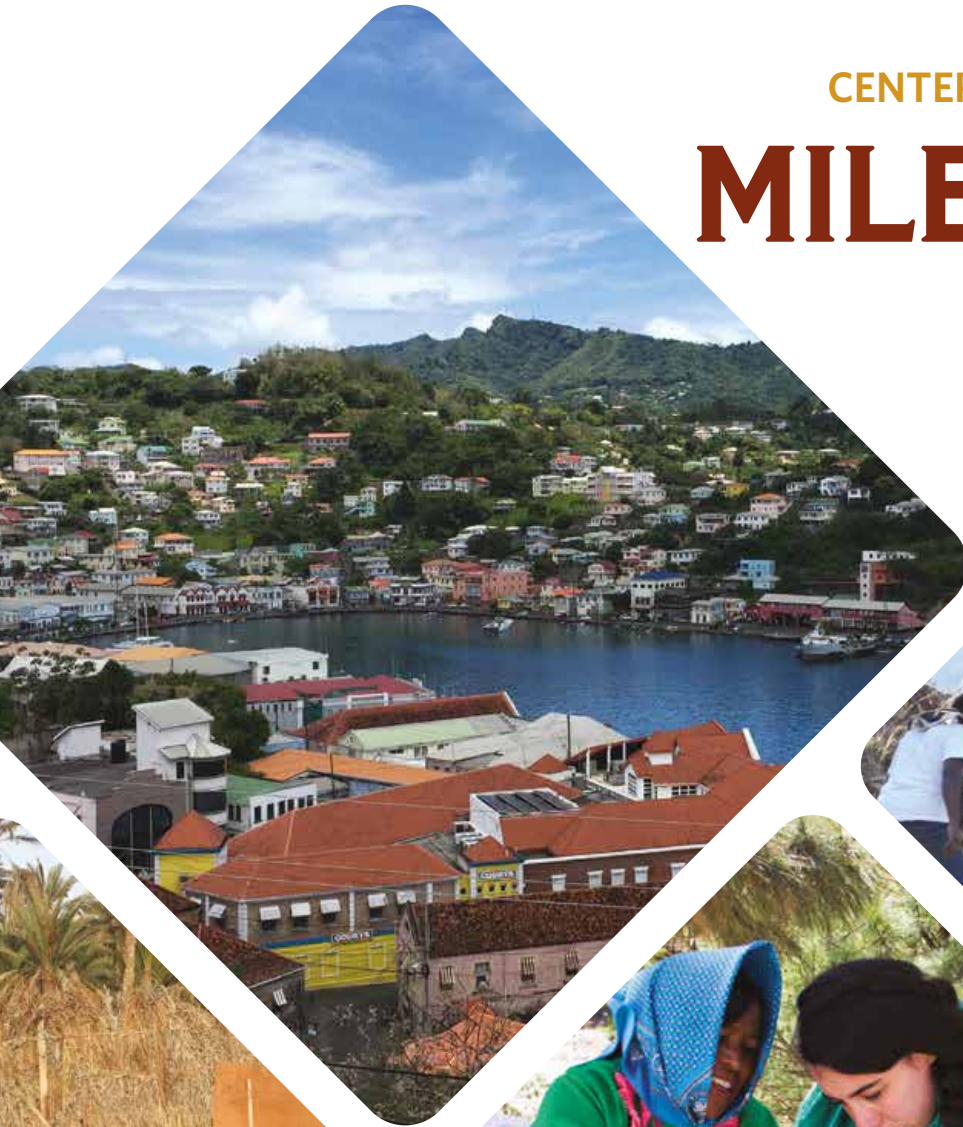


CENTER FOR RESPONSIBLE TRAVEL

MILESTONES

2003 – 2018



of Transforming the Way
the World Travels



THE CREST VISION: "Transforming the Way the World Travels"

The Center for Responsible Travel (CREST) is a unique policy-oriented research organization dedicated to increasing the positive global impact of responsible tourism. CREST assists governments, policy makers, tourism businesses, nonprofit organizations, and international agencies with finding solutions to critical issues confronting tourism, the world's largest service industry. CREST provides interdisciplinary analysis and innovative solutions through research, field projects, publications, consultancies, conferences, courses, and documentary films. Recognizing tourism's potential as a tool for poverty alleviation and biodiversity conservation, CREST's mission is "to promote responsible tourism policies and practices so that local communities may thrive and steward their cultural resources and biodiversity."

HOW THE CENTER FOR RESPONSIBLE TRAVEL (CREST) BEGAN

2018 marks CREST's 15-year anniversary. Originally known as the Center for Ecotourism and Sustainable Development (CESD), CREST was co-founded in 2003 by Dr. William (Bill) Durham and Dr. Martha Honey as a bi-coastal institute, with offices at Stanford University and in Washington, DC. Durham was then a highly respected professor of anthropology at Stanford and MacArthur "genius" fellow. Honey, a former journalist, is an author and internationally recognized authority on responsible travel who was named one of the world's top-10 eco-travel "watchdogs" by Condé Nast Traveler. They first conceived of CESD during the United Nations' International Year of Ecotourism in 2002, when Stanford hosted a conference for ecotourism thought leaders and professionals working in Latin America.

After a few years of growth, CESD changed its name to the Center for Responsible Travel and became an independent, nonprofit organization registered as a 501(c)(3), with its own board of directors. In 2015, Durham retired as CREST co-director and Honey became executive director. Its headquarters is located in Washington, DC, but CREST works with a network of Academic Affiliates, or professorial collaborators, at a range of U.S. and international universities.

THE NEED FOR RESPONSIBLE TRAVEL

International travel is the world's largest service industry and one of its biggest employers, providing one in every 10 jobs globally, according to the UN World Tourism Organization (UNWTO). This means it's a potential lifeline for some of the world's poorest communities. The number of people traveling overseas has jumped exponentially: 53-fold since 1950. In 2012, for the first time in history, international tourist arrivals topped 1 billion, and that figure is expected to reach 1.8 billion by 2030.

But, today, many destinations are negatively impacted by irresponsible tourism – tourism that fails to stimulate local economies or preserve a destination's culture and/or environment. One reason is that the tourism industry, despite its size and importance, has suffered from a lack of thoughtful scrutiny and attention – both in public debate and in cutting-edge research and analysis. As Michael Caruso, editor-in-chief of Smithsonian, wrote in the magazine's 2013 travel issue: "Tourism has become one of the most powerful, most influential and least-examined forces in the world."

There is hope, however. In the last quarter of the 20th century, the concept of responsible travel emerged, and its proponents challenged the ways in which conventional tourism operates and created the principals and tools to make tourism a force for good. What today is known by a number of names—most commonly, "sustainable tourism"—demonstrates that, if developed responsibly, tourism can help reduce poverty, foster cultural understanding, educate travelers, and provide economic opportunities to local communities and indigenous peoples.

The Center for Responsible Travel (CREST) was founded to help move these efforts forward by providing cutting-edge analyses of the tourism industry and offering innovative, sustainable solutions. As an interdisciplinary institute, CREST stands alone, having built an international network of highly-trained experts who've delved into numerous topics and projects, including: tourism best practices, indigenous rights, environmental certification, cruise tourism, impact tourism (previously called travelers' philanthropy), sustainable-destination management, tools for financing projects, and cost-benefit analyses of different types of tourism.

CREST's products include books, documentary films, and studies used by governments and international organizations to increase destinations' sustainability. CREST also engages



in field work outside of the United States, by helping local communities develop tour operations that create jobs and spotlight regional resources and sites.

WHERE WE'RE GOING

In recent years, CREST has deepened its focus on climate change and the Caribbean, as well as on coastal, island, and marine tourism, which are the fastest-growing sectors of the tourism industry. CREST believes that the two most critical challenges to responsible tourism today are climate change and overtourism, topics on which CREST provides thought leadership through its annual World Tourism Day Forums, publications, and media outreach.

Responsible travel is no longer the goal of ecotourism alone; it must be embraced by the entire travel industry. In this era of climate change, responsible travel is not an option, it is an imperative. Given these realities, CREST remains committed to its original vision to *transform the way the world travels*.

The following is CREST's report on major projects and publications over the last 15 years.

A person is climbing a tall palm tree, reaching for a large bunch of yellow coconuts. The person is wearing a striped shirt and dark pants. The background shows more palm trees and a clear sky.

CREST MILESTONES 2018

CREST's single largest project in 2018 was in **Oman's South Al Sharqiyah Governorate**, a region rich in history, culture, and scenic beauty. CREST, in partnership with three other firms, worked throughout the year on developing the Oman Ministry of Tourism's sustainable tourism master plan for South Al Sharqiyah. Oman is rapidly becoming an international tourism destination, and this CREST project will provide a comprehensive blueprint for developing sustainable tourism in one of the most naturally diverse regions of the country. The four-stage project, designed to attract travelers interested in nature, adventure, culture, ecotourism, and wellness, will be completed in 2019.

CREST's **Experiencias Turísticas Raramuri project in Chihuahua, Mexico** successfully completed its first year of operation in 2018. With tourism expanding in the Copper Canyon region of Chihuahua, this project with two indigenous communities is providing a unique addition to the typical adventure tourism at Barrancas del Cobre Adventure Park. Hundreds of tourists took part in Experiencias Raramuri's community-led cooking, crafting, and hiking experiences during its first year. The project has also attracted media, won several awards, and been chosen by the Chihuahua State Tourism Department as an outstanding example of responsible cultural tourism.

In collaboration with the World Wildlife Fund and other partners, CREST completed a **Global Sustainable Tourism Council (GSTC) Destination Assessment of the island of Cozumel**, Mexico's leading cruise destination, in June. The objective was to identify risk areas, key initiatives, and projects to improve sustainable tourism management practices. As part of this project, CREST held a workshop in Cozumel to present the key findings of the GSTC Destination Assessment and engage Cozumel stakeholders in prioritizing and developing action plans to implement the GSTC recommendations.



In April, the Spanish edition of CREST's study on **lessons learned from 50 years of cruise tourism** in the Caribbean was published and released in Havana, Cuba. The study, *Por el Mar de las Antillas: 50 años de turismo de cruceros en el Caribe*, outlines how Cuba's burgeoning cruise tourism industry can be developed more sustainably. An English version will be published by Routledge Press in 2019.

CREST embarked on a project with the World Wildlife Fund in April to better understand the current state of **food waste in the Caribbean tourism industry**. The project's landscape report outlines opportunities to connect the hotel sectors on seven Caribbean islands with food insecure populations, resulting in a reduction of waste and an increase in community support.

Between March and August, CREST conducted two studies designed to identify obstacles and potential for strengthening **sustainable tourism in Alaska**. These studies, conducted for the Edgerton Foundation, covered responsible tourism opportunities in Southeast Alaska as well as infrastructure and access to federal and state public lands.

