



Center for Responsible Travel

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## PRESS RELEASE

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**FOR IMMEDIATE RELEASE**  
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### The Center for Responsible Travel Introduces “Travelers’ Philanthropy” to a New York Audience in Successful Twin Events

The Center for Responsible Travel (CREST) held two successful events in New York City last Tuesday, June 16 designed to showcase its signature Travelers’ Philanthropy program and introduce CREST to diverse audiences of tourism business leaders, foundation program officers, representatives from non-profit organizations, media, and academics. At a breakfast briefing hosted by Philanthropy New York, CREST’s Co-Directors led a panel discussion on Travelers’ Philanthropy; and at an elegant evening gathering, WNYC radio host Brian Lehrer facilitated a conversation about CREST’s work in the field of responsible travel.

“I am so pleased that CREST has taken a lead in gathering industry leaders and interested parties to disseminate information about travel philanthropy, and I am happy to report their most recent event was a tremendous success,” remarked Sven Lindblad, founder and President of Lindblad Expeditions, who spoke at the Philanthropy New York panel discussion. Other panelists included Kevin Doyle, News Editor, Condé Nast Traveler; Nik Charov, Deputy Development Officer, New York Restoration Project; Martha Honey and William H. Durham, Co-Directors, Center for Responsible Travel; and Michael Seltzer, Trustee of EPower. To date, Lindblad Expeditions has raised over \$7 million from guest donations in its pioneering travelers’ philanthropy program in the Galapagos and elsewhere.



Michael Seltzer, Sven Lindblad, Martha Honey, William H. Durham, Nik Charov



(L-R) Brian Lehrer,  
Martha Honey,  
and William H.  
Durham

At its core, travelers’ philanthropy is about travel companies and travelers ‘giving back’ to tourism destinations, many of which are rich in biodiversity and culture but poor economically. CREST’s Travelers’ Philanthropy program is designed to strengthen these philanthropic initiatives and ensure that they meet real development needs. The program provides educational and promotional materials, training courses, and an online portal for tax deductible donations ([www.travelersphilanthropy.org](http://www.travelersphilanthropy.org)) that are dispersed to its travel partners worldwide. “Done well, travelers’ philanthropy represents a positive and growing form of development assistance for poverty reduction and biodiversity conservation,” says Durham, Anthropology Professor and Director of CREST’s office at Stanford University.

The twin events also highlighted that there are travelers’ philanthropy initiatives in New York City, as well as in developing countries. “It was an honor and a pleasure to be part of CREST’s recent New York City colloquia,” commented Nik Charov of Bette Midler’s New York Restoration Project (NYRP). “NYRP has, apparently, been engaged in travelers’ philanthropy since 2001 at our New Leaf Restaurant in Fort Tryon and through our corporate volunteer outings. We look forward to working with CREST to continue expanding travelers’ philanthropy here in the greatest city in

the world.”

At the evening reception, CREST opened a lively discussion with video clips from its Travelers’ Philanthropy documentary, “Giving Time, Talent, and Treasure.” “A truly inspiring and very stimulating evening,” said Karen Hoffman, Senior Vice President of the Hoffman Group, summing of the reaction of many of the guests.

For more information on Travelers’ Philanthropy, to donate, or to learn how you can get involved, visit [www.travelersphilanthropy.org](http://www.travelersphilanthropy.org), [www.responsibletravel.org](http://www.responsibletravel.org), or contact us at [info@responsibletravel.org](mailto:info@responsibletravel.org).

CREST, a policy oriented research institute with offices at Stanford University and in Washington, D.C., is committed to using tourism as a tool for poverty reduction and biodiversity conservation.

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