

WORLD
TRAVEL &
TOURISM
COUNCIL



TOURISM_{for}TOMORROW
Winners & Finalists 2010

Promoting and rewarding best practice in sustainable tourism



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DURING THIS IMPORTANT YEAR WHICH MARKS THE WORLD TRAVEL & TOURISM COUNCIL'S 20TH ANNIVERSARY, THE TOURISM FOR TOMORROW AWARDS WERE ONCE AGAIN GIVEN CENTRE STAGE AT THE 10TH GLOBAL TRAVEL & TOURISM SUMMIT IN BEIJING, PROVIDING A WELCOME OPPORTUNITY TO PRESENT THIS YEAR'S OUTSTANDING LEADERS IN SUSTAINABLE TOURISM TO OUR HIGH-LEVEL DELEGATES FROM BOTH THE PUBLIC AND PRIVATE SECTORS.

On behalf of WTTC's Membership – the world's foremost 100 leading Travel & Tourism organisations – we are delighted to honour the winners and finalists of this year's prestigious Tourism for Tomorrow Awards.

Sustainability has been at the core of WTTC's mission since the development of the *Blueprint for New Tourism* in 2003, calling on governments to recognise Travel & Tourism as a top priority, on businesses to balance economics with people, culture and the environment, and on both the public and private sectors to commit to a shared pursuit of long-term sustainable growth. The Tourism for Tomorrow Awards promote and reward those companies, organisations and destinations that encompass these principles in their philosophy, strategy and operations, thereby encouraging the Council's Members to partner with true sustainable tourism pioneers.

Sustainability in Travel & Tourism is more than triple bottom-line accounting. It is a call for innovation and progress with the aim of improving quality of life for millions of people across the globe affected by the Travel & Tourism industry. The winners and finalists presented in this brochure demonstrate this kind of innovation through novel approaches in conservation technology, through creative partnerships between local communities, governments and the tourism industry, and through the adoption of a new school of thinking which focuses on optimising profits rather than simply maximising them. Their achievements are totally in line with WTTC's vision – that sustainable mobility and growth in leisure are a vital part of modern life, as outlined in WTTC's report *Leading the Challenge on Climate Change*.

More than just another awards programme, the Tourism for Tomorrow Awards are at their core a network of sustainable tourism. Linkages between winners, finalists, judges, sponsors and, above all, WTTC Members have created strong ties leading to knowledge transfer within the industry, media and academia and fostering best practice across all sectors of the Travel & Tourism industry.

Having developed a section on case studies for Tourism for Tomorrow Awards' winners and finalists, WTTC has now launched a Best Practice Gateway, which can be accessed online at www.wttc.org. This Best Practice Gateway exemplifies WTTC's and its Members' ongoing commitment to the advancement of sustainability within Travel & Tourism. Over time, the Gateway will grow to become the pre-eminent resource for organisations from all sectors and industries to learn about a wide range of measures that can be implemented – regardless of their size or budgets available – including, of course, all Tourism for Tomorrow Award winners and finalists.

It is on this positive note that we congratulate the winners and finalists of the 2010 Tourism for Tomorrow Awards on their outstanding and inspirational achievements.

Happy reading.

A handwritten signature in black ink, appearing to read "Jean-Claude Baumgarten".

Jean-Claude Baumgarten
President & CEO
World Travel & Tourism Council

A handwritten signature in black ink, appearing to read "Geoffrey J. W. Kent".

Geoffrey J W Kent
Chairman, World Travel & Tourism Council and
Chairman & CEO, Abercrombie & Kent

Chairman's Foreword



IF I HAD BEEN ASKED AS RECENTLY AS JUST FIVE YEARS AGO IF I THOUGHT SUSTAINABLE TOURISM PRACTICES WOULD BECOME AS WIDESPREAD AS THEY ARE TODAY, I WOULD IN ALL HONESTY HAVE HAD TO SAY “NO”.

Back in 2005, broad awareness and adoption of sustainable tourism principles still seemed a lofty goal on the distant horizon. But here we are, amid a dramatic expansion of sustainable best practices stretching across the full spectrum of the Travel & Tourism industry – from remote community-owned safari lodges in Africa to global hotel corporations guided by a mission which reflects the fact that the new bottom line means both profit and protecting cultural and natural heritage.

Many challenges remain, of course – from addressing climate change, alleviating poverty and combating infectious diseases like HIV/AIDS and malaria, to protecting endangered species and supporting cultural diversity in established and emerging tourism destinations. But there is no doubt that we are now in a transformative moment, where sustainable tourism principles represent a new paradigm for doing business, guided by genuine concern for our planet and the people who inhabit it, from cities to far-flung villages.

Some day there will be no need for awards which recognise companies that are environmentally friendly, protect biodiversity, and contribute to the social and economic well-being of local people. All Travel & Tourism businesses will operate that way. Until then, it is my great pleasure – and a true inspiration – to recognise the Winners and Finalists of the 2010 Tourism for Tomorrow Awards, the highest accolade for best practice in sustainable tourism. These forward-thinking organisations and destinations are charting the way forward and demonstrating success by showing that sustainability is not just a ‘do good’ philosophy, but also a solid business strategy in a new, and greener, global economy.

The Tourism for Tomorrow Awards are the result of a tremendous amount of hard work, particularly by the more than 20 international judges from all round the world who diligently took on the task this year of narrowing down an impressive 160 award entries to 12 finalists and ultimately 4 winners. This exercise also included a rigorous on-site evaluation of each finalist. Together, these Tourism for Tomorrow Award leaders are helping to encourage sustainable practices to become the standard for the entire Travel & Tourism industry – something future generations of travellers will look back on with great appreciation.

Costas Christ

Costas Christ
Chairman of Judges
Tourism for Tomorrow Awards

Judges

CHAIRMAN

Costas Christ, Chairman of Judges, Tourism for Tomorrow Awards, USA

JUDGING PANEL

Winner Selection Committee

- **Graham Boynton**, Group Travel Editor, Telegraph Media Group, UK
- **Fiona Jeffery**, Chairman, World Travel Market & Just A Drop, UK
- **Michael Singh**, Chief Executive Officer, Ministry of Tourism and Civil Aviation, Belize

Finalist Selection Committee

- **Tony Charters**, Principal, Tony Charters & Associates, Australia
- **Jena Gardner**, President, JG Blackbook of Travel, and President, The Bodhi Tree Foundation, USA
- **Erika Harms**, Executive Director, Tourism Sustainability Council, and Senior Advisor on Tourism, United Nations Foundations, USA/Costa Rica
- **Marilú Hernández**, President, Fundación Haciendas del Mundo Maya, Mexico
- **Dr Janne J Liburd**, Associate Professor and Director of Research, Centre for Tourism, Culture and Innovation, University of Southern Denmark, Denmark
- **Mahen Sanghrajka**, Chairman, Big Five Tours & Expeditions, USA/Kenya
- **Kaddu Kiwe Sebunya**, Chief of Party, Uganda Sustainable Tourism Program, Uganda
- **Mandip Singh Soin FRGS**, Founder & Managing Director, Ibex Expeditions (P) Ltd, India
- **Shannon Stowell**, President, Adventure Travel Trade Association, USA
- **Jamie Sweeting**, Vice President, Environmental Stewardship and Global Chief Environmental Officer, Royal Caribbean Cruises, USA
- **Albert Teo**, Managing Director, Borneo Eco Tours, Malaysia
- **Mei Zhang**, Founder, Wildchina, China

WTTC would also like to thank the following for their participation in the on-site evaluation of the finalists:

Dr Peter Burns, Director, Centre for Tourism Policy Studies, University of Brighton, UK; **Christina Heyniger**, President, Xola Consulting, USA; **Peter Krahenbuhl**, Vice-President, Sustainable Travel International, Spain; **Susann Kruegel**, Manager, Policy Initiatives, World Travel & Tourism Council, UK; **Marilyn Larden**, Director, UK Operations, Sustainable Travel International, UK; **Brian Mullis**, President, Sustainable Travel International, USA; **Olivia Ruggles-Brise**, Consultant, The Tourism Company, UK; **Richard Weiss**, President, Strategic Travel Consulting, USA; as well as **Tony Charters**, **Costas Christ**, **Marilú Hernández** and **Michael Singh**.



