



CENTER FOR  
RESPONSIBLE TRAVEL

# 2021 *Impact Report*





## *Our Team*



Gregory Miller



Samantha Bray



Alix Collins



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Kelsey Frenkiel



Ellen Rugh

[www.ResponsibleTravel.org](http://www.ResponsibleTravel.org)



Dear friends and supporters,

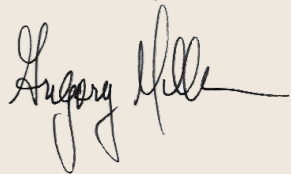
On behalf of the Board and Staff of the Center for Responsible Travel (CREST), it is my pleasure to share our 2021 Impact Report with you. In 2021, COVID-19 vaccines gave us a reason to be optimistic. But despite this, it continued to be a difficult year for all involved in tourism, especially for destinations and local communities: vaccine inequity arose and persisted; resource shortages caused tensions to rise; hotels and restaurants struggled to fill open positions; and new variant outbreaks forced lockdowns and closed borders.

While there was much to make us uncertain and anxious, there are also many reasons to be proud and optimistic. The pandemic, along with the persistent threat of the ongoing climate crisis, have forced us to reimagine our industry and continue pushing for more: more sustainability, more responsibility, more equity, more inclusivity, and more community voices at the forefront of tourism.

As an industry and an organization, we have more work to do, but we are proud of all that the CREST community accomplished in 2021. Through strategic collaboration, CREST developed research, projects, and global events, shared critical resources, created climate action plans, and committed to a better future for tourism as a launch partner for the Glasgow Declaration.

We know the problems facing the tourism industry are daunting, but they are not insurmountable. Together, we can transform travel for everyone and empower communities to be at the forefront of that movement.

Yours in responsible travel,



Gregory Miller, Ph.D.  
Executive Director

***“Travel sparks your imagination,  
feeds your curiosity and  
reminds us how much we  
all have in common.”***

—Deborah Lloyd





# About Us

The Center for Responsible Travel (CREST) is a global nonprofit organization working to make responsible travel & tourism a reality. Headquartered in Washington, DC with a remote international team, CREST provides solutions, resources, and support to governments, policymakers, tourism businesses, and nonprofit organizations to confront tourism's most pressing issues.

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 resources. Over time however, this work has evolved to consider how all tourism can be more responsibly planned, developed, and collaboratively managed. 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 pressing threats to the sustainability of destination communities and tourism. Emerging from the pandemic has made proactively and urgently addressing these threats evermore urgent. The status quo will not stop these threats.



## Climate Change

The continuing threat of the climate crisis makes responsible travel, adaptation, and planning more important than ever. We must work together to reduce our emissions and develop solutions for our planet and its people.



## Biodiversity & Cultural Heritage Loss

In communities around the world, both cultural and natural heritage are at risk of being lost forever - a risk compounded by short-sighted, volume-driven tourism models. Responsible tourism practices can play a critical role in both conservation efforts and in supporting community preservation of cultures, traditions, and livelihoods.



## Overtourism

Often a perpetrator of myriad issues in a tourism destination, overtourism strains the natural and cultural resources that make tourism destinations special. As a focus of CREST's research since 2017, addressing and managing overtourism is critical to long-term sustainability.



## Poverty & Inequality

CREST advocates for a holistic approach to tourism that prioritizes the economic and social well-being of local communities. Tourism, when done right, can act as a driver of sustainable development in many communities.

# How We Do It

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

1

## Advocacy

We believe in sharing our responsible travel expertise, and educating and influencing the diverse set of stakeholders within the tourism community. Our actions focus on providing access to responsible tourism resources, leveraging the power of community leadership, and driving accountability amongst stakeholders to scale our advocacy impact.

2

## Field Projects

Through on-the-ground fieldwork and partnership projects, we collaborate with local communities, governments, businesses, nonprofits, and other key stakeholders to directly protect natural and cultural resources, empower destinations to harness the power of responsible tourism, and advance sustainable tourism planning and destination stewardship.

3

## Collaboration

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

4

## Fiscal Sponsorship

We fiscally sponsor two sustainable tourism projects, providing administrative support and guidance to allow these initiatives to focus their resources on solving key problems through responsible tourism and community engagement.

5

## Events

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

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, our research, reports, and publications share rigorous, evidence-based insights to move the tourism industry towards sustainability.



# Mapping Our Impact

In 2021, we continued virtual advocacy and outreach. As a result, we were able to reach a more diverse audience of tourism industry professionals in 4 US states and 13 countries.



