

The Center for Responsible Travel
2020 IMPACT REPORT



The CREST Team



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www.ResponsibleTravel.org

Dear friends and supporters,

On behalf of the Board and Staff of the Center for Responsible Travel, it is my pleasure to share our 2020 Impact Report, which represents CREST's first full year under my leadership. And what a year it has been. Despite unprecedented health and economic tragedy, CREST ably weathered this storm and has proven itself to be resilient, adaptive, and responsive to change. As an organization, we remain steadfast in our commitment to advancing sustainable travel to preserve, protect, and enhance environments, cultures, and destinations for current and future generations.

The pandemic has had little impact on the planet directly, except for the temporary lapse in human-induced pollution, land and marine habitat alteration, and reduced GHG emissions. COVID-19 has, however, impacted every facet of human life and fundamentally changed the way destinations, businesses, and travelers will plan, manage, and experience tourism.

In 2020, we picked ourselves up by the bootstraps, and our programs and research supported destinations in more than 27 countries. We dedicated ourselves to a collaborative, not competitive, approach and joined with five other organizations to form the Future of Tourism Coalition. CREST championed a science-based approach to a responsible recovery and the message that true sustainability must be holistic and focus on the natural, cultural, and spiritual elements of place. These are more than words for CREST—they represent our organizational values, vision, and purpose.

We learned and achieved much in 2020 and this report reflects our path and promise for the present and future. It is through partnership and shared goals that we will emerge stronger, smarter, and better, and we look forward to this journey together with you. Thank you for your unwavering support.

Yours in responsible travel,



Gregory Miller, Ph.D.
Executive Director

***“Travel is a state of mind.
It has nothing to do with existence
or the exotic. It is almost entirely
an inner experience.”***

—Paul Theroux, *Fresh Air Fiend*



A person in winter gear stands on a snowy mountain ridge, looking out over a vast, snow-covered mountain range under a clear blue sky. The scene is serene and majestic, with evergreen trees in the foreground and distant peaks in the background.

About Us

The Center for Responsible Travel (CREST) is an effective nonprofit organization based in Washington, DC and dedicated to increasing the positive global impact of responsible tourism. CREST provides evidence-based research and analysis to governments, policymakers, tourism businesses, nonprofit organizations, and international agencies to solve the most pressing problems confronting tourism, the world's largest service industry.

Founded in 2003 in the wake of the UN's International Year of Ecotourism, CREST initially focused on the role of small-scale ecotourism in empowering communities and conserving precious resources. Over time, our work has evolved to consider how all tourism can be more responsibly planned, developed, and managed across all sectors and geographies. Through innovative field projects, research, consultancies, and advocacy, CREST is taking action to address our world's key threats to securing a sustainable future.

OUR VISION

To transform the way the world travels.

OUR MISSION

To promote responsible tourism policies and practices globally so that local communities may thrive and steward their cultural resources and biodiversity.

What We Do

CREST's programs and research are designed to address **four key threats** to securing a sustainable future.



Responding to the Climate Crisis

The growing threat of climate change makes responsible travel more important than ever, especially as we responsibly recover from this global pandemic.



Conserving Biodiversity & Cultural Heritage

Biodiversity and cultural heritage throughout the world are at risk due to extractive industries and short-sighted tourism models. Responsible tourism can play a critical role in conservation, protecting plant and animal life and supporting communities to preserve their cultures, traditions, and livelihoods.



Addressing Overtourism

A strain on local environments, resources, and cultures, overtourism pre-COVID was a burden on communities around the world. A responsible recovery requires innovative tools and strategies to avoid the pitfalls of overtourism and put the focus on the quality of visitation, not the quantity of visitors.



Narrowing the Wealth Gap

As tourism rebuilds, we need to ensure that it is done so in a just, equitable, and responsible way by promoting fairer income distribution, maximizing local economic benefits through tourism, and advocating for workers.

How We Do It

CREST utilizes a range of tools and strategies to advance responsible tourism and develop sustainable solutions.

1

Advocacy

CREST makes it a priority to share our responsible travel expertise to educate and influence diverse audiences about sustainability. Our actions focus on information, leverage, and accountability, giving our project work broader impact.

2

Collaboration

CREST believes in building strong partnerships to amplify our collective messages and action to help solve the tourism industry's most pressing problems.

3

Conferences

CREST conferences convene academics, destination communities, tourism businesses, and the development community to discuss issues facing the tourism industry and share innovative and scalable solutions.

4

Field Projects

Through our on-the-ground fieldwork and consulting projects, CREST partners with local communities, governments, businesses, nonprofits, and other key stakeholders to protect precious natural and cultural resources, help destinations see the benefits of responsible tourism, and advance sustainable tourism planning and destination stewardship.

5

Fiscal Sponsorship

CREST fiscally sponsors three projects, providing administrative support and guidance to allow impactful programs to focus their resources on solving key problems through responsible tourism and community engagement.

6

Research

We believe in the science, facts, and trends of responsible travel. From our annual report, *The Case for Responsible Travel: Trends & Statistics*, to case studies that analyze best practices, CREST's research, reports, and publications share rigorous, evidence-based insights to move the tourism industry towards sustainability.

