

10 Global Trends at the Intersection of Travel, Philanthropy & Sustainability

2022 Kind Traveler Global Impact Tourism Report: Hotels, Charities, and Destinations



TABLE OF CONTENTS

Introduction

About Kind Traveler

- 1. Hotels Innovate Creative Ways to Motivate Giving
- 2. Transparency for Guests Required
- 3. Hotels + Local Charities as Catalysts for Destination Wellbeing
- 4. Opportunity for Hotels to be Regenerative Powerhouses
- 5. Measurable Sustainability Metrics: More Important Than Ever
- 6. Charities Financial Support Still Ravaged by Covid-19 Impact
- 7. Charities Create Positive Impact Experiences
- 8. Storytelling, Virtual Platforms, and Strategic Partnerships as Key Motivators
- 9. Destinations are a Key Resource for Travelers
- 10. Stewardship Pledges are Critical Roadmaps to Good

Partners

Sources

INTRODUCTION

Impact tourism, also known as traveler's philanthropy, is a key driver in advancing positive impact to regenerate local communities and the environment. Impact tourism is defined by the Center for Responsible Travel (CREST) as tourism that makes strategic contributions of time, talent, and treasure to social and environmental projects in destinations. Such contributions occur amongst tourism businesses, travelers, and organizations in partnerships with host communities.

For the 2022 Impact Tourism Report by Kind Traveler, the first socially conscious Give + Get hotel booking and media platform that empowers travelers to positively impact the communities they visit, 64 Kind Traveler partnered hotels, charities, and destinations in 16 countries were surveyed to uncover 10 trends that are shaping the future of impact tourism in advancing positive community and environmental impact in destinations. Additionally, there were 1,014 global traveler respondents that submitted feedback in the Global Traveler Survey by Kind Traveler designed to better understand the behaviors, challenges, and desires of conscious travelers.

In the 10 trends you will discover:

- Hotels and destinations innovating creative ways to motivate guests to give back to local communities & the environment
- Charities launching impact tourism experiences to motivate responsible travel
- Examples of effective impact measurement strategies
- Inspiration and examples from hotels that are acting as regenerative powerhouses in their communities
- You'll also learn about the requests of global travelers, asking for transparency around the sustainable and charitable efforts of hotels

Global Traveler Survey by Kind Traveler Key Findings:	% of responder who agree
It's important (noted either slightly important, fairly important, important, or very important) that my travel dollars are making a positive impact in the places I visit	96%
My greatest challenge in traveling sustainably is choosing accommodations that are sustainable & socially conscious	48%
My greatest challenge in traveling sustainably is reducing or eliminating my carbon footprint	37%

As shared in CREST's Impact Tourism Handbook: "Impact tourism is not about impulse giving or collecting loose change for charities without further touchpoints. Rather, it is about generating, in an organized and strategic manner, tourism company and visitor support for local community projects through true partnerships. It is also about integrating impact tourism into the core experience of responsible travel to ensure healthy communities are the basis for a healthy tourism sector."

"Impact tourism plays a pivotal role for the future of sustainable tourism in advancing climate action and making a positive impact in communities." – Dr. Greg Miller, Executive Director of the Center for Responsible Travel.

Why Now?

Covid-19 decimated non-profit organizations that relied on charitable donations as people had to brace for the unknown. Impact tourism is well positioned to accelerate recovery and mobilize responsible and sustainable travel for the 1.4B travelers who took trips pre-Covid-19 and the 1.8B international arrivals expected by 2030 as cited by the UNWTO.

As reported in CAF America, Volume 5: The Face of Charities During Covid-19 Worldwide: "91% of charities that depend on foot traffic, events, and other fundraising lost critical funding due to Covid-19."

Furthermore, the impetus to act now rises from riveting research unveiled from The World Bank and the United Nations:

- Global extreme poverty rose in 2020 for the first time in over 20 years as the disruption of the COVID-19 pandemic compounded the forces of conflict and climate change, which were already slowing poverty reduction progress. Approximately 100 million additional people are living in poverty because of the pandemic (Source: The World Bank)
- Climate crisis declared at COP26 shows the earth is in peril unless global action is taken now (Source: United Nations)
- 1 million plant & animal species currently at risk of extinction (Source: United Nations)

With charities connected to both the environmental sustainability and social equity of communities, helping to fight poverty, advance education, regenerate oceans, propel biodiversity, and more, it's pivotal for the private sector within the travel and tourism industry, an industry that accounted for 10.4% of GDP in 2019 and one in every ten jobs worldwide, to consider charitable integrations in business practices as a pathway to advance the United Nations' Global Goals for Sustainable Development.

Kind Traveler and all the generous partners who gave their insight hope that these 10 trends stand to encourage and inspire other hotels, destination managers, business or nonprofit representatives, and travelers to seek out partnerships and resources to make a positive difference. When all consumers make purchasing with purpose a priority, the industry will follow.

