



FORUM IN RECOGNITION OF THE

UN's 2017 International Year of Sustainable Tourism for Development

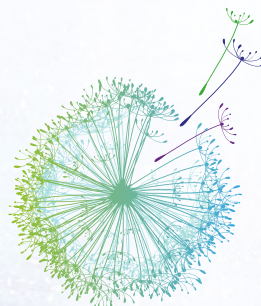
United Nations Foundation, Washington, DC
www.sustainabletourismforum.wordpress.com

September 27, 2017

WORLD TOURISM DAY



Center for Responsible Travel



2017
INTERNATIONAL YEAR
OF SUSTAINABLE TOURISM
FOR DEVELOPMENT



United Nations
Environment Programme

Welcome to this World Tourism Day forum, co-hosted by the Center for Responsible Travel (CREST) and the UN Environment. The Forum is part of the United Nation's 2017 International Year of Sustainable Tourism for Development.



Today, sustainability – environmental, social, and economic – is increasingly recognized as the benchmark for tourism businesses of all sizes, in all destinations, and across all sectors of the industry. Sustainable tourism is also acknowledged as an important tool for development. In 2030, for example, the UN World Tourism Organization estimates that 57 percent of international tourist arrivals will be in emerging economies.

We are honored to welcome key thought leaders in the field of responsible travel, as well as officials, executives, and practitioners with an interest in sustainable tourism. Our keynote speaker is Elizabeth Becker, author of *Overbooked: The Exploding Business of Travel and Tourism*, a highly acclaimed critical analysis of the tourism industry. Ms. Becker will lay out key challenges facing travel and tourism and set the stage for the program.

The panels that follow will each focus on one of the key pillars of the Sustainable Tourism Year, as identified by the UN World Tourism Organization. They will feature speakers from exemplary tourism businesses and projects in the Americas, and each panel will be moderated by a well-known journalist.

We are grateful to the UN Foundation for providing this beautiful “green” meeting space and to the World Wildlife Fund’s Food Waste Systems program for working with us to strive to make this a “zero waste” event. We would also like to recognize Foodhini, a D.C. startup catering service offering dishes from immigrant and refugee chefs, which is preparing our luncheon. The day will end with a wine and rum reception featuring Bonterra Organic Vineyard, named “American Winery of the Year” by *Wine Enthusiast Magazine* in 2017, and Blackwell Black Gold Fine Jamaican Rum, made from the Blackwell family’s famed recipe. Both fine products have been graciously donated for the closing event. Finally, we would especially like to thank our other sponsors who have helped to make this event possible.

By pooling our collective knowledge, we can better understand the successes and challenges of sustainable tourism. We thank each of you for joining us in this endeavor and we encourage you to share your experiences and what you’ve learned throughout your networks and on social media using #IY2017.

Martha Honey, Ph.D.
Executive Director
Center for Responsible Travel

Barbara Hendrie
Regional Director
UN Environment North America Office

Our special thanks to the following individuals, who served on the Steering Committee for this forum:

[Martha Honey](#), executive director, Center for Responsible Travel (CREST)
[Hilary French](#), program management officer, UN Environment, North America Office
[Mary-Elizabeth Gifford](#), immediate past president, Washington Spa Alliance and board of directors, Demeter-USA
[Eric Kuhn](#), Washington-based communications and development specialist
[Alice Marshall](#), president, Alice Marshall Public Relations
[Rich Shea](#), director of communications, Center for Responsible Travel (CREST)
[Samantha Hogenson](#), managing director, Center for Responsible Travel (CREST)

HONORARY HOST COMMITTEE

This forum serves both as a recognition of the UN's International Year of Sustainable Tourism for Development and a thought-provoking discourse on the state of responsible travel at this crucial time in history. Accordingly, we have gathered a team of sustainable travel thought leaders and practitioners to serve on the event host committee and help identify who else should be invited to attend. Those members are:

Jessica Blotter, CEO and co-founder, Kind Traveler

Geoff Bolan, CEO, Sustainable Travel International

Denaye Hinds, director of sustainability, OBM International

Andrea Holbrook, president & CEO, Holbrook Travel

Matthew Jeffery, deputy director, International Alliance Program,
National Audubon Society

Kelley Louise, executive director, Travel+Social Good

Ella Messerli, general manager, Hotel El Ganzo

Hannah Messerli, chair, International Institute of Tourism Studies,
The George Washington University

Kathleen Pessolano, destinations program director, Global Sustainable
Tourism Council

Mike Robbins, founding partner, The Tourism Company

Jim Sano, vice president of travel, tourism, and conservation,
World Wildlife Fund

Jonathan Tourtellot, CEO, Destination Stewardship Center

Dan Whittle, senior attorney and senior director, Cuba Program,
Environmental Defense Fund

Chiara Zuccarino-Crowe, tourism and recreation coordinator,
National Marine Sanctuary Foundation with NOAA's Office of
National Marine Sanctuaries

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.