Mapping Our Impact



5 Projects

USA
Belize
Cuba
Jamaica
Oman



3 Fiscally Sponsored Programs

Chile
USA: Massachusetts
Virginia



23 Global Speaking Engagements

USA with Global Audiences



2 CREST-Organized Conferences & Meetings

USA



33 Case Studies

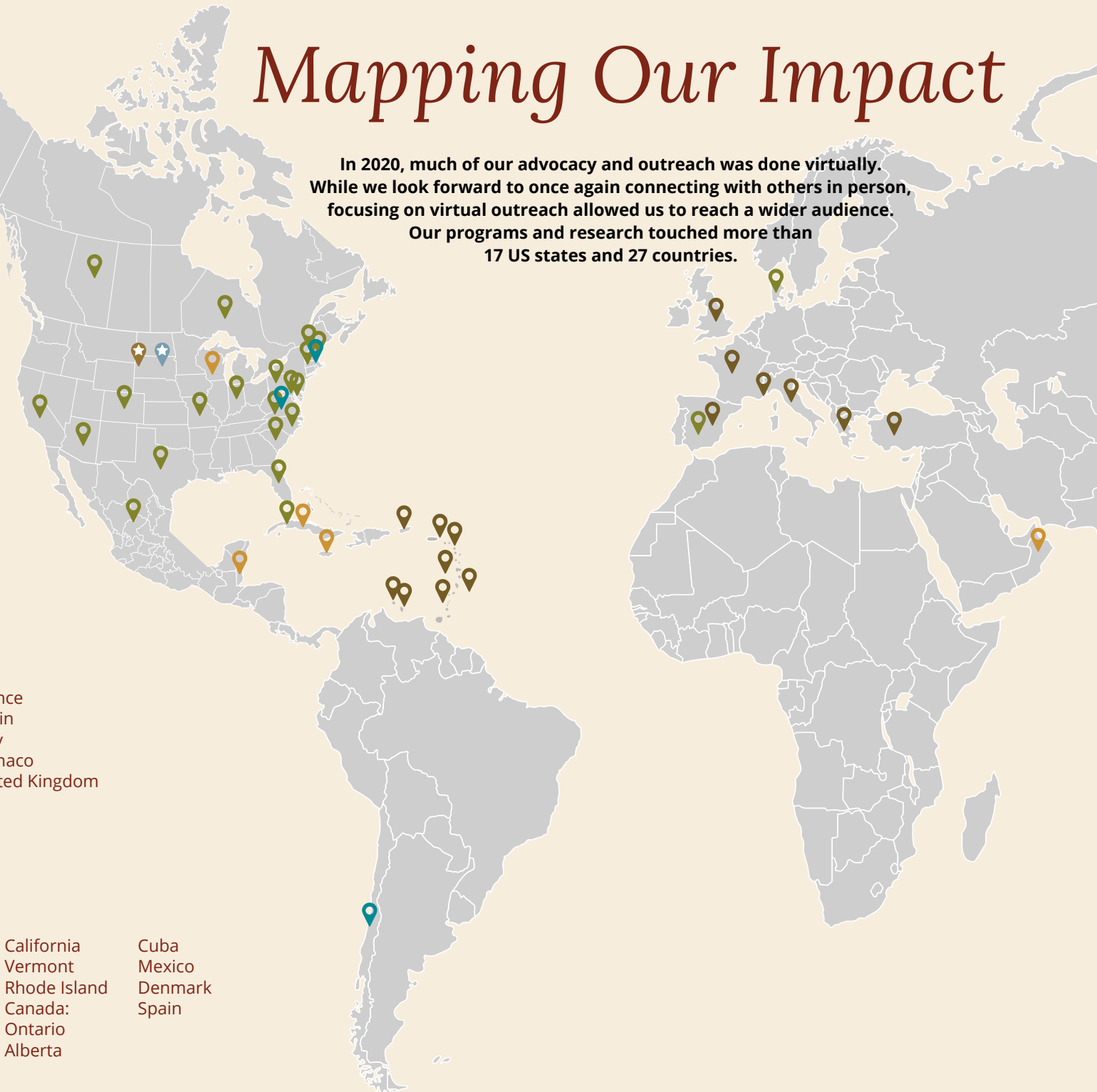
Puerto Rico	St. John's	France
Aruba	Antigua	Spain
Barbados	St. Lucia	Italy
Curaçao	St. Kitts	Monaco
Dominica	Tortola BVI	United Kingdom
Guadeloupe	Greece	
St. Croix	Turkey	



35 Academic Affiliates

USA:	South Carolina	California	Cuba
Missouri	Washington DC	Vermont	Mexico
Maryland	North Carolina	Rhode Island	Denmark
Texas	Colorado	Canada:	Spain
Florida	Indiana	Ontario	
Pennsylvania	Virginia	Alberta	
Arizona,	Massachusetts		

In 2020, much of our advocacy and outreach was done virtually. While we look forward to once again connecting with others in person, focusing on virtual outreach allowed us to reach a wider audience. Our programs and research touched more than 17 US states and 27 countries.



Advocacy & Outreach

CREST works to advance responsible tourism that empowers local communities and protects natural environments through strategic advocacy and outreach.

In 2020, we:

Shared our expertise and insights on the relationship between the pandemic and climate change, and discussed the pandemic's impact on tourism through **23** virtual speaking engagements with global audiences.