CREST engaged in critically-needed **policy advocacy on U.S. travel to Cuba** throughout 2018. In August, a CREST-led coalition of tour operators, educational institutions, and NGOs successfully advocated for the U.S. State Department to change its Cuba travel advisory rating from "Level 3: Reconsider Travel" to "Level 2: Exercise Increased Caution" – the same category as most of Europe. This change marked an important step forward for educational travel to Cuba, which had been deeply hurt by the Department's level 3 classification.

Following the success of CREST's inaugural World Tourism Day Forum in 2017, CREST and The George Washington University's International Institute of Tourism Studies partnered to co-host a **2018 World Tourism Day Forum** focused on finding solutions to the global problem of overtourism. This day-long event, which took place on September 27 in Washington, DC, brought together over 200 participants from the tourism sector, the media, NGOs, academic institutions, and government organizations. The forum featured panel discussions on overtourism in historic cities, national parks and protected areas, World Heritage Sites, coastal and beach communities, and national and regional destinations.





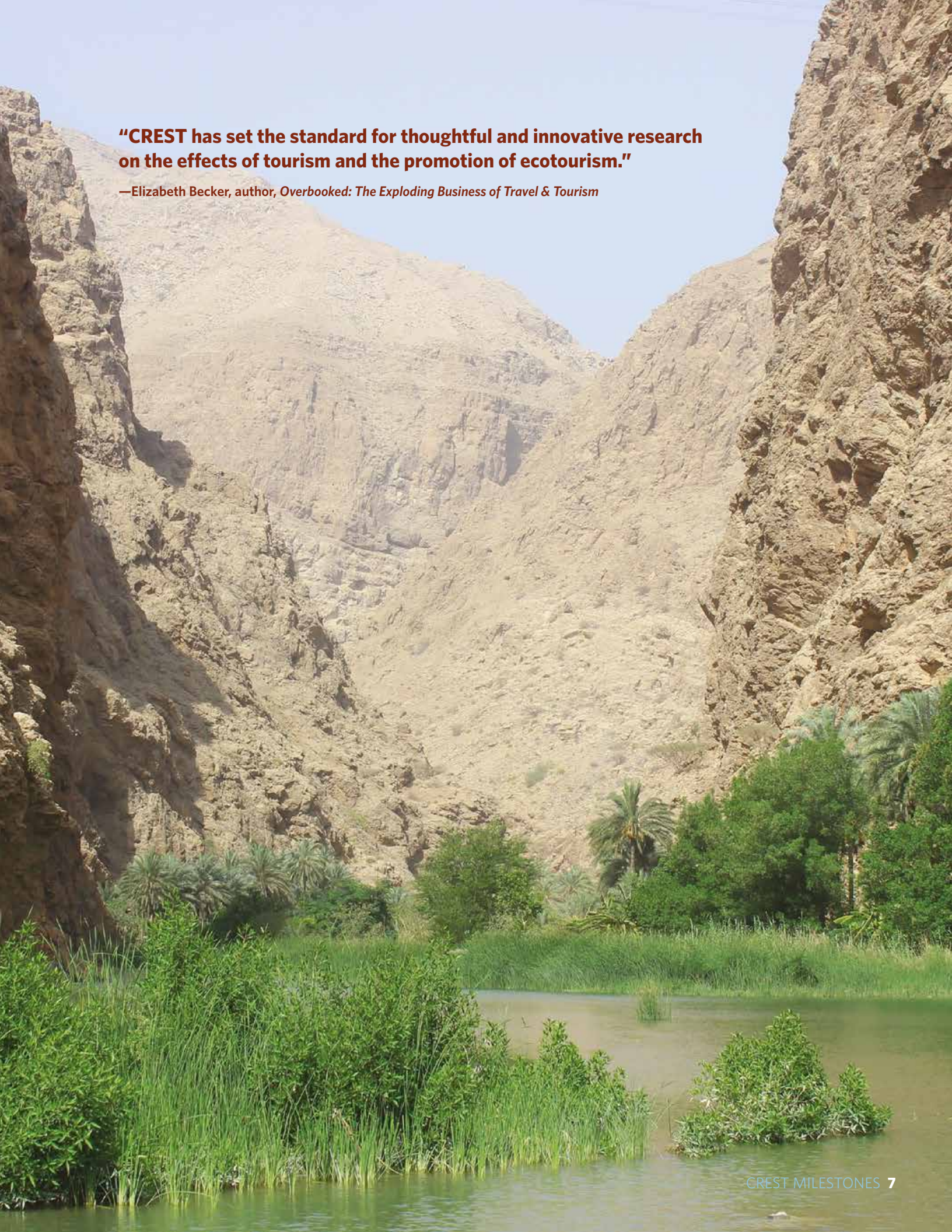
Outcomes of this highly successful event included a new CREST definition of “**overtourism**,” the release of the 2018 edition of the annual CREST study *The Case for Responsible Travel: Trends & Statistics*, and a book on overtourism solutions, to be organized and edited by CREST for release in 2019. The forum received fantastic feedback from attendees, and its findings garnered high-level media coverage. CREST plans to host its third-annual World Tourism Day forum in 2019, focusing on the topic of “Impact Tourism: Giving Time, Talent, & Treasure.”

As part of CREST’s ongoing project to strengthen small-scale and household-based tourism in Cuba, CREST organized and hosted a **South-South Ecotourism Study Tour** to Costa Rica for a group of Cuban professors and provincial officials in November. The itinerary was designed to resonate with issues Cuba is facing in developing its tourism sector to be both economically successful and environmentally and socially responsible. The Cuban academics also shared their research projects with their Costa Rican colleagues during the tour, ensuring a two-way dialogue and learning exchange.

The latest edition of CREST’s annual study, ***The Case for Responsible Travel: Trends & Statistics***, was released following the 2018 World Tourism Day Forum in collaboration with 30 leading organizations and academic institutions. The 2018 report includes a special analysis of overtourism, concluding that the principles of responsible travel and visitor education provide a vital framework for effectively addressing this complex issue.

In October, CREST completed a direct economic impact assessment of the annual **St. Kitts Music Festival**, a project for the St. Kitts Ministry of Tourism. The objective of the St. Kitts Music Festival is to bring outside spending into the economy during the tourism low-season and be a source of local pride. After conducting attendee surveys and interviewing local stakeholders, the CREST team developed its assessment, which provides insights into the economic benefits and sustainability of the festival to assist in future planning.





"CREST has set the standard for thoughtful and innovative research on the effects of tourism and the promotion of ecotourism."

—Elizabeth Becker, author, *Overbooked: The Exploding Business of Travel & Tourism*



Throughout the year, CREST co-published **four books on coastal and marine tourism in the Caribbean**, offering a wide range of content provided by more than 60 expert contributors. The books look closely at the effects specific types of tourism-related activities—everything from golf to sport fishing to cruise ships—have on destinations and their environments in the context of climate change and, through case studies, offer solutions to some of the biggest challenges. Co-published by Business Expert Press, the books are divided into two general subject areas: *Coastal Tourism, Sustainability, and Climate Change in the Caribbean, Vols. 1-2*; and *Marine Tourism, Climate Change, and Resilience in the Caribbean, Vols. 1-2*.

2017 was a big year for CREST's **ongoing work in Cuba**, where, in 2014, the doors permitting U.S. citizens to travel to Cuba were reopened after a normalization of relations established by then presidents Raul Castro and Barack Obama. The summaries below cover aspects of that work.

The year certainly got off on the right foot. In January, CREST led its **third Charter Club Trip** to the island in partnership with the tour provider Cuba Educational Travel (CET). Fifteen travelers participated in the small-group experiential learning trip, visiting Havana, Trinidad, Cienfuegos, and Zapata Swamp.

Then, in February, CREST was invited by university officials in Cuba's Pinar del Rio province to **assist in organizing a workshop on sustainable tourism** by identifying a roster of international experts to speak, providing support for Cuban speakers, assisting with organizing the event, and covering

the costs of other components. With backing from the Ford and Christopher Reynolds Foundations, CREST completed all of these tasks successfully and even arranged for CET to organize a pre-conference educational tour of Viñales and a closing visit to La Moka Ecolodge and the adjacent community of Las Terrazas, Cuba's oldest and most successful ecotourism experiment.

The event, the **2nd International Congress on Marketing, Local Development and Tourism (MARDELTUR)**, took place in mid-June, and the timing turned out to be auspicious for a few reasons. Given the UN's declaration of 2017 as the International Year of Sustainable Tourism for Development, CREST arranged to have MARDELTUR 2017 listed as an officially recognized event of the International Year. In addition, CREST was invited to collaborate with two universities to



create a new research project on sustainable tourism in Pinar del Rio and Holguín provinces. As Carlos Cesar, president of the MARDELTUR 2017 organizing committee, noted during the event, **sustainable tourism is now a priority for Cuba.** “Cuba,” Dr. Cesar said, “has the potential to develop a tourism based on its rich natural and cultural resources, and to promote an authentic and distinctive form of tourism.” In other words, he added, Cuba can “cultivate high-value and not just high-volume tourism.”

In July, CREST presented key findings from its year-plus study **Cruise Tourism: Lessons Learned from Other Destinations**, at a workshop in Havana hosted by *Temas*, Cuba’s leading magazine on cultural and social issues. The study’s four key authors, including CREST’s executive director, Martha Honey, gave presentations on the economic, social, and environmental impacts of cruise tourism and concluded with a set of recommendations to be considered by Cuban policy makers. The workshop was extremely well-received, with Rafael Hernandez, *Temas*’ editor, calling it a “a game-changer.” *Temas* plans to publish the study as an e-book in Spanish, and CREST is working with a U.S. publisher to produce an edition in English tailored to a broader audience. The study has been supported with grants from the Ford and Christopher Reynolds Foundations.

CREST’s Cuba work has also increasingly involved **advocacy efforts in the United States**—prompted by recent U.S. policy reversals. On June 16, President Trump announced new policy directives that immediately banned individual people-to-people excursions for U.S. citizens and set in motion a string of changes further restricting travel to Cuba while fomenting both fear and misunderstanding.

In September, the United States withdrew 60 percent of staff from the U.S. Embassy in Havana due to unidentified health incidents reportedly affecting 24 Embassy employees and family members and ordered Cuban diplomats to leave their Embassy in Washington. The drawdown of the U.S. Embassy immediately prompted a **U.S. State Department Travel Warning**, throwing travel to Cuba into turmoil as U.S. citizens wondered whether it was both safe and legal to go there.

In response, **CREST spearheaded the formation of a coalition of U.S. tour providers and NGOs involved in travel to Cuba.** The coalition kicked off its “Stay the Course” public awareness campaign with a press conference aboard the 130-foot schooner *Harvey Gamage*, which had docked in Washington, D.C., and was due to take gap-year students





for an educational voyage to Cuba. CREST later put together a Cuba travel advocacy webpage and, in collaboration with coalition partners, created an advocacy toolkit for those who want to help promote travel to Cuba, which is still safe and legal under restrictions set forth by the Trump administration in early November.