Methodology:

The 2022 Kind Traveler Impact Tourism Report was created based on a survey Kind Traveler designed and the responses from 64 Kind Traveler partners in 16 countries comprised of hotels, tourism boards, and charities based in the United States, Mexico, Saint Lucia, Costa Rica, Brazil, England, Switzerland, Turkey, Portugal, Spain, Bhutan, Thailand, Vietnam, Indonesia, Maldives, and Israel.

The 2021 Global Traveler Survey by Kind Traveler was designed by Kind Traveler and distributed in Kind Traveler's newsletter with a database of 150,000 subscribers. Of 1,014 respondents, 90% of survey respondents lived in the United States, 5% were from Canada, and 5% from other international locations including Mexico, England, Scotland, Australia, India, Singapore, Taiwan, Bangladesh, Israel, Puerto Rico, Aruba, and Serbia.



Report Author: Jessica Blotter, CEO of Kind Traveler & Board Director of Center for Responsible Travel (CREST)



ABOUT KIND TRAVELER

Kind Traveler, a women and veteran owned public benefit corporation (PBC), is the world's first socially conscious Give + Get hotel booking and media platform that empowers travelers to positively impact the communities they visit. The way it works is simple: Travelers unlock exclusive rates & perks from curated Kind Hotels when giving a minimum of a \$10 nightly donation to a vetted local charity that positively impacts the community they are visiting, or to a charity of choice. 100% of donations go to charity and positive impact metrics are provided with every booking.

As of 2022, Kind Traveler represents Kind Hotels and tourism boards in 22 countries and 100+ charities globally. As a Blue Startups portfolio company, Kind Traveler has received global recognition with various awards from UNWTO, *Fast Company, Travel + Leisure, Newsweek,* Lufthansa Innovation Hub, World Tourism Forum Lucerne, and more. Kind Traveler is a signatory of the Glasgow Declaration, Future of Tourism Coalition (FOTC), a member of the Female Founder Collective, and 1% for the Planet.

Learn more at www.KindTraveler.com

HOTELS INNOVATE CREATIVE WAYS TO MOTIVATE GIVING

1

Hotels are becoming more socially innovative to encourage philanthropic and sustainable efforts amongst guests. By integrating give-back initiatives to regenerate local communities into guest experiences on-site, sustainable purchasing, recommending attractions in destinations that are connected to community and environmental impact, and creating partnerships with charities that advance community and environmental initiatives, hotels are advancing charitable efforts connected to sustainable and regenerative tourism solutions.

Philanthropy as a Pathway to Sustainability

SCP (Soul Community Planet) Hotels, National/U.S.

SCP Hotels, with locations in five U.S. destinations and a 2022 Skift Ideas Award Winner, has its trademark Every Stay Does Good[®] program. Every booking delivers measurable, positive impacts to the world through its charitable partners aligned with its core values. To date, more than 51,000 adolescents have been helped through SCP's partnership with WE Well-Being, with every guest stay at an SCP Hotel providing one adolescent with well-being tools and resources to build life-long mental health skills. As another example, more than 60,000 trees have been planted in unnaturally deforested areas thanks to its partnership with One Tree Planted.



Equus Hotel, Waikiki

Equus Hotel in Waikiki, the last family-owned and operated boutique hotel in Waikiki, partners with Sustainable Tourism Association of Hawaii so they can promote activity providers that operate on the prioritization of culture and environmental practices. "Simply by participating, guests are impacted by the value of sustaining Hawaiian cultural practices and environmental responsibility," states Mariah Dailey, Co-Owner of Equus Hotel.

Terranea Resort, Los Angeles

Adhering to 655 coastal commission guidelines and occupying only one-quarter of its 102-acre site, Terranea Resort has a variety of philanthropic partnerships helping to drive sustainability forward.

The resort collaborates with Chefs to End Hunger that redistributes food to local agencies serving meals to those in need. The resort donated more than 20,577 pounds of food through this program and about 10.29 tons of organic "waste" diverted from the landfill to those in need. Terranea collects plastic bottle caps and lids as well as corks to be repurposed. The plastic bottle caps and lids are donated to the Redondo Beach Kiwanis Club for the Buddy Bench program. Since it started this program in 2019, Terranea has donated 159.7 pounds, which amounts to 8,992 corks. Since 2017, the resort has donated 28,511 paper rolls and 62,513 toiletry bottles, which has diverted over 4 tons from the landfill.

Climate-Neutral Stays

CERVO Mountain Resort, Zermatt

With 95 percent of its energy requirements sourced geothermally, CERVO Mountain Resort, at home in the combustible engine-free town of Zermatt, takes climate-neutrality a step further. Through a partnership with myclimate, a provider of CO2 offsetting and consulting, guests have an opportunity to offset the CO2 emissions of their stay. "Whenever guests compensate the CO2 of their stay with us, we double the donation amount the guest pays. The compensation has to be removed from the booking by the guest, it is on by default," shares Ilona Jeckelmann, Project Digital Marketing Manager of CERVO Mountain Resort. "We also provide our guests with reusable water bottles during their stay, so they don't have to use PET bottles - and do the same with reusable bags by providing them in each room." Lastly, 10 percent of water sales are donated to the Water is Right Foundation.