Educated the public on the meaning of true sustainability and the importance of a responsible recovery for the tourism industry post-pandemic through **83** media articles in prominent news outlets, including the *NY Times*, *Washington Post*, *Skift*, *Forbes*, *AFAR Media*, *Condé Nast Traveler*, *Architectural Digest*, and *Travel Weekly*.

Convened our annual World Tourism Day Forum, "The Case for Responsible Travel: Lessons from COVID-19 for Tourism in a Changing Climate." This virtual forum was attended by **265** tourism and community development professionals throughout the world, an increase of **20%** from the previous year.

Produced **3** research publications to inform tourism policymakers, practitioners, and academics on the topics of impact tourism, global trends in responsible tourism, and small scale sustainable tourism.

Welcomed **6** new tourism leaders to our Academic Affiliates network from institutions in the United States (Missouri, Florida, Arizona, Pennsylvania, Washington D.C.) and Canada.



Responsible Recovery

In 2020, the pendulum swung from overtourism to no tourism practically overnight. The United Nations World Tourism Organization estimates international arrivals dropped by 74% and, according to Oxford Economics, will not reach pre-pandemic levels again until 2024. As the world opens back up to international tourists, the question becomes, “What should recovery look like?”

At CREST, we believe putting communities first is at the heart of a successful recovery. In 2020, we worked alongside businesses, destinations, and communities to better understand the impacts of COVID-19 on the travel and tourism industry in their area.

Impact of COVID-19 and Climate Change in Cuba

In 2020, CREST researched and began preparing a bilingual investigative report analyzing how the Cuban tourism sector must adapt and recover to two major short-term and long-term threats: COVID-19 and climate change. Our team collected extensive data from both Cuba and the Greater Caribbean region in order to depict the real impacts of COVID-19 and climate change on the tourism sector, as well as draw projections as to how Cuba might envision a sustainable post-pandemic recovery. Stemming from this research, CREST also released a human-interest piece that shares personal stories and insights from ten local practitioners within Costa Rica’s tourism industry who are taking individual action to combat these dual threats.



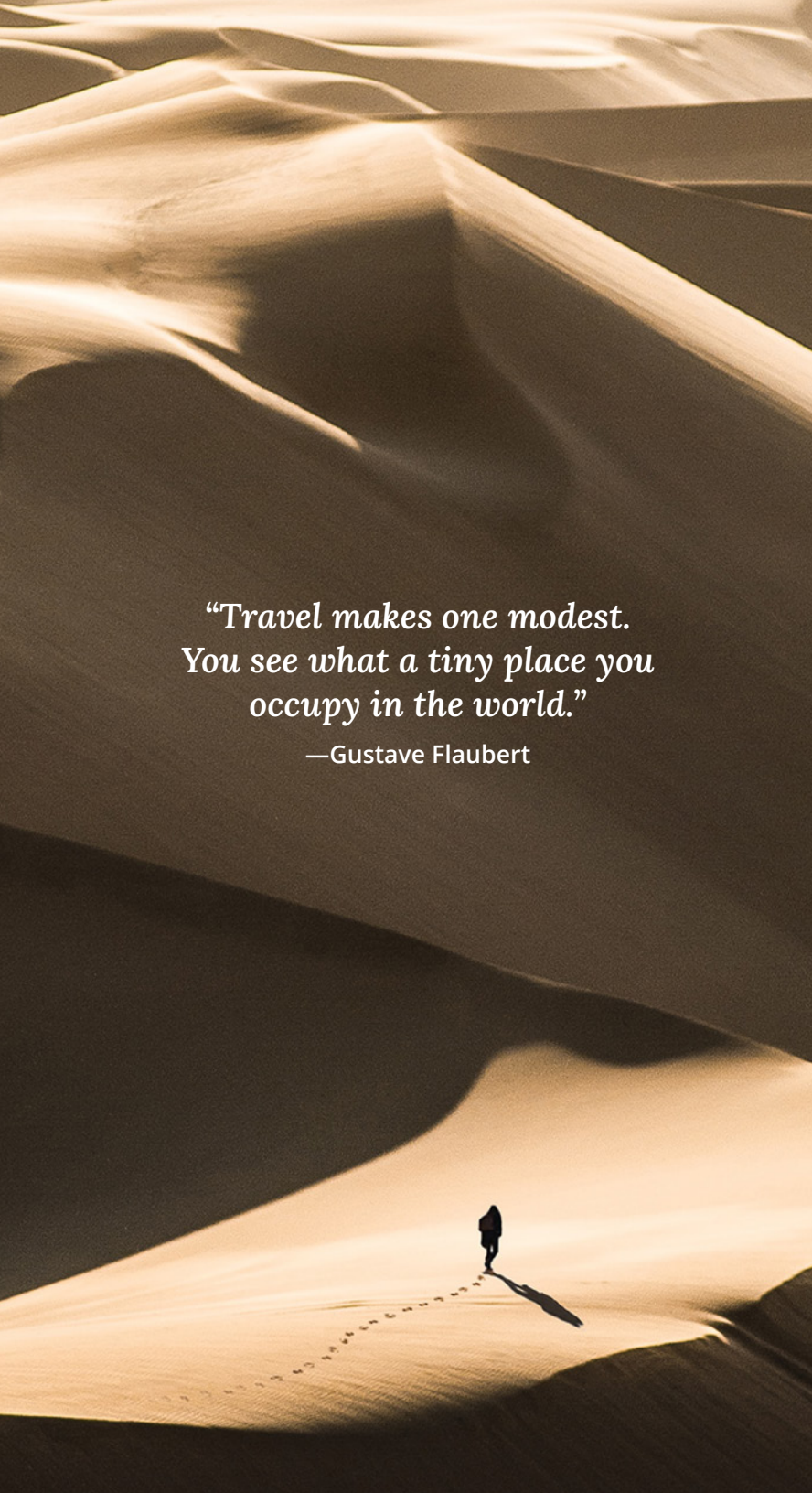
Collaborative Research on Impacts of COVID-19 on Tourism