## 5 Projects

Jamaica Cuba  
Belize USA: Michigan & Alaska



## 3 Fiscally Sponsored Programs

Chile  
USA: Massachusetts & Virginia



## 30 Global Speaking Engagements

USA with Global Audiences



## 3 CREST-Organized Conferences & Meetings

USA



## 35 Academic Affiliates

USA	Spain
Canada	Sweden
Cuba	Greece
Denmark	Brazil
Mexico	



# Advocacy & Outreach

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

## In 2021, we:

Continued sharing our expertise and insights on the importance of preventing overtourism, the impact of the pandemic and climate change on tourism, and promoting a responsible recovery from the pandemic through **30** virtual speaking engagements with global audiences.

Educated the public on regenerative travel, overtourism, and climate change through **34** media articles in prominent news outlets, including Skift, Forbes, Travel Weekly, and Global and Mail.

Convened our annual World Tourism Day Forum, with a focus on Tourism in a Climate Crisis: Taking Action. This virtual forum and technical workshop was attended by **270** tourism and community development professionals throughout the world.

Produced **3** research publications to inform tourism policymakers, practitioners, and academics on the topics of overtourism, and destinations around the world are responding to the dual threats of COVID-19 and climate change.

AFAR Forbes Skift



The New York Times TRAVEL WEEKLY





# Tourism in a Climate Crisis

In 2021, the Intergovernmental Panel on Climate Change (IPCC) warned that global temperatures would exceed 2°C beyond pre-industrial temperatures during the 21<sup>st</sup> century, which exceed the 1.5°C limit put forth by The Paris Agreement. To prevent this from happening, we need to collectively and drastically reduce our greenhouse gas emissions, starting today and continuing in the coming decades.

At CREST, we believe that the climate crisis can only be solved through collective action. In 2021, we shared insights, practices, and resources with businesses & destinations to incentivize collective climate action.

## CREST Declares a Climate Emergency

In alignment with our critical work on Tourism in a Climate Crisis, **CREST signed on to Tourism Declares a Climate Emergency**, an initiative that supports tourism businesses, organizations, and individuals taking purposeful action to reduce their carbon emissions. In alignment, CREST committed to developing its own climate action plan, which will be released in 2022.

In November, **CREST also became a launch partner of the Glasgow Declaration on Climate Action in Tourism**, a catalyst to accelerate climate action in tourism, secure industry-wide commitment to cut tourism emissions in half over the next decade, and reach Net Zero emissions prior to 2050.

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*“The existential threat of human-induced climate change impacts is now upon us, requiring societal commitment to the immediate and meaningful reduction of our greenhouse gas emissions (GHG). This is an urgent and massive undertaking. CREST is committed to reducing our GHG footprint and providing evidence-based research and analysis to the public and private sectors on how best to design and implement more sustainable, responsible, ethical, and equitable tourism policies, plans, and programs. Transforming the way the world travels in the current climate crisis requires a firm commitment and bold action.”*

— Dr. Gregory Miller, CREST Executive Director

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## COVID-19 & Climate Change in Cuba

In late 2021, **CREST released the English eBook, [COVID-19 and Climate Change: A Double-Edged Sword for Tourism in Cuba & Beyond](#)**, with support from the Ford Foundation and Christopher Reynolds Foundation. An industry historically marked by high volatility due to foreign dependence, US policy, external shocks, and limited market diversification, Cuba’s tourism industry today now faces the greatest existential threats to industry success and societal health: pandemic and climate crisis.

Filled with additional resources and examples from throughout the Greater Caribbean, this eBook explores the impacts of and linkages among COVID-19, climate change, and tourism. It also dives deeper into specific subsectors of the Cuban tourism industry, such as cruise tourism, agritourism, and accommodations to pose points of consideration for their recovery. This publication draws insightful conclusions about what the future might imply for combatting these dual crises, and provokes thoughtful dialogue for the travel industry, policy makers, and civil society— not only of Cuba, but of the Greater Caribbean— to engage in urgent mobilization towards a responsible, sustainable tourism recovery.

## Crisis Response and Recovery: Nature-Based Tourism, Biodiversity, and Livelihoods

In November, CREST, along with its co-partners - IUCN World Commission on Protected Areas Tourism and Protected Areas Specialist Group (TAPAS Group), World Wildlife Fund (WWF), and the Arizona State University (ASU) School of Community Resources and Development - **brought together 20+ global experts to discuss topics such as health and tourism, overtourism, conservation financing, and visitor management**. Live participation and post-event views of the recordings reached 1,000+ industry professionals around the world.

## The Case for Responsible Travel: Trends & Statistics

Expanding on CREST’s 2020 meta-analysis, which shared key studies on COVID-19 and climate change, **CREST’s 2021 issue of *The Case for Responsible Travel: Trends & Statistics* focuses on pandemic recovery and resilience**. In addition to general consumer, business, and destination trends, our ninth edition highlights tangible tools and actions that practitioners, destination managers, and travelers can implement to build a better future. It is our time to step up with workable, sustainable solutions to ensure the short-term and long-term prosperity of our industry.