Red Carnation Hotels, Global

Red Carnation Hotels, a family-owned and operated business with 20 luxury properties around the world, encourages its guests to give back to its surrounding communities through its MAKE TRAVEL MATTER® experiences. Chosen for the positive impact they have on the traveler and local communities, the experiences are selected with great care using a proprietary assessment tool designed to directly advance the United Nations' Global Goals, based on a set of rigorous criteria.

"Our MAKE TRAVEL MATTER" experiences include preserving ancient rock art in the Cederberg Mountains, meeting the flagbearers of traditional Irish culture and the community around Ashford Castle who keep Irish traditions alive, learning the art of foraging in ondon, and honeybee-keepng,"

aid Suzie Thompson, Vice President Commercial of Red Carnation Hotels.

Educating Guests

Yonder Escalante, Utah

Located near Bryce Canyon National Parks and within Grand Escalente National Monument, Yonder Escalante is creating a way for travelers to experience the American West through a collection of cabins, airstreams, and RV sites.

"We strongly encourage our guests to engage and support our local and community surroundings, to care for nature and to operate with the intent to leave everything better than they found it - as if they were never there," shares Emma Sallquist of Yonder Escalente.

Without the natural landscapes, hikes, adventure, and views, so many properties would not be who and what they are today. It is so crucial that we, and our guests act with an esteem and civility for nature, the basis of which so many of our guests' most cherished memories are made."



The Palms Hotel & Spa, Miami Beach

At The Palms Hotel & Spa in Miami Beach, they are informing guests about its Inspired by Nature Program before they arrive at the hotel, providing pointers as to how they can engage with the environment and community before, during, and after their stay.

"Guests need to be made aware of the community and environment that they're visiting and respect its values, traditions and specific environmental challenges," shares Tanja Morariu, Director of Marketing and Head of Sustainability of The Palms Hotel & Spa. "We invite them to inform themselves about the destination of Miami and its history, to purchase locally crafted products, to attend one of our guarterly beach clean-ups, or Fill-A-Bucket with beach trash on their own time. Additionally, we offer naturally grounded cuisines at our restaurant, offering local and handcrafted ingredients wherever possible. At times we also run specials, where we contribute an amount per booking to local environmental non-profits such as Surfrider Miami."

Philanthropic Social Clubs

Elwood Hotel & Suites: Lexington, Kentucky

The women-owned and led Elwood Hotel & Suites in Lexington recently opened its doors with a spotlight on its colorful, floral exterior mural created through a competition led by LexArts, a local non-profit supporting the arts. "We are putting our NGO partnerships front and center – both virtually and on site in public spaces and guestrooms," shares David Bader II, co-owner of Elwood Hotel & Suites.

They launched with the Elwood Social Club, a give-back program to introduce travelers to philanthropic causes in Lexington. They're hosting an event every month to celebrate and support a different local organization and donate 10 percent of that night's revenues to the designated beneficiary of the event. "Our local NGO partners are ingrained in Lexington's fabric," shares Bader.

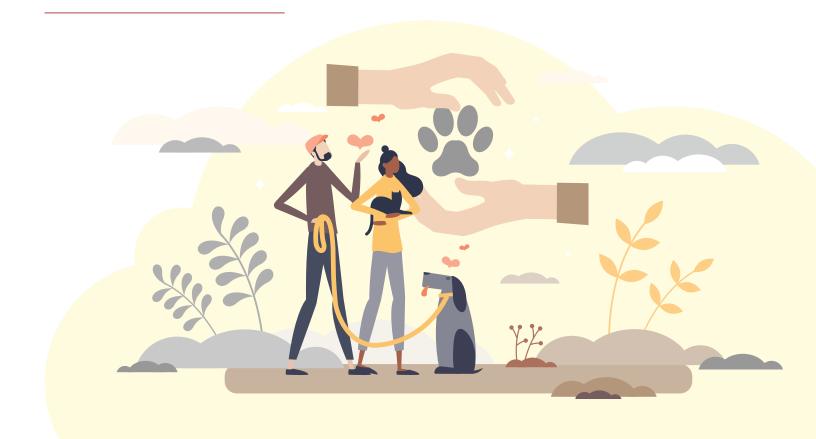


Sharing Sustainable Packing Tips

Six Senses Laamu, Maldives

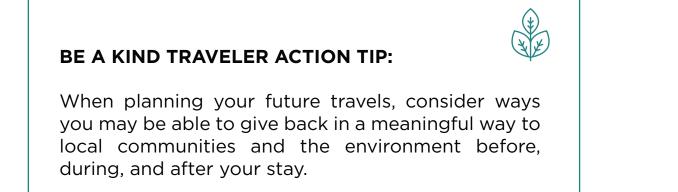
"With every booking confirmation, we share 'Packing Tips' where guests are informed about our Plastic Free 2022 goals and offer them a choice of donating plastic-free alternatives to the local schools (reusable bag, reusable bottles and marine related books, etc.)," shares Adam Thalhath, Sustainability and Community Outreach Manager of Six Senses Laamu.