Early on in the pandemic, CREST and its partners recognized the need to collect information from the tourism sector regarding COVID-19 impacts, mitigation, and sustainability to make recommendations for a responsible recovery. Led by the George Washington University’s International Institute for Tourism Studies, and in collaboration with Tourism Cares, the Destination Stewardship Center, the Global Sustainable Tourism Council, and the Organization of American States, we launched this research project in April 2020.

This research project included:

- Online survey (291 participants)
- Key informant interviews (5 participants)
- Focus groups (12 participants)

We received responses from destination organizations, tourism businesses, industry associations, and non-governmental organizations throughout the Americas. Preliminary findings showed that sustainability was more of an aspiration during the pandemic than a reality, with only 21% of destination organizations and 56% of private-sector businesses saying they plan to include sustainability at the core of their recovery. However, a deeper review of the results indicated this may be due to a difference in the definition of sustainability, rather than a disinterest in improving sustainability practices as a whole. It is imperative that the tourism sector moves toward a more holistic approach to sustainability, emphasizing people, planet, and profit. Results from the research study, entitled *How COVID-19 is Impacting Tourism Industry and Sustainability*, will be published in Spring 2021.



“Travel makes one modest.
You see what a tiny place you
occupy in the world.”

—Gustave Flaubert

World Tourism Day Forum: TOURISM IN A CHANGING CLIMATE

In September, CREST released our annual meta-analysis, *The Case for Responsible Travel: Trends & Statistics 2020*, which focuses on the two major crises facing our world today: climate change and COVID-19. Sharing cutting-edge research and examples, the report describes how travelers, tourism businesses, and destinations are implementing workable, sustainable solutions to support our planet and its people.

In recognition of World Tourism Day, CREST offered the [webinar](#) “The Case for Responsible Travel: Lessons from COVID-19 for Tourism in a Changing Climate.” The webinar revealed the annual report’s findings and brought together experts to discuss consumer, business, and destination trends in the context of recovery. Distinguished speakers explored the unprecedented opportunity to mitigate two existential threats, climate change and COVID-19, with one coordinated approach, truly making the world a safer, more equitable, and more resilient place for all.

Dr. Gregory Miller, CREST Executive Director, opened the webinar, and K. Denaye Hinds, CREST Board Member and Owner and Manager of JustaTAAD, LLC, moderated it. Panelists included:

- Dr. Daniel Scott, Executive Director, Interdisciplinary Centre on Climate Change (IC3), University of Waterloo, Canada
- Erin Francis-Cummings, President and CEO, Destination Analysts, USA
- Ewald Biemans, Owner and Manager, Bucuti & Tara Beach Resort, Aruba

The event was attended live by more than 265 participants from across the globe, including 17 journalists (*New York Times*, *Washington Post*, *Boston Globe*, *Condé Nast Traveler*, *Travel + Leisure*, and *National Geographic*).

CREST then partnered with Academic Affiliate Dr. Christine Vogt, Director of the Center for Sustainable Tourism at Arizona State University, and ASU Ph.D. student Tanner Caterina-Knorr to share webinar insights. The report disseminates thoughtful and consolidated solutions for the planet, communities, and the tourism industry. Caterina-Knorr will present the paper at the 2021 Travel and Tourism Research Association International Conference.

Legacy in Responsible Travel Award



In September, CREST's Board of Directors and staff were honored to announce the second annual recipient of the Martha Honey Legacy in Responsible Travel Award: **Judy Kepher-Gona**, Founder and Principal Consultant at Sustainable Travel and Tourism Agenda, in Kenya, Africa.

The inaugural Legacy in Responsible Travel Award was made in 2019 to Dr. Martha Honey on the occasion of her retirement to honor her incredible leadership and accomplishments in responsible travel. At that time, the CREST Board of Directors decided to make this an annual award to someone in the global tourism industry making a significant difference in pushing the envelope in responsible travel.

Judy Kepher-Gona is a thought leader in sustainable tourism with more than 20 years of experience as a champion for responsible tourism in Africa and beyond. From setting up Africa's first ecotourism society to working with countless communities in tourism and conservation, Judy's contribution to sustainable tourism transcends continents. She has dedicated her career to a pioneering model of ecotourism worldwide.

The 2020 Legacy Award was presented in September to Judy in Nairobi by CREST Board member Melissa Biggs-Bradley.

"This recognition is a much-needed boost to my commitment to stand up for responsible travel. A renewal," Kepher-Gona relays. "Until the last tourism company responds. Until the last traveler responds. Until the last DMO & DMC responds. Until global tourism organizations respond. Until tourism media responds. Until policymakers and investors respond to the call for responsible travel; I have my work cut out."