# Tourism in a Climate Crisis: Taking Practical Action

In September, CREST hosted our fifth annual World Tourism Day Forum, this year in partnership with Tourism Declares a Climate Emergency. This virtual event, attended by 270 individuals from around the world, focused on helping key sectors the gap between climate action, and the goals required to meet in order to mitigate the climate crisis. The event fostered dialogue on positive directional action, and emphasized its importance no matter where a participant was in their climate journey.

## DAY 1

**Elizabeth Wathuti**, founder of the Green Generation Initiative, gave an eye-opening keynote on the urgency of acting now. **Jeremy Smith**, co-founder of Tourism Declares a Climate Emergency, followed with an overview on how the tourism community has begun to mobilize.

**K. Denaye Hinds**, CREST Board Member and managing director of JustaTAAD, LLC, moderated a lively panel featuring **Janie Neumann** of Visit Scotland, **Jake Kheel** of Grupo Puntacana and a CREST board member, and **Paras Loomba** of Global Himalayan Expedition, who shared perspectives and accomplishments from the destination, accommodation, and tour operator perspectives, respectively.

## DAY 2

The second day of the Forum featured a plenary session on the topic of “Measurement to Net Zero” offered by **Dr. Susanne Etti**, Environmental Impact Specialist from Intrepid Travel.

Seventy participants were then split into small group technical track workshops for **tour operators, accommodations, and destinations**, covering the topics of decarbonization, and regeneration. The workshops were facilitated by expert practitioners, who helped these companies and destination representatives lay foundations for their climate action plans.

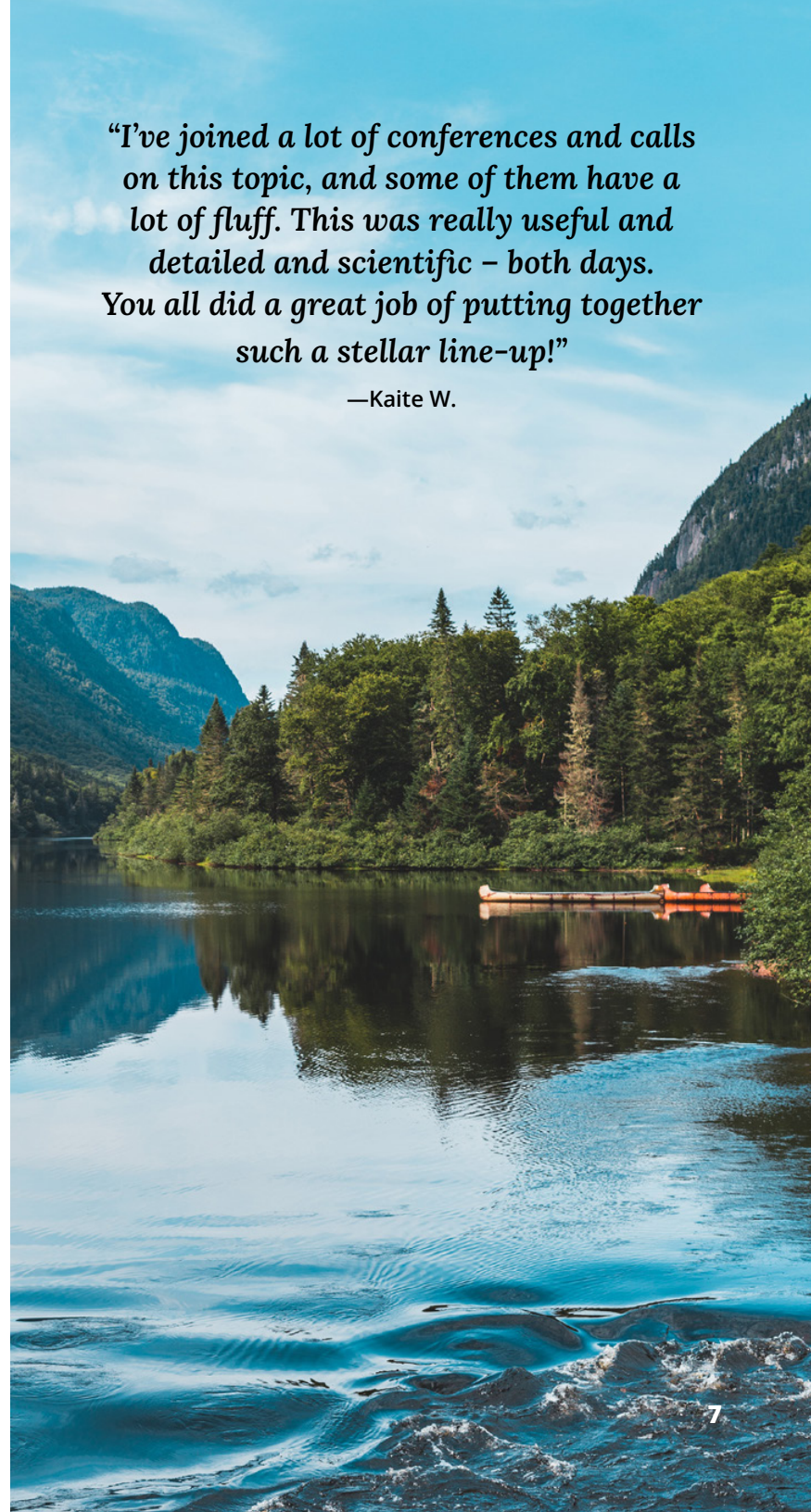
A tremendous thank-you to our sponsors of the World Tourism Day Forum: World Wildlife Fund, Holbrook Travel, and Legacy Vacation Resorts.

