



Center for Responsible Travel

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## PRESS RELEASE

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**FOR IMMEDIATE RELEASE**

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**Just in time for Earth Day...  
New Film Portrays the Greener Side to Caribbean Tourism**

### **CREST Releases *Caribbean 'Green' Travel: Your Choices Make a Difference***

Washington, DC (August 15, 2016) – The Center for Responsible Travel (CREST) is releasing today its new video documentary depicting a wide range of socially and environmentally sensitive tourism businesses in the Caribbean. Produced in English and Spanish, *Caribbean 'Green' Travel: Your Choices Make a Difference* showcases responsible tourism businesses on four island states: Aruba, Dominican Republic, Grenada, and Jamaica.

***Caribbean 'Green' Travel* will have its premier public showing April 28 at the World Bank in Washington, DC. In May, it will be shown at conferences in Cuba and Grenada. CREST is distributing it to tourism associations, conferences and businesses and to academic programs.**

The Caribbean, the most tourism dependent region in the world, is typified by large-scale cruise ship and all-inclusive beach resort tourism. But this industrial-scale mass tourism often brings few benefits to the islands and its people. And these islands are also highly vulnerable to climate change, including sea level rise and increasingly fierce and erratic storms.

“We want to show that another kind of tourism is possible – in fact already exists -- in the Caribbean,” says CREST Executive Director, Dr. Martha Honey. “The film is intended to encourage tourism businesses and travelers to opt for these more sustainable alternatives.”

The 45-minute film portrays innovative, ‘green’ alternatives that protect and sustain the environment, help mitigate and adapt to climate change, and respect and benefit local communities. Its ‘good news’ stories portray exemplary business practices, including hiring locally and paying fair wages; preserving forest cover and mangroves; using solar and wind power, energy saving air conditioners, low-flow facets, and other low consumption devices; reducing and recycling water and waste; planting with native flowers, shrubs, and grasses; restoring coral reefs; buying local food and fish and featuring local cuisine; and supporting local schools and other community projects. The film demonstrates that tourism businesses and travelers can make a difference by choosing to embrace eco-friendly, socially responsible travel options.

The film was shot by award-winning Jamaican filmmaker Esther Figueroa and edited and co-produced by Richard Krantz, an award winning journalist with four decades of experience in video production and TV reporting. The film is produced, co-directed, and distributed by the Center for Responsible Travel (CREST).

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## What Experts Say...

*Caribbean 'Green' Travel* demystifies "ecotourism," showing that smart, practical business skills are as essential as a keen understanding of how to protect the local environment, culture and people. And, surprise, ecotourism is profitable! This is a must-see for anyone in the development world and the tourism industry.

--Elizabeth Becker, author of *OVERBOOKED: The Exploding Business of Travel and Tourism*

*Caribbean 'Green' Travel* is more than green and more than travel. Rather than the cookie-cutter resort experience so commonly sold to tourists, here are blueprints for providing Caribbean vacations that are equally affordable, but richer in experiences, gentler on the environment, and more supportive of local people and cultures. For practitioners, these are models to inspire; for travelers, a behind-the-scenes look at the types of businesses that deserve their support.

--Jonathan Tourtellot, National Geographic Fellow Emeritus

*Caribbean 'Green' Travel* presents wide ranging examples of sustainable tourism and hotel management for the 21st century. It depicts responsible practices from producing renewable energy on a national scale to purchasing local ingredients from small scale farmers. Highly educational and information rich for practitioners, planners, and academics alike. Not only relevant to the Caribbean, but for anyone involved in travel and tourism. The best I've seen in a long time!

--Todd Comen, Ph.D, Professor, Business & Hospitality Management, Johnson State College, Vermont, USA

[VIEW THE TRAILER](#)

### TO ORDER:

Copies of this DVD can be purchased for \$15 + shipping by [emailing CREST](#). To download a copy of the film in English or with Spanish subtitles, [visit the CREST website](#).