Center for Responsible Travel

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UN Environment provides leadership and encourages partnership in caring for the environment by inspiring, informing, and enabling nations and peoples to improve their quality of life without compromising that of future generations. UN Environment works with governments, the private sector, civil society and with other UN entities and international organizations around the world. For more information about our work on sustainable tourism, visit www.unep.org/10yfp

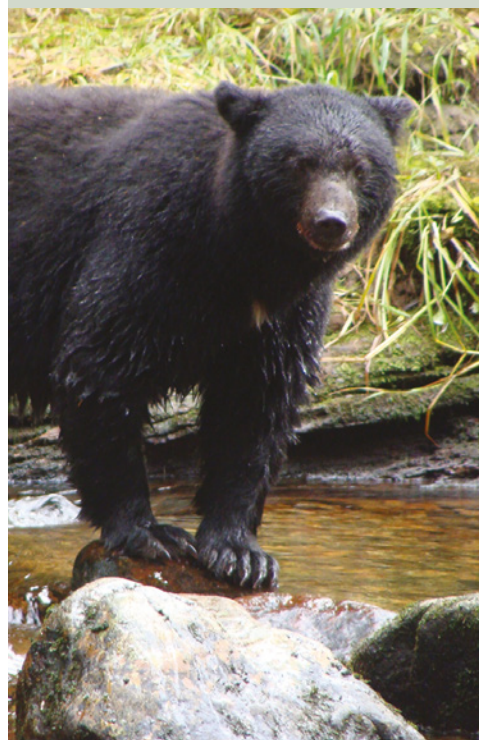


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SCHEDULE

United Nations Foundation, 12th Floor Conference Room

#IY2017
#travelenjoyrespect

- 8:30 – 9:00 am** Registration and Light Breakfast
- 9:00 – 9:20 am** Opening Remarks
Martha Honey, executive director, Center for Responsible Travel (CREST)
Barbara Hendrie, regional director, UN Environment
- 9:20 – 9:45 am** Keynote Address
Elizabeth Becker, author of *Overbooked: The Exploding Business of Travel & Tourism* and former *New York Times* reporter
- 9:45 – 10:45 am** **PANEL 1: Social Inclusiveness, Employment, and Poverty Reduction**
Chris Blackwell, owner, Island Outpost, Jamaica
Allison Caton, owner, Isle of Reefs Tours, Carriacou, Grenada
Moderator: **Jonathan Tourtellot**, CEO, Destination Stewardship Center
- 10:45 – 11:00 am** Coffee Break
- 11:00 am – 12:00 pm** **PANEL 2: Inclusive and Sustainable Economic Growth**
Chef José Andrés, chef/owner, ThinkFoodGroup & minibar by José Andrés
Moderator: **Nick Schmide**, contributor, *The New Yorker*
- 12:00 – 1:00 pm** Lunch prepared by Foodhini
- 1:00 – 2:00 pm** **PANEL 3: Resource Efficiency, Environmental Protection, and Climate Change**
Ewald Biemans, owner, Bucuti & Tara Beach Resort, Aruba
Arthur DeJong, head of sustainability, Whistler Blackcomb Ski Resort, British Columbia, Canada
Moderator: **Andrea Sachs**, travel writer, *The Washington Post*
- 2:00 – 3:00 pm** **PANEL 4: Cultural Values, Diversity, and Heritage**
Doug Neasloss, tribal chief and founder of Spirit Bear Lodge, Great Bear Rainforest, British Columbia, Canada
Melinda Allen, president, Downtown Neighborhood Association, City of Savannah, Georgia
Moderator: **Norie Quintos**, editor-at-large, National Geographic Travel Media
- 3:00 – 3:15 pm** Coffee Break
- 3:15 – 4:15 pm** **PANEL 5: Mutual Understand, Peace, and Security**
Jon Barela, CEO, Borderplex Alliance, Mexico-US Border
Collin Laverty, president, Cuba Educational Travel
Moderator: **Bill Press**, radio host, *The Bill Press Show*
- 4:15 – 4:20 pm** Wrap Up
Jonathan Tourtellot, CEO, Destination Stewardship Center
- 4:20 – 5:20 pm** Reception featuring biodynamic and organic wines from Bonterra Organic Vineyards in Mendocino County, California and Blackwell Black Gold Fine Jamaica Rum from Blackwell Rum.

Why an International Year of Sustainable Tourism for Development?

By the Center for Responsible Travel (CREST)

The tourism industry is a powerhouse. It employs one in 11 people worldwide, fuels 10 percent of the international economy, and serves more than one billion travelers every year.

But it's also flawed.

Some of the world's most popular destinations, for example—Barcelona, Venice, the beaches of Thailand—are overrun with tourists, putting a strain on resources, cultural sites, the environment, and—as protests in European cities this past summer demonstrated—local residents. At the same time, poor planning and/or regulation in many countries enable a relative few to profit from the travel industry while local economies continue to suffer.

We know, however, that, at its best, tourism has the power to improve the world in many ways.

With that in mind, the United Nations established 2017 as the International Year of Sustainable Tourism for Development, recognizing, in its resolution, “the important role of sustainable tourism as a positive instrument towards the eradication of poverty, the protection of the environment, the improvement of quality of life and the economic empowerment of women and youth and its contribution to... sustainable development, especially in developing countries.”

Like this forum, the UN's year—IY2017, for short—offers an opportunity to make decision-makers in the public and private spheres aware of the potential contributions of sustainable tourism. What, exactly, is “sustainable tourism”? We define it as tourism in which the management of resources meets the economic, social, and esthetic needs of a place while maintaining its cultural and ecological integrity and improving its life-support systems.

The UN World Tourism Organization, or UNWTO, has expanded on this definition by coming up with five key ways that sustainable tourism can help facilitate positive change. It's no coincidence that this list corresponds with the titles of today's panel sessions. They are:

- Inclusive and sustainable economic growth
- Social inclusiveness, employment, and poverty reduction
- Resource efficiency, environmental protection, and climate change
- Cultural values, diversity, and heritage
- Mutual understanding, peace, and security

We encourage you to attend all five sessions, featuring topnotch thought leaders and practitioners, so as to form a complete picture of sustainable tourism's potential. And we encourage you to share what you learn today with friends, associates, and family members via social media using the hashtags #IY2017 and #travelenjoyrespect.

