



Center for Responsible Travel

Transforming the Way the World Travels

Stanford University & Washington, DC

www.responsibletravel.org

Market Research Department: Tracking Consumer & Industry Trends in Sustainable Tourism

Center for Responsible Travel (CREST) launched a Market Research Department in 2007 that collects, studies, interprets, and disseminates information about consumer and industry trends in sustainable tourism and ecotourism. The unit regularly produces a range of commissioned surveys and reports for industry, government, NGO, and trade association clients, as well as information for the media so that the private and public sectors can make more informed decisions.

The Need for Market Research on Sustainable Tourism

In studying consumer demand and market trends in sustainable tourism over the past six years, CREST researchers found that there was little publicly available information. In 2005, CREST published a report *Consumer Demand and Operator Support for Socially and Environmentally Responsible Tourism* based on a range of existing surveys and studies. This report and two "Ecotourism Fact Sheets" (one global, one on the U.S.) have been widely used. Based on these publications, several companies proposed that CREST, with its strong academic base at Stanford University, set up a department that would systematically collect data on consumer and industry trends around responsible travel. Today there are number of consulting firms, academic institutions, trade associations and others that produce market intelligence on the broader tourism industry, but few specifically address eco- and sustainable tourism, and no one besides CREST appears to be doing so in a systematic way.

Our approach

CREST's Market Research Department draws upon the interdisciplinary expertise of our own staff and our network of well qualified consultants, academics, and practitioners around the world. Their on-the-ground perspectives combined with CREST's academic base and access to major players in the US and Europe ensures our capacity to generate timely data and thoughtful analysis. Where appropriate, analysis is peer reviewed and conducted in accordance with Stanford's academic protocols.

Recent studies

- In 2008, CREST completed two studies for Virgin Unite – the corporate social responsibility unit of Virgin Group. CREST conducted 1) a feasibility study to help Virgin Unite weigh the benefits and viability of supporting an ecolodge project, and 2) assessed community organizations in some two dozen destinations for possible inclusion in Virgin's travelers' philanthropy program.
- In 2009, CREST completed a study, commissioned by the Netherlands Development Agency (SNV) that examines the outbound market for 'responsible tourism' in key European and North American countries. Based on this analysis, CREST offers marketing recommendations to SNV's client tourism businesses in Nepal and six Latin American countries.
- In 2010, CREST completed a concept paper and business plan for the Sustainable Investment and Finance in Tourism (SIFT) Network. SIFT is a platform for investors, financiers, and destinations to share knowledge and encourage investments in tourism development that is financially, environmentally and socially sustainable. The concept paper and business plan were created by our Market Research Department for the United Nations Environment Program and a collection of supporting agencies like the World Bank, GEF, IDB, and UNWTO.

For more details about CREST's Market Research Department, contact David Krantz: dkrantz@responsibletravel.org or 202-347-9203, ext 417.

Washington, DC Office

1333 H St. NW, Suite 300 East Tower

Washington, DC 20005

Tel: 202-347-9203 Fax: 202-775-0819



Stanford University Office

450 Serra Mall, Building 50, Room 51D

Stanford, CA 94305

Tel: 650-723-0894 Fax: 650-725-0605