Supporting Local Communities and Conservation Efforts

Small-scale Tourism in Cuba

In April, CREST released a [free Spanish-language eBook](#) on small-scale tourism to help support the recovery of this vital sector. This CREST publication builds on our work in Cuba, where we sponsored two sustainable tourism workshops in 2019. The information presented in both workshops inspired CREST to compile a collection of articles as a foundational resource to share the ideas that emerged in those spaces, converting technical information and academic research into an easily-understandable publication.

Food Waste in the Caribbean

CREST has partnered with the World Wildlife Fund since 2018, working to better understand the landscape around food waste in the tourism industry in the Caribbean. Food waste plays an important role in the circular economy, and better management of food along the supply chain is a key component of climate change mitigation and a responsible recovery.

In 2020, we partnered with Jamaican non-profit CaribShare to organize a conference for Jamaican hoteliers that would share lessons learned about food waste management in the private sector. The conference was held in January 2021 in a mixed in-person and online format, including attendees representing 17 hotel properties and nine speakers from the US, Aruba, and Jamaica.

The second day of the conference engaged students from seven high schools in the Montego Bay area for a live sustainable tourism mentoring session with panelists from the US and Jamaica. It included a screening of CREST's film [Caribbean Green Travel: Your Choices Make a Difference](#).

This project was supported by the US Embassy in Kingston, Jamaica, World Wildlife Fund, and CREST.

Destination Marketing in Belize

In 2020, the World Wildlife Fund, the Belize World Heritage Advisory Committee, the Protected Areas Conservation Trust, and MAR Fund launched a project in Belize which includes the development of a marketing and branding strategy and communications plan to strengthen the Belizean and international community's perception of the importance of the Belize Barrier Reef Reserve System (BBRRS), the second-largest coral reef system in the world consisting of seven marine protected areas.

The BBRRS was designated a UNESCO World Heritage Site in 1996 but was placed on the List of Sites in Danger in 2009 due to the impacts of climate change, pollution, uncontrolled oil extraction, coastal development, and unsustainable tourism. After the combined efforts of the private, public, and civil sectors and the scientific community, it was removed from that list in 2018.

More work remains to be done to protect this natural asset, as the BBRRS is a vital source of income for more than half of Belize's population, and is home to a significant diversity of plant and animal life. CREST looks forward to continuing this project in 2021.





Future of Tourism Coalition

Decades of unfettered growth in travel have put the world's treasured places at risk - environmentally, culturally, socially, and financially. In an effort to steward collaboration over competition, CREST joined forces with the Destination Stewardship Center, Green Destinations, Sustainable Travel International, The Travel Foundation, and Tourism Cares to form the Future of Tourism Coalition (FoTC), with the Global Sustainable Tourism Council as our first formal advisor. Together our mission is to create an inclusive, multisector global movement that puts destination needs at the center of tourism for a sustainable future.

Recognizing the power of our unified voices and the considerable knowledge and tools we have together, we first developed a set of **13 Guiding Principles**, our attempt to establish an inspiring framework for tourism's recovery and beyond. Since our launch, more than 500 signatories have committed to the Guiding Principles. We then underwent a listening and reflection phase with global partners to develop our mission, strategy, and ambitious 3 - 5 year goals, which include:

- **Rebalance the tourism model to benefit people, places, the planet, and our industry.**
- **Catalyze and amplify a multisector community to implement the new tourism model.**
- **Maximize Coalition members' individual and collective potential, impact, and fundraising.**

In 2021 we seek to build and grow the breadth and depth of our advisors and community, compile and provide practical tools, and collaborate with partners to reframe key performance indicators in alignment with other tourism and stewardship actors. The FoTC is just getting started, and CREST is proud to be a part of this groundbreaking initiative.

THE COALITION:



13 Guiding Principles

1.



Seeing the whole picture

2.



Minimum standards

3.



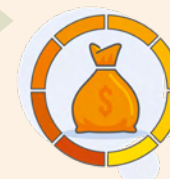
Collaborative destination management

4.



Quality over quantity

5.



Fair income distribution

6.



Reduce tourism's burden

7.



Redefine economic success

8.



Climate mitigation

9.



Circular resource use

10.



Land use planning

11.



Diversified source markets

12.



Sense of place

13.



Responsible business

Project Spotlight:

Community Development in Big Bay, Michigan



Since January 2019, CREST has partnered with Lundin Mining's Eagle Mine and the community of Big Bay, Michigan to develop placemaking and responsible tourism initiatives. This program, located in a hearty and beautiful

rural community in the Upper Peninsula, began in 2019 as part of Eagle's commitment to support economic resilience for local communities. CREST was invited to play a crucial role in working closely with the Big Bay community to define a community led and owned vision.