World Tourism Day: The Origin Story

Today is also World Tourism Day, or WTD, a day set aside by the UNWTO to recognize, as it states, “the importance of tourism and its social, cultural, political and economic value.” The first WTD took place in 1980, after the UNWTO General Assembly decided to commemorate an important milestone in world tourism history—the anniversary of the adoption of the UNWTO Statutes on Sept. 27, 1970. Since then, on that same date every year, WTD is celebrated worldwide around themes selected by the UNWTO. The official celebration takes place in one of the UN's member states, based on geographic rotation. This year, it's being held in Doha, Qatar.

IY2017's Pre-Cursor

Fifteen years ago, before “sustainable tourism” was part of our everyday lexicon, “ecotourism” was the go-to term for travel practices designed to protect a destination's environment and improve its social welfare. So it makes sense that the UNWTO designated 2002 as the International Year of Ecotourism, or IYE. The objectives haven't changed much; the UNWTO, then as now, wanted to recognize tourism's transformative potential while promoting the exchange of best practices in the field of ecotourism. But today, after 15 years of research and the ongoing development of sustainable tourism tools, we're better equipped to fulfill responsible travel's promise.

#IY2017 #travelenjoyrespect

SUPPLEMENTAL RESOURCES

#IY2017
#travelenjoyrespect

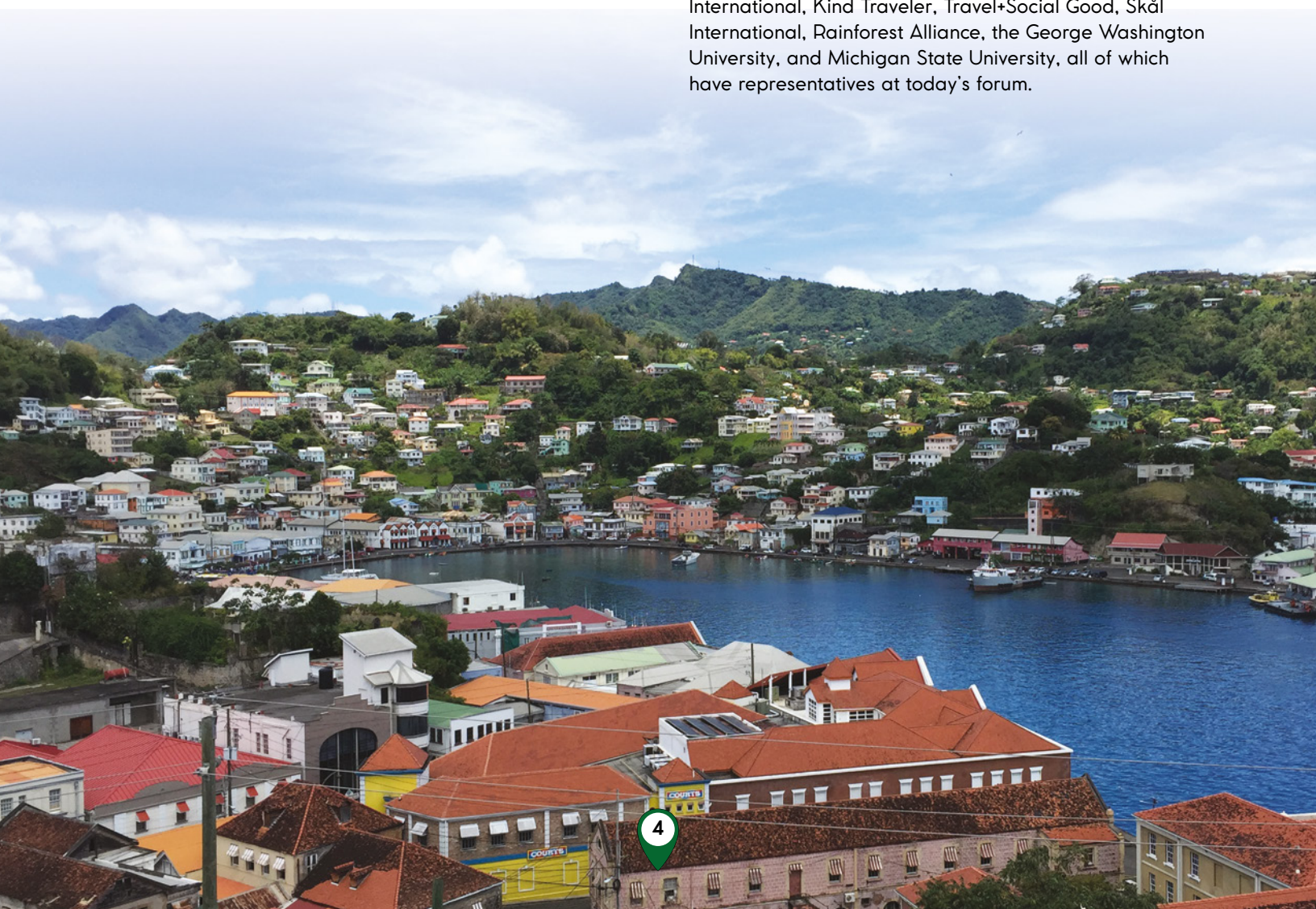
Sustainable Tourism Initiatives and Resources

Throughout the tourism industry, there are many initiatives and advocacy campaigns that promote best practices, codes of conduct, and certification programs, all designed to help deepen our understanding of, and commitment to, sustainable travel. CREST and UN Environment have produced a resource package for attendees of this Sustainable Tourism Forum that contains valuable information for tourism-related businesses and travelers. This directory has fact sheets on a multitude of topics including: cultural heritage preservation, local employment & fair wages, marine litter, food waste, the illegal trade in wildlife, and more.

