



**GEOFF BOLAN**  
**DECEMBER 3, 2016**



**SUSTAINABLE**  
**TRAVEL INTERNATIONAL**

Making A Better World The Destination

# WHO WE ARE



Sustainable Travel International is a non-profit organization working to improve the lives of people around the world and the environments they rely upon. By leveraging the power of travel and tourism, which employs 1 in every 11 people on the planet, we aim to ensure that communities thrive and environments are healthy for future generations.



# WHY TRAVEL AND TOURISM?



- It is the largest, most diverse global industry, representing 10% of Global GDP (over \$7 trillion)
- The sector supports 284 million jobs, 1 in 11 workers around the globe
- Travel & Tourism will outperform the global economy throughout the next decade, growing by an expected 4% on average annually over the next ten years

**Over 1 billion people travel each year for business and pleasure. That is 1 billion opportunities to deliver positive impacts to both people and the environment.**





## REGIONAL ALLIANCES TO ACHIEVE SCALE



- Sustainable Destinations Alliance for the Americas (SDAA)
- Mesoamerican Reef Tourism Initiative (MARTI)
- Pacific Sustainable Tourism Alliance (PSTA)



# THOUGHTS FOR TODAY



- Private sector is still focused primarily on its own operations
- Problems of the commons are on the sideline
- Who is protecting “THE” asset?
- Consumers are ready



# THE **SUSTAINABLE** TRAVELER

TRAVELS MORE FREQUENTLY FOR PLEASURE,  
MORE INTERNATIONALLY,  
& MORE FOR BUSINESS

PLEASURE



**3.3 TRIPS**  
VS  
**3.0 TRIPS**

INTERNATIONAL



**1.1 TRIPS**  
VS  
**.2 TRIPS**

BUSINESS



**1.4 TRIPS**  
VS  
**.6 TRIPS**

Compared To All Other Leisure Travelers

# THE **SUSTAINABLE** TRAVELER

**SPENDS 51% MORE PER TRIP**

21

**SPEND  
PER TRIP**



**CATEGORIES**

<b>ACCOMMODATIONS</b>	<b>\$499</b>	<b>\$385</b>	<b>+ 30%</b>
<b>AIRFARE</b>	<b>\$329</b>	<b>\$192</b>	<b>+ 71%</b>
<b>DINING</b>	<b>\$230</b>	<b>\$174</b>	<b>+ 32%</b>
<b>SHOPPING</b>	<b>\$192</b>	<b>\$ 78</b>	<b>+146%</b>
<b>RECREATION/ENTERTAINMENT</b>	<b>\$169</b>	<b>\$132</b>	<b>+ 28%</b>
<b>TRANSPORTATION/PARKING</b>	<b>\$142</b>	<b>\$ 96</b>	<b>+ 48%</b>
<b>GROCERIES/SNACKS</b>	<b>\$113</b>	<b>\$ 65</b>	<b>+ 74%</b>
<b>RENTAL CAR</b>	<b>\$79</b>	<b>\$ 31</b>	<b>+ 155%</b>
<hr/>			
	<b>\$1,749</b>	<b>\$1,154</b>	<b>+ 51%</b>

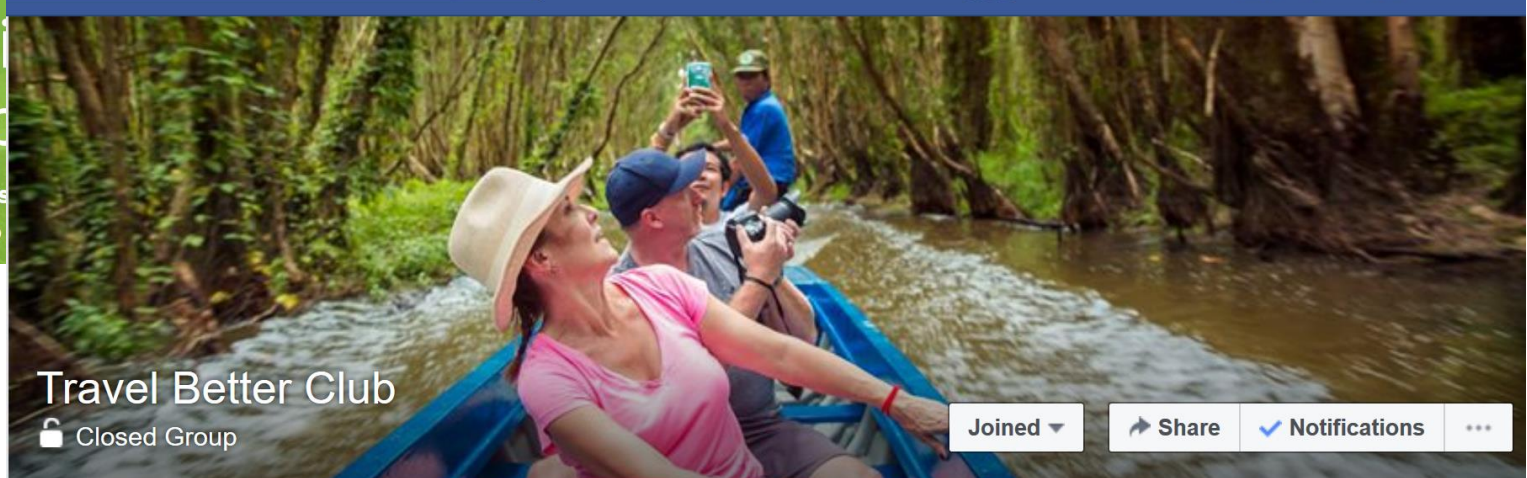
Compared To All Other Leisure Travelers



# TRAVEL BETTER CLUB



Insp  
Resp  
Achieving s  
travelers to



Discussion

Members

Photos

Search this group

Write Post

Add Photo / Video

Create Poll

More

Write something...

ADD MEMBERS

+ Enter name or email address...

MEMBERS

367 Members (1 new)