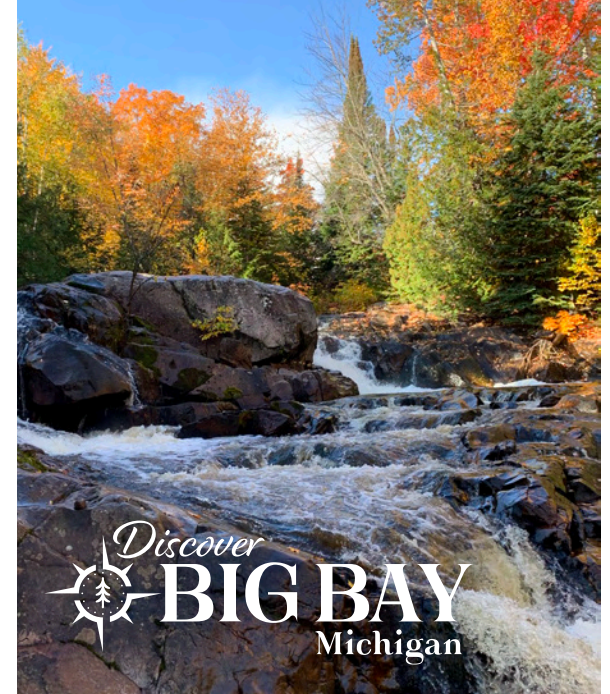
In 2020, key activities included:

- Conducting baseline data collection;
- Launching the "Discover Big Bay" brand;
- Storytelling in collaboration with the county destination marketing/management organization, Travel Marquette;
- Building local, county, and regional partnerships;
- Installing branded way-finding signage;
- Supporting local businesses in COVID-recovery and development; and
- Establishing and cultivating the Big Bay Stewardship Council (BBSC).

The Big Bay Stewardship Council (BBSC) is an organization made up of representatives from the public, private, and civil sectors. Its mission is to facilitate the protection of the greater Big Bay area's unique nature and promote community improvements in Powell Township through responsible, properly-scaled economic development and stewardship of the natural resources and cultural enrichment. CREST supported the Council in 2020 to create shared goals, objectives, and strategies.

CREST will continue to work with the BBSC through 2021 to build community capacity that meets the established goals. With CREST's assistance, the group will focus on business planning and building key partnerships, while simultaneously working on tangible and impactful placemaking and marketing projects.

We seek to take lessons learned from this project to assist other rural communities in achieving their responsible economic development goals through the formation of destination stewardship councils. This initiative is a unique collaboration between CREST, Big Bay, and Eagle Mine, and it highlights our collective commitment to supporting local community development and economic resilience.



The CREST team has been fantastic to work with. They have brought tools to our small community that were previously unimaginable and given us hope that we can adapt to create meaningful impact for a brighter future in Big Bay."

—Sven Gonstead, Big Bay Stewardship Council Co-Chair

Academic Affiliates and Internship Programs

Academic Affiliates

CREST is a strong advocate for evidence-based science as a guide to tourism planning and policymaking. In 2020, we continued to expand and strengthen our Academic Affiliates program, onboarding six new members representing Washington University in St. Louis, the University of South Florida, Arizona State University, Penn State University, Ryerson University (Canada), and George Washington University.

In January, we held a virtual Academic Affiliates meeting to discuss CREST's strategic theme for the year, *Tourism in a Changing Climate*. Three Academic Affiliates gave presentations on their tourism research as it relates to climate change, including a global perspective, regional perspective (North Carolina), and an assessment of awareness of and action on climate change within the tourism system. Participants helped to brainstorm ways that CREST could help the sector to mitigate and adapt to this increasing threat.



Stanford University, original host of CREST's West Coast office and current academic affiliate.



CREST staff and interns.

Internship Program

In 2020, CREST hosted seven interns from six US states and two countries (US and Spain). Due to the pandemic, CREST moved to a virtual office format and was able to accept interns for remote positions. This greatly expanded the diversity of applicants and we now proudly host a global internship program with the ability to accept remote applicants from all over the world.

CREST's interns supported our research, programs, and communications work in 2020. Our program is a platform for future leaders and changemakers to advance their knowledge of tourism and its many related disciplines, while also being a vital component of CREST's ability to advance our mission. Interns participated in knowledge-sharing sessions with the staff and CREST partners, as well as monthly "brown bags" where they presented on a topic of interest.

We look forward to working with and learning from many more talented individuals in 2021!

Fiscally-sponsored Programs



Torres del Paine Legacy Fund



In June, the Torres del Paine Legacy Fund joined CREST as a fiscally-sponsored program. The nonprofit initiative in Puerto Natales, Chile works to create a sustainable future

for the iconic Torres del Paine National Park and its surrounding communities. The Legacy Fund promotes a destination stewardship model that brings together public and private stakeholders to collectively implement and finance sustainability action projects. Since 2018, the Legacy Fund has worked with 159 volunteers and 44 local and international business partners on various protected area infrastructure and conservation initiatives in Torres del Paine. Further details of TDPLF's impact can be found within their [2018-2020 Biennial Report](#).

The Legacy Fund and CREST look forward to working hand-in-hand with local communities in southern Patagonia for years to come.



CARE for the Cape & Islands



CARE for the Cape & Islands was founded in 2012 as a grassroots organization to engage visitors and residents to preserve and protect the natural environment, culture, and history of Cape Cod, Martha's Vineyard, and Nantucket Islands.

To date, CARE has awarded \$65,000+ to fund 50+ projects that focus on environmental education, environmental stewardship, community livability, sense of place, food and culture, "reduce and reuse," and protection of the natural environment, culture, and history. CARE has generated 7,000+ hours of volunteer labor with 3,000+ volunteers, and engaged 70+ companies and organizations in the Cape Cod Stewardship Collaborative. In 2020, CARE for the Cape and Islands launched a new [Compostable Food Serviceware Buying Guide](#), which aims to provide restaurants and other food service businesses with alternatives to plastic take-out containers and serviceware that have seen an increase due to COVID-19.



