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# Sustainable Travel International



*Sustainable Tourism 201*  
*Putting Pencil to Paper*

October 2011



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# Sustainable Travel International

Sustainable Travel International is focused on providing sustainable tourism development solutions that deliver measurable results. STI works with business across the value chain, partnering with destinations and multi-national corporations, and offering sustainability management tools for small to medium-sized businesses.

***Leave the World a Better Place®***



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# Sustainable Tourism

## What is it?

- It's not just ecotourism – it's mainstream
- It's not just changing light bulbs – it's integrating operations
- It has Environmental, Social, and Economic returns



*Leave the world a better place.®*



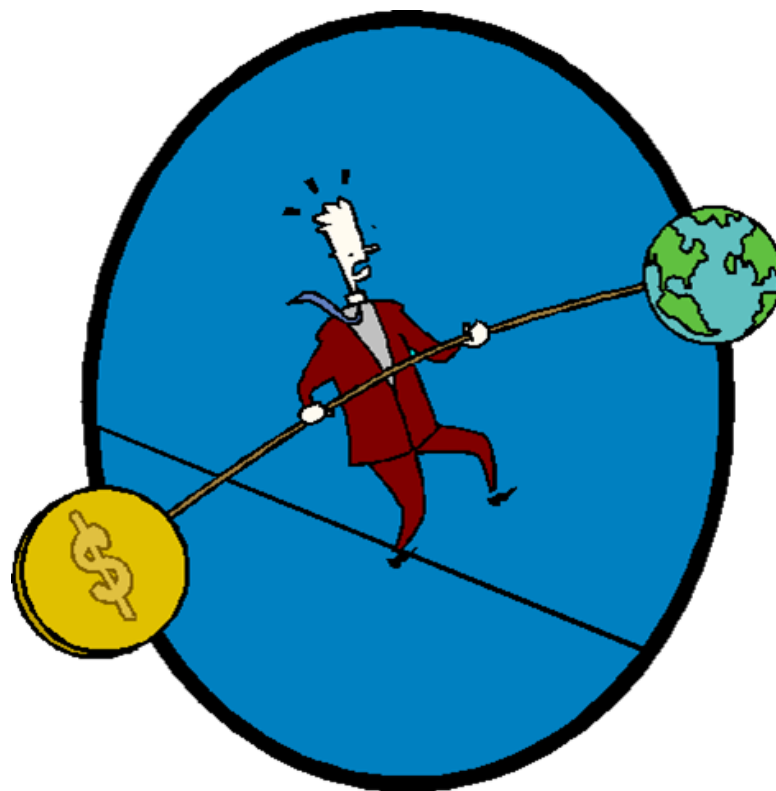
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# Sustainable Tourism 201

## Sustainability = Asset Management

- Improved profitability and Competitive edge
- Increased market strength and Customer loyalty
- Attraction of talent and Enhanced employee loyalty





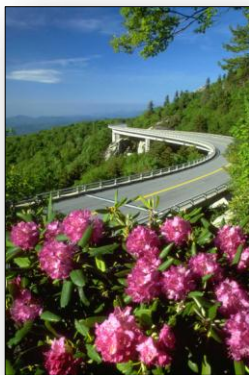
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## Why?

- Travelocity consumers awarded **94%** of green hotels three or more smiley faces (out of five)
- Travelocity green hotels saw a **65% higher** booking rate than their non-green counterparts





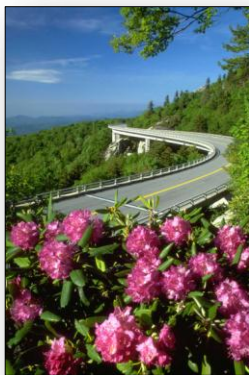
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## Why?

- Price remains the #1 factor when choosing a travel supplier
- Improved operation costs allow for cost savings to be passed to consumers who are searching for sustainable travel suppliers





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## Why?

- A survey of 571 business and leisure travelers chose green certification as the #1 consideration when choosing a hotel
- Travelocity, Expedia, and others are aggregating green certified travel options due to consumer demand and higher satisfaction
- FL employees are required and CA employees encouraged to stay in green hotels when they travel