To minimize the collective carbon footprint of this Forum, attendees were encouraged to turn off cameras and microphones during plenary sessions. According to research from MIT, Purdue, and Yale University, leaving cameras off during a web call can reduce carbon footprints by 96 percent.

Additionally, CREST offset 3 tons of CO<sub>2</sub> by donating to the Blue-Source Francis Biedler Improved Forest Management project in South Carolina, USA to cover the remaining estimated carbon footprint for the preparation and streaming of the 2021 World Tourism Day Forum.

*“I’ve joined a lot of conferences and calls on this topic, and some of them have a lot of fluff. This was really useful and detailed and scientific – both days. You all did a great job of putting together such a stellar line-up!”*

—Kaite W.





# Martha Honey Legacy in Responsible Travel Award



At CREST's World Tourism Day Forum in September, CREST's Board Chair, Michael Robbins, announced the recipient of the 2021 Martha Honey Legacy in Responsible Travel Award - **Geoffrey Lipman**. This annual award is designed to honor an individual who has dedicated his or her life to furthering responsible tourism policies and practices around the world. The awardee is nominated and selected by the CREST Board of Directors.

Geoffrey has a distinguished record in the global tourism industry, beginning in the 1970s when he was Executive Director of the International Airline Transport Authority. Since then, he has served as the first President of the World Travel & Tourism Council, where he worked to promote new systems for measuring the sector and helped drive new Corporate Social Responsibility certification, and Assistant Secretary of the UN World Tourism Organization where he spearheaded new development support systems including the ST-EP Program (sustainable tourism eliminating poverty).

Today, Geoffrey holds a number of positions: President & Co-founder of SUNxMalta; Director of [greenearth.travel](https://greenearth.travel); President of ICTP (International Council of Tourism Partners) & Associate of Cosmos China; Adjunct Professor at Victoria University Australia; Visiting Professor at Oxford Brookes University UK; and Senior Tourism Research Fellow at George Washington University US.

Geoffrey was selected for his leadership in the climate crisis movement, his climate-friendly advocacy, and his mentorship in the global travel and tourism industry. Says Chair of the CREST Board of Directors, Mike Robbins, "We were struck by Geoffrey's tireless efforts to bring together thought leaders, catalyze action, fill the knowledge gaps, and truly 'disrupt' the tourism industry to move towards more responsible practices in recognition of the climate emergency."



# Supporting Local Communities

## Three Years 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 Mine's commitment to support economic resilience for local communities. In 2021, the key focus of our work was to help develop and build the capacity of the Big Bay Stewardship Council (BBSC), an organization consisting 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.

This year, some of the BBSC's accomplishments included registering as a legal entity and applying for nonprofit status, launching the Discover Big Bay tourism brand and microsite [DiscoverBigBay.com](https://discoverbigbay.com) on Travel Marquette's website, hosting the Big Bay Fall Festival to share the community with visitors during the off-season, partnering with Leave No Trace to promote responsible recreation in Big Bay, and designing and installing critical way-finding signage within Powell Township, among many other actions.

## Cooperative Partnership with Leave No Trace



CREST recently signed a cooperative partnership agreement with Leave No Trace, with the goal of working together towards a stewardship education strategy for travelers and diverse communities. Utilizing the Leave No Trace Seven Principles, we will be working to promote a consistent message of sustainable tourism, planning and implementing outreach programs, initiatives, and messages regarding the care and protection of destination and community outdoor recreation and tourism resources. Leave No Trace is a nonprofit organization dedicated to promoting outdoor ethics for responsible recreation on public lands through education, research, and cooperative relationships.