Giving Back Through Pet Fees



XV Beacon Hotel, Boston

One way the historical XV Beacon Hotel inspires giving back is through its pet fee. 50 percent of the pet fee is donated back to reputable local animal rescue organizations. "The best thing hotels can do is build giving back into the guest experience," shares Kara Smith, Director of Sales & Marketing of XV Beacon Hotel.



TRANSPARENCY FOR GUESTS REQUIRED

From water & energy conservation measures, zero waste and responsible recycling efforts, involvement in community environmental and charitable projects, and the sourcing of local products, guests are becoming more and more inquisitive about the sustainable operations and partnerships hotels have in place and are requesting transparency in sustainability efforts.

Locally Sourced Ingredients & Products

MacArthur Place, Sonoma

In Sonoma, California, Liddy Parlato, Creative Strategist & Brand Manager of MacArthur Place, shares, "Guests are concerned about water and energy conservation measures on property. They also want to know that both culinary ingredients and products in the property's outlets are sourced from local, sustainable, and/or biodynamic sources."

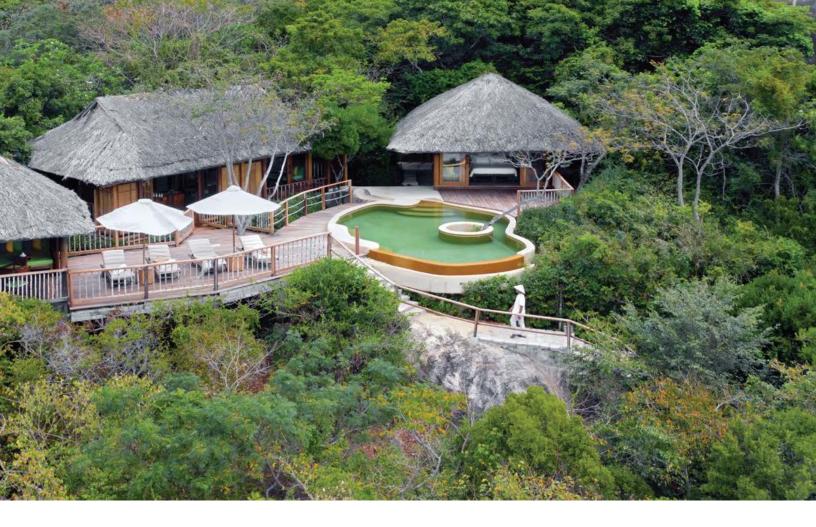


Environmental Projects

Kudadoo Private Island & Hurawalhi Island Resort, Maldives

In the Maldives, Helen Julia Bolton, Sales Director of Crown & Champa Resorts, shares, "Our guests usually ask which projects we conduct to care for the environment. At both Hurawalhi Island Resort and Kudadoo Private Island, we arrange regular island and beach clean ups, avoid single use plastics, recycle organic/food waste by composting, have a coral reef nursery, and use solar power."





Six Senses Botanique, Brazil

"The awareness of our guests around sustainability is increasing and the ESG (Environmental, Social, Governance) scenario in Brazil is constantly growing with greater public awareness," shares Fernando Brugnera De Morais, Sustainability Manager of Six Senses Botanique. "More and more of our guests seek to know the initiatives in which we work with such as our plastic-free commitment. Our cuisine is extremely anchored in local kitchens with fresh produce - and our guests are encouraged to meet these producers."

Six Senses Ninh Van Bay, Vietnam

At Six Senses Ninh Van Bay, guests are mostly concerned about the hotel's efforts to support both the environment and community. "We have Earth Lab, a place where we showcase our sustainability initiatives to the guest and they can also join the recycling workshop with us," shares Emmy Nguyen, Regional Director of Sustainability at Six Senses Ninh Van Bay.

Sustainability Tours

JOALI Maldives

11.11

Designed as a luxurious art-immersive island retreat created in collaboration with world-renowned artists and local artisans, JOALI Maldives, an Earth Check Certified property, conducts regular sustainability tours to educate its guests on sustainability programs at the resort.



Legacy Vacation Resorts, National/U.S.

"Guests are mostly asking about environmental sustainability," shares Lisa Williams of Legacy Vacation Resorts, a Certified B-Corporation. With properties in four U.S. locations, she shares, "Guests ask questions around what steps are being taken on property to limit negative impact. Our script in return is that we have no single use plastics on property, offer the 1% For the Planet donation to every guest with our company's donation, guest-share program for beach items, refillable water bottles given to all non-owner guests with two refilling stations on property." They also have solar panels being installed on their roof at the Indian Shores office location and plant to mention such initiatives as well in their sustainability messaging to guests.