The materials are available on the Forum website, at www.sustainabletourismforum.wordpress.com/resources. We invite tourism businesses and organizations to add this link to your websites and to promote the valuable resources to your networks. We also welcome your input for additional content and look forward to hearing from you at staff@responsibletravel.org.

"Case for Responsible Travel: Trends & Statistics 2017"

As a supplement to today's event, CREST is proud to release our annual meta-analysis, "The Case for Responsible Travel: Trends & Statistics." This year's version of the free informative publication provides a snapshot of the state of the responsible travel industry and, like the forum, is organized around the five pillars of the International Year. Each section looks at consumer, business, and destination demand for responsible tourism, drawn from surveys, polls, and market studies over the last five years. The publication has been prepared in collaboration with a number of leading tourism organizations and institutions, including United Nations Environment, Adventure Travel Trade Association, World Wildlife Fund, Caribbean Tourism Organization, the Destination Stewardship Center, Sustainable Travel International, Kind Traveler, Travel+Social Good, Skål International, Rainforest Alliance, the George Washington University, and Michigan State University, all of which have representatives at today's forum.



SPEAKERS

Melinda Allen



Melinda Allen is president and CEO of the Savannah Downtown Neighborhood Association (DNA). She and her husband, Matthew, moved to Savannah in 2002, after falling in love with the city, and are the proud parents of three children. Melinda is a graduate of the University of Toledo,

holding an honors degree in biology and chemistry. She began her career in the pharmaceutical industry, then focused on raising a family, serving her community, and playing an integral role in expanding the family's dental business. She is an ex-officio trustee of the Historic Savannah Foundation and maintains active roles in various other clubs, nonprofits, and city boards.

Savannah Downtown Neighborhood Association

The Savannah Downtown Neighborhood Association is a nonprofit organization whose mission is to enhance the quality of life in the Historic Landmark District of Savannah, Georgia, protect the city's unique downtown environment, and advocate for public policies supporting these objectives. It protects the Landmark District's architectural heritage, encourages restoration and beautification, and supports local organizations that enhance the community through aid to Savannah's citizens, education, safety, music, and children's activities.

José Andrés



Named one of *Time's* "100 Most Influential People" and awarded "Outstanding Chef" by the James Beard Foundation, José Andrés is an internationally-recognized culinary innovator, author, educator, TV personality, humanitarian, and chef/owner of ThinkFoodGroup. A

pioneer of Spanish tapas in the United States, he is also known for his groundbreaking avant-garde cuisine and award-winning group of 26 restaurants, plus a food truck in Mexico. José is a committed advocate of food and hunger issues known for championing the role of chefs in the national debate on food policy. In 2012, he formed World Central Kitchen, a non-profit that provides smart solutions to hunger and poverty by using food to empower communities and strengthen economies. José's work has earned awards and distinctions, including the 2017 Lifetime Achievement Award from the International Association of Culinary Professionals and the 2015 National Humanities Medal.

ThinkFoodGroup

ThinkFoodGroup is the creative team responsible for renowned dining concepts in Washington, D.C., Las Vegas, Los Angeles, Miami, Puerto Rico and Mexico City, ranging in a variety of culinary experiences that span food trucks and world-class tasting menus. The award-winning group of 27 restaurants includes minibar by José Andrés, Jaleo, Zaytinya, Oyamel, Fish at MGM National Harbor, J by José Andrés at W Mexico City, Bazaar Meat at the SLS Las Vegas, and The Bazaar by José Andrés at the SLS Hotel Beverly Hills and South Beach, along with Bazaar Mar at SLS Brickell.

Jon Barela



Jon Barela is CEO of The Borderplex Alliance, an economic development organization for the El Paso, Texas; Las Cruces, New Mexico; and Ciudad Juárez, Chihuahua, Mexico, region. Previously, he served as New Mexico's economic development cabinet secretary. He began his career as an

aide to New Mexico Congressman Joe Skeen. He later served as New Mexico's assistant attorney general and director of the Civil Division. Barela has also held positions at the Intel Corporation and the Modrall-Sperling Law Firm. A native of Las Cruces, Jon is a graduate of the Georgetown University School of Foreign Service and Georgetown Law School.

The Borderplex Alliance

For nearly 400 years, the border area of northeastern Mexico, West Texas, and south-central New Mexico has operated as a wide multicultural, bilingual, cooperative community. The Borderplex Alliance is a nonprofit organization dedicated to economic development and policy advocacy at the intersection of El Paso, Texas; Las Cruces, New Mexico; and Ciudad Juárez, Chihuahua, Mexico. A gateway for international trade, The Borderplex Alliance is the go-to resource for regional ideas, information, and influence. It is supported by a coalition of business, community, and civic leaders, all with a shared vision—bringing new investment and jobs to the Borderplex region and creating a positive business climate.

The Borderplex Alliance provides regional, national, and international development, advocacy, representation, and support to businesses looking to expand their operations within the Borderplex region. The organization also serves as an advocate for the region in state and national capitals, promoting the economic prosperity of the region and the strength of the U.S.-Mexico relationship. In addition, the Alliance promotes cultural tourism, ecotourism, sporting & event tourism, and medical tourism.



