



Center for Responsible Travel (CREST) Newsletter July - September 2019 | Volume 6, Issue 3

From the Executive Director

On August 1, I began a wonderful new adventure as CREST's Executive Director, and I'm grateful for your fellowship and support on behalf of CREST's important mission.

Our world is at a tipping point. Responsible, sustainable travel can no longer be a niche or a luxury. Travel is a privilege that comes with great responsibility – from destinations, companies, and travelers.

Sustainable destinations foster a resilient tourism industry. Under my leadership, CREST will take strategic action to address the top threats to securing a sustainable future:

- **Climate change:** CREST will support working solutions to address climate change through destination stewardship, and *Tourism in a Changing Climate* will be our organizing theme in 2020.
- **Biodiversity loss:** Our planet's biodiversity is under siege, and CREST will address biodiversity loss through sustainable tourism solutions.
- **Overtourism:** CREST will continue our global leadership to address the threat of overtourism, including the release in 2020 of our overtourism book.
- **Inequitable Access to Wealth in the Tourism Economy:** CREST pledges to produce data-driven solutions to address this critical issue.

CREST will utilize strategic, long-term partnerships and catalytic investments to take our responsible travel mission to scale. As we usher in the next chapter, I'd like to share with you a [short video](#) that embodies CREST's commitment and purpose.

Yours in responsible travel,





Gregory Miller, Ph.D.
Executive Director

Travel Industry Gathered on World Tourism Day to Discuss Best Practices for Impact Tourism



On September 27, leaders in tourism and community development came together at the United States Institute of Peace in Washington, DC to discuss how the travel industry can responsibly give back to the communities we love around the world. Our third annual World Tourism Day Forum, *Impact Tourism: Giving Time, Talent & Treasure*, focused on how tourism business, travelers, and organizations are making strategic contributions of time, talent, and treasure to social and environmental projects in destinations – a concept that CREST calls impact tourism.

Hosted in partnership with the Organization of American States, this day-long, carbon neutral event featured panel discussions on key issues in impact tourism, including destination-wide travel giving programs, community partnerships, donor travel, corporate responsibility, voluntourism, and in-kind donations.

James Thornton, CEO of Intrepid Travel, gave a keynote address on the company's innovative responsible travel initiatives and shared lessons learned from 30 years of impact tourism. [Learn more](#) about the 2019 World Tourism Day Forum's takeaways and outcomes.

Building on the forum's momentum, we look forward to releasing an Impact Tourism Handbook in 2020, featuring how-to case studies from many of the World Tourism Day Forum speakers, along with other best-practice leaders. To discuss opportunities to support this project, [contact Samantha Bray](#).

Overtourism: Dissecting the Causes, Seeking Solutions



Around the world, popular destinations have reached a tipping point. Overtourism is disrupting daily life, degrading precious natural and historic sites, and impacting the traveler experience. CREST is committed to helping destinations develop solutions to mitigate and prevent overtourism. We've been hard at work to address this global problem over the last three months, conducting critical research and providing thought leadership. We've shared our expertise in news outlets including [The New York Times](#), [Washington Post](#), [CNN](#), and [Smart Cities Dive](#) and presented our overtourism research insights at the Smithsonian Institution.

As part of CREST's commitment to combating overtourism, we will release a book in 2020 that will critique the causes of overtourism and assess experiments underway to address it. The book will feature essays by Elizabeth Becker, author of *Overbooked: The Exploding Business of Travel and Tourism*, Albert Arias Sans, Head of Barcelona's Strategic Plan for Tourism 2020, and other leading

experts. To learn more about opportunities to support this project, [contact Kelsey Frenkiel](#).

The Case for Responsible Travel: New Trends & Statistics Report Coming Soon

CREST's annual report on the business, consumer, and destination case for responsible travel will soon be released! Our 2019 meta-analysis will include impact tourism data and examples as this year's signature theme. The report was prepared in collaboration with over two dozen leading organizations and institutions, reflecting the importance of impact tourism and the wide range of innovative examples that exist. Look for this exciting resource in your inboxes and at responsibletravel.org on Thursday, October 31.

CREST's Fall Auction Offers Travel With Purpose

Are you in search of your next adventure? Take the trip of a lifetime while supporting CREST's work to further the practice and promotion of responsible travel! CREST's Fall Travel Auction is live on [Charitybuzz.com](https://charitybuzz.com) now through October 17. Our [20 auction donors](#) are sustainability leaders offering incredible getaways for every traveler.

Welcome, Fall Interns!

CREST is pleased to welcome our newest interns for the fall, Ariel Klein, Emily Ganem, and Cassie McCabe. [Learn more](#) about these members of the CREST team, who are working on communications, programs, and research.

Interested in joining our team? We'll soon be announcing opportunities to intern with us in Spring 2020. Follow us on [Facebook](#), [Instagram](#), [LinkedIn](#), and [Twitter](#) for details.

Destination Stewardship Center Catalogues Holistic Management Best Practices

The Destination Stewardship Center, a fiscally sponsored project of CREST, continues its work on identifying and profiling those rare destinations that have developed holistic management. Two are now posted on DestinationCenter.org: British Columbia's [Thompson Okanagan](#) region and Mexico's town of [Tequila](#). [Read more](#) updates on the DSC and its work to protect the world's distinctive places.

Platinum Sponsor Q&A: Laguna Lodge

CREST Platinum Sponsor [Laguna Lodge](#) is located on the lakeshore of Guatemala's legendary Lake Atitlan, exclusively nestled in its own nature reserve. We had a chance to catch up with Laguna Lodge staff about their commitment to sustainability and giving back to the local community. [Read more.](#)

Responsible Travel Companies Commit to Supporting CREST

CREST is pleased to welcome [Montfair Resort Farm](#) and [Muy'Ono Resorts](#) as our newest Platinum Sponsors. Through their generous commitment, both companies provide vital support to our work to advance responsible travel policies and practices. [Learn more](#) about these inspiring companies.

CREST Shares Our Experience



In addition to our field work and research, CREST makes it a priority to get out there and exchange knowledge to advance responsible travel. We recently had the opportunity to share our expertise at the Smithsonian Institution and at a

tourism policy and planning certificate course at The George Washington University. [Learn more.](#)

CREST in the News: Talking U.S. Travel to Cuba, Overtourism, and Impact Tourism

CREST engaged in robust media outreach this summer, raising awareness about issues including U.S. travel to Cuba, overtourism, and impact tourism. Over the past several months, our work has been featured in outlets including *Washington Post*, *The New York Times*, *Travel Weekly*, *The Boston Globe*, and CNN. [Check out](#) our recent media appearances.

FOLLOW US



The Center for Responsible Travel (CREST) is a 501(c)3 non-profit research institute, based in Washington, DC. Founded in 2003, our mission is to promote responsible tourism policies and practices globally so that local communities may thrive and steward their cultural resources and biodiversity. [Support our work here.](#)

We are committed to your [privacy](#). Please let us know if you'd like to [modify your subscription](#), or unsubscribe below.