Sustainable Lifestyle Education

Six Senses Kaplankaya, Turkey

"Guests are curious about being sustainable and how to make organic products they can easily make at home. They are looking at how to change their habits and lifestyles," shares Turgut Körtemur, Assistant Sustainability Manager of Six Senses Kaplankaya.

Six Senses Kocatas Mansions, Turkey

"Guests want to see the elimination of any kind of single-use products," states Ata Ozmen, Sustainability Manager of Six Senses Kocataş Mansions.

Sustainable Certifications

Six Senses Douro Valley, Portugal

"Guests ask more and more about the use of renewable energy, carbon neutrality and certifications. These are hot topics, all over the news and social media, so it's normal to ask about it. They also become happy when they discover the projects we support in the community," shares Raquel Saavedra Dias, Sustainability Manager of Six Senses Dro Valley.



Responsibly Managed Waste

Wynn Las Vegas & Encore Resort

"More than ever, our guests care about having waste managed responsibly. At Wynn Las Vegas, we go beyond offering recycling bins to guests, instead we maximize landfill diversion by taking ownership of sorting recycling ourselves. Our efforts diverted 38 percent of waste from the landfill in 2020 and we aim to increase this number through specialized recycling programs and reducing single-use plastics," shares Christine French, Hotel Marketing Manager of Wynn Las Vegas.



Water Refill Stations & Elimination Of Single-use Plastic

Mountain Shadows Resort Scottsdale

Guests are most concerned about water bottle usage and refill stations at Mountain Shadows Resort Scottsdale. "Our resort provides water bottles upon request, but we have installed multiple filtered water stations around property to try to reduce the overall amount of water bottle plastic being placed in landfills while trying to recycle as many as possible that are used," states Jesse Thompson, General Manager of Mountain Shadows Resort Scottsdale.



Edgewood Tahoe Resort

Edgewood Tahoe guests often inquire about the resort's efforts to eliminate single use plastic. "In 2021, Edgewood Tahoe implemented sustainable water bottles, replacing plastic disposable bottles for golf, valet, rooms, banquets and F&B operations. We've also eliminated all plastic straws and utensils from the resort," stated Brittani Schue, Marketing Manager of Edgewood Tahoe Resort.

Terranea Resort, Los Angeles

"Guests prefer no straws or bioplastic straws," shares Hilary Feutz, Director of Communications Strategy at Terranea Resort in Los Angeles. Guests are also concerned about the resort's organic waste. "They are concerned that food waste is going to the landfill."

Community Engagement

JOALI Maldives

At JOALI Maldives, guests are asking about community engagement and charitable initiatives. "During Festive 2021-2022, JOALI Maldives organized two major community projects. Last December, we donated to three Women Development Committees in nearby islands in Raa Atoll to foster community engagement and women empowerment. In January this year, we supported three non-governmental organizations, with the support of our guests and team members," states Ibrahim Nawaf, CSR/Sustainability Manager of JOALI Maldives.



Be a Kind Traveler Action Tip:

Speak Up! Don't be afraid to kindly inquire about the sustainability initiatives of hotels, destinations, and attractions. If there's something in particular you'd like to see, it's okay to share your voice with kindness.



3.

HOTELS + LOCAL CHARITIES AS CATALYSTS FOR DESTINATION WELLBEING

From advancing the sustainable and regenerative mission of destinations, strengthening the future labor force, supporting the needs of locals, preserving culture, advancing DEI (diversity, equity, inclusion) initiatives, protecting wildlife and habitats, and funding various environmental projects, hotels see the health and wellbeing of destinations woven into the mission of charitable organizations.

28.

Regeneration Through Voluntourism

Equus Hotel, Waikiki

In 2021, Hawaii Visitors and Convention Bureau (HVCB) in partnership with the Hawaii Tourism Authority (HTA) launched a statewide initiative called Malama Hawaii, a voluntourism program to encourage travelers to malama - or "give back" to Hawaii and leave the islands better than they found them. In exchange, visitors can earn free hotel nights or discounts on hotel stays. Select participating hotel partners are collaborating with local non-profits organizations to offer activities such as beach clean-ups through charities such as Pacific Whale Foundation.

Non-profits help promote the sustainable and regenerative missions that Hawaii State is eager to support," states Mariah Daily of Equus Hotel. "Through the work of non-profits, information is circulated as to how businesses and individuals can support this mission."



Educating & Employing At-Risk Communities

Virgin Hotels - National/U.S.

