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## PRESS RELEASE

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### FOR IMMEDIATE RELEASE

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## **‘Green’ Travel is Here to Stay, Concludes New Analysis by Center for Responsible Travel**

WASHINGTON, DC— A new meta-analysis by the Center for Responsible Travel (CREST) finds “increasing recognition among both travel professionals and consumers of the importance of responsible travel” and concludes that “green travel is here to stay.” CREST’s new 2014 report, *The Case for Responsible Travel: Trends and Statistics*, updates the first edition which was published in January 2013.

The report examines a wide range of surveys and studies done in the past five years to assess consumer and industry commitment to responsible travel, that is, “travel that minimizes negative impacts, brings economic benefits to host communities, and preserves the cultural and natural resources of the destinations.” For instance, TripAdvisor surveys find that 79% of travelers globally “think that it’s important accommodation providers have eco-friendly practices” and 85% of U.S. hoteliers say they have green practices in place.

“CREST is once again encouraged to find demand for and commitment to socially and environmentally responsible travel remains strong,” says CREST Co-Director, Dr. Martha Honey.

CREST’s findings coincide with continued growth of international tourism. Over the last year, both international tourist arrivals and tourism receipts grew, with the United States ranking #1 in tourism receipts and #2 in international arrivals, after France. According to the CREST analysis, tourism industry growth is being matched by growing interest in responsible travel among both leisure and business travelers, as well as travel businesses and tourism destinations.

Dr. Dirk Glaesser, Acting Director of the UN’s World Tourism Organization (UNWTO) Sustainable Development of Tourism Programme, agrees: “With more than 1 billion people travelling the world each year, the case and demand for responsible tourism is bigger than ever, as both tourism stakeholders and tourists are becoming increasingly aware that the sector’s future depends on the preservation of what is essentially tourism’s own capital: pristine environments, cultural diversity and a thriving wildlife.”

Dr. Glaesser adds that UNWTO welcomes the new CREST study and emphasizes the importance of a responsible tourism sector for sustainable development worldwide: “As UN research has clearly shown, sustainably managed tourism has great potential to boost socio-economic development and job creation while simultaneously be a force for conservation of the world’s natural and cultural heritage.”

In addition, Hugh Riley, Secretary General of the Caribbean Tourism Organization (CTO) noted, “More and more we’re seeing evidence that ‘being green’ has a growing public appeal. Discerning travelers around the world are seeking out

vacation destinations that pay serious attention to the preservation of the environment. Consequently,” he continued, “I believe there will come a time when the term ‘travel for green’ will become so ingrained in the psyche of vacationers, that we in the Caribbean will be proud that we got onboard and paid attention to issues that affect the more responsible use of our resources.”

The CREST study is prepared in collaboration with the World Tourism Organization (UNWTO), Caribbean Tourism Organization, and eight other leading tourism organizations and institutions:



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## Excerpts from

### ***The Case for Responsible Travel: Trends and Statistics, 2014***

[Click here for the full report](#)

- A 2013 TripAdvisor.com survey of 1,300 U.S. travelers shows that nearly two-thirds “often” or “always” consider the environment when choosing hotels, transportation and meals.
- “Concern about sustainability and the planet is top of mind for everybody. [O]ver 98% of consumers in every market worldwide view themselves as environmentalists,” says James Canton, CEO, Institute for Global Futures, San Francisco.
- A 2013 Travel Guard survey of travel agents concluded “green travel is here to stay.” The survey found “24% of those who responded noted that interest in green travel is currently the highest it’s ever been in the last 10 years, and 51% reported that interest has remained constant throughout this time period.”
- 67% of U.S. consumers are now “looking for ‘greener’ products,” according to the 2012 study by MIT Sloan Management Review.

- Environmental concern is “the biggest social trend for the rest of our careers.” according to Daniel Levine, Executive Director of the Avant-Guide Institute, New York.
- “Tourist choices are increasingly influenced by sustainability considerations,” states the World Tourism Organization’s (UNWTO) 2012 *Tourism in the Green Economy Report*. Ecotourism, nature, heritage, cultural and “soft adventure” tourism are predicted to grow rapidly over the next two decades and global spending on ecotourism is expected to increase at a higher rate than the tourism industry as a whole.
- “Sustainability is not only the right thing to do, but it simply makes good business sense, and will remain central to how we manage our operations,” states Constantinos Victoras, Area Operations Manager of the Atlantica Hotels & Resorts.
- A 2013 Conference Board survey of over 120 multinational corporations in Europe and the US found that 73% identified “integrating sustainability into their corporate strategy as a top priority for their executive leadership team.”
- 72% of meeting planners say they have ‘green’ policies in place for at least some of their meetings, and 19% say they have such policies for all meetings, according to a 2013 survey of *Successful Meetings* readers. In addition, 73% of planners say sustainable policies and procedures have some or a great deal of influence on the hotel they choose.
- “The buildup of consumers’ socio-environmental awareness of tourism development,” states the UNWTO, “is leading to increased scrutiny on the part of the public in destination decision-making and a growing requirement for new tourism developments to be sustainable.”
- “Sustainable tourism is simply about good business practice – protecting the resources the industry depends on to ensure companies can continue selling holidays and destinations continue to thrive, long into the future,” says Sue Hurdle, Special Advisor, The Travel Foundation.