TOURISM for TOMORROW
Awards 2010

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Congratulations to each of the Winners and Finalists selected for the 2010 Tourism for Tomorrow Awards. Travelport has been a proud sponsor of these awards since 2008 because we believe the travel industry has an obligation to spotlight companies and organisations that are leading the way toward a more sustainable travel future.

Each of the winners and worthy finalists for the Tourism for Tomorrow Awards is demonstrating that responsible tourism, economic development and environmental stewardship go hand in hand. They provide a roadmap for others in our industry who want to meet the growing demand for travel that respects the environment and local cultures.

As travellers become more and more savvy about the impact of their travel choices, they are looking to the travel industry to provide the information and tools they need to make well-informed and environmentally conscious decisions.

At Travelport, we see sustainability not only as a shared responsibility but as a personal responsibility as well. We are working hard to limit the impact of our business on the environment in our local communities and across the world. One of the four pillars of our corporate responsibility programme is entitled 'Our Environment', which is why our sponsorship of the Tourism for Tomorrow Awards and our work with the World Travel & Tourism Council on issues of sustainability are so important to us.

Once again, congratulations to our award winners and finalists. Your example is showing our industry the pathway to sustainable travel and a truly sustainable world.

Jeff Clarke
President & CEO
Travelport

The Travel Corporation Conservation Foundation takes great pride in sponsoring the Tourism for Tomorrow Awards and we are honoured to congratulate this year's well-deserved Winners and Finalists.

We continue to support these prestigious awards to raise awareness of the exemplary work achieved by some organisations – and we continue to do so to protect our planet for future generations. We hope that, as a result, others in our industry will follow their fine example and adopt practices and implement policies that will make a real difference.

At The Travel Corporation we have made a strong commitment to foster sustainable tourism. We continue to work on a number of initiatives with our brands this year, partnering with the World Wildlife Fund for Nature (WWF), The Travel Foundation, the National Trust and the University of Glasgow to manage sustainable tourism projects in Australia, the UK & Europe, and Egypt.

Our diverse projects are empowering indigenous communities to protect countries and culture, uncovering and preserving historical sites, and minimising pollution and the impact of tourism on precious waterways such as the Nile. Through the Travel Corporation Conservation Foundation our brands will continue to fund this important work.

The World Travel & Tourism Council has worked tirelessly to ensure environmental sustainability is a top priority for our industry. The Tourism for Tomorrow Awards remain one of the most effective ways of showcasing the great achievements that have been made. The awards recognise both private and public sector organisations that are leading the way and, no matter how big or small, each organisation has an important role to play.

Brett Tollman
President & Chief Executive
The Travel Corporation



Winner – Botswana Tourism Board

Destination Stewardship Award

This award goes to a destination – country, region, state or town – that comprises a network of tourism enterprises and organisations which show dedication to, and success in, maintaining a programme of sustainable tourism management at the destination level, incorporating social, cultural, environmental and economic aspects as well as multi-stakeholder engagement. Applicants may include governments, non-governmental organisations (NGOs), businesses, or community organisations on behalf of the destination.

Winner – BOTSWANA TOURISM BOARD

THE OKAVANGO DELTA RAMSAR SITE (ODRS) IS A UNIQUE 55,374 SQUARE KILOMETRE WATER- AND GAME-RICH AREA WITHIN BOTSWANA'S DESERT ENVIRONMENT. IT INCLUDES THE TSODILO HILLS (A UNESCO WORLD HERITAGE SITE), THE MOREMI GAME RESERVE, WILDLIFE MANAGEMENT AREAS AND COMMUNITY LANDS.

As a developing country, and faced with the challenge of using the ODRS sustainably and equitably, Botswana developed a model incorporating fewer tourists at lower densities and higher tariffs. A legislative framework was put into place to manage this approach and ensure that bed and vehicle densities were set at conservative levels, utilisation was geographically spread, all stakeholders benefited, alternate threats to the area were managed, and the accountability of stakeholders was clear.



DESTINATION STEWARDSHIP
AWARD



Judges' Verdict

Botswana's approach to tourism is based on a 'low-volume – high-yield' strategy, which was devised and supported through a series of legislations promulgated by the country's government. The core of this strategy is the setting of conservative limits to bed and vehicle density which makes the ODRS a unique destination. It comprises 9.5% of Botswana's total land area. Through the management of the Botswana Tourism Board, a unique partnership between state, private sector and rural communities has been established. Some 34% of the adult population in the ODRS now work in tourism and wildlife, contributing to the conservation of fragile habitat and a number of International Union for Conservation of Nature red-listed threatened species, as well as generating income and employment in the region.

"The award means a lot to us in Botswana and is an indication that the world recognises our efforts in preserving our environment and developing the sector for the benefit of communities with high regard for the environment. It also challenges and motivates us to continue to compete on best practices and product offerings globally."

Myra Sekgororoane, Chief Executive Officer, Botswana Tourism Board



Finalist – MINISTRY OF TOURISM, MONTENEGRO

MONTENEGRO'S COMMITMENT TO THE PRESERVATION OF ITS RICH NATURAL RESOURCES IS ENshrINED IN ITS CONSTITUTION, WHICH ESTABLISHED THE NATION AS THE WORLD'S FIRST ECOLOGICAL STATE. THE NATION'S DEVOTION TO WISE STEWARDSHIP IS DELIVERED THROUGH A COMPREHENSIVE AND INCLUSIVE APPROACH TO BEING 'ECO BY NATURE'.

Protected areas have been continuously expanded. New integrated communities combining traditional aesthetics and low-impact construction are being developed. A comprehensive planning and regulatory regime encourages financially realistic and environmentally supportive development. Grass-roots initiatives such as tree planting and pollution control translate policy innovation into tangible and enduring results.

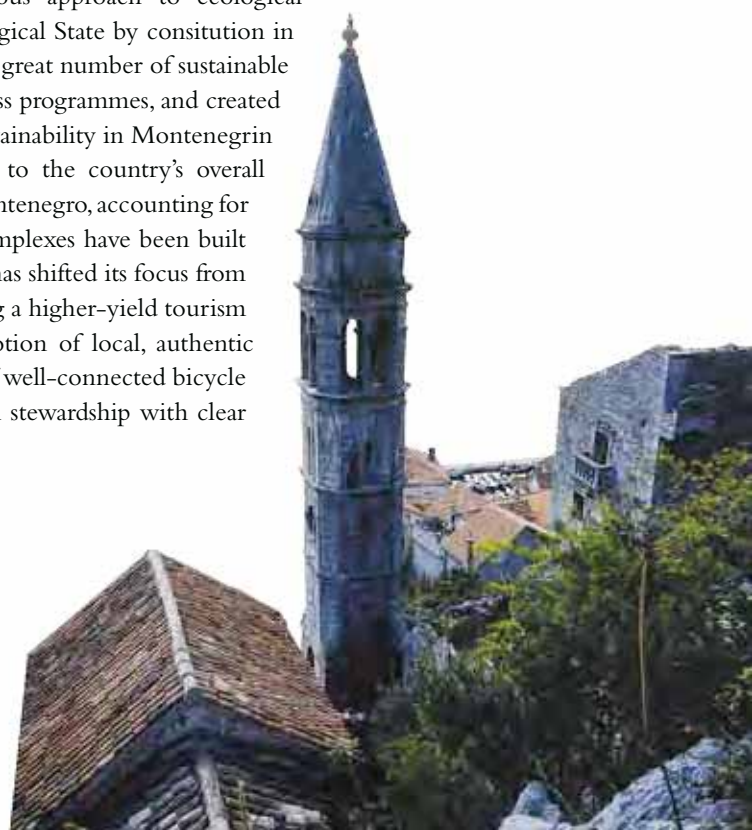


DESTINATION STEWARDSHIP
AWARD



Judges' Verdict

With over 20% of the country's territory under national and international protection, Montenegro has adopted a holistic, systematic and serious approach to ecological stewardship. Having proclaimed to be the world's first Ecological State by constitution in 1991, the country has since promulgated and implemented a great number of sustainable tourism development laws, strategies, education and awareness programmes, and created the interministerial Office for Sustainable Development. Sustainability in Montenegrin terms is not just centred around tourism, but is intrinsic to the country's overall development strategy. Tourism is the prosperity engine in Montenegro, accounting for 21% of national gross GDP. No new polluting industrial complexes have been built since the 1991 declaration. Instead, the Ministry of Tourism has shifted its focus from traditional package tour holidays in coastal regions to creating a higher-yield tourism product based on nature tourism. This includes the promotion of local, authentic restaurants and hotel facilities, as well as the establishment of well-connected bicycle trails. Montenegro demonstrates a long history of ecological stewardship with clear goals and great ambitions for the future.