The **core of the coalition's argument** is that, while 24 U.S. Embassy employees did indeed suffer health problems—whose cause remains unknown—there were no reports confirming that similar health symptoms afflicted the 4.7 million foreign visitors, including 620,000 Americans, who traveled to Cuba in 2017. The coalition's end goal is to convince the U.S. Congress and, eventually, the Trump administration to rescind the latest restrictions, including the new travel advisories, so that the United States and Cuba can return to a normalization of relations.

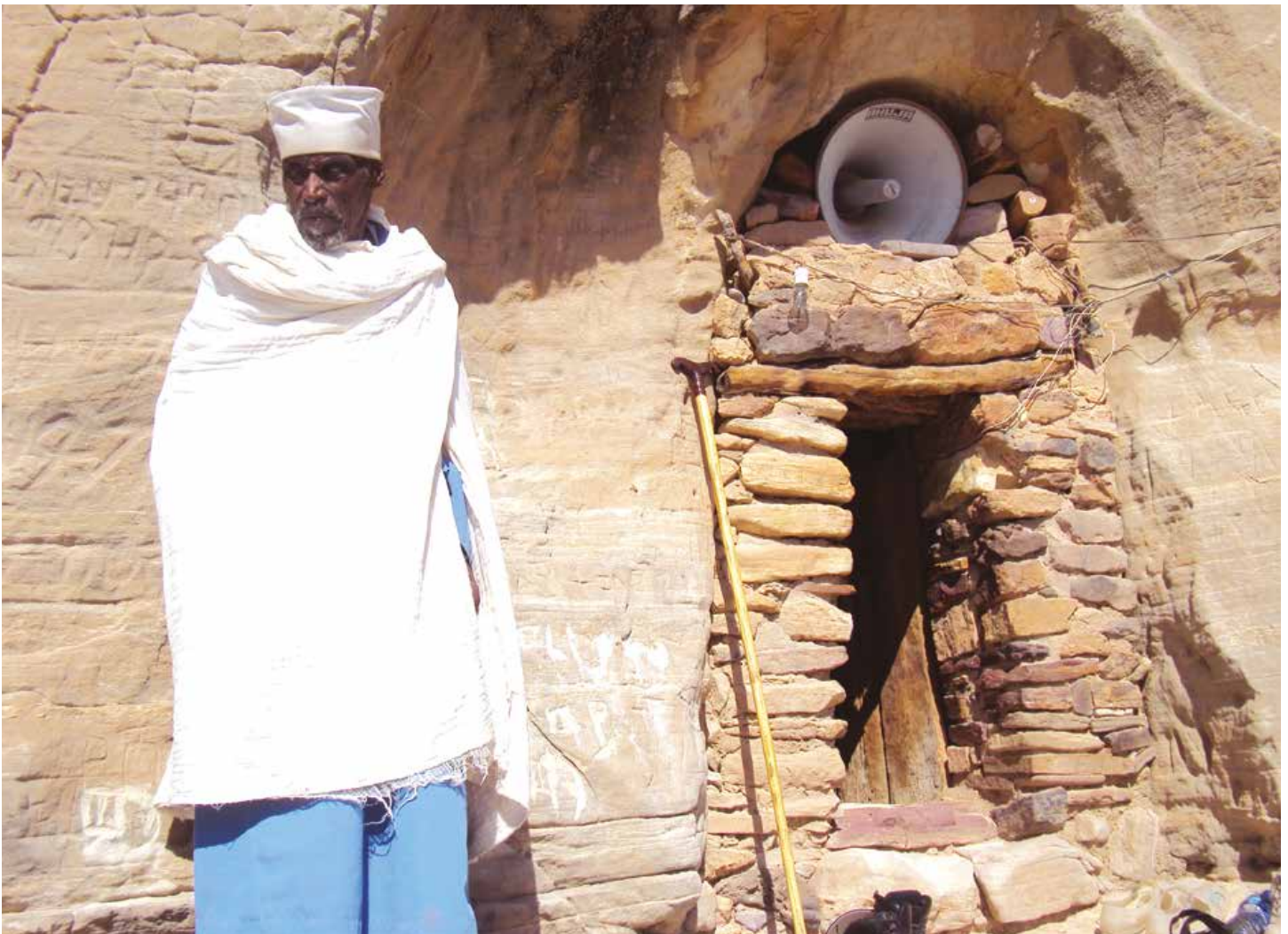
On September 27, World Tourism Day, CREST and UN Environment-North America Office co-hosted an extremely successful full-day **forum recognizing the UN's International Year of Sustainable Tourism for Development** in Washington, D.C. More than 140 invited guests gathered to hear presentations from travel-industry experts from all over the Americas, with topics covering the International Year's five "pillars": social inclusiveness, employment, and poverty reduction; inclusive and sustainable economic growth; resource efficiency, environmental protection, and climate change; cultural values, diversity, and heritage; and mutual understanding, peace, and security. Aside from creating a website that provides summations of the presentations, CREST also shared a "Directory of Sustainable Tourism Initiatives & Resources" with its guests, as well as a special edition of CREST's annual publication, *The Case for Responsible Travel: Trends & Statistics*, which focuses in 2017 on the UN's five pillars and features a record 25 partnering tourism organizations and institutions. CREST plans to co-host a forum on World Tourism Day in 2018, the theme this time being "overtourism."

CREST is the lead in organizing the SIFT, or **Sustainable Investment and Finance in Tourism**, network, with the goal to create a "one-stop shop" network of public and private institutions interested in investing in sustainable tourism. There's also a plan to create a special fund with the capacity to invest in energy and water efficiency upgrades for accommodations. CREST, with help from experts in finance and renewable energy, is currently developing a business plan for the SIFT enterprise and systematically exploring financial

and operational partners as well as potential clients, with a primary focus on the hotel sector in the Caribbean.

Throughout 2017, CREST's ongoing effort to facilitate sustainable tourism in **Chihuahua, Mexico**, resulted in the launch of the indigenous tourism business **Experiencias Turísticas Rarámuri**. In late October, CREST and its partner organization, Mano del Mono, traveled to the region to prepare and host a familiarization, or FAM, trip of Rarámuri community-based tourism offerings for local tour guides and operators. More than 20 operators and guides from Creel, Chihuahua, participated and said they're interested in selling the experiences offered, as they are unique and of great interest to visitors. Following the FAM trip's success, Experiencias Turísticas Rarámuri officially opened to the public in December. It offers four authentic activities, all operated by local residents: cooking, crafting, hiking trails in breathtaking Copper Canyon; and indigenous games-playing.

Also in December, CREST completed **a year-long project in Tigray province, Ethiopia**. Commissioned by the Tigray Culture and Tourism Bureau, two CREST experts undertook an analysis of the ancient rock-hewn churches and their wall paintings in the Wukro-Gheralta region. This marks the first steps in the process to include the churches on UNESCO's World Heritage List. The project is also part of a multi-year effort to improve and increase international tourism in the region, where the Ethiopian Orthodox churches were built between the 4th and 15th centuries. The CREST consultants produced detailed reports based on their field work analyzing 17 churches, including the state of the buildings and their wall paintings and the conservation steps necessary for their ongoing protection. While the Wukro-Gheralta churches are among the least-known of Ethiopia's major monuments, tourism has been increasing and is expected to grow considerably with World Heritage status. As part of an earlier consultancy, CREST developed the first detailed English-language tourism map for the Wurko-Gheralta churches and other attractions in the region.





2016

2016 marked the 2nd year of CREST's ongoing project **Protecting Bio-Cultural Diversity through Community-Based Tourism in the Sierra Tarahumara**, which assists local communities in developing indigenous and experiential tourism in Chihuahua, Mexico. Throughout the year, CREST project leader Ximena Alvis conducted workshops for the communities of Bacajipare and Huitosachi, with local NGO partners CONTEC and Mano del Mono. Workshops focused on creating "tourism experiences" for visitors to showcase Tarahumara cooking, handicrafts, eco-trails, ball games, and culture (including in the local museum). Ximena's efforts focused particularly on training a group of women in how to run a community-based kitchen in Huitosachi. This project, funded by the Christensen Fund, with support from the state tourism office, began in early 2015 and is expected to continue through 2018. Starting in 2017, familiarization trips will test the various tourism experiences.

CREST hosted two **Charter Club Trips** to Cuba in 2016, one in January and a second in May. Both trips accommodated small groups of responsible travelers interested in the unique natural and cultural tourism offerings of the island through people-to-people exchanges. CREST's Charter Club trips, organized with tour operator Cuba Educational Travel (CET), offer participants authentic, educational experiences spanning multiple cities and a wide range of attractions.

The latest edition of CREST's annual study, ***The Case for Responsible Travel: Trends and Statistics 2016***, was released in April, in collaboration with 16 leading international organizations and academic affiliates. In addition to the standard format, the newest release features six niche tourism markets, exploring sustainability in each emerging segment. The report reveals that demand for responsible tourism continues to outpace growth of the tourism industry as a whole, and each niche market serves to strengthen and diversify the breadth of responsible travel.

CREST officially launched its newest film, ***Caribbean 'Green' Travel: Your Choices Make a Difference***, premiering at the World Bank in Washington, D.C., in late April. The 45-minute film offers vignettes of socially and environmentally responsible tourism businesses on four islands: Aruba, Dominican Republic, Grenada, and Jamaica. The film was then showcased at a Sustainable Tourism Conference in Havana, Cuba, and as a part of Grenada's Blue Week Investment Forum in May. The film has been primarily marketed to academics and tourism businesses and associations, accompanied by a detailed Study Guide to assist teachers using the film. The **Study Guide**, in English and Spanish, is free. The English and Spanish versions of ***Caribbean 'Green' Travel*** can be downloaded for a small fee through CREST's website.