Destination Stewardship Center



The Destination Stewardship Center (DSC) shared insights and resources throughout 2020 on how destinations can use the COVID-19 crisis as an opportunity to change the way they plan and manage tourism. Specific emphasis was placed on preventing the recurrence of issues stemming from overtourism and other tourism-related threats in the future. As part of these resources, the DSC also launched the quarterly [Destination Stewardship Report](#), which offers examples and practical guidance on how tourism destinations can better plan for post-COVID-19 recovery. The editions continue to feature the DSC's self-conducted "Doing It Better" research, which highlights exemplary cases of destination stewardship councils around the globe.

Impact Tourism Handbook

CREST's *Impact Tourism Handbook* shares innovative insights and practical advice from businesses, NGOs, and destinations that are making strategic contributions of time, talent, and treasure to local environmental and social projects. As an update to CREST's 2011 Traveler's Philanthropy Handbook, our 2020 Impact Tourism Handbook takes a deeper look at the thoughtful and innovative ways that impact tourism is materializing around the world.

This electronic publication includes five topical essays and 22 case studies, which offer a deep dive into how, in partnership with local communities, responsible tourism businesses, travelers, and organizations are taking thoughtful action to support this relatively new form of community development funding. The content is organized in five chapters: Independently-owned Accommodations & Tour Operators; Destination-wide Impact Tourism; Donor Travel; Corporate Sustainability & Social Impact; and Voluntourism. In releasing it in a free, digital format on our website, CREST seeks to make it widely available to all stakeholders interested in developing or supporting responsible impact tourism programs.



Madilika Craft Centre, South Africa



Rhinos Without Borders, Botswana



Rural Education and Development (READ) Bhutan literacy class



American Jewish World Society Study Tour to Kenya (Christine Han Photography)

Why do you feel it is important for the tourism industry to not only promote a product but to provide environmental and community support?

The love of travel cannot be separated from the state of the world. With the increasing loss of biodiversity, species extinction, pollution, threats of climate change, loss of precious natural resources, and much more, the need for travel that serves communities and the environment has never been more important. Without the beauty and wonders of a healthy planet – forests, wildlife, oceans, vibrant open and preserved nature, and prosperous local communities – the joy, adventure, and gladness that travel offers will be greatly diminished.

—Kind Traveler case study



Travel Auctions

CREST's quarterly online travel auctions, hosted via Charitybuzz, provide vital support for our mission to promote responsible tourism and protect our world's special places. The funds raised through these auctions are essential for supporting our projects and research, outreach and advocacy, and daily operations as a nonprofit. These auctions also connect travelers to responsible businesses that offer a wide variety of trip packages in destinations around the world.

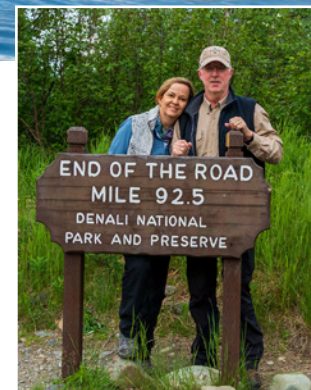
No one could have predicted the COVID-19 fallout for the travel industry in 2020, and CREST was uncertain whether our auctions could continue as planned. However, responsible travel businesses came to our aid time and time again, generously offering packages for the future when they anticipated being able to operate again.

CREST is deeply grateful to our 2020 auction donors, which not only have a positive environmental and social impact in their communities, but provide critical support for our work as well.



Auction Winner Spotlight

Recently, avid travelers **Mitch** and **Anita Green** from Malden, Missouri had the opportunity of a lifetime to travel with CREST Platinum Sponsor Alaska Wildland Adventures. They spent their trip nestled on the shore of a protected lagoon within Kenai Fjords National Park, hiking, sea kayaking, and even taking a small plane ride that circled around Denali.



Mitch shared, "Our pilot was great. We saw climbers, climbing base camps, circled the mountain and came back. It was a beautiful sunny day. Alex, our guide, wouldn't take the credit for the weather!"

Alaska Wildland Adventures is Alaska's leader in lodge-based adventure travel. Their goal is simple; to share Alaska's wilderness with a few people who want a high quality, true Alaska vacation experience without compromising comfortable accommodations. They also know that true Alaska experiences cannot be mass produced, and their focus on small groups ensures each and every one of their guests will have a unique, personal interaction with the natural environment that surrounds them.

"Walking around Kenai you could tell they really worked at keeping their facility and the island clean and well kept... The staff was really knowledgeable. Our guide Alex was asked questions about plants, wildlife, travel... I don't think any of us stumped him. It sure felt like they all loved their jobs."

CREST's quarterly travel auctions bring responsible travelers like Mitch and Anita together with inspiring companies like Alaska Wildland Adventures. Visit page 19 of this report to view our full list of 2020 auction donors.

**This trip was taken prior to the onset of COVID-19.*

A man and a woman are sitting on a large, dark, mossy rock in the foreground. The man, on the left, is wearing a grey t-shirt and yellow shorts, and is looking towards the woman. The woman, on the right, is wearing a colorful patterned top and blue shorts, and is holding a camera to her eye. In the background, a large waterfall cascades down a dark, rocky cliff. The scene is lush with greenery and moss.