"Supporting organizations that assist the local community, is a key pillar for us and one we take very serious," shares Ana Lanzas, Director of Communications & Social Media of Virgin Hotels. "At Virgin Hotels Dallas, we partnered with Café Momentum who transforms young lives by equipping the community's most at-risk youth with life skills, education, and employment opportunities to help them achieve their full potentials. We currently have a few new teammates in our Dallas property that came from the training program at Café Momentum."





Stonefield Villa Resort, Saint Lucia

Helping children in need with food and education supplies will assist in strengthening the quality of the future labor force that will support travel and tourism to Saint Lucia,"

shares Cybelle Brown, Sales & Marketing Director of the women-owned and women-led Stonefield Villa Resort.

Wildlife & Natural Resource Conservation

Red Carnation Hotels, Global

"In Africa, we work closely with Wild Entrust Africa on the Village Greens community garden project and protect a herd of Cape Mountain Zebras in partnership with the Cape Leopard Trust," states Suzie Thompson of Red Carnation Hotels.



Edgewood Tahoe Resort

"Non-profits such as Tahoe Fund focus on the wellbeing of the destination by funding environmental projects that protect the Lake Tahoe Basin," shares Brittani Schue of Edgewood Tahoe Resort.



Charities As Community Educators

The Palms Hotel & Spa, Miami Beach

In Miami Beach, Tanja Morariu of The Palms Hotel & Spa, shares: "All environmental non-profits, including Surfrider Miami, for example, put pressure on the government and the community to fix things that are deteriorating the environment. It was the non-profits that raised their voices for change after the fish kill in Biscayne Bay in 2020, or when the City of Miami Beach was considering renewing their contract with Pepsi the non-profits raised their voices regarding the litter, and microplastics issue arising from disposable plastics, and the City reconsidered. Non-profits also serve as educators for the community."



Be a Kind Traveler Action Tip:

When planning travel, vote with your dollars by supporting local, purpose-driven businesses that support community & environmental efforts of destinations: hotels, tour operators, activity partners, small shops, and more.

OPPORTUNITY FOR HOTELS TO BE REGENERATIVE POWERHOUSES

From doubling-down on renewable energy, going plastic-free, responsible recycling that supports local communities, zero-waste and zero-carbon initiatives, cultivating biodiversity, supporting local artists, charitable donations, workforces that volunteer, guest engagement in sustainable activities, equipping local work forces, and empowering local communities and guests with sustainable lifestyles, hotels can be regenerative powerhouses in communities when aligned with principles that advance sustainability and regeneration.

Creating Sustainable Livlihoods For Fishing Communities

Six Senses Kaplankaya, Turkey

Six Senses Kaplankaya is promoting invasive fish species in Kaplankaya's restaurant. By creating new markets for invasive fish species, Six Senses Kaplankaya and Mediterranean Conservation Society aim to restore lost incomes and create sustainable livelihoods for marginalized fishing communities. In addition, such efforts will create incentives for fishermen to remove invasive species from high value marine ecosystems, restoring the habitat of key endangered species. Innovative Recycling Workshops For Guests

Six Senses Kocataş Mansions, Turkey

"Through our Waste-to-Candles initiative, we recycled over 100 liters of used cooking oil and turned it into soaps and candles," shares Ata Ozmen of Six Senses Kocataş Mansions. "Through workshops, we give guests the opportunity to be a part of this recycling endeavor."

Empowering The Local Work Force

Lumière with Inspirato, Telluride

"Lumière with Inspirato was a key driver initiating a 'first job' apprenticeship for high school students to get their first experience working in a professional setting," shares Bas Afman, co-owner of Lumière with Inspirato.

Sharing Sustainability Best Practices With Other Tourism Businesses

Legacy Vacation Resorts, National/U.S.

"Our Chairman, Jared Meyers, co-founded B Tourism, a global network of Certified B Corporation travel and tourism companies as well as other conscious travel organizations that take collective action for environmental and social justice," shares Lisa Williams of Legacy Vacation Resorts. "The group of global business representatives meets every month to share best practices, exchange resources, and support each other while using the power of travel/hospitality as a force for good."





Building Schools

Ladera Resort, Saint Lucia

Ladera Resort in St. Lucia, a Green Globe Certified property situated on a 17-acre UNESCO World Heritage Site, has its own Ladera Green Team and decades of generosity expressed to its community. It's proudest feature however is its commitment to education in its community.

We have built two schools, where the children of our employees go,"

shares Christian Gandara, General Manager of Ladera Resort.

Cultivating Biodiversity

Terranea Resort, Los Angeles

The development team at Terranea Resort worked diligently to restore, protect, and preserve the ecological balance of the area by replacing non-native plants with indigenous ones locally cultivated and grown by the Palos Verdes Land Conservancy to reinforce biodiversity. Additionally, Hilary Feutz of Terranea Resort, shares, "We employ natural irrigation and water treatment through a series of wet ponds and vegetated wetland channels called bioswales. These wetlands enhance water quality while serving as a habitat for native avian species."