Elizabeth Becker



Elizabeth Becker is the author of *Overbooked: The Exploding Business of Travel and Tourism*, an Amazon book of the year hailed by Arthur Frommer as “required reading” about global tourism. An award-winning journalist, she’s covered international affairs for four-plus decades for the *New York Times*, National Public Radio, and as a *Washington Post* war correspondent in Cambodia. Her book *When the War Was Over: Cambodia and the Khmer Rouge* won a Robert F. Kennedy award. A former fellow at Harvard’s Shorenstein Center, Elizabeth is a member of the Council on Foreign Relations, on the board of the Oxfam America Advocacy Fund, and a member of CREST’s Honorary Advisory Board.

Overbooked: The Exploding Business of Travel and Tourism

In her book, Elizabeth Becker describes the dimensions of tourism, the world’s largest industry, and its huge effect on economics, the environment, and culture.

She travels the world to offer lively portraits of far-off places. France invented cultural tourism and is still the leader in best practices while Venice is dying of over-tourism. In Cambodia, tourists crowd ancient temples, jeopardizing cultural sites while the government evicts villagers from pristine beaches to build foreign resorts. Costa Rica has abandoned raising cattle for American restaurants to protect its jungles for the lucrative field of eco-tourism. Dubai transformed a patch of desert into one of the world’s largest shopping malls. Cruise ships pollute oceans and ruin city ports, and Airbnb is upending neighborhoods around the world by turning residences into tourist rentals, sometimes for the good, too often leading to mass protests. Becker’s investigation of travel industry practices and their long-term ramifications is an eye-opening examination of this phenomenon.

Ewald Biemans



Ewald Biemans developed and owns the Bucuti & Tara Beach Resort in Aruba, which is recognized as an industry leader in eco-friendly practices. Born in Austria, Ewald began his hospitality career in South America, then earned his BS in International Business and moved to Aruba in

the early 1970s where he managed and co-owned the Manchebo Beach Resort before developing Bucuti & Tara. Committed to the community, Ewald has served as chairman of the board of the Aruba Hotel and Tourism Association and was named “Green Hotelier of the Year” by *Caribbean Journal* in 2014. In 2016, he was the first individual to receive the Gold Adrian Award—Leader in Sustainable Tourism, presented by the Hospitality Sales & Marketing Association International and *National Geographic Traveler*.

Bucuti & Tara Beach Resort

The Bucuti & Tara Beach Resort, awarded Green Globe Certification for 15 consecutive years, operates according to a long list of best practices in sustainability. In 2016, Green Globe declared Bucuti the “Most Sustainable Hotel & Resort in the World” and named it to the new elite level of Green Globe Platinum. Bucuti is also a TripAdvisor GreenLeaders Platinum Level member and was named its #1 Resort for Romance in the Caribbean.

Bucuti supports local environmental causes and ensures that food and water safety and general health and wellness are priorities. It also offers guests opportunities to participate—for example, by joining forces with staff to clean Aruba’s Eagle Beach once a month and making use of a temperature-control system in their rooms. As a gift, guests receive water canteens to use in lieu of having to purchase bottled water, so as to eliminate the use of plastic, which is not recyclable on the island.

As an industry leader in eco-friendly practices, Bucuti was the first hotel in the Americas to earn the highly coveted ISO 14001 environmental certification every year since 2003. It is also Travelife Gold-certified and was recently Certified LEED Silver.

Chris Blackwell



Chris Blackwell, founder of the ground-breaking Island Records, is also owner and creator of Island Outpost hotels and villas in Jamaica. Born in London and raised in Jamaica, he produced Island’s first record in 1959 and, over several decades, delivered Jamaica’s culture to the

world by signing, among others, Bob Marley & The Wailers, Jimmy Cliff, and Burning Spear. Diversifying into folk and rock, Island also signed the likes of Steve

Winwood, Cat Stevens, Roxy Music, and U2. Chris sold Island Records in 1989 and, a few years later, created Island Outpost. He loves Jamaica, its people, culture, and style. Endlessly fascinated by the far-reaching effects of the small island's music, he's determined to find new ways to share it with the rest of the world.

Island Outpost

In the early 1990s Chris Blackwell created Island Outpost as a progressive lifestyle company that includes a collection of Jamaican luxury hotels and villas. Chris started by renovating the iconic Marlin Hotel in Miami's South Beach, and then turned to The Tides and The Kent, which contributed to the resurgence of South Beach. He went on to open Pink Sands and Compass Point hotels in the Bahamas, and, never straying far from Jamaica, opened Strawberry Hill, tucked into the Blue Mountains above Kingston, in 1994. The Caves, situated on the dramatic cliffs in Negril, followed in 1997.

A year later, Chris decided to develop the historic oceanfront GoldenEye, previously home of writer Ian Fleming where he wrote all 14 of his James Bond novels. Chris transformed the original, 19-acre property into an intoxicating 52-acre estate that is the flagship of the Island Outpost empire. Returning to his family roots, Chris launched his eponymous Blackwell Rum in 2008, which is based on a family recipe and is increasingly a favorite with rum connoisseurs and leading international mixologists and part of an expanding drinks company.

Allison Caton



Allison Caton was born on the "Isle of Reefs"—Carriacou, Grenada—and, at age 9, migrated with her family to Brooklyn, New York. After returning to Carriacou in 2005, she worked various jobs in the travel industry, eventually as tourism development officer with the Grenada Board of

Tourism. A single mother of two, she realized that island tourism development would not be sustainable without helping young people develop marketable skills. In 2014, she launched Isle of Reefs Tours to provide visitors to Carriacou with a suite of custom-designed ecological and cultural adventures and tours. She aims to make it the island's premier tourist service provider and has built a reputation for professionalism and attention to detail.