Finalist – MOUNT HUANGSHAN SCENIC SITE, CHINA

SITUATED IN THE EASTERN CHINESE ANHUI PROVINCE, MOUNT HUANGSHAN SCENIC SITE IS INTERNATIONALLY ACCLAIMED AS ONE OF THE TOP TEN SCENIC SPOTS IN CHINA. THIS UNESCO WORLD HERITAGE SITE COMPRISES AN AREA OF MAGICAL, NATURAL LANDSCAPE, RICH ORIENTAL CULTURE AND AN INTACT AND VIBRANT ECO-SYSTEM.

The Huangshan Scenic Area Administrative Committee formulates and implements strategic planning for sustainable development to protect scenic resources and the eco-environment; improves tourism infrastructure and guides the development of the tourism industry; protects the tourism market and co-ordinates with stakeholders within and outside the scenic area; and enhances the attractiveness of the destination as well as its competitiveness as a tourism business.



DESTINATION STEWARDSHIP
AWARD



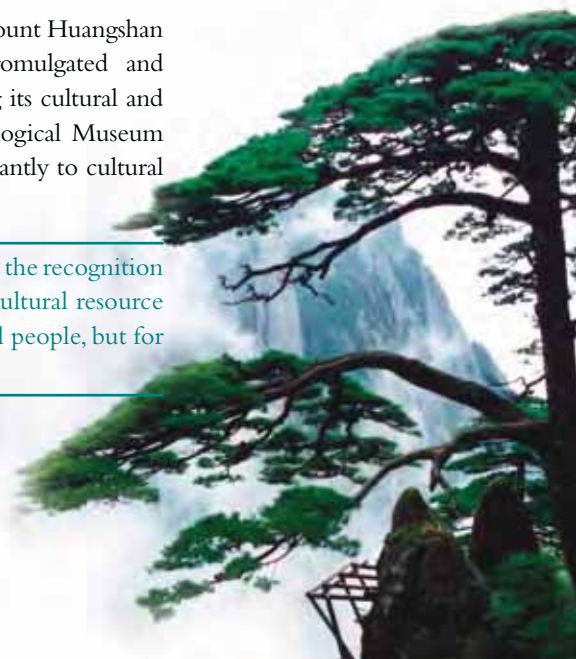
Judges' Verdict

Mount Huangshan Scenic Site is a complicated tourism destination comprising an area of 1,200 km² in total and 160 km² in its central zone. It attracts 2.3 million visitors a year and has an established tourism infrastructure accounting for 4,500 jobs, 900 of which in nature conservation. This tourism site has received the highest affirmation from UNESCO, which named it one of the best-managed sites in Asia. It has been listed as a UNESCO World Heritage Site since 1990.

Key to the success of the site are the comprehensive and tireless efforts of the Mount Huangshan Scenic Area Administrative Committee. This governmental body has promulgated and implemented a great number of planning strategies with the aim of protecting its cultural and natural habitat. The establishment of three visitor centres, a Huangshan Geological Museum and the Huangshan Calligraphy and Paintings Institute has contributed significantly to cultural heritage preservation and guest education.

“Being shortlisted for the Destination Stewardship Award is an important step in the recognition of Huangshan’s excellence in tourism planning, best practice in natural and cultural resource protection, and provision of tourism development benefits – not only for local people, but for communities and multiple stakeholders.”

Jiwei Xu, Secretary of the Party Committee and Deputy Director of the Administrative Committee of Mount Huangshan Scenic Site





Winner – Emirates Hotels & Resorts, UAE

Conservation Award

Open to any tourism business, organisation or attraction, including lodges, hotels or tour operators, able to demonstrate that their tourism development and operations have made a tangible contribution to the conservation of natural heritage. This includes, but is not limited to, the protection of wildlife, expanding and restoring natural habitat, and supporting biodiversity conservation.

Winner – EMIRATES HOTELS & RESORTS, UAE

LAUNCHED IN 2006, EMIRATES HOTELS & RESORTS (EH&R) IS EMIRATES AIRLINE'S PREMIER HOSPITALITY MANAGEMENT DIVISION. EH&R'S PHILOSOPHY CENTRES ON THE TWO MOST CRITICAL GLOBAL ENVIRONMENTAL ISSUES: DECLINING BIODIVERSITY AND EMISSIONS REDUCTION.



CONSERVATION
AWARD

This conservation-based philosophy has been successfully showcased through the Al Maha Desert Resort & Spa in Dubai, United Arab Emirates, which opened in 1999. Al Maha was directly responsible for proposing, and now managing, the surrounding 225 km² Dubai Desert Conservation Reserve (DDCR). DDCR is the largest formally protected conservation reserve in the Gulf.

The same conservation-based approach was replicated at Wolgan Valley Resort & Spa in Australia's Blue Mountains, which opened in October 2009. The only resort in recent history to receive permission to be built adjacent to a World Heritage Area, Wolgan is the first hotel in the world to be internationally accredited as carbon neutral.



Judges' Verdict

Funding and working in conservation for more than a decade, EH&R has demonstrated leadership in raising awareness about sustainability in a region of the world where environmental best practices have often had to give way to relentless development schemes and resource restrictions. EH&R introduced a holistic conservation philosophy, managing to legislate its conservation efforts, which led to the establishment of the DDCR in 2004. Protecting 4.7% of Dubai's landmass, this project showcases conservation on a national scale. In addition, EH&R invests in ongoing collaborative research in all its destinations and implements architectural designs that not only encompass environmentally sensitive building, but also create an authentic 'sense of place'.

"Emirates Hotels & Resorts is delighted to have even been shortlisted by the World Travel & Tourism Council judges for this highly respected Award. To be winning in the Conservation category is a significant endorsement of our original vision, driving the message that tourism and conservation can work together closely to protect indigenous habitats and wildlife."

Tony Williams, Senior Vice President, Resorts & Projects, Emirates Hotels & Resorts, Emirates Airline



Finalist – INKATERRA PERU SAC

INKATERRA IS A PERUVIAN ECOLOGICAL RESEARCH AND TOURISM OPERATIONS' COMPANY, FOUNDED IN 1975 AND LOCATED IN THE ANDEAN CLOUD FOREST AS WELL AS THE AMAZONIA FOREST. ITS TOURISM PORTFOLIO – A MIX OF LUXURY TOURISM AND 'VOLUNTOURISM' INITIATIVES – COMPRISES INKATERRA MACCHU PICCHU PUEBLO HOTEL, INKATERRA RESERVA AMAZÓNICA LODGE, BOUTIQUE HOTEL INKATERRA LA CASONA IN CUSCO, AND MAPI HOTEL IN MACCHU PICCHU.