Recycling That Supports Local Communities

Terranea Resort, Los Angeles

Terranea donates partially consumed, wholly usable toiletries to the Midnight Mission in downtown Los Angeles. Since it started this program, Terranea has diverted over 3,500 pounds of toilet paper and 4,838 pounds of toiletry bottles from the landfill (4.17 tons total).

Zero Carbon, Zero Waste For Convention Clients

Encore

ulynn

Wynn Las Vegas

In 2019, Wynn Las Vegas launched the Zero Carbon, Zero Waste Event Service offering for convention clients. The service provides convention clients with a zero-carbon energy offset; zero-waste recycling program that enables 90 percent of event waste to be diverted from landfills; aluminum water bottles; no single-use plastics; and custom environmental impact reports.

Wynn Las Vegas

Wynn Resorts donated over \$23 million USD (globally) in funds and in-kind to charities, including \$4.75 million in direct COVID-19 relief, nearly \$1 million in food and meals, and over 2.5 million pieces of personal protective equipment. The Company procured personal protective equipment and hygiene supplies to dozens of health care facilities and local nonprofit organizations throughout Las Vegas and Boston. This includes more than 245,000 N95-equivalent respirator masks, 730,000 surgical masks, and 580,000 pairs of medical gloves to hospitals, nursing homes, and law enforcement agencies; \$125,000 in Wynn Employee Foundation grants and \$950,000 worth of food including 21,000 prepared meals to local food banks; and \$100,000 in funds to domestic violence shelters.



Workforces That Volunteer

Wynn Las Vegas

In 2020, Wynn Resorts global workforce volunteered over 34,000 hours, primarily toward COVID-19 relief. A Virtual Volunteerism Program was created in response to stay-at-home orders in North America and offered a flexible way for employees to volunteer for dozens of nonprofits without having to leave work or home. Employees in North America contributed over \$500,000 to the Wynn Employee Foundation.

Going Plastic Free

The Palms Resort & Spa, Miami Beach

We are almost 100% disposable plastic free, as we offer most of our drinks in aluminum or reusable containers and our toiletries are in large wall-mounted containers rather than small disposable ones,"

shares Tanja Morariu of The Palms Resort & Spa.



Renewable Energy & Energy Conservation

Grand Hotel Zermatterhof, Switzerland

"The fuel to heat our hotel is 100 percent sustainably and locally sourced," shares Claudia Beaufort of Grand Hotel Zermatterhof, originally built and owned by its local community since 1879.

Kudadoo Maldives Private Island

Along with having its own desalination and glass water bottling facility, Kudadoo Private Island Maldives is 100 percent solar powered. 984 solar panels enable Kudadoo to be purely powered by the sun.

Wynn Las Vegas

In 2018, Wynn installed one of the 10 largest corporate solar sites of the year, The Wynn Solar Facility at Stillwater, featuring 20 megawatts (MW) of generating capacity. Today, Wynn Las Vegas receives 75 percent of energy from solar power during the peak demand of the hot summer months.

Be a Kind Traveler Action Tip:

Consider how you may be able to eliminate or reduce your carbon footprint when you travel while also refusing plastic throughout your journey. Enjoy slow travel and sustainable transport options. Equip yourself with reusable water bottles, bags, and cutlery in helping to reduce your footprint.

MEASURABLE SUSTAINABILITY METRICS ARE MORE IMPORTANT THAN EVER

5.

To effectively communicate sustainability, impact measurement efforts must be in place to measure and report on both positive and negative impact. Measuring impact on-site at hotels, seeking sustainability certifications, and creating partnerships with non-profits are a few of the ways hotels can measure and celebrate impact initiatives.

Certified B Corporations

Legacy Vacation Resorts, U.S./National

Legacy Vacation Resorts is measuring both its environmental and social impact through several assessments. Through We Are Neutral, an environmental nonprofit that helps businesses and individuals understand, reduce, and offset their comprehensive carbon footprint and achieve carbon neutrality, they utilize a carbon footprint calculation and participate in offsetting efforts. Additionally, Legacy Vacation Resorts has attained B Corp Certification, a private certification of for-profit companies of their social and environmental performance with recertification every three years.

Guests can see our B Impact Assessment (BIA) overview online, creating public transparency and accountability. Our Annual Benefit Report discloses our social purpose goals, reports on accomplishments in areas of community and environmental impact,"

shares Lisa Williams of Legacy Vacation Resorts.



Adrift Hospitality, Oregon & Washington

Rachel Schiff, Marketing Manager of Adrift Hospitality, a women-owned and led Certified B Corporation, shares,

Becoming a Social Purpose Corporation and then a Certified B Corporation helped us measure our impact to our community, employees and environment. We utilize our social media channels, newsletters and company blog to communicate impact to our guests."

