making and reporting tool.

LOOKING FORWARD



Over the next year, we will continue to work alongside governments, companies, NGOs and communities to positively improve lives and protect places through travel and tourism. Our 2016 strategy focuses on:



Evolving, refining, and distributing our methodologies and solutions to a wider audience of tourism stakeholders.



Working in regions with high biodiversity, a low human development index score, strong political will, high tourism penetration, and high economic reliance on tourism.



Partnering with global influencers and sustainable tourism specialists who can extend the scale and depth of our impact.

SPONSORS & SUPPORTERS

CHAMPIONS



SUSTAINERS



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Organization of American States
United States Permanent Mission to the Organization of American States
The Summit Foundation
The Betsy and Jesse Fink Foundation

GET INVOLVED



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