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## PRESS RELEASE

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### **New Publication Details Rapid Growth and Importance of Travelers' Philanthropy**

*The Travelers' Philanthropy Handbook*, which is being officially released today, marks the first comprehensive look at travel industry 'give back' programs that are generating contributions of 'time, talent and treasure' to support local projects in tourism destinations. Produced by the Center for Responsible Travel (CREST), the 250 page *Handbook* includes original essays, case studies, and surveys by some 30 experts, plus a Foreword by Nobel Peace Laureate Dr. Wangari Maathai.

Although a relatively new form of corporate social responsibility (CSR), travelers' philanthropy is growing rapidly and is now widely considered a core component of responsible travel. "While precise statistics are not available, our research confirms that today thousands of tourism companies are, together with travelers, generating tens of millions of dollars in development assistance that is flowing into community and conservation projects in tourism destinations around the globe," states Dr. Martha Honey, CREST Co-Director and the *Handbook* editor.

The writers, including prominent leaders in responsible tourism, examine the origin, history, and growth of travelers' philanthropy; a wide range of models; and key challenges, lessons learned and best practices. "The *Travelers' Philanthropy Handbook* is the most user-friendly and comprehensive assemblage of information I've seen on how the travel industry and travelers themselves can give back to the communities they touch," says *Condé Nast Traveler News* Editor Kevin Doyle.

The *Handbook* is the latest addition to CREST's Travelers' Philanthropy 'toolkit,' which also includes a one-stop shop for information and donations ([www.travelersphilanthropy.org](http://www.travelersphilanthropy.org)), a video documentary, Experts Bureau, training courses, and other publications. CREST is also hosting, together with the Monteverde Institute, the 3<sup>rd</sup> International Travelers' Philanthropy Conference in Costa Rica, July 20-23, 2011 ([www.travelersphilanthropy.org/conference](http://www.travelersphilanthropy.org/conference)) In addition, CREST is currently involved in two field projects in Costa Rica designed to strengthen travelers' philanthropy in the important tourism destinations of Monteverde and the Osa Peninsula.

The *Handbook* is available free, in downloadable format on the CREST website. It can also be purchased in CD-Rom and book format. For details go to [www.responsibletravel.org](http://www.responsibletravel.org).

*Center for Responsible Travel (CREST) is a policy-oriented research institute based in Washington, DC and at Stanford University. Since 2003, Travelers' Philanthropy has been one of its flagship programs.*



## Experts Praise the *Travelers' Philanthropy Handbook*

*"This Handbook provides a thoughtful and practical grounding to the emerging nexus of travel and philanthropy. This is a valuable tool for all stakeholders---across the public and private sectors---involved with tourism and development. The combination of definitions, concepts, models, and case studies provides a strong array of key information and insights."*

--**Hannah Messerli, Ph.D., Africa Region Private Sector Development, Tourism, World Bank**

*"By illustrating key concepts and strategies with effective case studies, this volume provides an easily-digestible roadmap for practitioners and an invaluable resource for scholars and policymakers. "*

-- **Raymond Gilpin, Ph.D., Associate Vice President, Sustainable Economies, United States Institute of Peace (USIP)**

*"The Travelers' Philanthropy Handbook captures the essence of complex concepts of engaging the power of tourism to 'do good' in the world. For those engaged as tour operators, education and research, and participate in travel, this timely and progressive document is an invaluable resource."*

-- **Kelly Bricker, Ph.D., Associate Professor, University of Utah; Chair, The International Ecotourism Society (TIES) and the Global Sustainable Tourism Council (GSTC)**

*"This publication marks the first time that so many of the 'how to's' of giving time, talent and treasure are assembled in one place. It is a must have and use Handbook for all those involved in or concerned about responsible travel."*

--**Bruce Beckham, Executive Director, Tourism Cares**

*"The case studies contained in this Handbook exemplify tourism's potential as a driving force for environmental conservation and poverty alleviation and inspire us to give something back to the people and places that we visit. I would recommend this comprehensive publication for anyone who is interested in learning more about Traveler's Philanthropy."*

--**Ronald Sanabria, Sustainable Tourism Vice-president, Rainforest Alliance**

*"This Handbook is an excellent compendium of sound practical advice and should be considered essential reading for all of us concerned about maximizing the benefits of tourism for local communities and conservation."*

--**Erika Harms, Executive Director of the Global Sustainable Tourism Council (GSTC) and Senior Advisor on Tourism at the United Nations Foundation**

## Travelers' Philanthropy Handbook was underwritten by:

**Lennox Foundation**



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