## The Economic Impact of Cruise Tourism in Southeast Alaska



With support from the Edgerton Foundation, CREST embarked on an independent economic analysis in Southeast Alaska to determine the benefits and costs of large-scale cruise tourism compared with other types of tourism, like small vessel cruises. Particular emphasis will be placed on the ports of Juneau, Hoonah, Skagway and Sitka. The four Alaskan ports have been selected both because they have been among Alaska's top cruise destinations in terms of number of ships and passengers and because they offer distinct models for how cruise tourism developed, is organized, and competes with other forms of tourism.

The aim of this CREST study is to provide factual, unbiased information and analysis that can be used as a foundation for dialogue and discussion among Alaska policymakers and government agencies, cruise lines, civic groups, tribal organizations, tourism businesses and associations, academic and research institutions, and the media. The results will be freely and publicly disseminated in early 2022, following CREST's long track record of producing insightful and academically rigorous studies that it makes publicly available without cost.

## Indigenous Tourism Collaborative Formed



Throughout 2021, CREST worked diligently with a network of 50 Indigenous leaders and industry champions to create a hemispheric collaborative. The newly launched [Indigenous Tourism Collaborative of the Americas](#) will provide a platform for community leaders, policymakers and business owners to share their experiences, to learn from one another, to take collective action, and to better understand how to promote change through tourism without compromising their own cultural values.

We are proud to be part of this initiative as participants in the COVID Recovery working group, which builds on our nearly two decades of destination and community tourism experience. Acknowledging our role as an ally and facilitator, we seek to create and engage in spaces to elevate local voices, foster dialogue, and exchange expertise.





# Future of Tourism Coalition

The Future of Tourism Coalition (FoTC) is a coalition of six non-governmental organizations that came together in 2020 to stand united in an appeal for change. These six organizations include CREST, the Destination Stewardship Center, Green Destinations, Sustainable Travel International, Tourism Cares, and The Travel Foundation, all of which formally adopted the mission to create an inclusive, multisector global movement that puts destination needs at the center of tourism for a sustainable future.

## We developed long-term goals

- 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.

## We produced a webinar series

The FoTC produced a series of three webinars, each focused on creating a more resilient, regenerative, equitable, and sustainable tourism economy.

- Destination Stewardship and Stakeholder Engagement
- Measuring Tourism's Impacts and Success
- Local and Sustainable Supply Chains

## We launched a community platform

This platform allows signatories to connect with other tourism professionals from around the world and engage on topics related to climate change, sustainability, and more. The platform offers:

- Interactive boards to post questions, resources, and articles
- Direct connections to other signatories dedicated to the future of travel
- Topic boards that allow users to dive in, problem-solve, and challenge each other to create action

## We were a Glasgow Declaration Launch Partner

The Future of Tourism Coalition was a launch partner for the Glasgow Declaration for Climate Action in Tourism at COP26, a catalyst for increased urgency about the need to accelerate climate action in tourism and to secure strong actions and commitment to cut tourism emissions in half over the next decade and reach Net Zero emissions as soon as possible before 2050.

## THE COALITION:



CENTER FOR  
RESPONSIBLE TRAVEL





# Project Spotlight:

## Brand Strategy for the Belize Barrier Reef



A UNESCO World Heritage Site

In 2021, CREST completed our work in Belize, where we developed 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. The project was supported by World Wildlife Fund – Mesoamerica (WWF), the Belize World Heritage Advisory Committee (BWHAC), the Protected Areas Conservation Trust (PACT), and MAR Fund, and involved extensive stakeholder consultation and two branding workshops.

In collaboration with a branding committee comprised of the Belize Tourism Board, WWF, the Ministry of the Blue Economy, PACT, the Department of Fisheries, and the Belize Tourism Industry Association, CREST developed a new logo and brand for the Belize Barrier Reef, emphasizing conservation and stewardship and its UNESCO World Heritage status.

As part of our pilot actions for the project, CREST also developed content for the Belize Tourism Board website that consolidates information about the seven marine protected areas within the World Heritage Site and educates travelers on how to visit responsibly.

Finally, to maintain the brand in a sustainable way, CREST developed a year-long communication and fundraising strategy to leverage the brand and ensure organic growth. On World Ocean Day (June 8), WWF launched the brand to Belizean government officials, non-profits, and other stakeholders.





# 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 2021, we continued to expand and strengthen our Academic Affiliates program by introducing four new Academic Affiliates to the group, including Edwin Sabuhoro (Penn State University), Seleni Matus (George Washington University), Rachel Dodds (Ryerson University), and Christine Buzinde (Arizona State University).