Our Focus in 2021

If there has been any positive effect so far from the pandemic, it is clarifying our collective human perception of our impacts and what we can and must do as a society to respond, adapt, and be resilient. COVID-19 has shown that simply stopping tourism is not enough to meet the demands of the climate crisis and has also highlighted the immense need and value of tourism to global and local supply chains, conservation, and cultural integrity.

Going forward, CREST will champion change towards a stewardship approach of destination management, effectively measuring and managing tourism's impacts, and encouraging quality over quantity tourism (value over volume). It is the quality of visitation, not the quantity of visitors, that countries and destinations need to seek and measure, with an individual and societal commitment to shifting from "the way things have always been done."

Post-COVID, CREST believes that there will be a profound shift in the competitive landscape in the travel and tourism sector, with preparation and effective risk management, adaptation and resilience, and decarbonization being fundamental to future competitiveness and relevance. Only by protecting the very qualities that make a place worth living do we also make it one worth visiting.



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2020 AUCTION CONTRIBUTORS

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Loews Hotels
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*"One's destination is never
a place, but a new way
of seeing things."*

—Henry Miller





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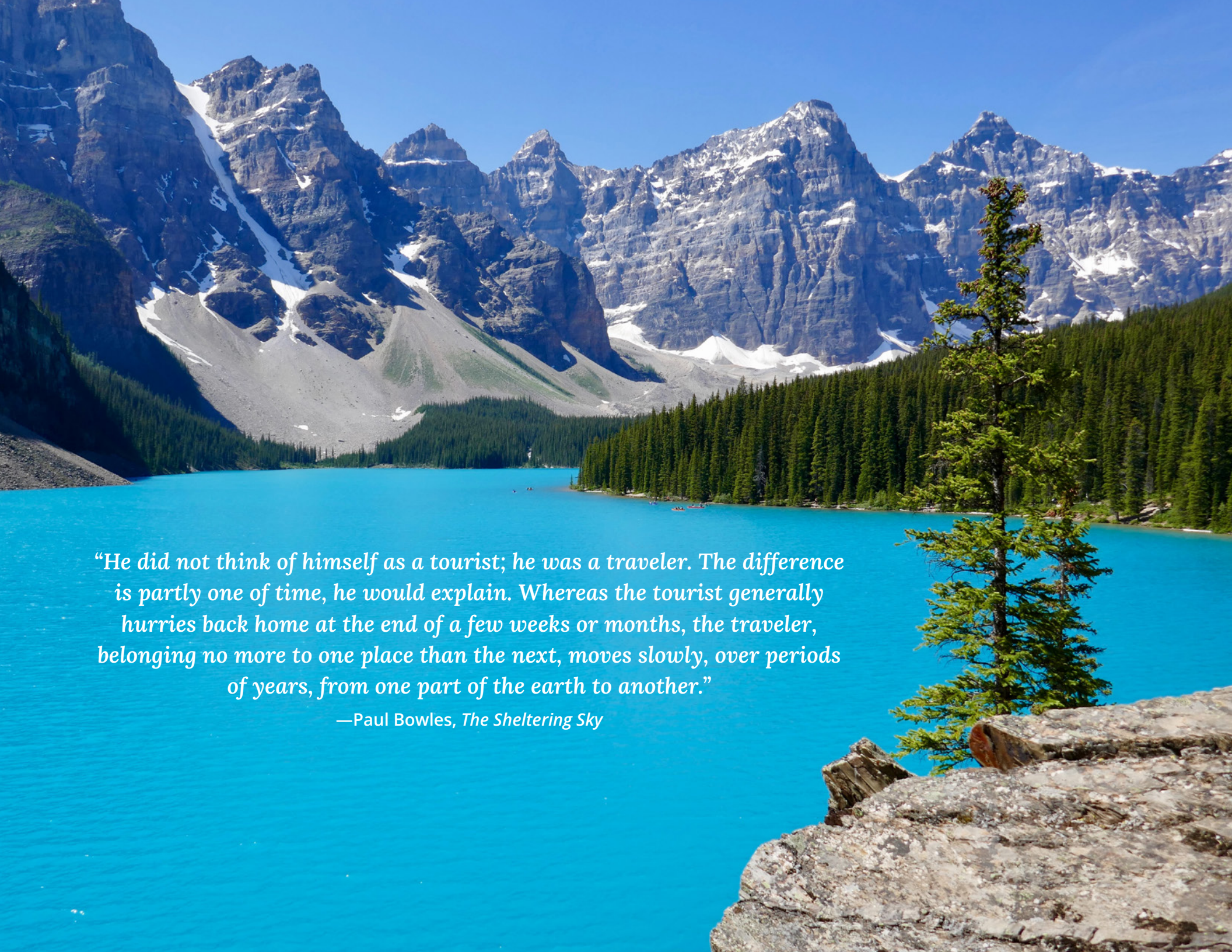
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“He did not think of himself as a tourist; he was a traveler. The difference is partly one of time, he would explain. Whereas the tourist generally hurries back home at the end of a few weeks or months, the traveler, belonging no more to one place than the next, moves slowly, over periods of years, from one part of the earth to another.”

*—Paul Bowles, *The Sheltering Sky**



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