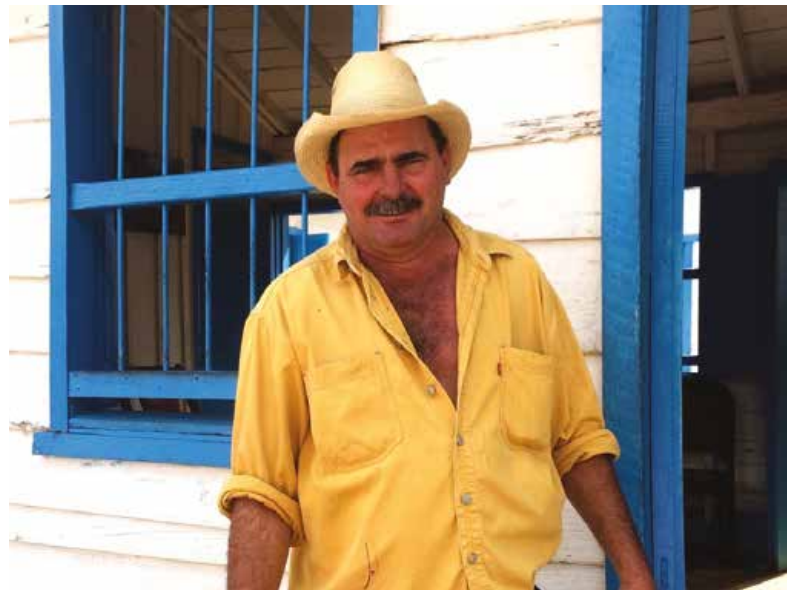
In September, CREST, together with the Global Sustainable Tourism Council (GSTC), completed a ***Destination-Wide Assessment of Five Municipalities in the Southern Part of the Sinaloa State, Mexico***. For the past six years, CREST has been involved in this project, which was designed to create a sustainable and competitive tourism corridor in Southern Sinaloa. The findings were presented in Sinaloa in late September, along with next steps including creating an Action Plan, establishing a Destination Management Organization for Southern Sinaloa, and developing a Strategic Plan for tourism development in the region.

CREST's work towards **Sustainable Tourism in Cuba** developed steadily in 2016, with support from the Ford and Reynolds foundations. CREST and a team of researchers are conducting an in-depth study of cruise tourism and "lessons learned" from other Caribbean destinations regarding the environmental, social, and economic impacts of cruise tourism. The first presentation of the work, during a forum at the Ludwig Institute in Havana in October, was attended by 80 invited academics, architects, government officials, tourism specialists, and others. CREST also became a supporting institution of the recently established **Research Initiative for the Sustainable Development of Cuba (RISDoC)**, and has joined the RESPECT initiative for Responsible and Ethical Cuba Travel.

In lieu of a conference in 2016, CREST continued editorial work on four volumes it is co-publishing with Business Expert Press: ***Coastal Tourism, Sustainability, and Climate Change in the Caribbean (Vols. 1 & 2)*** and ***Marine Tourism, Climate Change, and Resilience in the Caribbean (Vols. 1 & 2)***. The volumes contain a wide range of rich content by some three dozen expert contributors, with planned release in 2017.



In 2016, CREST launched three internal programs of note. In February, the **Platinum Sponsors** program began with six exemplary inductees: Soneva Resorts, Residences, and Spas; Micato Safaris; Island Outpost; Hotel El Ganzo; Basecamp Explorer; and Bucuti & Tara Beach Resort. These companies are recognized leaders in sustainability and community involvement in the travel industry and have committed to supporting CREST through fundraising travel auctions for the next five years. In March, CREST released a new, **user-friendly website** to better serve our audiences, based on feedback from a wide range of stakeholders. And, in September, the **Academic Affiliates** program officially launched with 20 inaugural members from all over the world, who are professors studying topics related to responsible travel. CREST plans to partner with these Affiliates on conferences, publications, research, study tours, and internships.





2015

The latest edition of CREST's popular annual study, ***The Case for Responsible Travel: Trends and Statistics 2015***, was released in April, with the endorsement of 11 leading tourism organizations including the UNEP and Global Sustainable Tourism Council (GSTC). The publication, based on surveys, polls, and studies over the last five years, found continuing interest in responsible tourism among travelers, tourism companies, and destinations, with, according to TripAdvisor, 91% of businesses stating that operating in an eco-friendly manner is important.

CREST completed a second round of trainings on **Linkages between Climate Change and Tourism in Grenada** in May. This training attracted 30 participants with the goal of training locals on the relationship between climate change and tourism. This project grew out of CREST's 3rd Symposium for Innovators in Coastal Tourism, held in Grenada in 2014, and was financed by GIZ.

CREST worked with the Grenada Hotel & Tourism Association (GHTA) to develop a **Destination-Wide Travelers' Philanthropy Program for Grenada**, to strengthen and diversify the GHTA's tourism marketing tools and strategies. As part of the project, CREST facilitated a learning exchange for five tourism officials from Grenada to visit Monteverde, Costa Rica to see and learn firsthand from their successful travelers' philanthropy fund, known as the Monteverde Community Fund.

In June, CREST released a study, ***Market Analysis of Bird-Based Tourism: A Focus on the U.S. Market to Latin American and the Caribbean***, which analyzes bird-based tourism market statistics and presents the economic value of bird tourism in four countries: Belize, Guatemala, The Bahamas, and Paraguay. This study, together with a series of fact sheets, was commissioned by the National Audubon Society and financed by the Multilateral Investment Fund (MIF), a member of the Inter-American Development Bank (IDB).

In July, CREST and its partner, Puntacana Ecological Foundation, hosted the first **Innovators Think Tank on Climate Change and Coastal & Marine Tourism** in Puntacana, Dominican Republic. The invitation-only gathering brought together 33 experts, including leaders in sustainable tourism and/or climate change analysts from the Caribbean and North America. The symposium focused on a single critical theme of how coastal and marine tourism must be planned, built, and operated in the era of climate change.

In September, CREST signed a contract with Business Express Press to publish two edited volumes: ***Coastal Tourism, Sustainability, and Climate Change in the Caribbean*** and ***Marine Tourism, Climate Change, and Resilience in the Caribbean***. These volumes build on the Puntacana Think Tank proceedings and include essays and case studies by dozens of experts. The twin volumes will be published in 2017.



In September, CREST and the Mexican NGO Mano del Mono, together with partners in Chihuahua state, held successful workshops with indigenous communities as part of its two-year project, **Protecting Bio-Cultural Diversity through Community-Based Tourism in the Sierra Tarahumara**. The project, funded by the Christensen Foundation, is designed to develop tourism circuits to showcase certain cultural and natural attractions of several Raramuri communities living in or on the rim of Copper Canyon.

In late September, CREST and its Mexican partner, Sustenta, concluded their **Strategic Plan for Ecotourism in Guerrero, Mexico**, which was financed by the state government. The project, involving teams of experts from CREST and Sustenta, delivered two products: A Strategic Ecotourism Plan for Guerrero and an inspiring photo book depicting Guerrero's many cultural and natural attractions.

CREST officially launched the next phase of its **Sinaloa Sur Initiative for Competitive and Sustainable Tourism**, which is carrying out an assessment of five southern municipalities in the state. This destination-wide assessment is based on the UNWTO-backed GSTC (Global Sustainable Tourism Council) indicators and methodology as part of the process to establish the tools for building sustainable and competitive tourism in southern Sinaloa. CREST is working with the state business council, CODESIN, and the leading environmental organization, Conselva.

After a period of insightful field work, CREST produced a high quality English language route guide and map for the spectacular Wukro-Gheralta Rock Hewn Churches and other cultural attractions in Tigray province, Ethiopia. This consultancy was part of the European Development Fund's project **Preserving and Promoting Tigray's Cultural Heritage for Development**, which aims to promote Tigray's rich cultural heritage to the international market, in order to help increase jobs and local livelihoods.

For much of the year, CREST was involved in producing its latest documentary film, **Caribbean 'Green' Travel: Your Choices Make a Difference**. This 45-minute film depicts examples of socially and environmentally responsible tourism companies in four countries: Grenada, Jamaica, Aruba, and the Dominican Republic. Shot by Jamaican filmmaker Esther Figueroa and edited by videographer Richard Krantz, the semi-final version of the film was completed in December, with plans to release the finished documentary in 2016.



2014

CREST released a nine-month study, ***Economic Impact of Bear Viewing and Bear Hunting in the Great Bear Rainforest of British Columbia*** which finds that bear viewing tourism generates 12 times more in visitor spending than trophy bear hunting. First Nations peoples living in the Canada's magnificent Great Bear Rainforest have called for a ban on bear hunting, while the British Columbia government continues to issue hunting licenses. An article based on the study is being published in the scholarly academic publication, ***Journal of Ecotourism***.

CREST published the 2nd annual edition of its popular factsheet, ***Responsible Travel Industry: Trends and Statistics 2014*** which reviews a wide range of surveys and studies done in the past 5 years. Released in March, "Trends and Statistics" was endorsed by the United Nations World Tourism Organization, Global Sustainable Tourism Council, and eight other leading tourism organizations.

In July, CREST hosted the **3rd Symposium for Innovators in Coastal Tourism** in St. George's, Grenada, together with the Caribbean Tourism Organization (CTO), the Grenada government, and private sector tourism association. Some 150 delegates attended the content-rich event whose program, organized by CREST, included some 50 speakers, 14 workshops, and 4 plenary sessions. Inspired by the Symposium, Grenada's government and tourism leaders have stepped up their goal of becoming a top leader of responsible tourism in the Caribbean, under the banner of Pure Grenada.

In August, CREST concluded phase 2 of the **Sinaloa Sur Initiative for Competitive and Sustainable Tourism** designed to preserve critical wetlands and cultural heritage in Southern Sinaloa state, Mexico. CREST is working with a coalition of business leaders, government officials, and environmental and community activists to chart a course for responsible coastal tourism development in this fragile area.

In October, CREST's documentary ***The Goose with the Golden Eggs: Tourism on Costa Rica's Pacific Coast***, was shown to government and tourism leaders at a forum in Costa Rica's Legislative Assembly in San Jose. The high profile event, which was organized and hosted by the Vice President of the Legislative Assembly together with Fundación Corcorvado and CREST, was attended by some 100 invited guests and included a panel discussion about what types of tourism are most appropriate in Costa Rica. In March, the film was accepted into and shown at the juried Environmental Film Festival in Washington, DC.





2013

CREST's documentary, ***The Goose with the Golden Eggs: Tourism on Costa Rica's Pacific Coast*** was completed and released. Produced in English and Spanish and in partnership with Fundación Corcovado, this educational film supersedes an earlier version and features Costa Rica's former First Lady and Parliamentarian, Margarita Penon. The film, which examines the impacts of large-scale resort and vacation home developments in Guanacaste, is intended to stimulate informed debate about what types of tourism are most appropriate, particularly in Costa Rica's biodiversity-rich Osa Peninsula. It is being used by community groups, government agencies, tourism associations and businesses, NGOs, schools, and other institutions in Costa Rica and elsewhere.

CREST released its 1st edition of ***Responsible Travel Industry: Trends and Statistics 2013*** which makes a case for why responsible travel should be a priority consumers, businesses, and destinations. This widely-used publication which is endorsed by a number of leading international tourism organizations, examines scores of surveys and studies done in the past five years to assess the strengths of the responsible travel market.

CREST hosted the **2nd Executive Symposium for Innovators in Coastal Tourism** in Los Cabos, Mexico. Over 140 participants attended, representing innovators currently involved in designing, financing, constructing, and operating socially and environmentally sustainable coastal tourism developments, as well as potential adopters.