In February, we held a virtual Academic Affiliates meeting to discuss CREST's strategic theme for the year, *Tourism in a Climate Crisis*. Participants helped to brainstorm ways that CREST could help the sector mitigate and adapt to this increasing threat. Throughout the year, various Academic Affiliates also partnered with CREST on research, events, and consulting projects.

## Internship Program

In 2021, CREST hosted ten interns working from five US states (New York, Florida, Colorado, Virginia, and Oregon) and six countries (US, Canada, Spain, Sweden, Greece, and Brazil).

CREST's interns supported our research, programs, and communications work in 2021. 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.



# Fiscally-sponsored Programs



## Torres del Paine Legacy Fund



The Torres del Paine Legacy Fund is a program that seeks to ensure a more sustainable future for Torres del Paine National Park and its surrounding communities.

After the pandemic forced a halt, the Legacy Fund returned to field work in March 2021 to install two waterless and composting eco-toilets in backcountry campgrounds with partners Do Good Shit & Polivalente.

In September, a call was launched titled "Microgrants for Sustainable Tourism: Covid-19 Reactivation Fund", which resulted in 4 sustainable tourism businesses and projects receiving \$16,500 USD in funds.

Following 5-years of close collaboration with the nonprofit Conservation VIP, the Legacy Fund opened a new 10km sustainable hiking trail to visitors in December 2021 along Torres del Paine's W-Circuit. In addition to building the trail, the Legacy Fund's 26 volunteers monitored the reforestation of 10,000 lenga (Southern beech) in forest-fire affected areas, eliminated hundreds of meters of invasive species from protected areas, and removed nearly 9 kms of fencing to prevent pollution and harm to native flora and fauna.

In 2021, the Legacy Fund became a locally-led program. Fiorella Repetto-Giavelli, an environmental scientist with 12 years of experience in the region, was appointed as its new Director.



## 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, and cultural and historical treasures of Cape Cod, Martha's Vineyard and Nantucket Islands.

In 2021, CARE held educational webinars for local businesses on composting and reducing plastic use, installed 25 new Sidewalk Buttlers, and helped dedicate the new African American Nameless Trail, one of its funded projects. In October, CARE hosted its fifth annual CARE for the Cape

& Islands Day at the Chatham Drama Guild, activating 75+ volunteer hours to conduct needed maintenance and upkeep on a beloved community theater operated solely by volunteers.

Finally, CARE held its annual fall summit in November, where they presented their annual Business/Organization Stewardship Award to Stephanie M., Woods Hole Sea Grant/Woods Hole Oceanographic Institute for a boat wrap recycling program that removed 12 tons of plastic from the waste stream. They also presented their Youth Stewardship Award to 12 year old Zoe S. who contributes environmental pieces to the school paper.



## Destination Stewardship Center



Throughout 2021, the Destination Stewardship Center (DSC) worked diligently to release their quarterly Destination Stewardship Report, in conjunction with the Global Sustainable Tourism Council (GSTC).

They also co-released a hardcopy Destination Stewardship Yearbook 2020-2021, a compilation of these report stories. The DSC continues to play an active role with the GSTC in its Destination Stewardship Working Group.

With CREST and four other founding organizations, the DSC continues to lead the charge on the Future of Tourism Coalition (FoTC). In March 2021, the FoTC launched the "Reset Tourism" webinar series, designed to equip destinations with key information for decision-making as they look to the future of tourism. The first webinar on Destination Stewardship & Stakeholder Engagement was presented by CREST and the Destination Stewardship Center with nearly 600 registrants.