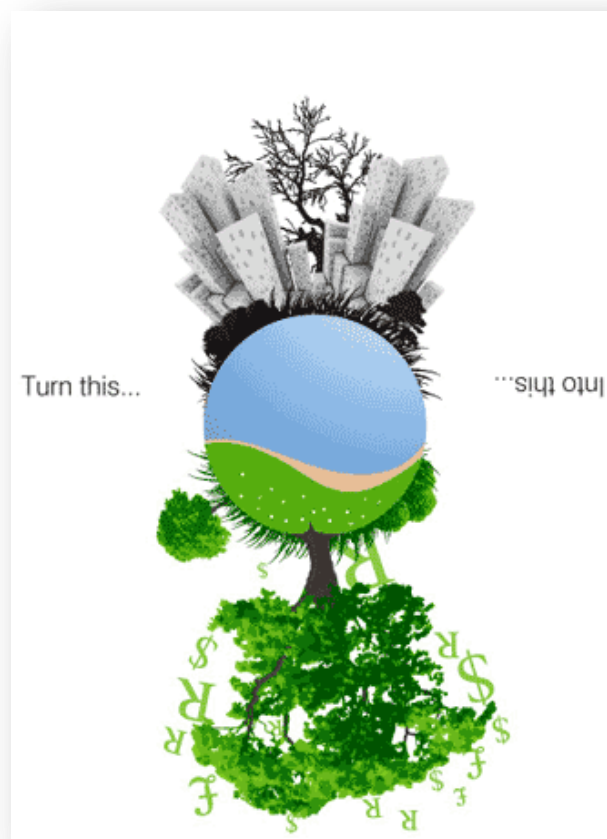
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## Industry Best Practices

- Sustainability Road Map
  - Primary Considerations
  - Public Commitment
  - Impact Assessment
  - Transparency
  - Effective Communication





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## Putting Pencil to Paper

- Drafting Sustainability Policies
  - Develop a vision
  - Establish a commitment
  - Determine your impact assessment
  - Strive for continuous improvement





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# Sustainable Tourism 201

## Putting Pencil to Paper

### STEP Application Checklist:

#### Business Plan

- Mission Statement
- Code of Conduct

#### Regulator Compliance (Affidavit)

- Environmental, health, and safety regulations
- Environmental, social, and economic compliance
- Fair labor practices

### Sustainable Business: A Declaration of Leadership

**Because:**

"The well-being of our economy fundamentally depends on the services from nature that support it. Business activity has a profound impact on the ability of nature to sustainably provide those services. We are committed, as business and community leaders, to the well-being of both economic and ecological systems, of both humans and other living things. We believe that these goals are compatible (and where they seem to be incompatible, we are committed to finding better ways to do business that make them compatible).

**We envision our company, suppliers and customers, and our communities, doing business in ways that:**

- Preserve, protect and ultimately enhance the living systems - of this region, and the planet - that sustain our business and the larger human economy;
- Provide ever greater value in meeting the real needs of our customers, suppliers and communities;
- Meet human needs in the most efficient and economical means possible, in order to include the greatest percentage of humanity.

**To do this we will:**

Consider the requirements of the earth's living systems in all design and operating decisions; Not take more from the earth than it can sustainably provide; Not provide to the earth more than it can sustainably absorb; Analyze the life cycle operating costs and impacts of our facilities, operations and products/services, as well as their initial costs; Work to eliminate "waste" of all kinds from our operations, and to find safe, productive uses for any "non-product" that we are not yet able to eliminate; Treat employees, customers, suppliers and stakeholders fairly, honestly and respectfully; Take responsibility for the safety of our products/services in their intended use; Take responsibility for the safe "end of life" recovery and reuse or recycling of our products; Design our facilities, operations and products/services to be ever more efficient, use less dependent on materials and activities that poison, degrade or encroach on living systems, and ever more supportive of these design approaches; Do all these in a way that supports our economic well-being, and the economic well-being of those who depend on us.

**We will measure our progress by the trends of our:**

- Resource productivity (unit of benefit provided per unit of resource used);
- "Non-product" output (amounts & toxicity of "unsaleable" materials and chemicals);
- Net carbon emissions (production of climate changing greenhouse gases);
- Ecological footprint (demand on earth's regenerative capacity);
- Profit, both near and long term.

**We will pursue these steps with a commitment to:**

- Future generations;
- Continuous improvement;
- Open dialogue with our customers, stockholders, suppliers, and communities.



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## Putting Pencil to Paper

### STEP Application Checklist:

#### Sustainability Policy

- Overarching Sustainability Commitment
- 12-month sustainability goals





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## Putting Pencil to Paper

### STEP Application Checklist:

#### Sustainability Policy (con't)

##### Sub-policies and summaries

- Sustainability Pledges*
- Fair Labor Policy*
- Waste Reduction/Recycle/Reuse Policy*
- Water Conservation Policy*
- Purchasing Policy – Local, Eco, Fair Trade, Recycled*
- Energy Conservation and Renewables Policy*
- Pollution Prevention – employee and guest transportation*





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## Putting Pencil to Paper

- Benchmarking Impacts & Performance
  - *You can't manage what you don't measure*
  - Collect detailed data
  - Set goals and objectives
  - Create systems for monitoring
  - Get employees and clients involved





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## Putting Pencil to Paper

- Here are some example benchmarks

### Benchmark Tables

- Customer Feedback
- Waste & recycling monitoring
- Cleaning products purchasing
- Water consumption
- Local, eco, fair trade purchasing
- Recycled paper purchasing
- Energy consumption
- Greenhouse Gas Emissions





