



Center for Responsible Travel

Transforming the Way the World Travels

The Case for Responsible Travel: Trends & Statistics 2019

From the Executive Director



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Executive Director
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It is my pleasure to share with you the Center for Responsible Travel (CREST)'s latest report, *The Case for Responsible Travel: Trends & Statistics 2019*.

Our new, landmark study includes a special focus on **impact tourism**, providing cutting-edge examples of how tourism businesses, travelers, and organizations are making strategic contributions of time, talent, and treasure to social and environmental projects in destinations. Prepared in collaboration with more than 30 leading tourism organizations and institutions, *The Case for Responsible Travel: Trends & Statistics 2019* finds that when done responsibly, impact tourism is a vital tool for fostering community development and promoting conservation.

Trends & Statistics 2019 shares eye-opening impact tourism statistics and tourist survey results. Among them is a profound finding from a recent *Science Advances* study that underscores the important role tourism can play in protecting our world's special places and supporting local communities:

"Households located within 10 km of a protected area with documented tourist visits had 17% higher wealth levels and 16% lower likelihood of poverty than similar households living far from protected areas, demonstrating how protected areas and nature-based tourism can positively affect human well-being in developing countries."

This timely report also highlights the growing consumer demand for sustainable travel experiences and analyzes the role tourism businesses and destinations play in mainstreaming responsible tourism. While consumer demand for responsible tourism continues to grow, businesses and destinations have a central responsibility to raise awareness and educate travelers about sustainability.

With the growing threats of climate change, overtourism, overdevelopment, and poor development, there is no more time to waste. We, as an industry, must come together and act as we never have before to develop solutions for our planet and its people. I invite you to read the latest edition of CREST's *Trends & Statistics* report to discover concrete examples of how destinations, companies, and travelers are working to be part of the solution in these challenging times.

View the full report at responsibletravel.org