CONSERVATION
AWARD



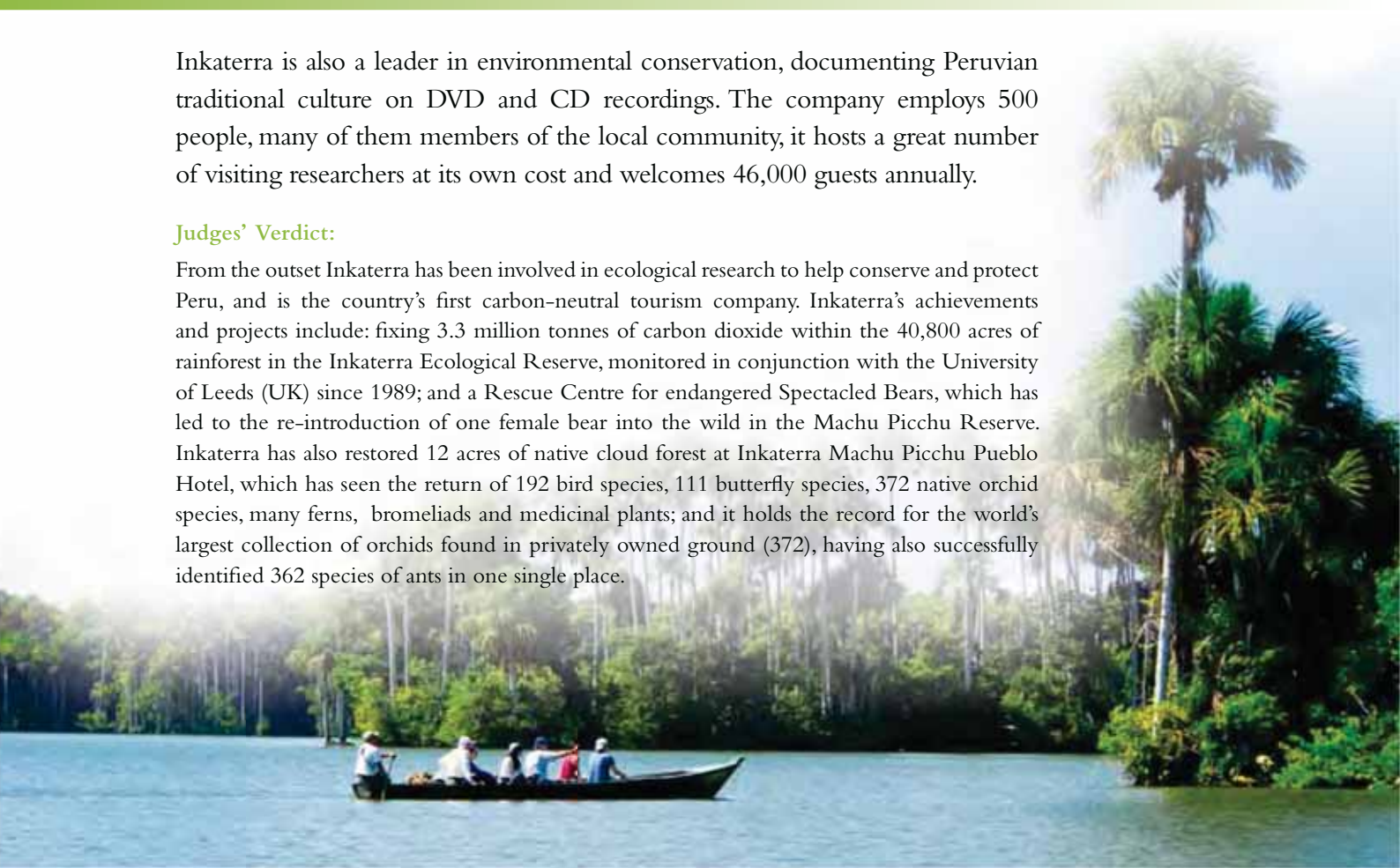
Through its hotel operations as well as established ecotourism products, such as the Inkaterra Canopy Walk or the Anaconda Walk, Inkaterra funds its extensive research projects, the results of which have been published in numerous prestigious publications. The projects have led to the discovery of 15 species new to science on its premises, which are located in a special area of conservation (SAC) of Peru.



Inkaterra is also a leader in environmental conservation, documenting Peruvian traditional culture on DVD and CD recordings. The company employs 500 people, many of them members of the local community, it hosts a great number of visiting researchers at its own cost and welcomes 46,000 guests annually.

Judges' Verdict:

From the outset Inkaterra has been involved in ecological research to help conserve and protect Peru, and is the country's first carbon-neutral tourism company. Inkaterra's achievements and projects include: fixing 3.3 million tonnes of carbon dioxide within the 40,800 acres of rainforest in the Inkaterra Ecological Reserve, monitored in conjunction with the University of Leeds (UK) since 1989; and a Rescue Centre for endangered Spectacled Bears, which has led to the re-introduction of one female bear into the wild in the Machu Picchu Reserve. Inkaterra has also restored 12 acres of native cloud forest at Inkaterra Machu Picchu Pueblo Hotel, which has seen the return of 192 bird species, 111 butterfly species, 372 native orchid species, many ferns, bromeliads and medicinal plants; and it holds the record for the world's largest collection of orchids found in privately owned ground (372), having also successfully identified 362 species of ants in one single place.



Finalist – SINGITA GRUMETI RESERVES, TANZANIA

THE SINGITA GRUMETI RESERVES' CONCESSION SPANS OVER 350,000 ACRES OF UNTOUCHED WILDERNESS IN NORTHERN TANZANIA. IT FORMS PART OF THE SERENGETI MARA ECOSYSTEM ON THE WESTERN CORRIDOR OF THE SERENGETI NATIONAL PARK, AFRICA'S LEADING WORLD HERITAGE SITE.



CONSERVATION
AWARD



Each of its three lodges – Singita Sasakwa, Sabora and Faru Faru – is strategically positioned on the renowned migratory route traversed annually by more than a million wildebeest. The primary motivation behind the establishment of Singita Grumeti Reserves and its lodges was to protect this environmentally critical and extraordinarily beautiful part of the Serengeti eco-system. The lodges were established to generate sufficient funds to ensure the long-term sustainability of its conservation efforts, as well as of its closely allied and aligned, Neighbour Outreach Programme.



Judges' Verdict

Singita Grumeti Reserves takes conservation very seriously and has a long-established track record of conservation best practice. All Singita Grumeti Reserves' operating profits are ploughed back into conservation and community benefit schemes. Its work is based on three pillars. The first one is wildlife conservation including the establishment of an anti-poaching unit in collaboration with the Tanzanian Wildlife Division.

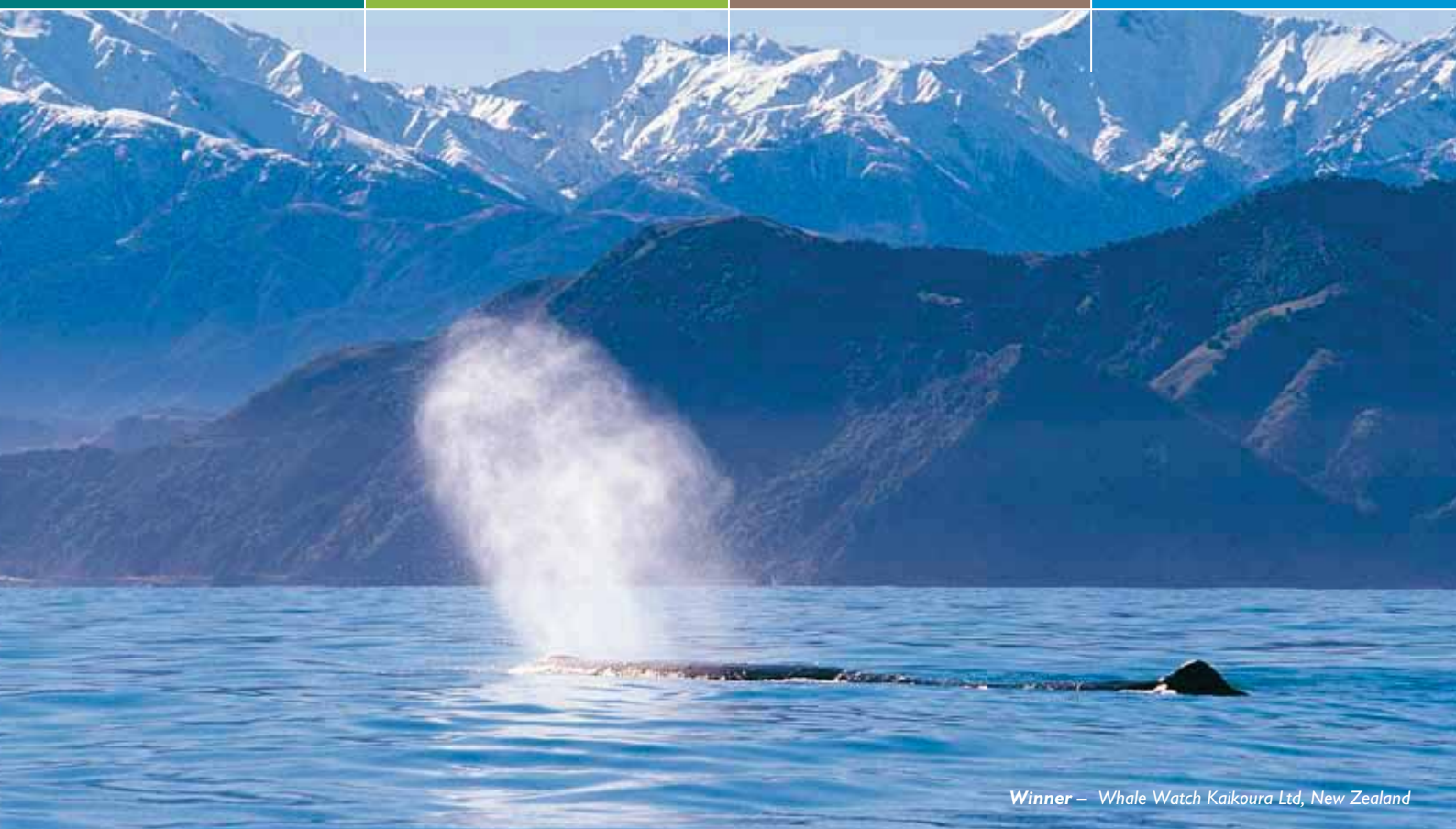
The second pillar is that of community outreach. Singita Grumeti Reserves offers financial support for children's schooling, including the provision of all physical materials needed. It provides communities with potable water, educates on sustainable land use, and grants support for the growth of small business and farmers, such as the Vegetable Co-operative, which includes some 100 small-scale farms providing produce to Singita lodges.