CREST released ***Balancing Sustainable Tourism & Commercial Fishing in a Marine Protected Area, Turneffe Atoll, Belize***. Based on six months of field and desk-based research, this report examines key issues facing the new 325,000 acre Marine Reserve and the Reserve's two main economic sectors: commercial fishing and tourism.



2012

CREST, together with the World Society for the Protection of Animals (WSPA), researched and produced ***The Contribution of Animal Welfare and Sustainable Tourism to Sustainable Development***, a handbook of case studies drawn from an animal welfare conference in Costa Rica. The publication is a part of a greater toolkit for communities to integrate animal welfare strategically into sustainable tourism.

CREST experts helped the small Sicilian city of Agrigento and its neighboring Valley of the Temples, an extraordinary ancient Greek monument and World Heritage Site, to strengthen and expand its responsible tourism products. CREST was commissioned by the city's leading industrialist to put together a feasibility study and development plan, ***Agrigento: 2020 Vision***. The plan identifies ways to increase visitor spending and length of stay by linking the World Heritage Site to natural, archeological, cultural, culinary, literary, handicraft, and fine arts attractions in the surrounding towns and countryside. CREST presented its ***2020 Vision*** at a series of public events in Agrigento.

CREST released a new report, ***Alternative Development Models and Good Practices for Sustainable Coastal Tourism: A Framework for Decision Makers in Mexico***, based on several years of research and work with a coalition of NGOs in Mexico. The study's findings, which demonstrate that large-scale resorts can be developed in a responsible manner, were presented to national tourism authorities and business leaders in Northwest Mexico to help inform their development decisions.

Directed by a past CREST volunteer, Jill Talladay, ***CARE for the Cape & Islands*** was launched as a destination-wide travelers' philanthropy program in Cape Cod, Massachusetts. With advice and institutional support from CREST, CARE is seeking to create opportunities for visitors to donate their 'time, talent, and treasure' to support local organizations working to preserve and protect the exquisite natural beauty, wildlife habitats, and history of the Cape.

CREST partnered with responsible small-ship company Ecoventura to host a ***Charter Club Trip*** exploring the flora, fauna, landscapes, and history of Darwin's Enchanted Isles. Led by CREST Co-Director and Galapagos expert Bill Durham, the trip included visits to a half dozen islands and the Charles Darwin Research Station.



CREST published the ***Travelers' Philanthropy Handbook***, a first comprehensive, practical manual designed for businesses, communities, and travelers. 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. The ***Handbook***, along with CREST's documentary film on travelers' philanthropy, is a valuable tool designed to strengthen and professionalize travelers' philanthropy initiatives around the world.

CREST's Stanford office completed its field project and study, ***The Importance of Ecotourism as a Development and Conservation Tool in the Osa Peninsula, Costa Rica***. Based on surveys, key findings include that tourists visiting the Osa Peninsula express a willingness to contribute on average \$68 to local community and conservation projects (travelers' philanthropy), that tourism workers' monthly income is twice as high as those of workers not in tourism, and that Osa residents have an overwhelmingly positive attitude towards Corcovado and other national parks. This apparent shift in local residents' historically negative attitudes towards the parks appears linked to the positive benefits from the growth of ecotourism. An academic article based on CREST's study was accepted for publication in the ***Journal of Sustainable Tourism***.

CREST played a major role in a **third conference on indigenous community-based tourism** held in Mexico's Chihuahua state. The conference's purpose was to discuss formation of a regional indigenous tourism network for collective marketing

and planning in order to help bring greater benefits from tourism. This was the capstone component of CREST's ongoing indigenous tourism project which was directed by our Stanford office.

CREST's Travelers' Philanthropy program was named the **designated charity for the 2011 Zumba Instructors Convention** in Orlando, FL. At the event, CREST raised over \$25,000 for health care in Central America and girls' education in Africa.

CREST organized the **3rd International Travelers' Philanthropy Conference: A Core Component of Responsible Travel** in Costa Rica, in partnership with the Monteverde Institute. Some 120 participants from 20 countries attended the four-day, how-to meeting which opened in San Jose and then moved to Monteverde. Conference proceedings were published to provide learning opportunities for others interested in travelers' philanthropy initiatives.

CREST and Fundación Corcovado carried out a **field project to assess interest in creating a destination-wide travelers' philanthropy program for the Osa Peninsula**. In a series of workshops, experts from the two organizations trained over 100 tourism and community leaders on the concepts of travelers' philanthropy. However, the project concluded that, unlike Monteverde which is a smaller and more homogeneous community, in Osa it will be necessary to build such an initiative slowly and to take into account the area's sub-regions.



2010

CREST hosted the first **Symposium for Innovators in Coastal Tourism**, entitled **Rethinking Coastal Tourism Development: The Importance of Innovators in Times of Climate Change & Economic Crisis**, at Stanford University. Some 85 tourism executives and experts attended, including featured guest Chris Blackwell, founder and owner of Island Records and Island Outpost Resorts, Jamaica.

CREST completed the two-year analysis of coastal tourism in Costa Rica which included over 20 individual publications written by 15 U.S. and Costa Rican experts. A summary report (in English and Spanish), ***The Impact of Tourism Related Development on the Pacific Coast of Costa Rica***, with policy recommendations, was presented to Costa Rica's Tourism Minister and Vice President, released at a press conference in San Jose, and presented at a public forum at the World Bank, in Washington, DC.

CREST's Stanford office organized and hosted in Chiapas, Mexico the **2nd international conference of the INTIRUNA network of indigenous ecotourism operators**. The network seeks to strengthen the capacity of indigenous communities to use tourism as a tool to sustain and enhance culture and protect the environment.

Spearheaded by its Stanford University staff, CREST launched a multi-year project designed to assess and **strengthen ecotourism in Costa Rica's Osa Peninsula**. Research began with a 10-person team of Stanford and Costa Rica students and CREST staff who conducted 250 interviews with tourists, lodge owners and staff, opinion leaders, and residents in the Osa.

In Marismas Nacionales, a Ramsar wetlands site in Sinaloa, Mexico, CREST began a partnership with local NGOs to **assess the impacts of a massive new resort and vacation home development** being undertaken by FONATUR, the Mexican government tourism development agency. CREST proposed a detailed set of economically viable and environmentally and socially sustainable alternatives.

CREST and the Monteverde Institute launched the **first-ever destination-wide Travelers' Philanthropy program in Monteverde, Costa Rica**. Businesses, travelers, and NGO's came together to "leave more than just a foot print", supporting environmental and social/cultural projects with visitor donations collected at hotels, restaurants, and gift shops. The Monteverde program serves as a model for other destinations hoping to harness travel giving for the betterment of local communities.

The scholarly publication, ***Journal of Ecotourism*** published ***Social and Environmental Effects of Ecotourism in the Osa Peninsula, Costa Rica: The Lapa Rios Case*** by CREST Co-Director William Durham, and two Stanford graduate students, Angelica Almeyda Zambrano and Eben Broadbent. Based on field analysis, the study concludes that Lapa Rios ecolodge "fulfills the definitional promise of ecotourism and delivers social, economic, and environmental benefits to the region."



2008

A large team of CREST researchers, from the U.S. and Costa Rica, began a major research project to assess the environmental, social, and economic **impacts of different models of tourism along Costa Rica's Pacific Coast.**

CREST Co-Directors both published books: Martha Honey's 2nd edition of her popular, groundbreaking book, ***Ecotourism and Sustainable Development: Who Owns Paradise?*** (first published in 1999) was issued by Island Press in the U.S., and an edited volume by William Durham and Amanda Stronza, ***Ecotourism and Conservation in the Americas*** which includes papers presented at a Stanford conference, was published by CAB International in UK.

CREST launched a new **Traveler's Philanthropy website**, with an Experts Bureau and a secure portal with capacity to solicit donations for community projects that are supported by our partner companies.

CREST helped to improve the effectiveness of travel giving in Africa by organizing the **2nd International Travelers' Philanthropy Conference** in Arusha, Tanzania, for 230 delegates. Keynote speakers included Nobel peace laureate Wangari Maathai.

CREST commissioned two Stanford graduate school film students (Charlene Music and Peter Jordan) to make the first ever film about travelers' philanthropy. The documentary, ***"Travelers' Philanthropy: Giving Time, Talent, and Treasure"*** looks at a range of travelers' philanthropy initiatives in Kenya, Tanzania, and Costa Rica. It was premiered at the Tanzania conference.

CREST Co-Directors hosted two private **Charter Club Trips**: in January, to a leading eco-lodge in The Bahamas and in December, to award-winning safari camps in Tanzania's northern game parks.

2009

Center on Ecotourism and Sustainable Development (CESD) is **renamed and rebranded as the Center for Responsible Travel (CREST).**

CREST was commissioned by the Netherlands Development Agency (SNV) to research and write ***The Market for Responsible Tourism Products with a special focus on Latin America and Nepal.*** In the report, which was published in English and Spanish, CREST offered marketing recommendations to tourism businesses in Nepal and six Latin American countries.

CREST published the ***Dos and Don'ts of Travel Giving*** and a DVD of the **Proceedings of the 2008 Traveler's Philanthropy Conference** as tools to help tourism businesses and travelers engage in responsible giving programs.

CREST was commissioned by the UN Environment Programme (UNEP) to develop the concept paper and business plan for the **SIFT (Sustainable Investment and Finance in Tourism) Network**, designed to increase the flow of public and private funds into sustainable tourism projects in developing countries.



Photo Copyright Puntacana Resort & Club

2007

CREST became a fully independent NGO (with 501(c)(3) status), headquartered in Washington, DC with a west coast office at Stanford University, and with its own Board of Directors.

CREST published ***Cruise Tourism Impacts in Costa Rica & Honduras: Policy Recommendations for Decision Makers*** (in English and Spanish), based on extensive field research by CREST teams in both countries. The study found that stayover tourism is generating far more revenue through spending, purchases, and taxes for the local economy than is cruise tourism.

CREST published ***Global Trends in Coastal Tourism***, which was commissioned by WWF's global marine program. It examines the growth, importance, and operations of sun-sand-and-sea tourism, with separate case studies on Central America, East Africa, and the Coral Triangle. Researched and written by a team of CREST staff and researchers.

CREST Co-Directors hosted a 2nd private **Charter Club Trip** to an award-winning U.S. eco-ranch in Montana, and published a photo journal of the trip.

2006

At a press conference in Belize, CREST and its Belizean partners presented the key findings from the study, ***Cruise Tourism in Belize: Perceptions of Economic, Social, & Environmental Impact***, which is based on field work by CREST and Belizean researchers. An academic version of this report is included in the book, ***Economics of Biodiversity and Ecosystem Services*** and the study's findings have been widely cited in various publications.