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## Putting Pencil to Paper

Time Period	GHG Footprint Calculation in Metric Tons related to business operations (total energy from STEP Table 6.1.1a)	GHG Footprint Calculation in Metric Tons related to business travel (total miles driven and fuel consumed + total miles flown + fuel consumed)	TOTAL GHG Footprint Calculation in Metric Tons (business operations and business travel)
Jan			0
Feb			0
Mar			0
Quarter One Total	0	0	0
April			0
May			0
June			0
Quarter Two Total	0	0	0



# Sustainable Tourism Eco-certification Program™

## Sustainability Management Framework

### Guidebook with Benchmarking and Reporting Templates

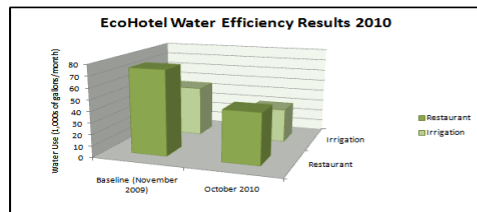
EcoHotel has a system to document and track the annual volume of potable water used. This includes the utilization of cisterns (i.e., underground tanks for storing rainwater) and alternative water sources (such as rainwater). Our Green Team is charged with collecting this information every three (3) months and we anticipate a 10% reduction within twelve (12) months.

*[Discuss summary statistics from the Benchmarking Tables, as well as, any new initiatives (successful or not) conducted, or concluded, during the reporting time frame.]*

#### Water Conservation Plan

Our Water Conservation Plan outlines our water stewardship strategies and specifies conservation goals. The Plan is three-pronged, addressing water use efficiency, rainwater capture, and graywater recycling. *[Discuss any new initiatives (successful or not) conducted, or concluded, during the reporting time frame.]*

Example



#### Towel & Linen Reuse

EcoHotel's *Kaystone Initiative* enforces a towel and linen reuse policy and communicates this to our employees and guests and randomly sample rooms to ensure the policy is effective. There is currently 50% participation rate in guests staying more than one night.

*[Discuss any new initiatives (successful or not) conducted, or concluded, during the reporting time frame.]*

#### Chemical Management

EcoHotel recognizes that harmful chemicals are damaging to our environmental resources and as such we work to minimize the total amount of toxic and maximize the amount of eco-friendly products we use as an organization. EcoHotel documents the total annual volume of non-toxic biodegradable

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chemicals / cleaning products as a percentage of the total volume of chemicals / cleaning products used. Our Green Team is charged with collecting this information every (3) months and we anticipate a 10% reduction within 12 months.

*[Discuss any new initiatives (successful or not) conducted, or concluded, during the reporting time frame.]*

#### 5.0 Responsible Purchasing

EcoHotel maintains and implements a purchasing policy that gives preference to environmentally and socially superior products. We manage the supply chain in accordance with our commitment to sustainability and partner only with vendors and suppliers who share our interest in triple bottom line management. We evaluate products for toxicity, durability, emissions, recycled content, performance, price, availability, packing minimization, manufacturing location, and disposal options (reusable, returnable, biodegradable).

Current Initiatives include:

##### Green Purchasing Policy

EcoHotel will increase the amount of recycled, fair trade, and/or eco-friendly products purchased annually. To have a better understanding of how our purchasing can improve our overall sustainability, EcoHotel documents the total monetary value of recycled, fair trade and/or eco-friendly products to total purchased products in the previous twelve (12) months. Our Green Team is charged with collecting this information every three (3) months and we expect to see a 25% increase within twelve (12) months.

*[Discuss summary statistics from the Benchmarking Tables (even if only identifying initial quantities and trends), as well as, any new initiatives (successful or not) conducted during the reporting time frame.]*

Example



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## How we can help reach your goals?

### Green Community Model

New Program Designed Specifically For Destination Managers

- **What?:** Turnkey solution allowing you to license STI's sustainable tourism management tools, including the STEP standard and Sustainability Management Framework.
- **Why?:** Improve the immediate and long-term sustainability of tourism in your community.
- **Results:**
  - Help create tourism jobs and build local capacity
  - Improve your triple bottom line
  - Create new revenue opportunities at the destination level
  - Successfully incorporate sustainability into your brand

**Contact us to learn more.**

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## How we can help reach your goals?

### Sustainable Tourism Benefits Package

\$250-\$750/year

- STI Partner Program enrollment
- 6 exclusive webinars
- 12-month online Sustainability Management Framework
- Marketing support on STI websites and social media
- STI Logo Usage

### NTA Entry Level Package

\$100/year with code STI-NTA2011

- 6 exclusive webinars
- STI Logo Usage

Choose one and sign up online at [www.sustainabletravel.com](http://www.sustainabletravel.com)



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## How we can help reach your goals?

### **Green Travel Certificate Program:** **STI Continuing Education Series for NTA Members**

- 2 workshops annually at Contact and Convention
- 2 NTA member webinars annually (including this one!)
- Level 1 Certificate:
  - Attend 2 of 4 educational opportunities in 2011
- Level 2 and 3 Certificates
  - Attend 2 more per year in 2012 and 2013



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## For More Information Contact STI

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