The third pillar is education. Singita Grumeti has built an Environmental Education Centre for local youth and has well-structured guest education programmes.

“Being short-listed for the Conservation section of WTTC's Tourism for Tomorrow Awards serves to highlight and recognise endeavours of this nature and we are honoured to have been so recognised.”

Luke Bailes, CEO, Singita Game Reserves





Winner – Whale Watch Kaikoura Ltd, New Zealand

Community Benefit Award

This award is for a tourism initiative that has effectively demonstrated direct benefits to local people, including capacity building, the transfer of industry skills, and support for community development.

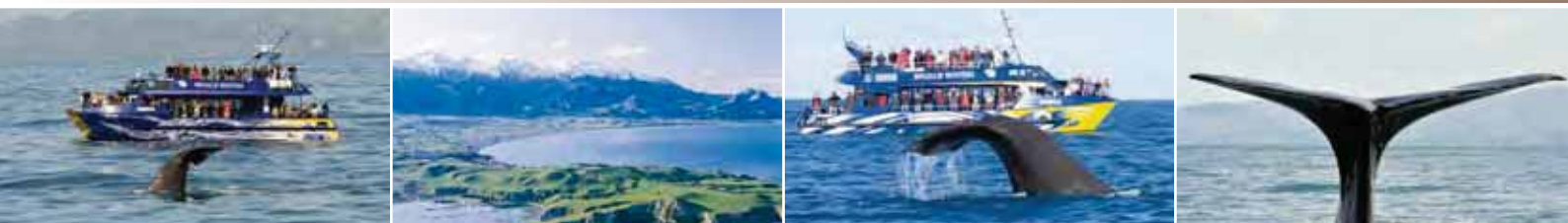
Winner – WHALE WATCH KAIKOURA LTD, NEW ZEALAND

WHALE WATCH KAIKOURA LTD (WWK) IS NEW ZEALAND'S ONLY MARINE-BASED WHALE-WATCHING COMPANY OPERATING YEAR ROUND, AND OFFERING VISITORS AN EXCITING AND UP-CLOSE ENCOUNTER WITH THE GIANT SPERM WHALE.

WWK is a 100% Maori-owned and locally operated company located in the small coastal town of Kaikoura. Kaikoura's resident sperm whales are the largest living carnivore – equivalent in size to four elephants. They share their unique world with a host of other whale and dolphin species, seals and albatross – all regular sightings aboard WWK tours.



COMMUNITY BENEFIT
AWARD



Judges' Verdict

What began as a small-scale, community-based tourism venture 23 years ago has turned into a thriving business, which has proven to be the catalyst for the revival and sustainable growth and development of an entire region. Through generating profits, WWK has been able to secure the land of Kaikoura peninsula for the Maori population, which has lived there for 1,000 years and was under threat of displacement through railroad developments and poverty.

WWK not only operates a profitable business providing direct and indirect employment, it also provides tangible community benefits through complimentary annual whale-watching school trips, donations to Kaikoura hospital, the coastguard and fire brigade, and funding of marine research projects – to name a few. Kaikoura has also been the first community in New Zealand and the second in the world to receive Green Globe certification. WWK is Qualmark EnviroGold accredited – New Zealand's environmental best practices certification.

“Whale Watch is committed to providing a quality whale-watching experience while carefully managing the use of a rare natural resource. As a Maori-owned company, Whale Watch cherishes the twin values of hospitality to visitors and reverence for the natural world. It is a philosophy that embraces people, the land, the sea and all living things as one.”

Kauahi Ngapora, Chief Operating Officer, Whale Watch Kaikoura Ltd



Finalist – NAMIBIA'S COMMUNAL CONSERVANCY TOURISM SECTOR (NACSO)

NAMIBIA'S COMMUNAL CONSERVANCY TOURISM SECTOR (NACSO) IS ACHIEVING CONSERVATION AND COMMUNITY BENEFITS AT A SCALE NEVER BEFORE SEEN IN AFRICA.

Today there are 59 registered Communal Conservancies covering 16.8% of the land area of Namibia, or 130,000 square kilometres of prime wildlife habitat. Some 29 joint-venture lodges and campsites operate in partnership with conservancies, a vibrant and growing part of the destination's tourism profile. The wildlife-friendly land-uses are facilitating the recovery and range expansion of lion, elephant, rhino and many other species at a landscape level. NACSO is an umbrella organisation working to help local communities manage their resources.



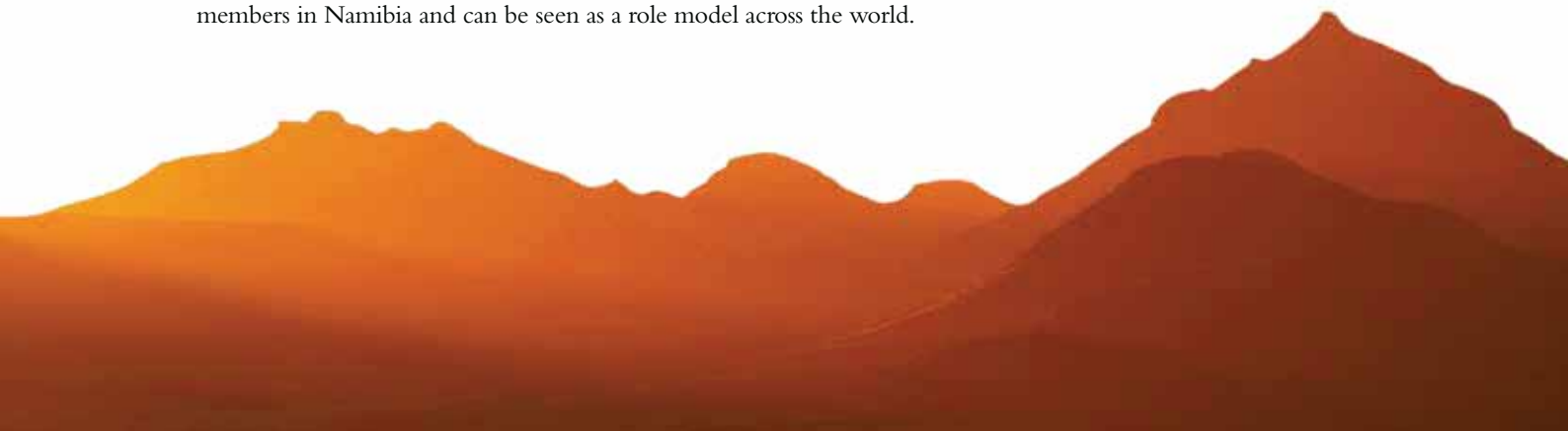
COMMUNITY BENEFIT
AWARD



Judges' Verdict

Through the facilitation of the Ministry of Environment & Tourism, and with the support of several not-for-profit organisations, this community-based natural resource management initiative has benefited a growing number of Namibian communities for over 20 years now. The core of the initiative is the establishment of joint ventures whereby the communities provide tourism development rights, a commitment to actively manage and protect the natural resources and a desire to become involved in the tourism industry. The investors, vetted by NACSO, bring to the table capital, management expertise and access to the tourism market.