Teams of CREST researchers conducted extensive field research on the **impacts of cruise tourism in Costa Rica and Honduras** to help shape policy recommendations for government and the tourism industry.

CREST, through its Stanford office, organized and facilitated a small conference in Quito, Ecuador, of indigenous people in the Americas who are involved in ecotourism. This catalyzed the formation of **INTIRUNA, the first indigenous ecotourism network in the Americas**.

CREST Co-Directors led the organization's first private **Charter Club Trip** that showcased two premier eco-lodges in Costa Rica, Finca Rosa Blanca and Lapa Rios.





2005

CREST carried out field research in Mexico (Mahujual), Belize, and Grenada to determine the **economic impacts of cruise tourism in ports-of-call**. Teams of U.S. and local students surveyed cruise passengers and interviewed local businesses, NGOs, parks, and government officials to assess the value of cruise tourism compared with stayover tourism.

CREST created four practical, user-friendly **Handbooks on Certification** (Simple User's Guide; Funding; Marketing; and Financing), in English and Spanish. The Handbooks were published in partnership with TIES and Rainforest Alliance.

2004

CREST hosted at Stanford University the first major international **Travelers' Philanthropy Conference** which brought together some 80 practitioners and philanthropy experts. CREST then published the proceedings on its new travelers' philanthropy website which is designed to serve as a one-stop shop for travel giving and voluntourism.

CREST compiled recent surveys and studies into its popular publication, **Consumer Demand and Operator Support for Socially and Environmentally Responsible Tourism**, which has been periodically revised and reissued.

2003

CREST researched and published ***Rights and Responsibilities: A Compilation of Codes of Conduct for Tourism and Indigenous and Local Communities*** which has become a valuable tool for those involved in indigenous and community-based tourism projects.

CREST began a 3-year, multi-faceted analysis of **sustainable tourism certification** programs around the world, with focus on small- and medium-sized entrepreneurs, including community-based and indigenous businesses, as part of a project with Rainforest Alliance, UN Environment Programme (UNEP), and TIES.

CREST, originally named the **Center on Ecotourism and Sustainable Development (CESD)** is founded as a bi-coastal institute, with offices at Stanford University and at the Institute for Policy Studies in Washington, DC. The Washington office is shared with The International Ecotourism Society (TIES).



Select Findings Shared in CREST Research & Publications:

Tourism Industry

- Tourism is the world's largest service industry, accounts for nearly 10% of global GDP, and is the world's largest employer.
- In 2012, global tourism arrivals surpassed 1 billion and growth is expected to reach 1.8 billion by 2030.
- Tourism plays a major role in the economies of 125 countries.
- Tourism is especially important to developing countries: it's the main foreign exchange earner for 83% of developing countries.

Ecotourism & Sustainable Tourism

- Ecotourism emerged as an alternative model in the late 1970s and reached a critical mass in the early 2000s.
- Ecotourism has spawned a number of similar ethically-based terms, including responsible travel, sustainable tourism, pro-poor tourism, and geotourism. While they vary in emphasis, they all contain three basic pillars: that tourism, done well, should 1) provide tangible benefits for the environment, 2) respect local culture and benefit host communities, and 3) be educational as well as enjoyable for the traveler.
- In its first two decades (1986 – 2005), ecotourism in Costa Rica increased 7 fold and receipts 14 fold – *generating twice as much spending per visitor*, and becoming the country's #1 foreign exchange earner.
- Employees in ecotourism in Costa Rica's Osa Peninsula earn twice as much as workers in other industries.
- "Sustainable tourism" applies the principles and good practices of ecotourism to mainstream tourism including large hotels, convention centers, airports and airplanes, rental cars, golf courses, ski slopes, boats, marinas, beaches, and other sectors.
- Ecotourism and sustainable tourism *emphasize attracting high value, not simply high volume tourism*. High value tourists spend more with local businesses, stay longer, and visit different locations so that tourism revenue is more widely dispersed in the local economy.



Impact Tourism

- Impact tourism, previously called travelers' philanthropy, is funneling tens of millions of dollars annually into community and conservation projects – beyond what is generated through normal tourism business transactions.
- In Arusha, Tanzania, 27 tour companies donated nearly \$690,000 to community projects in 2008.
- A sampling of donors interviewed by CREST said they contributed on average \$1000 to \$2000 annually to projects they learned about while traveling.
- The concept of destination-wide impact tourism has emerged, assisted by CREST, in places like Monteverde, Costa Rica and Cape Cod, Massachusetts.

Cost-Benefit Analysis of Different Types of Tourism

- Cruise ship passengers in Belize, Costa Rica, and Honduras use the same tourism attractions as stay over visitors (beaches, coral reefs, parks, archaeological sites, etc.) but leave on average only 1/15 the economic benefit per visitor as stay over tourists.
- In 2005, stay over tourism in Costa Rica generated *111 times more* than cruise tourism (\$2.1 billion vs. \$18.9 million) in spending, taxes, and fees.
- In 2006, 9 out of 10 tourism jobs in Belize were generated by stay over tourism even though Belize received 4 times as many cruise passengers as stay over visitors.
- While Mexico, Panama, and other governments offer incentives to attract foreign retirees and vacation home owners, the economic benefits of residential tourism is often questionable: Vacation homes consume more water and land per person; compete with hotels for occupants, pay far less in taxes; and create only 0.3 jobs/room compared with 1.1 jobs/room in hotels.
- In Costa Rica, ecotourists stay longer (13 compared with 9 nights), visit more places in the country, and spend more than do tourists staying in all-inclusive beach resorts.
- Golf courses are considered standard components in coastal resort developments. However, *only 2% of international tourists in both Mexico and Costa Rica play golf* during their holiday. Golf course construction is being driven more by real estate considerations than by consumer demand: vacation homes built around golf courses command premium prices of 25% to 80% more.
- Bear viewing in Canada's Great Bear Rainforest is generating 12 times more in visitor spending than bear hunting, and over 11 times more direct revenue for BC's provincial government.



Coastal & Resort Tourism

- Coastal and marine tourism are the largest segments of the tourism industry.
- Coastlines and oceans are being heavily impacted by large-scale tourism-related development and are most susceptible to degradation linked to climate change.
- Rapid growth of coastal tourism raises sovereignty issues: much of coastlines owned by foreigners.
- With a return on investment (ROI) of less than five years for coastal resort and vacation home complexes, developers have little incentive to protect the destination. Often developers are willing to commit violations and then pay modest fines.
- All-inclusive resorts date from the 1950s. However, in the late 1970s both the World Bank and the InterAmerican Development Bank officially closed their tourism departments because developing countries complained that that this type of tourism was not bringing economic benefits.
- Today we're seeing 'déjà vu all over again' – large scale coastal resort complexes that function like small towns, providing hotels, vacation homes, spas, marinas, golf courses, shopping facilities, etc.

Climate Change & Tourism

- Tourism sector today account for 5% to 14% of global CO₂ emissions. And by 2035, if no action is taken, CO₂ emissions generated by tourism will be more than three times higher than today.
- The world's poorest people live in areas most vulnerable to climate change, but the poorest half of the global population is responsible for only about 10% of total global emissions.
- In the Caribbean, the world's most tourism dependent region, a one meter rise in sea level will place an average of 38% of the major tourism properties at risk – and over 70% of those in Belize, Grenada, and Turks & Caicos. A two meter sea level rise will put on average, almost half of tourism resorts in the Caribbean at risk.
- Responsible tourism in the era of climate change is no longer a choice; it is a business imperative – and a competitive advantage.

Positive Trends in Responsible Travel

- With the rise of ecotourism and sustainable tourism since the last quarter of the 20th century, we have developed the tools to make tourism a force for good.
- Eco-certification continues to grow, with some 140 'green' tourism programs around the world measuring the social, environmental, and economic impacts of tourism businesses. The criteria are becoming more standardized for accommodations, tour operators, beaches, destinations, and other tourism sectors.
- Consumer demand for responsible tourism is pushing business reforms. "Concern about sustainability and the planet is top of mind for everybody," says James Canton, CEO of Institute for Global Futures. He adds that "over 98% of consumers worldwide view themselves as environmentalists."
- Sustainability has become much more main stream across the tourism industry. "The tourism sector is embracing responsible tourism not as an option, but as a condition for its continuous growth," declares Luigi Cabrini, Chair of the Board of the Global Sustainable Tourism Council (GSTC).
- A growing number of coastal tourism innovators (developers, investors, architects, operators, etc.) are applying social and environmental sustainability principles and practices to larger resorts.
- International agencies and some private banks and investors are setting sustainability criteria as a precondition for lending or investing in tourism projects.
- 'Green' technologies are helping reduce environmental footprints.
- Impact tourism and give-back has become an integrated component of responsible travel.
- *CREST is actively advancing these and other positive trends by spreading knowledge and best practices for applying sustainability in the tourism sector.*



FUNDING SOURCES 2003-2018

The following philanthropic foundations, international development agencies, government agencies, private companies, and nonprofit organizations have provided financial support for CREST studies, field projects, programs, conferences, publications, and films. Several have provided multiple grants. Not included are donations by CREST Board members, in-kind donations, or contributions of less than \$5,000.



- Abercrombie & Kent Philanthropy
- Africa Safari Lodge Foundation
- andBeyond
- Banco Popular
- Basecamp Foundation
- Belize Tourism Board
- Blue Moon Fund
- Bucuti & Tara Beach Resort
- Christensen Fund
- Christopher Reynolds Foundation
- CODESIN (Consejo para el Desarrollo de Sinaloa)
- Compton Foundation
- Corporación Aeroportuario del Este
- CRUSA (Costa Rica USA Foundation)
- CS Mott Foundation
- ECODIT
- Ecoventura
- Edgerton Foundation
- Environmental Defense Fund
- European Development Fund
- Fidecomiso de Turismo de Los Cabos
- Flora Family Fund
- FONATUR
- Fondazione Agireinsieme
- Ford Foundation
- Foundation for Global Community
- Freeman Foundation
- Fundacion Corcovado
- Hidden Canopy Treehouse
- Holbrook Travel
- GIZ (German International Cooperation)
- Government of Grenada
- Green Vacation Homes
- Grenada Hotel & Tourism Association
- Inter-American Development Bank
- Inter-American Foundation
- International Community Fund
- International Finance Corporation
- Intrepid Travel Foundation
- Island Press
- Jane Goodall Institute
- JetBlue
- La Chonta Nature Park
- Lennox Foundation
- Loreto Bay Foundation
- MacArthur Foundation
- Micato Safaris
- Ministry of Environment, State of Guerrero, Mexico
- Ministry of Tourism, International Trade, Industry and Commerce of St. Kitts & Nevis
- Ministry of Tourism, Sultanate of Oman
- Multilateral Investment Fund
- Municipality of Los Cabos
- Munson Foundation
- Overbrook Foundation
- Pacific Foundation
- Packard Foundation
- Park Foundation
- Pellas Development Group
- Peninsula Papagayo
- PorParques Foundation
- Puntacana Ecological Foundation
- Puntacana Resort & Club
- Ramada Plaza Herradura
- Rancho La Puerta
- Resort Developers (anonymous)
- Rainforest Alliance
- Resources Legacy Fund
- Rockefeller Brothers
- Save the Waves Coalition
- Secretary of Tourism, State of Chihuahua, Mexico
- Sheraton Hotels & Resorts
- SNV (Dutch Development Agency)
- Spirit of Big Five Foundation
- St. Kitts Foundation
- Stanford University
- Summit Foundation
- Sustenta Soluciones
- The George Washington University's International Institute of Tourism Studies
- The Nature Conservancy
- The Ocean Foundation
- The Travel Foundation
- Thomson Safaris
- Tides Canada
- Tinker Foundation
- Turneffe Atoll Trust
- UN Development Programme
- UN Environment Programme
- UN Foundation
- USAID
- Virgin Unite
- Wallace Global Fund
- William Young Foundation
- World Society for the Protection of Animals (WSPA)
- World Wildlife Fund

Contributors to CREST Auctions

The following businesses have contributed to CREST's fundraising travel auctions, as of the end of 2018.