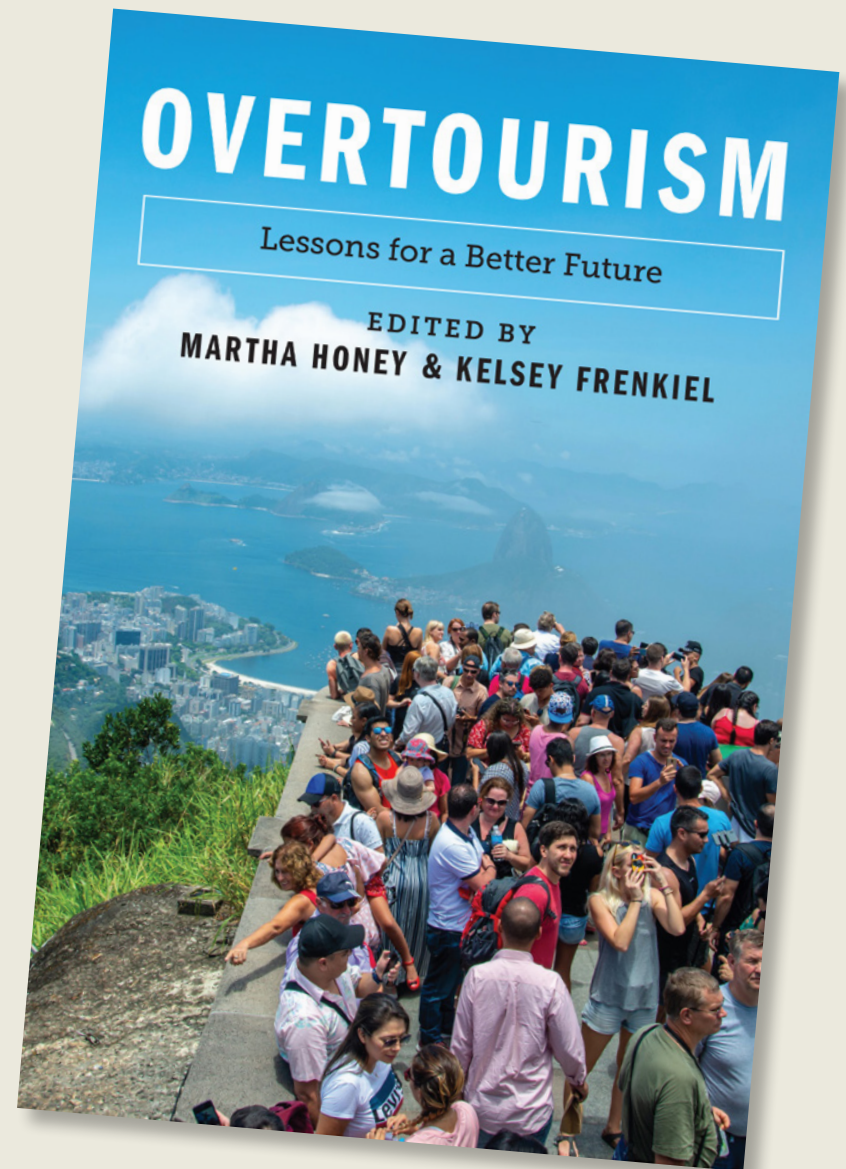
# Overtourism: Lessons for a Better Future

In May, CREST and editors Martha Honey and Kelsey Frenkiel released [\*Overtourism: Lessons for a Better Future\*](#), an edited volume containing essays and case studies from more than 20 tourism experts across the world. This book charts a path for truly sustainable tourism, focusing on the **triple bottom line of people, planet, and prosperity**. Bringing together tourism officials, city council members, travel journalists, consultants, scholars, and trade association members, this practical book explores overcrowding from a variety of perspectives and destinations.

In a post-COVID world, solutions to overtourism are more relevant than ever. Travelers are eager to get outside and outdoor attractions are seeing new types of visitors that are exhibiting new behaviors. The pandemic revealed just how fragile many destinations are, as managers have been forced to find creative solutions to address waste, health and safety concerns, vehicle traffic, and more. And in many places, the labor force has still not returned to normal.

However, as Martha Honey concludes in the book, “There are also signs that the pandemic pause has stimulated a new commitment to safe, healthy, and sustainable travel, including preferences for small group, outdoors, and crowd-free activities that could permanently transform the travel industry. Amidst the horrors of Covid-19, there are glimmers of hope that tourism will not simply return to its old habits, but will emerge with a stronger determination to embrace principles such as equity, conservation, community, collaboration, and good governance.”

As tourism revives around the world, these innovations will guide government agencies, park officials, site managers, civic groups, environmental NGOs, tourism operators, and others with a stake in protecting our most iconic places.



# Travel Auctions

In 2021, CREST held five auctions featuring travel packages from responsibly-minded companies all over the world, as well as virtual experiences with thought-leaders in responsible travel. 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.

CREST is deeply grateful to our 2021 auction donors, who not only have a positive environmental and social impact in their communities, but provide critical support for our work as well.

## Auction Winner Spotlight

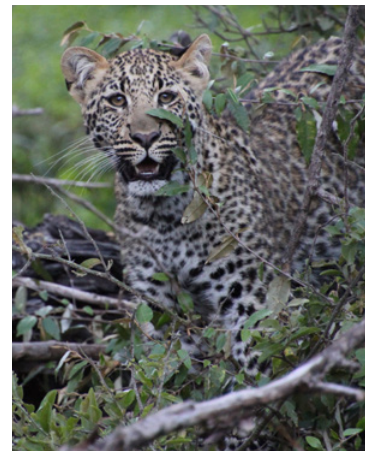
by Jimmy and Stacy K.