Since 1999 US\$11.2 million in cash benefits have been accumulated through these joint ventures and benefits have been largely distributed through community-managed funds. Most benefits have gone into social spending such as school bursaries, water installations, human-wildlife conflict compensation, soup kitchens for pensioners, and support for HIV/AIDS-affected orphans. NACSO has developed a truly national initiative that has benefited over 230,000 community members in Namibia and can be seen as a role model across the world.



Finalist – TOURINDIA, INDIA

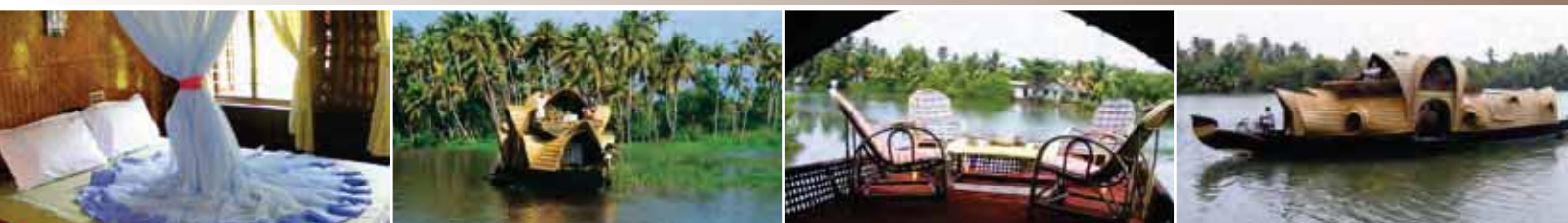
TOURINDIA IS A TOUR-OPERATOR ESTABLISHED IN 1972 AND BASED IN TRIVANDRUM, KERALA, INDIA. THE COMPANY OFFERS CRUISE TOURS ON FORMER CARGO-BOATS THAT HAVE BEEN CONVERTED TO HOUSEBOATS INTO THE BACKWATERS OF KERALA WITH AUTHENTIC CUISINE COOKED ON BOARD AND STORIES TO TELL BY OLD BOATMEN. SOME 150 YEARS AGO, 12,000 CARGO-BOATS WERE IN OPERATION - THE BACKBONE OF THE BACKWATER ECONOMY.



COMMUNITY BENEFIT
AWARD



By 1990, due to infrastructure improvements, the number had declined to only 200. Under the leadership of Tourindia 650 cargo-boats have been restored to date turning them into comfortable tourist vessels, thus providing livelihoods to the local communities and re-establishing the traditional arts of roof-making and boat-making.



Judges' Verdict

Through an innovative business approach, Tourindia has not only saved a long-standing tradition of cargo-trade in Kerala's backwaters on so-called 'kettuvallom' boats, but also stimulated direct and tangible benefits with a great multiplier effect to the local communities living along these rivers. Having restored old cargo-boats, converting them into cruise vessels, Tourindia has brought back to life the almost lost tradition of the cardamom and pepper spice trade, as well as traditional roof-thatching and boat-making.

Tourindia has chosen a community rather than a top-down approach, encouraging locals to become entrepreneurs in a network of Tourindia-operated houseboats. Tourindia provides ongoing training in communication skills (English, German and French), hospitality skills (as cooks, guides, waiters, etc) as well as business skills to locals, thus contributing to the employment of 2,500 people on some 650 houseboats.

"The team of Tourindia, with 37 years of experience in the hospitality industry, creating new dimensions to tourism as a responsible business and a challenge, feels greatly excited about its acknowledgement from the WTTC Awards. Our dedication and determination to excel in the Kerala tourism scenario against all odds has finally given results."

Babu Varghese, Proprietor, Tourindia





Winner – Accor, France & Global

Global Tourism Business Award

Open to any large company from any sector of Travel & Tourism – cruise lines, hotel groups, airlines, tour operators, etc – with at least 200 full-time employees and operating in more than one country or in more than one destination in a single country, this award recognises best practices in sustainable tourism at a large company level.

Winner – ACCOR, FRANCE & GLOBAL

ACCOR IS ONE OF THE WORLD'S LEADING HOSPITALITY GROUPS, AND THE LEADER IN EUROPE, AS WELL AS THE GLOBAL LEADER IN SERVICES TO CORPORATE CLIENTS AND PUBLIC INSTITUTIONS. IT OPERATES IN NEARLY 100 COUNTRIES WITH 150,000 EMPLOYEES, OFFERING ITS CLIENTS OVER 40 YEARS OF EXPERTISE IN TWO CORE BUSINESSES.

First, Accor Hotels include a large number of brands: Sofitel, Pullman, MGallery, Novotel, Mercure, Suitehotel, Adagio, Ibis, all seasons, Etap Hotel, Formule 1, hotelF1 and Motel, representing 4,000 hotels and nearly 500,000 rooms in 90 countries, as well as strategically related activities, Accor Thalassa, Lenôtre and CWL. Its second branch of activities, Accor Services, provides benefits to 32 million people in 40 countries – employee and constituent benefits, rewards and incentives, and expenses management.



GLOBAL TOURISM BUSINESS
AWARD



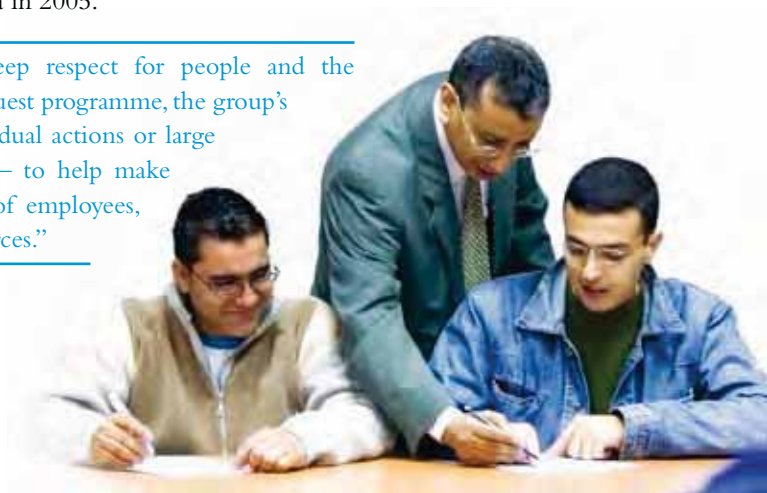
Judges' Verdict

Accor's philosophy is based on hospitality and respect for diverse cultures, incorporating environmental best practices in all its operations. Launched in 1998, the 'Hotel Environment Charter' has been adopted by 88% of Accor's 4,000 properties. Its Novotel brand can boast Green Globe certification while ibis has achieved ISO14001 accreditation. A further 88% of all supplies are sourced locally by Accor's procurement department.

The group's approach to holistic, sustainable management is based on two pillars: EGO, including programmes for local development, protecting children, combating epidemics and promoting healthy eating; and ECO, including the reduction of water and energy consumption, and the improvement of waste sorting and recycling, as well as the preservation of biodiversity. Since 2002 Accor has been actively involved in the fight against AIDS and joined the Global Business Coalition on HIV/AIDS, Tuberculosis and Malaria in 2005.