Tour Operators

ACTUAR – *Costa Rica*
Adventure Access – *China*
Agrotravel Turismo Responsable – *Spain*
Alaska Wildland Adventures – *Alaska, USA*
Andaman Discoveries – *Thailand*
Assam Bengal Navigation – *India*
Bulldog Tours – *South Carolina, USA*
The Bushcamp Company – *Zambia*
Chem Chem Safari – *Tanzania*
Country Walkers – *Vermont, USA*
EcoAfrica Travel – *Africa*
Ecoventura – *Galapagos*
ExperiencePlus! Bicycle Tours – *USA*
G Adventures – *Canada*
Hamaca Tours – *Ecuador*
Haugan Cruises – *Ecuador**
Himalayan Smile Treks – *Nepal*
Holbrook Travel – *USA*
Hoopoe Safaris – *Tanzania*
Intrepid Travel – *Australia*
Isle of Reefs Tours – *Carriacou, Grenada**
Kutch Adventures India – *India*
LimaTours – *Peru*
Lindblad Expeditions – *USA*
Micato Safaris – *Africa & India**
Mountain Travel Sobek – *USA*
Myths and Mountains – *USA*
NYC Urban Adventures – *New York, USA*
Platinum Heritage – *UAE*
Preseli Venture – *Wales*
Ocean Explorations – *Nova Scotia, Canada*
Off the Beaten Path – *USA*
Rainforest Expeditions – *Peru*
SeaTrek Sailing Adventures – *Indonesia*
Subcultours – *Costa Rica*
Tao Philippines – *Philippines*
Taste of Place Tours – *Washington, DC, USA*
The Explorers' Passage – *USA*
The Tasmanian Walking Company – *Australia*
Totonal – *Viajes que iluminan – Mexico*
Traverse Journeys – *Ecuador*
Urban Adventures – *New York, USA*
VBT Bicycling and Walking Vacations – *USA**

Accommodations

!Xaus Lodge – *South Africa*
250 Main Hotel – *Maine, USA*
4 Rivers Floating Lodge – *Cambodia*
Al Maha, A Luxury Collection Desert Resort & Spa – *UAE*
Alaska Wildland Adventures – *USA*
Alto Atacama Desert Lodge & Spa – *Chile*
Amerian Portal del Iguazu – *Argentina*
Amway Grand Plaza – *Grand Rapids, MI, USA*
Anantara Golden Triangle Resort – *Thailand*
Anantara Phuket Layan Resort & Spa – *Thailand*
andBeyond – *Tanzania & Kenya*
Arenas del Mar (Cayuga) – *Costa Rica*
Aristi Mountain Resort & Villas – *Greece*
Arlo Hotels – *New York, USA*
Ashburnham Estate (Tonic Lanka) – *Sri Lanka*
Asilia Africa – *Kenya & Tanzania*
Banyan Tree Mayakoba – *Mexico*
Bardessono Hotel & Spa – *California, USA*
Basecamp Masai Mara – *Kenya**
Bel Air Plantation Villa Resort – *Grenada*
Belcampo Belize – *Belize*
Belle Mont Farm – *St. Kitts*
Black Point Inn – *Maine, USA*
Blueberry Hill Inn – *Vermont, USA*
Bodhi Surf & Yoga – *Costa Rica*
Bougainvillea Beach Resort – *Barbados*
Boutique Hotel San Felipe el Real – *Mexico*
The Brando Tetiaroa Private Island – *French Polynesia*
Bucuti & Tara Beach Resort – *Aruba**
Calabash Hotel – *Grenada*
Cape Codder Resort & Spa – *Massachusetts, USA*
Casa Andina – *Peru*
Casa de Uco Vineyards & Wine Resort – *Argentina*
Casa del Mar – *Mexico*
Casa San Francisco – *Nicaragua*
Cavallo Point – *California, USA*
Cayuga Sustainable Hospitality – *Costa Rica*
CGH Earth – *India**
Cheetah Paw Eco Lodge – *South Africa*
Coco Palm Dhuni Kolhu – *Maldives*
Coco Bodu Hithi – *Maldives*
Colony Hotel & Cabana Club – *Florida, USA*
CostaBaja Resort & Spa – *Mexico*

Costa Navarino (Temas S.A.) – *Greece*
Cottar's 1920s Safari Camp – *Kenya*
Cotton Tree Lodge – *Costa Rica*
Coyaba Beach Resort – *Grenada*
The Crossing Resort – *Canada*
Cuffie River Nature Retreat – *Tobago*
Cristalino Jungle Lodge – *Brazil*
Danta Corcovado Lodge – *Costa Rica*
Diamond M Ranch Resort – *Alaska*
Distant Relatives Ecolodge & Backpackers – *Kenya*
Dwarika's Hotel – *Nepal*
Eden Roc at Cap Cana – *Dominican Republic*
El Albergue Ollantaytambo & El Balcón Cusco – *Peru*
El Mangroove – *Costa Rica*
El Monte Sagrado Living Resort & Spa – *New Mexico, USA*
El Nido Resorts – *Philippines*
El Silencio Lodge & Spa – *Costa Rica*
Elite Island Resorts – *Antigua*
Emerson Inn – *Maine, USA*
Enchanting Hotels – *Costa Rica*
Exotica Cottages – *Dominica*
Fairmont Kea Lani – *Hawaii, USA*
Fiji Island Resort (Cousteau) – *Fiji*
Finca Luna Nueva Lodge – *Costa Rica*
Fogo Island Inn – *Canada*
Fond Doux Holiday Plantation – *St. Lucia*
Gaia Shasta Hotel & Spa – *USA*
Gal Oya Lodge – *Sri Lanka*
Genesis Eco-Oasis – *Mexico*
Golden Door – *California, USA*
Gondwana Collection – *Namibia*
Grand Bliss Riviera Maya – *Mexico*
Grand Bohemian Hotel Charleston – *South Carolina, USA*
Grand Velas Riviera Nayarit – *Mexico*
Grand Palladium Resort & Spa – *Mexico*
Great Huts Resort – *Jamaica*
Green Roof Inn – *Carriacou, Grenada**
Greentique Hotels of Costa Rica – *Costa Rica*
Grootberg Lodge – *Namibia*
Grupo Islita – *Costa Rica*
Guludo Beach Lodge – *Mozambique*
h2hotel – *California, USA*
Hacienda Chichen – *Mexico*
Hacienda Jimenita Wildlife Reserve – *Ecuador*
Hacienda Santa Rosa – *Mexico*



Hacienda Tres Ríos Resort Spa & Nature Park – Mexico
 Half Moon Bay – Jamaica
 Hamadryade Lodge – Ecuador
 Hamanasi Adventure & Dive Resort – Belize
 Harmony Hotel – Costa Rica
 Hawk and Ivy Bed & Breakfast – North Carolina, USA
 Heritance Kandalma Hotel – Sri Lanka
 Hillsdale House Inn – Nova Scotia, Canada
 Hillsnek Safari Camp – South Africa
 Hilton Hotels & Resorts – USA
 Hog Hollow Country Lodge – South Africa
 Holiday Inn, Escazu – Costa Rica
 Honduras Shore Plantation – Honduras
 Hotel Antumalal – Chile
 Hotel Arctic – Greenland
 Hotel con Corazon – Nicaragua
 Hotel El Ganzo – Mexico*
 Hotel Maya Luna – Mexico
 Hotel Monaco – Washington, DC, USA
 Hotel Las Colinas – Costa Rica
 Hotel Punta Brava – Colombia
 Hotel SPaventura Ecolodge – Brazil
 Hotel Vermont – Vermont, USA
 Iguana Lodge – Costa Rica
 Inn at Ocean's Edge – Maine, USA
 Inn by the Sea – Massachusetts, USA
 InterContinental New York Barclay – New York, USA
 ION Adventure Hotel – Iceland
 Island Outpost's GoldenEye – Jamaica*
 Jicaro Island Ecolodge – Nicaragua

Jungle Bay – Dominica
 JW Marriott Guanacaste – Costa Rica
 Ka'ana Resort – Belize
 Kasbah du Toubkal – Morocco*
 Kessler Collection – USA
 Kilimanjaro Eco Lodge – Tanzania
 Kimpton Hotels and Restaurants – USA
 Kinondo Kwetu – Kenya
 Knight Inlet Lodge – Canada
 Laguna Lodge Eco-Resort & Nature Reserve – Guatemala*
 La Selva Amazon Ecologde & Spa – Ecuador*
 Laluna Resort – Grenada, West Indies
 Lapa Rios Ecolodge (Cayuga) – Costa Rica
 Las Brisas Hotel Collection – Mexico
 Latitude 10 Beach Resort – Costa Rica
 Legendary Lodge & Spa – Tanzania
 Limalimo Lodge – Ethiopia
 Lisu Lodge – Thailand
 LoolA Adventure Resort – Indonesia
 Maca Bana Luxury Boutique Resort – Grenada
 Macaw Lodge – Costa Rica
 Madidi Jungle Ecolodge – Bolivia
 Madulkelle Tea & Eco Lodge – Sri Lanka
 Mahogany Springs Safari Lodge – Uganda*
 Mallin Colorado Ecolodge – Chile
 Mandarin Oriental – Washington, DC, USA
 Marble Distilling Company & The Distillery Inn – Colorado, USA
 Maui Eco Retreat – Hawaii, USA
 Meadowood Napa Valley – California, USA