Isle of Reefs Tours

Isle of Reefs Tours is a soft adventure tour company which started in January 2014 on the island of Carriacou in the Grenadines. It offers the following services: guided hiking, turtle watching, carbon offset, boat excursions, snorkeling trips, offshore camping, island tours, and home stay accommodation.

Arthur DeJong



Arthur DeJong, senior mountain planning and environmental resource manager at Whistler Blackcomb, is an established leader in sustainable development and resort operations, with 35-plus years of experience in the field. He is directly responsible for Whistler Blackcomb's transition to

industry leader in sustainable resort operations. The focus of Arthur's work is to integrate recreational design with the smallest ecological footprint possible to build exceptional experiences inside ecosystems rather than changing them. Early in his career, he led day-to-day operations of Blackcomb Mountain. Arthur is also trained as an emergency medical technician and crisis line counselor.

Whistler Blackcomb and Vail Resorts

Whistler Blackcomb has received more than 35 national and international awards for its environmental and social performance. The company is considered one of the world's most sustainable resorts and is also one of Canada's greenest employers.

To address climate change, Whistler Blackcomb began a journey, over a decade ago, to become the first large tourism operator to have a zero operating footprint. A renewable micro hydro plant was built inside the ski area that matched annual power demand. Waste has been reduced by 71 percent.

Vail Resorts, the largest ski operator in the world, purchased Whistler Blackcomb in 2016 and announced in July 2017 that it would achieve zero net emissions, zero waste to landfill, and zero operating impact to forests and wildlands at all its resorts by 2030.

Barbara Hendrie



Barbara Hendrie, Ph.D, is the Regional Director for UN Environment's North America Office. She has over two decades experience in sustainable development and humanitarian affairs, working with the United Kingdom and United States governments.

Most recently as a senior political appointee of the U.S. President, she co-led the United States Agency for International Development's work on the World Humanitarian Summit and the President's Refugee Summit.

During her time as a senior official in the United Kingdom's Department for International Development she was Chief Negotiator on the UN Financing for Development Agenda and co-leader on the establishment of the Sustainable Development Goals. She also headed the Conflict, Humanitarian and Security team and was responsible for reconstruction efforts in Iraq.

Martha Honey



Martha Honey, Ph.D. is co-founder (2003) and Executive Director of the Center for Responsible Travel (CREST). Over the last two decades, she has written and lectured widely on ecotourism, Travelers' Philanthropy, cruise and resort tourism, climate change, and certification issues.

Her books include *Coastal Tourism*,

Sustainability, and Climate Change in the Caribbean, Vol. 1 & 2 and *Marine Tourism, Climate Change, and Resilience in the Caribbean*, Vol. 1 & 2, which she co-edited and wrote a number of chapters (Business Expert Press, 2017), *Ecotourism and Sustainable Development: Who Owns Paradise?* (Island Press, 1999, 2008, 2010) and *Ecotourism and Certification: Setting Standards in Practice* (Island Press, 2002). She is currently writing and editing a book on *Lessons Learned for Destinations from 50 Years of Cruise Tourism*, which will be published in Spanish by Temas in Cuba in 2017 and English by Island Press in early 2018.

Collin Laverty



Collin Laverty is president of Cuba Educational Travel, a company that offers curated travel to the island for bar associations, business groups, companies, think tanks, trade organizations, universities, and individual travelers. He is also a senior partner at Havana Strategies, a boutique consultancy offering

assistance to U.S. companies operating in Cuba or hoping to enter the Cuban market. Considered a leading Cuba expert, Mr. Laverty has more than a decade of experience working on Cuba policy and business issues. He is an advisory board member at the Center for Democracy in Americas and a member at Engage Cuba's National Advisory Council.

Cuba Educational Travel

Cuba Educational Travel (CET) is a leader in meaningful travel to Cuba. CET unlocks the best of Cuba by providing access to the country's top artists, academics, tastemakers, and cultural figures. CET's tailor-made programs enable clients to experience Cuba's vibrant culture, interact directly with the Cuban people, and gain a deeper understanding of the island.

CET has been on the frontlines of the U.S.-Cuba policy debate, pushing for the normalization of relations, and in educational and cultural collaboration. Recent highlights include establishing numerous entrepreneurship training programs, organizing the Diplo Major Lazer concert in Havana which drew a crowd of more than 500,000 people, and bringing Litz Alfonso Dance Cuba, the country's top dance group, to perform at the Latin Grammys. CET's foundation work supports community programs and entrepreneurship training in Cuba.

Douglas Neasloss



Douglas Neasloss is an elected chief councilor and resource stewardship director from the Kitasoo/Xai'xais Nation, located in the Great Bear Rainforest on the central coast of British Columbia, in Canada. He began his career as a bear viewing guide and cultural interpreter, and

has spent 12 years becoming intimately familiar with Kitasoo/Xai'Xais Territory. He has been a leader in the First Nations' campaign to ban bear hunting and promote nature-based tourism, including respectful bear viewing. He was a founder of Spirit Bear Lodge, the first community owned and operated tourism business in the Great Bear Rainforest. In the summers, Doug finds time to follow his true passion, working as the lead guide for Spirit Bear Adventures.

Spirit Bear Lodge

This highly successful First Nation owned and operated lodge in the Great Bear Rainforest offers multi-day tour packages providing guests opportunities to experience the rich cultural and natural history of BC's wild coast. Guests travel in small groups by motorboat, exploring the temperate rainforest and ecological wonders of Princess Royal Island, home to the world's only Kitasoo Spirit Bear Conservancy. Guests also interact with the abundant wildlife and have an authentic experience with the cultural heritage of the region.

