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Dear NTA Friends,

Since 2008, NTA has worked with its strategic partner, Sustainable Travel International, to help the association and its members move toward sustainable practices. In a recent member survey, we learned that you need more information and education on sustainability. STI is a true partner for NTA in this endeavor, and that's why I'm so pleased to announce a new opportunity.

STI is offering its Self-Assessment Tool at no cost. This membership benefit is valued at US\$150 and is available to the first 50 NTA members on a first-come, first-served basis.

Whether you're a newcomer to sustainability, want to improve your existing approach, or have programs already in place, the Self-Assessment Tool provides solutions and guidance for your business. Best of all, it is applicable to businesses of all sizes and was designed to be used by all sectors of the travel and tourism industry.

The STI Self-Assessment Tool is a stand-alone educational, measurement and management framework, which doubles as an application for companies wanting to become Eco-assessed or Eco-certified through STI's [Sustainable Tourism Eco-Certification Program™ \(STEP\)](#).

Promoting sustainable travel is a key component of NTA's strategic plan. If we work to preserve and protect the sites we visit, the generations that follow will continue to enjoy travel the way we do today. NTA believes that in the future, sustainable travel will drive economic expansion, connect cultures and enhance quality of life.

I encourage you to look into all that Sustainable Travel International has to offer and take advantage of this incredible gift from our partner. Please contact Anna Williams at 800.276.7764 (U.S. and Canada) or +1.503.488.5500 or e-mail annaw@sustainabletravel.com to obtain your copy of the Self-Assessment Tool.

Warm Regards,

Catherine M. Greteman
2010 NTA Chairman and CEO

This message is being sent from NTA headquarters on behalf of NTA Chairman and CEO Catherine Greteman.
Responses will come to headquarters and be forwarded to the chairman and CEO.
Those wishing to contact Cathy directly should e-mail cathyg@stardestinations.com.