Miraval – Arizona, USA
 Montfair Resort Farm – Virginia, USA
 Morgan's Rock – Nicaragua
 Mukul Beach, Golf & Spa – Nicaragua
 Munduk Moding Plantation – Indonesia
 Munga Eco-Lodge – Zambia
 Namushasha River Lodge – Namibia
 Nantucket Island Resorts – USA
 Nayara Hotel, Spa & Gardens – Costa Rica
 Nemasu Eco-Lodge – The Gambia
 New Hermopolis Cultural Village – Egypt
 Nkasa Lumpala Tented Lodge – Namibia
 Nuarro Lodge – Mozambique
 Orchard Hotel – San Francisco, USA
 The Palms Hotel & Spa – Florida, USA
 Papagayo Four Seasons – Costa Rica
 Paradise Farms Organic – Florida, USA
 Parrot Cay by COMO – Turks & Caicos
 The Pavilions Himalayas – Nepal*
 Peninsula Papagayo – Costa Rica
 Pico Bonito Hotel – Honduras
 Playa Cativo Lodge – Costa Rica
 Playa Nicuesa Rainforest Lodge – Costa Rica
 Playa Viva Resorts – Mexico
 Pole Pole Bungalows – Tanzania
 Poogan's Hospitality – South Carolina, USA
 Porches Inn – Massachusetts, USA
 Post Ranch Inn – Big Sur, USA
 Pousada Rio Claro – Brazil
 Puntacana Resort & Club – Dominican Republic
 Punta Islita Resort – Costa Rica

Radisson Ft. George Hotel & Marina – *Belize*
 Rainforest Adventures Eco-Park & Lodge – *Costa Rica*
 Rainforest Ecolodge – *Sri Lanka*
 Rainforest Expeditions – *Peru*
 Rancho la Puerta – *Mexico*
 Rara Avis – *Costa Rica*
 Red Lion Inn – *Massachusetts, USA*
 Refúgio Ecológico Caiman – *Brazil*
 Reserva do Ibitipoca – *Brazil*
 Riad AnaYela – *Morocco*
 Rios Tropicales – *Costa Rica*
 RiverDance Lodge – *Namibia*
 Rock View Lodge – *Guyana*
 Rosalie Bay Resort – *Dominica*
 Rosewood Mayakoba – *Mexico*
 Royal Mansour – *Morocco*
 Sabi Sabi Safari and Resort – *South Africa*
 Sea Breeze Bed & Breakfast – *Massachusetts, USA*
 Sea Crest Beach Hotel – *Massachusetts, USA*
 Sea Ranch Lodge – *California, USA*
 Secret Bay – *Dominica*
 Selva Verde Lodge – *Costa Rica*
 Shaxi Old Theatre Inn – *China*
 Sheraton Hacienda del Mar – *Mexico*
 ShoreWay Acres Inn & Cape Cod Lodging – *Massachusetts, USA*
 Si Como No Resort, Spa & Wildlife Refuge – *Costa Rica*

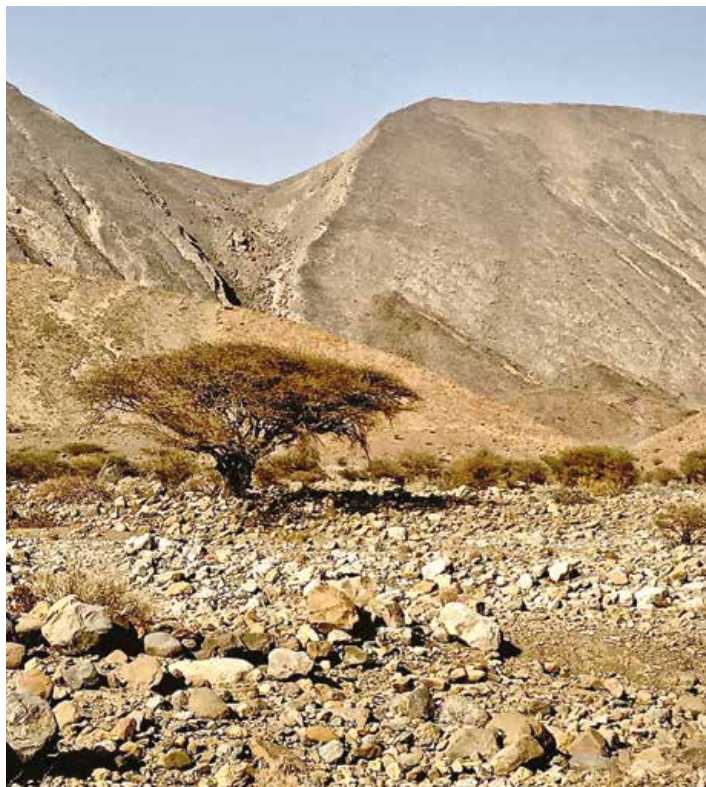
Singita Grumeti Lodges – *Tanzania*
 Six Senses Duoro Valley – *Portugal*
 Six Senses Hotels Resorts Spas – *Vietnam*
 Six Senses Laamu – *Maldives*
 Soneva – *Maldives & Thailand**
 South Seas Island Resort – *Florida, USA*
 SPaventura Ecolodge – *Brazil*
 Spirit Bear Lodge – *Canada*
 STAR Island Resort – *Bahamas*
 Sugar Beach, A Viceroy Resort – *St. Lucia*
 Surama Eco Lodge – *Guyana*
 Tabacon Grand Spa & Resort – *Costa Rica*
 Tailwind Jungle Lodge – *Mexico*
 Tamara Coorg – *India*
 The Benjamin – *New York, USA*
 The Betsy Hotel – *Florida, USA*
 Tiamo Resort – *Bahamas*
 Tierra Hotels – *Chile*
 Tiger Tops Jungle Lodge – *Nepal*
 Tiger Mountain Pokhara Lodge – *Nepal*
 Topaz Hotel – *Washington, DC, USA*
 Tranquilo Bay Eco Adventure Lodge – *Panama*
 Tranquileas Eco Lodge & Dive Center – *Honduras*
 True Blue Bay Resort – *Grenada*
 Tweedsmuir Park Lodge – *Canada*
 UXUA Casa Hotel & Spa – *Brazil*
 Villa Blanca Cloud Forest Hotel – *Costa Rica*
 Villa Serena Hotel – *Dominican Republic*

Wequassett Resort & Golf Club – *Massachusetts, USA*
 Westin Georgetown – *Washington, DC, USA*
 White Elephant Hotel – *Massachusetts, USA*
 Xanadu Island Resort – *Belize*
 Xixim, Unique Mayan Hotel – *Mexico*
 Yachana Lodge – *Ecuador*
 Yacutinga Lodge – *Argentina*
 Yangshuo Mountain Retreat – *China*
 Yangshuo Village Inn – *China*

Others

Air Greenland – *Greenland*
 Beaches of Fort Myers & Sanibel – *Florida, USA*
 Belmont Estate – *Grenada*
 Cultivar Wine – *California, USA*
 Ethiopian Airlines – *Ethiopia*
 FiveThirtyEight
 Frey Vineyards – *Oregon, USA*
 Nature Air – *Costa Rica*
 New York Hall of Science
 Nora's (Restaurant) – *Washington, DC, USA*
 Poogan's Hospitality Group – *South Carolina, USA*

*Indicates Platinum Sponsorship



ACCOLADES

"[CREST has] established in an explicit manner that travelers' philanthropy should be a part of the concept of responsible travel and contribute to sustainable social, environmental, and economic development of local communities and tourism destinations."

—Margarita Penon, Costa Rica's former First Lady and Member of Parliament

"I'm impressed with CREST's cutting-edge work, notably in travelers' philanthropy and in researching ways to keep the world's popular coasts and islands from being loved to death."

—Jonathan Tourtellot, Fellow Emeritus, National Geographic

"We have come to know CREST as an innovative, respected, and strategic catalyst of sustainable tourism. Their work has advanced a much-needed conversation on how to improve the sustainability and competitiveness of the tourism sector at the national and local levels."

—Gabriela Anaya, Program Officer, Resources Legacy Fund

"CREST experts provided our town, Agrigento, Italy, with a way forward."

—Salvatore Moncada, President of Moncada Energy and the Agrigento Foundation

"The on-site research conducted by the CREST team has been invaluable in advancing my eco-resort project. Their follow up and industry contacts have also been most helpful."

—Private Resort Developer

"From the Galapagos Islands to Kruger National Park in South Africa, [CREST] provides detailed and insightful analysis of the ecotourism industry today, with examples from around the world."

—Explore Magazine

"CREST's network of the greatest sustainable tourism brains and resources in the world is providing pioneering solutions for the successful survival of the global tourism industry."

—Loreto Duffy-Mayers, Regional Programme Manager, Caribbean Hotel Energy Efficiency and Renewable Energy Action - Advanced Programme (CHENACT - AP)



FEEDBACK FROM OUR EVENTS

"What a wonderful experience. I learned so much, was definitely inspired, and even grew on a personal level."

—Ryan Crabbe, Sr. Director, Global Spa Brands and Operations, Hilton Worldwide

**"An outstanding event. I was very pleased with the level of discussion around such important topics...
Keep up the good work."**

—Miguel Pena, Sr. Analyst, Sustainability Programs, Royal Caribbean Cruises Ltd.

"I came expecting good networking opportunities and got outstanding ones. One of the things I didn't expect, however, was all the fantastic content. From the panels to the plenaries to the field trip, the range of topics, speaker enterprise, and audience engagement made me want to attend every single one."

—Kimberley Player, Economic & Real Estate Adviser

"One of the best I've ever attended, as all sessions maintained my interest."

—Manuel Knight, Senior Tourism Adviser, KnightConsult LLC

"Congratulations on a terrific event – from start to finish! Great venue, fabulous speakers, inspiring content, great food, and perfect timing that enabled thoughtful discussions and good conversations."

—Hannah Messerli, Tourism Specialist, World Bank

"Extremely well produced! Congratulations! The forum was professional, positive, and productive with plenty of inspiration and lots of food for thought. Excellent panel format, speakers, and moderators."

—Cindy Linnell, Architectural Adventures Travel Program, American Institute of Architects

"The sustainable tourism conference supported by CREST in Cuba was a priceless experience. Not only was the conference professionally managed and of the highest quality, but the range of experts assembled from both the Cuban and international communities was unparalleled. The entire experience was outstanding. From the content of the conference, to the interactions with local Cubans, to the location of the event in the incredible Viñales Valley, my expectations were far exceeded. Thanks CREST!"

—Julie Regan, Chief, External Affairs, Tahoe Regional Planning Agency



**of Transforming the Way
the World Travels**



Center for Responsible Travel

Transforming the Way the World Travels

1225 Eye Street NW, Suite 600, Washington, DC 20005

email: staff@responsibletravel.org

www.responsibletravel.org