The tours afford many opportunities to watch and photograph amazing creatures in their natural habitat, including the rare Spirit Bear and majestic Grizzly Bear, which inhabit the traditional territory of the Kitasoo/Xai'xais First Nation. Spirit Bear Lodge guides also work with noted biologists to learn more about bear behavior and ecology, and, on occasion, these biologists will participate in tours.

MODERATORS

Bill Press



Bill Press began his career as a political insider and media commentator on KABC-TV and KCOP-TV in Los Angeles. He has received numerous awards, including four Emmys and a Golden Mike Award. The former co-host of MSNBC's *Buchanan and Press* and CNN's

Crossfire, Bill has built a national reputation for thought-provoking and humorous insights from the left side of the political aisle. He is also the author of seven books, including *The Obama Hate Machine* and his latest, *Buyer's Remorse*. The host of TYT Network's nationally-syndicated *Bill Press Show* (7-9 a.m., ET, Mon.-Fri.), Bill also writes a column for *The Hill* website. He resides in Washington, D.C., with his wife, Carol.

Norie Quintos



Norie Quintos is an editor-at-large for National Geographic Travel Media, contributing content and representing the iconic brand. She is also an independent consultant for the travel industry on editorial packaging, communications, media relations, custom content, and storytelling. She is the former executive editor of *National*

Geographic Traveler and was an editor at *U.S. News and World Report* and *Caribbean Travel and Life*. She has lived abroad, speaks several languages, and is on the advisory boards of several travel companies and organizations. She bikes, hikes, and tweets @noriecicerone.

Andrea Sachs



Andrea Sachs started working at *The Washington Post* more than 20 years ago, after spending a year with a sailing magazine in Boston and two years skiing and rafting in Colorado. She joined the Travel section in 2000 and has reported on various topics and destinations, such as camping

on Alaska's state ferries, searching for penguins in the Falkland Islands, and tourism in London after the terrorist attacks. Her favorite pieces typically involve nature, wildlife, conservation, and/or volunteering. Whenever traveling, she always carries around her recycling, even taking it home if necessary, and is weaning herself off plastic straws.



Nicholas Schmidle



Nicholas Schmidle is a staff writer with *The New Yorker*. His first article for the magazine, "Getting bin Laden," was a National Magazine Award finalist. Since then, he has written about a Russian arms trafficker, a wrongful conviction in Chicago, and unresolved war crimes in Kosovo. He was a visiting

professor at Princeton University (Spring 2017), and is the author of "To Live or to Perish Forever: Two Tumultuous Years in Pakistan." He received the 2008 Kurt Schork Award for his reporting in Pakistan and Afghanistan.

Jonathan Tourtellot



Journalist, editor, speaker and consultant, Jonathan Tourtellot is the CEO of the nonprofit Destination Stewardship Center. During his three-decade career as a senior editor with National Geographic, he wrote about travel, geography, the environment, science, and World Heritage sites.

He also instituted its landmark Destination Stewardship surveys reported annually in *National Geographic Traveler*, 2004-2010. Jonathan originated the concept of the "geotourism approach," put forth by National Geographic as "tourism that sustains or enhances the geographical character of a place—its environment, culture, aesthetics, heritage, and the well-being of its residents." He is a member of the Destinations Working Group at the Global Sustainable Tourism Council, the U.S. National Commission for UNESCO, the international Sustainability Leaders Research Panel, and the National Press Club.

Lunch will be catered by Foodhini, an online restaurant that serves up authentic multicultural meals, handcrafted by emerging immigrant chefs, delivered direct to your home for dinner. Order a meal online, pick a delivery date & time, and enjoy!

We hire and feature immigrant & refugee chefs, providing these talented individuals with a commercial kitchen space and high quality ingredients to prepare and sell their home recipes direct to you. Our mission is to use meal delivery to create new job opportunities for communities of diaspora while at the same time introduce incredible cultural foods to our community.



The closing reception will feature biodynamic and organic wines from Bonterra Organic Vineyards in Mendocino County, California, and Blackwell Black Gold Fine Jamaica Rum from Blackwell Rum.

Bonterra celebrated 30 years of organic farming in 2017. This special year began with the company receiving the prestigious "American Winery of the Year" award from Wine Enthusiast magazine. As pioneers in organic viticulture, Bonterra strives to farm in the best way possible for the land, which has resulted in award-winning wines harvest after harvest.

Blackwell Rum features the Blackwell family recipe - an original fusion of traditional 'heavy pot' dark rum with a distinct "Black Gold" style - that creates the perfect, elegant blend of depth, character and smoothness perfect for use in mixed drinks and on its own. This rum is Chris Blackwell's personal way of introducing you to the authentic, spontaneous life force of a Jamaica he loves and knows inside out. Drink in the history, the romance, the spectacular energy of the island.



The World Wildlife Fund (WWF) is working to bring people from different industries, including tourism, together to reduce food waste. In one initiative, WWF has partnered with the American Hotel and Lodging Association (AHLA) to launch a series of food waste pilot projects. As part of the pilot projects,

hotels tested various food waste reduction strategies, including employee training, waste reducing menus, and the benefits of consistent food waste measurement. A report on key findings and a FREE industry toolkit for the hospitality sector will be published in November 2017. More information on this and other WWF food waste programs can be found at www.worldwildlife.org/foodwaste.

WWF's Food Waste team has worked with UN Environment and CREST to make this September 27 World Tourism Day event as close to "zero waste" as possible, with a focus on landfill diversion (composting), food recovery, and food waste prevention.



