



CENTER FOR RESPONSIBLE TRAVEL

Center for Responsible Travel (CREST) Newsletter January-July 2023

It's been a while since our last newsletter, and we want you to know that even though we've been quiet, we've been hard at work behind the scenes to make significant strides that wouldn't have been possible without your unwavering support. We want to extend our heartfelt gratitude for standing by us and we're thrilled to continue journey with you all.

So what have we been up to in 2023? We've been busy refining our approach, sharpening our mission, and expanding our impact, which have culminated in a new, responsive, and innovative **strategic plan** that we invite you to read. Additionally, we're excited to share our latest **Impact Report**, which showcases the fruits of your contributions and the global reach of our work.

Additionally, through our transformative strategic planning process, we've revamped our mission and vision to resonate more deeply with our ethos and aspirations.

With this newsletter, we're kickstarting a wave of enhanced engagement with you and our broader community. Read on to learn more about our impact, stay engaged, find helpful resources, and be a part of the CREST journey.

Thank you for your ongoing support, and please keep an eye on your inbox for more exciting updates in the coming months.

Sincerely,

Wesley Espinosa

CREST Interim Executive Director

What's New?

A New 3-Year Strategic Plan: We've laid out a focused roadmap to amplify our impact at both a global and community level. Dive into [our strategic](#)

[plan here.](#)

2022 Impact Report: In a resurgent year post-pandemic, we made progress in destinations around the world to create positive impact.

Register for our [World Tourism Day Forum](#): Join our upcoming annual event to engage with tourism thought leaders and network with peers. Last year, folks from 69 different countries around the world attended our virtual event. Join us virtually September 27 and 28, with one panel discussion each day.

Stewardship and Community Engagement in Taos: Together with our partners at George Washington University, we have embarked on a destination stewardship planning process with the [Town of Taos in New Mexico](#). This participatory process aims to take a methodological, data-driven, and shared management approach to community planning and stewardship of Taos' diverse natural and cultural tourism assets.

A Destination Stewardship Plan for the Lake Tahoe Region: Together with the Travel Foundation, we collaborated to support stakeholders from across the Lake Tahoe basin - resulting in this destination stewardship plan that [you can read here.](#)

Community Engagement in Michigan: Through continued collaboration and capacity-building with our partners at the [Big Bay Stewardship Council](#), we've been actively advancing destination stewardship goals. This year, we are collaboratively installing wayfinding kiosks at key visitor, outdoor, and cultural assets across Big Bay. Earlier this year, we hired a full-time staff member to focus on coordinating initiatives on the ground.

Collaborative Tourism and Conservation Efforts in Chile: Thanks to a grant from the US Fish and Wildlife Service, we have gathered more than 30 tourism stakeholders to commit to laying a roadmap to conserve the [endangered huemul](#), or south Andean deer, in Torres del Paine National Park. The project also seeks to work with residents and stakeholders to improve protected area trails, interpretation of natural & cultural heritage, and address threats posed by domestic livestock in Torres del Paine National Park.

In the news

[Tips for being a responsible, respectful traveler](#) | Vox

[Meeting in Puerto Natales calls for greater protection of huemul](#) | Patagon Journal

[How to Make Sure Your Travel Dollars Actually Benefit Local Communities](#) | AFAR

[No free parking or hot tub ragers: Tourist destinations tighten their rules](#) | NBC

News

[Big Bay holds 2nd annual Dash for Trash](#) | FOX UP

[The Business of Travel Podcast](#) | GBTA

Resources

[Destination Stewardship Report](#): This quarterly collaboration between the Center for Responsible Travel, [Destination Stewardship Center](#), and the [Global Sustainable Tourism Council](#) is your go-to-guide for practical information and insights into destination stewardship. Read the latest issue [here](#).

[Future of Tourism Coalition Toolkit](#): Tourism destinations and businesses need support to help guide their tourism journey and access curated tools, resources, and services to help them act. The Future of Tourism Coalition has created the toolkit to guide and support signatories in moving through their sustainability journeys.

Lend CREST a Hand

Remember, we are only as strong as our community - that's you! As a nonprofit, your support keeps us moving and creating more impact.

With every contribution, we're amplifying community voices, fortifying research, and growing the responsible tourism movement.

Donate to CREST today! Want to learn more about becoming a sponsor? [Send us a message](#).

Give today



The Center for Responsible Travel (CREST) is a 501 (c)(3) global nonprofit organization based in Washington, DC dedicated to increasing the positive global impact of responsible tourism. Founded in 2003, our mission is to be a center of tourism knowledge, empowerment, and action for destination communities. [Support our work here](#).

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