"Accor's development strategy is underpinned by a deep respect for people and the environment. This respect is expressed through the Earth Guest programme, the group's corporate responsibility approach. Whether they are individual actions or large collective projects, all initiatives serve the same purpose – to help make Accor's development a virtuous circle that is respectful of employees, customers, host communities and the planet's natural resources."

Gilles C Pélisson, Chairman and Chief Executive Officer, Accor



Finalist – BANYAN TREE HOLDINGS, SINGAPORE & GLOBAL

BANYAN TREE HOLDINGS LIMITED IS A LEADING INTERNATIONAL HOSPITALITY BRAND THAT MANAGES AND DEVELOPS RESORTS, HOTELS AND SPAS. FROM A SINGLE BOUTIQUE RESORT IN PHUKET IN 1994, BANYAN TREE HAS GROWN INTO A MULTI-BUSINESS OPERATOR GLOBALLY.

Its innovative business model is based on eight business segments generating multiple income streams that are unique within the hospitality industry. With about 8,000 associates comprising over 50 nationalities, the diversity of its workforce is a key feature of the group and helps to inspire its international outlook. To address its talent development needs, Banyan Tree launched Banyan Tree Management Academy (BTMA) in 2008.



GLOBAL TOURISM BUSINESS
AWARD



BANYAN TREE



Judges' Verdict

Banyan Tree Holdings Ltd has embraced a sound and holistic sustainable management philosophy right from the founding of the company. The Green Imperative Fund formalises Banyan Tree's corporate social responsibility efforts and raises funds through guest donations which the group matches one to one. These donations have built the basis for a wide variety of community outreach projects such as the Seedling programme, which supports and funds education for underprivileged children, or the Banyan Tree Gallery programme that offers a marketing platform to local crafts and goods. Moreover, Banyan Tree is actively involved in marine conservation operating a Banyan Tree Maldives' Marine Laboratory. Under the auspices of its Greening Community Programme, launched in 2007, Banyan Tree has manifested its commitment to ecological and cultural heritage conservation throughout all its properties.

“We are honoured to have been recognised as a finalist for this award. It serves as recognition for Banyan Tree's continued efforts in being an agent of change and in promoting sustainable tourism. As we continue to expand our global presence we look forward to exchanging knowledge on environmental conservation with local communities as well as guests, while also sharing with our guests the significant beauty of the culture and heritage of each destination.”

Claire Chiang, Chairperson, Banyan Tree Global Foundation



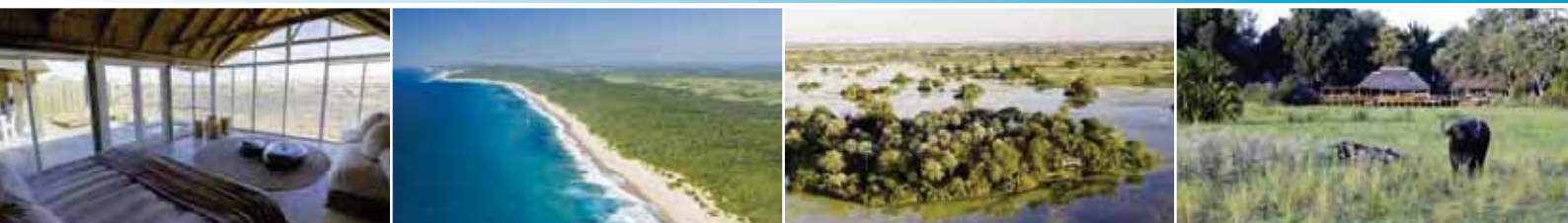
Finalist – WILDERNESS SAFARIS, SOUTH AFRICA & GLOBAL

WILDERNESS SAFARIS IS FIRST AND FOREMOST A CONSERVATION ORGANISATION. SECOND, IT IS A RESPONSIBLE ECOTOURISM OPERATOR ON MORE THAN THREE MILLION HECTARES IN SEVEN SOUTHERN AFRICAN COUNTRIES.

Its conservation aims are: ensuring sustainable protection of carbon sinks and biodiversity through the creation of viable ecotourism businesses, either within state-protected areas or on community or privately owned land; ensuring that ecotourism remains the chosen economic alternative to less sustainable industries such as mining, agriculture, hydroelectric schemes and others that irrevocably damage biodiversity, wilderness and ecosystem processes; and creating a profitable, ethical and responsible business for others to adopt in other regions of the world.



GLOBAL TOURISM BUSINESS
AWARD

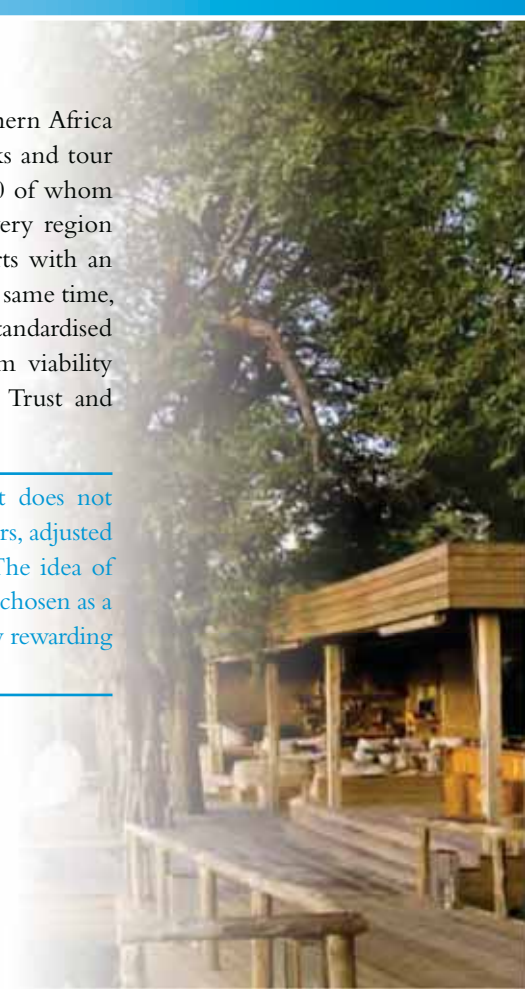


Judges' Verdict

Wilderness Safaris has been operating sound and sustainable ecotourism in southern Africa for 26 years. Its portfolio comprises some 70 safari camps complimented by walks and tour activities to explore the African wilderness. It employs nearly 3,000 people, 1,800 of whom work in its safari camps, and with an 85% share from local communities. In every region in which Wilderness Safari operates, it employs an environmental team that starts with an Environmental Impact Assessment before any tourism product is introduced. At the same time, Wilderness Safaris ensures cultural heritage preservation with a local rather than standardised approach. Its solid financial model builds the basis for the company's long-term viability allowing it to incorporate non-profit branches such as the Wilderness Wildlife Trust and Children in the Wilderness programme.

“We believe we are a company that has built a sustainable business model that does not compromise environmental principles and which provides jobs, training, skills, careers, adjusted horizons, hope and a realistic alternative to less sustainable development options. The idea of building sustainable conservation economies in Africa is our prime ideal – and being chosen as a finalist in such prestigious awards as the Tourism for Tomorrow Awards is both hugely rewarding and also hugely humbling.”