With WWF's support, Namibia has pioneered a unique system of community-run conservancies. Formed and run by local people, the conservancies offer protected space for wildlife and safaris, generating more than \$8 million a year in income. The money returns to communities to support anti-poaching operations and wildlife management.

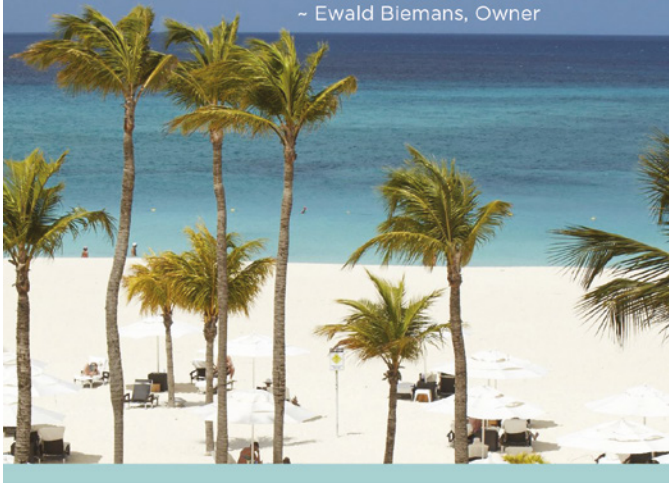
Learn more at worldwildlife.org/conservation-travel



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~ Ewald Biemans, Owner



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An advertisement for Urban Adventures featuring the company logo, a group photo of tour members, and promotional text. The text includes: "TOURS WITH A COMMITMENT TO SUSTAINABLE TRAVEL", "Sightseeing, Food, and Drinks", "Tours around the World", "For 25% discount on DC Tours use code CREST17. For 10% off other cities use code UAWAS", and the website "WWW.URBANADVENTURES.COM".

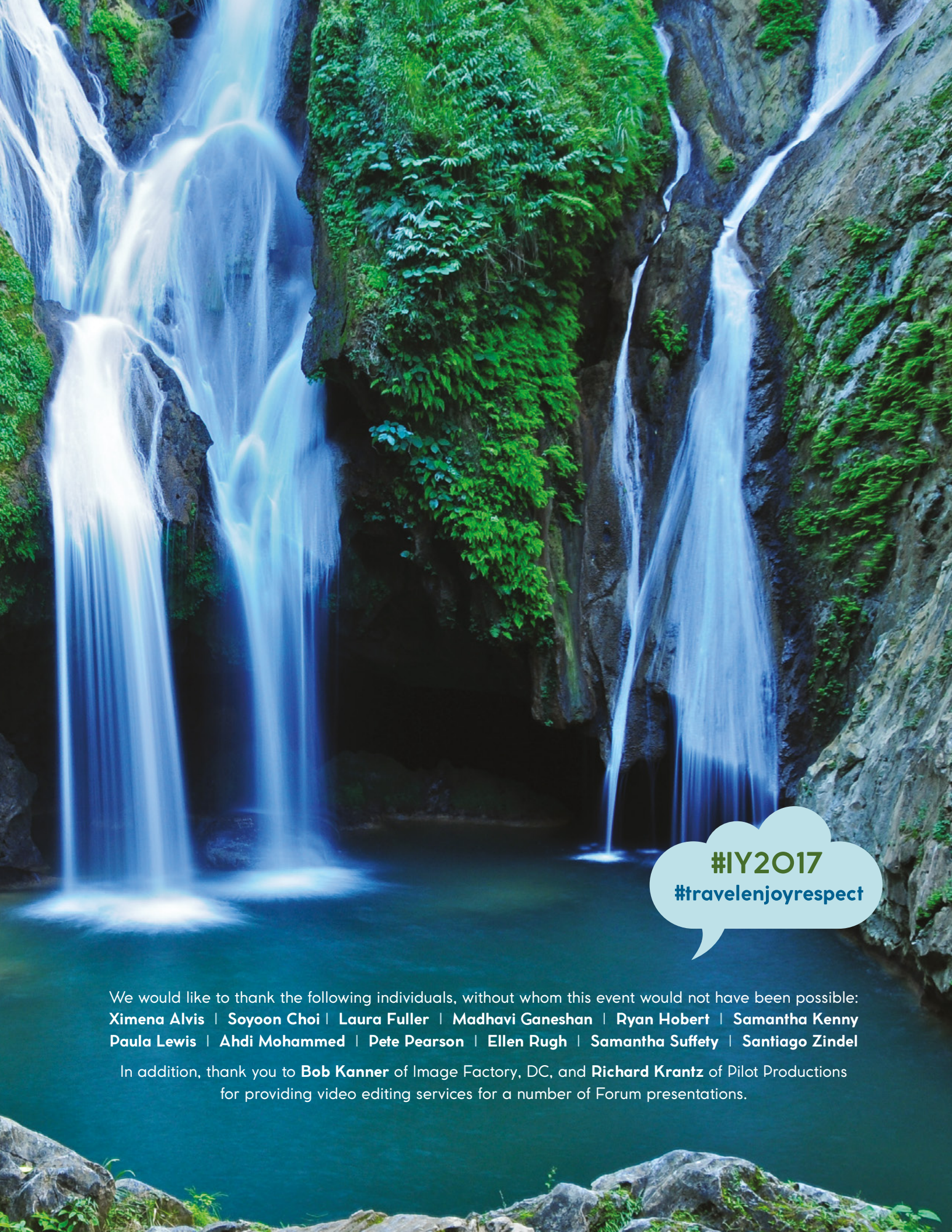
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We would like to thank the following individuals, without whom this event would not have been possible:
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