



Center for Responsible Travel

Transforming the Way the World Travels

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Gregory A. Miller Named New CREST Executive Director

The Center for Responsible Travel (CREST) is pleased to announce the appointment of Dr. Gregory A. Miller as the organization's new Executive Director, beginning August 1, 2019. He assumes leadership from CREST Co-Founder Dr. Martha Honey, who is retiring as Executive Director after 16 years.

CREST is a nonprofit research organization dedicated to increasing the positive global impact of responsible tourism. Since 2003, CREST has assisted governments, policy makers, tourism businesses, NGOs, and international agencies with finding solutions to critical issues confronting tourism, the world's largest service industry.

"I am thrilled to be leading such an innovative organization working to harness the power of responsible tourism for the benefit of nature and destination communities around the world," said Miller. "I look forward to advancing CREST's critical mission to promote sustainable travel and shaping the organization's future in this rapidly-expanding field."

Miller is a respected environmental, tourism, and outdoor recreation thought leader who believes in working globally, acting locally, and protecting our precious natural and cultural resources. He has a proven track record of impactful conservation and recreation planning, public-private partnerships, and nonprofit management.

CREST's Board of Directors welcomes Miller enthusiastically. "We are tremendously excited to have Gregory Miller on board as CREST's leader during this new chapter for the organization," said Michael Robbins, CREST Board Chair. "His impressive credentials, exemplary leadership skills, and passion for sustainability and conservation make him the ideal fit for the Executive Director position."

Miller's executive experience includes 12 years as the President of American Hiking Society and 16 years as Vice President for the Andes/Southern Cone Region at The Nature Conservancy. Most recently, he worked as a global consultant, providing expertise and leadership on projects focused on biodiversity conservation, climate change, natural resource management, corporate social responsibility, and ecotourism.

Miller is a graduate of the University of California, Santa Barbara and the University of Connecticut, where he received a Ph.D. in ecology. In addition to his executive and policy

experience, Miller worked for several years as a naturalist in South America and has held a lifelong commitment to environmental stewardship and exploring the outdoors responsibly.

CREST is indebted to Martha Honey for her unflagging dedication to CREST's mission and commitment to transforming the way the world travels. She looks forward to working full-time with Miller, the Board of Directors, and staff through October 31 and plans to continue advancing CREST's vision through her new project-based role of Director Emeritus beginning November 1.

"It has been an honor and a privilege to work with Martha Honey," said Robbins. "While we are sad to see her retire, CREST will continue to benefit immensely from Martha's expertise and insight as Director Emeritus. At the same time, we are thrilled that Gregory Miller is joining the CREST family as the new Executive Director. We look forward with anticipation and confidence to the new levels of success he will achieve, building on Martha's visionary leadership."

Honey, who co-founded CREST in 2003 with Stanford professor Dr. William Durham, has served as a groundbreaking leader committed to mainstreaming responsible travel across the tourism industry. Named one of the world's top 10 eco-travel "watchdogs" by Condé Nast Traveler, Honey's seminal books, research, and advocacy have shaped the field of responsible travel, and her passion has inspired new generations of leaders in sustainability.

"It's been my honor to lead CREST over the past 16 years," said Honey. "To have a career that's also your passion is a rare gift that I will always cherish. But I look forward to this new chapter for CREST and for me personally, and I am thrilled to welcome new leadership in Gregory that will continue CREST's vision to transform the way the world travels."

CREST looks forward to publicly introducing Miller as Executive Director at this year's [World Tourism Day Forum](#) on September 27 in Washington, DC.

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