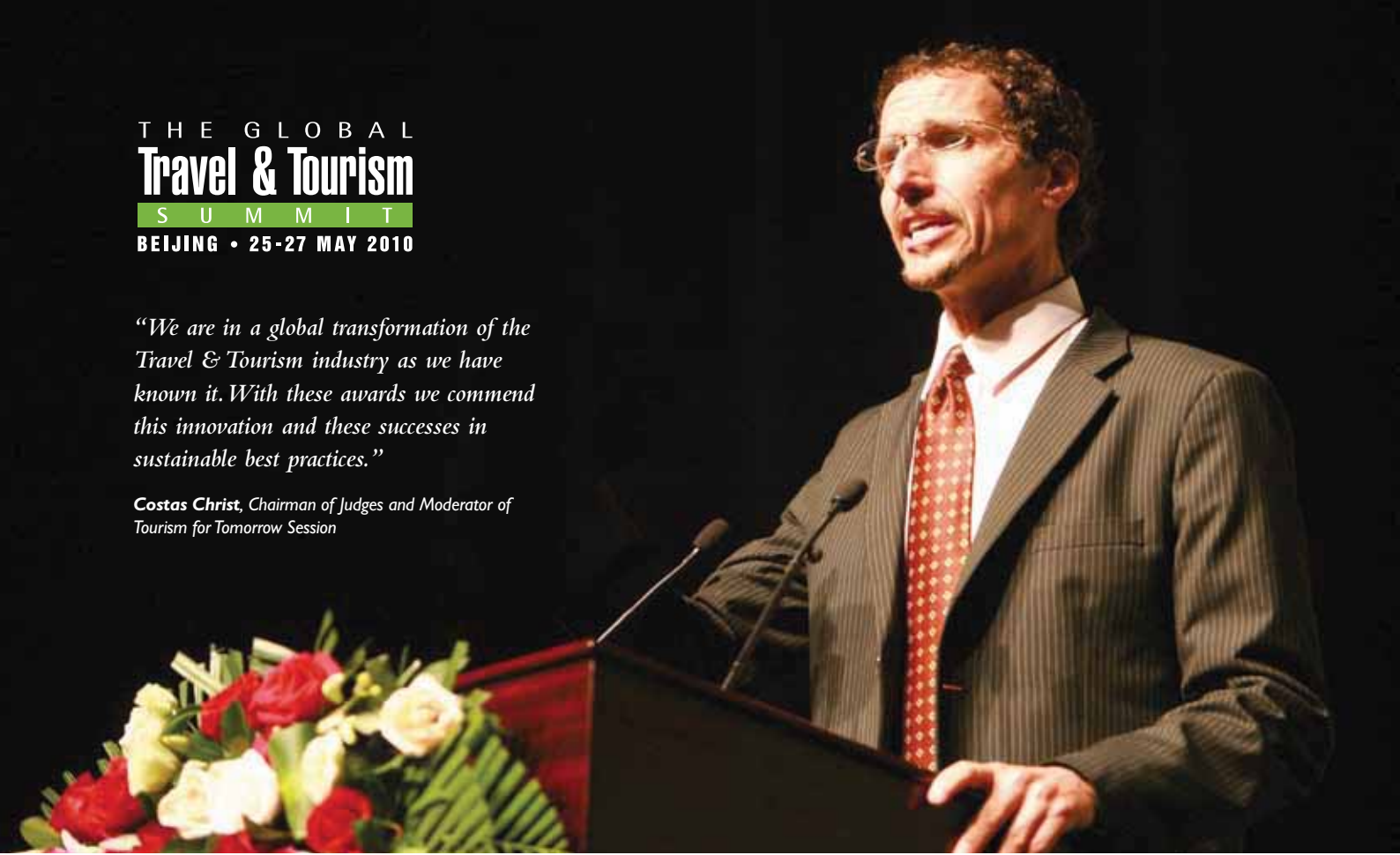
Andy Payne, CEO, Wilderness Safaris



THE GLOBAL
Travel & Tourism
S U M M I T
BEIJING • 25-27 MAY 2010

“We are in a global transformation of the Travel & Tourism industry as we have known it. With these awards we commend this innovation and these successes in sustainable best practices.”

Costas Christ, Chairman of Judges and Moderator of Tourism for Tomorrow Session



Tourism for Tomorrow at the 10th Global Travel & Tourism Summit

The Tourism for Tomorrow Awards have always been on the agenda of the Global Travel & Tourism Summit, giving all stakeholders the opportunity to network within a truly international atmosphere, facilitating exchange and leading to the convergence and development of ideas. This year was no exception. During the 10th Global Travel & Tourism Summit, held from 25-27 May 2010 in Beijing, China, the Tourism for Tomorrow Awards played an integral role in the world's only gathering of public and private sector leaders of Travel & Tourism at the highest level, representing all sectors of our industry and all regions of the world.





“Government is a facilitator for business. We first look at the environmental impact, then at the social issues – all before looking at the finances.”

The Honourable Mr Onkokame Kitso Mokaila,
Minister of Environment, Wildlife and Tourism, The Republic of Botswana – Winner, Destination Stewardship Award



“These are powerful tools to ensure investment is socially positive. We believe incentives and concessions from the government are necessary to support those investors whose developments are sustainable. But efforts have to be consistent, innovative and substantive.”

HE Predrag Nenezic, Minister of Tourism, Montenegro – Finalist, Destination Stewardship Award

Winners and Finalists were recognised and received their awards at a special Gala Evening Awards Ceremony. Moderated by CNBC Anchor, Louisa Bojesen, the event was held at Beijing’s magnificent National Centre for the Performing Arts. With the support of National Geographic Channel short films of all 12 finalists were screened at the event, setting the scene for the announcement of the winners by Strategic Partners Jeff Clarke, President & CEO of Travelport, and Brett Tollman, President & Chief Executive of The Travel Corporation. Costas Christ, Chairman of the Judges, addressed the audience and sent his special thanks to the Panel of Judges who devote considerable time and effort in the stringent and very thorough judging process.

Following this special Gala Evening Awards Ceremony, the subject of the Tourism for Tomorrow Awards was revisited the next day during a panel discussion on the centre stage of the Summit’s main conference programme.



“We were helped by the rising price of oil... Two summers ago, when the price of oil was high, when all stocks were short, we had to save on energy costs, and this allowed us to foresee the future...”

Sophie Goldblum-Flack, Executive Vice President, Business Transformation, Innovation, Technologies, Sustainable Development, Accor Group – Winner, Global Tourism Business Award



“We talk about growth, sustainability, profits – none of this will happen unless we are environmentally sustainable. We will not be allowed to keep externalising the cost of our business any more, and the true costs must now be in the balance sheets.”

Tony Williams, Senior Vice President, Resorts & Projects, Emirates Hotels & Resorts – Winner, Conservation Award

The session picked up on all relevant themes in sustainable tourism development and management, such as the need for a strengthening of private-public partnerships, financial incentives to encourage sustainable tourism, and the acknowledgement of local communities in tourism planning.

WTTC is proud to work closely with select media partners from across the world to engage in dialogue and facilitate interview opportunities for Awards’ guests with top international journalists.



“We believe delivering on the five Cs is fundamental to our business. Not to do so will lead to losses...this is important to our town, our business, our country and our industry. The five Cs are Customer; Company – image; Community – locally founded and run; Conservation – in terms of the environment; and Culture.”

Kauahi Ngapora, Chief Operating Officer, Whale Watch Kaikoura – Winner, Community Benefit Award



“This year we have gone public. It’s not about maximising profits. Our business model is to optimise profits – to create long-term strategic value, optimising profits, building social equity in the business and respecting the environment.”

Andy Payne, Wilderness Safaris – Finalist, Global Tourism Business Award



TOURISM *for* TOMORROW
Awards 2011

Preliminary Call for Entries

EVERY YEAR WTTC INVITES TOURISM COMPANIES AND ORGANISATIONS FROM AROUND THE WORLD THAT CAN DEMONSTRATE BEST PRACTICE IN SUSTAINABLE TOURISM DEVELOPMENT TO SUBMIT THEIR APPLICATIONS FOR THE TOURISM FOR TOMORROW AWARDS.

The finalists and winners of the 2011 Awards will:

- **be publicly recognised and will meet government and industry leaders at the Awards ceremony which will take place at WTTC's 11th Global Travel & Tourism Summit, to be held from 17-19 May 2011 in Las Vegas, USA**
- **receive outstanding, international media exposure thanks to WTTC's extensive media partnerships**
- **be endorsed by a panel of judges comprising internationally acclaimed experts in sustainable tourism**
- **be invited to submit case studies to be featured on WTTC's Best Practice Gateway, the world's first online library of case studies for showcasing best practices in sustainability in Travel & Tourism (www.wttc.org).**

Entries for the 2011 Tourism for Tomorrow Awards will be accepted between September and December 2010. For further information about the Tourism for Tomorrow Awards or for details on how to apply, please email info@tourismfortomorrow.com, or phone Susann Kruegel on +44 (0) 20 7481 8007, or visit our website at www.tourismfortomorrow.com

www.TourismforTomorrow.com

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