We first learned about CREST's travel auctions in October 2019. There were many amazing options and experiences we could bid on, but a Kenyan Safari was the one that jumped out to us immediately. This was something we had always been interested in, but found it an intimidating task to try to find a reputable company. To find an experience such as this, with a company already vetted by CREST, was a gift.

Luckily, we won the bid for the safari and planned our original trip to Kenya in October 2020, which was later rescheduled to October 2021 due to the pandemic.

The people from **Basecamp Explorer** were wonderful to work with. In the months leading up to our trip, we were in constant contact with our Basecamp Explorer representative, who was helping to coordinate all the details of our trip, as well as plan an additional excursion for us in the city of Nairobi.

After a two year wait, the trip finally arrived! We spent 5 nights at 3 different basecamps near the Masai Mara Reserve in Kenya. Each day, the guides would take us out on safaris with their jeeps to see the local wildlife. We are both fans of big cats, and told ourselves it would be a success if we saw even one cheetah or lion. We saw both of them within the first day! During our time, we saw elephants, giraffes, leopards, zebras, and many species of antelope, not to mention seeing thousands of wildebeest as they migrated across the region.



We really appreciated our guides during this process. Basecamp Explorer employs the local Masai people, who know the region very well because they live on the reserve. Our guides had answers to all of our questions about the animals, plants, and the region. We also learned about the Maasai traditions and culture; they even had us join in on a few local ritual dances.

Overall, we had an incredible time on our safari, and met interesting people from all over the world. We would say it was a once-in-a-lifetime trip, but we hope to go back again! We are so thankful to CREST for introducing us to this amazing company, and for giving us the confidence to travel to the other side of the world, knowing that we were in good hands.





# Our Focus in 2022

We believe that communities must be at the center of tourism planning and decision-making, and that destinations must first empower and support their people before serving the tourists who visit.

To do this effectively, we need to take a more intentional and holistic approach to sustainability, one that focuses on the natural, spiritual, and cultural elements of a place. For nearly twenty years, CREST has been doing just that by developing destination stewardship models around the globe. By bringing together all public, private, and civil stakeholders in a tourism destination, we can protect and promote a destination's cultural, environmental, and aesthetic integrity, and make tourism work for everyone.

In 2022, we are committed to not only continuing our destination stewardship but also to developing and sharing best practices with communities, practitioners, and academics around the world. We will continue bridging the gap between research and practical application, developing a robust and accessible knowledge center, and championing this community-centered approach.





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Vice President, Grupo Puntacana Foundation

**Alice Marshall**, Director  
Founder & Owner, Alice Marshall Public Relations

**Bob Shevlin**, Director  
Co-Founder, UXUA Casa Hotel & Spa

**Gregory Miller**, Ex-Officio Member  
Executive Director, Center for Responsible Travel

## STAFF

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**Gregory Miller**, Executive Director  
**Samantha Bray**, Managing Director  
**Alix Collins**, Communications Manager

**Wes Espinosa**, Director of Development  
& Partnerships  
**Kelsey Frenkiel**, Program Manager  
**Ellen Rugh**, Program Manager





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Alaska Wildland Adventures\*  
Art Hotels Ecuador\*  
Assam Bengal Navigation\*  
Basecamp Explorer Kenya\*  
Bodhi Surf + Yoga\*  
Country Walkers\*  
Hacienda Jimenita\*  
Hamanasi Adventure & Dive Resort\*  
Haugan Cruises\*  
HI New York City Hostel  
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Hotel Aguas Claras (Cayuga Collection)\*  
Island Outpost\*  
Ka'ana and Itz'ana Resort & Residences\*  
Kasbah du Toubkal\*  
Laguna Lodge Eco-Resort & Nature Reserve\*  
Las Terrazas de Dana\*  
Legacy Vacation Resorts\*  
Limalimo Lodge\*  
Loews Hotels\*  
Mahogany Springs Safari Lodge\*  
Montfair Resort Farm\*  
Muy'Ono Resorts\*  
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Tierra Hotels\*

UXUA Casa Hotel & Spa\*  
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Andean Lodges  
AutoCamp Cape Cod+  
Blue Zebra Lodge  
Caiman Ecological Refuge  
Cape Air+  
Chatham Bars Inn+  
Ecoventura  
Grand Hotel  
Hilton  
Indagare (Canyon Ranch Tucson, Miraval  
Berkshires, and Royal Malewane)  
Inkaterra Peru  
Kind Traveler  
Lindblad Expeditions  
Mashpi Lodge  
MacArthur Place  
Océano Patagonia  
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Soul Community Planet (SCP) 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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*“We live in a wonderful world that is full of beauty, charm,  
and adventure. There is no end to the adventures we can have  
if only we seek them with our eyes open.”*

—Jawaharlal Nehru





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