On-site Measurement Of Impact

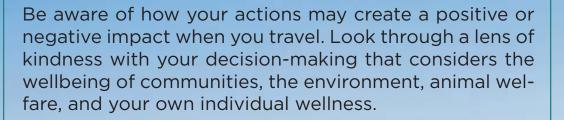
Kudadoo Private Island Maldives & Hurawalhi Resort Maldives

"With our heat recovery systems and solar paneling we are able to measure the power saved and the impact on the environment as well as make a visible difference from the island and beach clean ups," shares Helen Julia Bolton of Crown & Champa Resorts. "We communicate our sustainability projects to the guests by social media, website, on-property with the solar panels being visible over the walkway to the 5.8 restaurant, composting in the gardens and via the on-site marine biologist."

Six Senses Douro Valley, Portugal

"We measure energy and water consumptions. We monitor waste production. We monitor the sustainability fund spending and what it translates into, such as the number of donkeys supported, the number of people benefiting from it, the number of people involved, etc. In terms of guest communication, we encourage our guests to visit our Earth Lab where they can meet the sustainability team and get to know more about each of the projects," shares Raquel Saavedra Dias of Six Senses Douro Valley.

Be a Kind Traveler Action Tip:



CHARITIES' FINANCIAL SUPPORT STILL RAVAGED BY COVID-19 IMPACT

With 91% of charities reporting devastating negative economic losses due to the Covid-19 pandemic in the CAF America Report, taking years to recover, the need to mobilize corporate and individual donors has never been greater. From the loss of government support, a decrease in in-person event attendance and foot traffic, challenges in securing volunteers, and loss of available workforce, charities have struggled to move their missions forward due to pandemic-related influences.

Loss Of Government Support

Russian Riverkeeper, Sonoma County

When it comes to river conservation, the Russian Riverkeeper in Sonoma County is a key environmental steward. However, since Covid-19, they've lost over half of its former government support for its trash program. "The pandemic resulted in diversion of government resources and reduced government support for our trash removal efforts," said Don McEnhill, Executive Director of the Russian Riverkeeper. Furthermore, McEnhill shares, "We live in an area with high housing costs and some of the biggest trends include reduction in available workforce and increasing compensation to retain employees."

Marine Mammal Care Center, Los Angeles

Further down the coast in Los Angeles, Marine Mammal Care Center inspires ocean conservation through marine animal rehabilitation, education, and research. As the only 24/7/365 safe haven for marine animals in Los Angeles County, MMCC has provided 8,000 animals with crucial veterinary care. "Our state funding this year was cancelled due to governmental budget cuts," shares President & Executive Director of MMCC, Amber Becerra. "Hosting events that are successful fundraisers have been difficult due to limited attendance fueled by pandemic safety concerns," she shares.

Workforce Challenges

Na'atik Language and Culture Institute

"We are currently on a long road to recovery from the Covid-19 impact on our staff and programs funded by international students and donations," states Catherine Gray, Executive Director of Na'atik Language and Culture Institute based in Mexico. Offering immersive and online language programs in Spanish, Maya and English, Gray shares, "Prior to Covid-19, one-third of our staff was international. Since our citv is still mostly shut down to social events, it's difficult to recruit high-level foreign staff as they come for the experience of living abroad in addition to gaining professional development. We need to gain major donors to pay higher wages, provide benefits, have a budget to provide our staff with opportunities to grow professionally, as well as to have a digital marketing budget to elevate the visibility of our NGO and the positive impact Na'atik is having globally."



Beyond Financial



Soi Dog Foundation

The Asian dog meat trade is one of the biggest animal welfare concerns in the world. Soi Dog Foundation, based in Phuket Thailand, has a mission of improving the welfare of dogs and cats in Asia, resulting in better lives for both the animal and human communities, to create a society without homeless animals, and to ultimately end animal cruelty. "The largest impacts from the pandemic are not only financially related, but there's also been an increase in animals who need help - while a major decrease in adoptions, especially overseas," shares Nayomi Gunarathna, Marketing Lead at Soi Dog Foundation.

To date, Soi Dog Foundation has rescued 16,121 dogs from the dog meat trade and has sterilized and vaccinated 666,720 animals to date.

Be a Kind Traveler Action Tip:

Consider ways to support reputable, local non-profits when you travel through donation or researching ways to get involved. Many charities will list supplies they need and/or short-term volunteer events or activities to participate within.

CHARITIES CREATE POSITIVE IMPACT EXPERIENCES

7.

From meditating with sheep, sleeping with wolves, and floating adventures at a bear sanctuary in Switzerland, charities are creating unique experiences to engage travelers while driving their missions forward.

55

LAND STEWARDSHIP

Bear Yuba Land Trust, Sierra Nevada

Bear Yuba Land Trust has conserved 18,000 acres and built or maintained 45+ miles of trails in the Bear and Yuba watersheds of California's Sierra Nevada foothills and mountains. With its goal of connecting people to nature and outdoor recreation, they launched a new monthly hike series and a new Family Nature Club to engage both visitors and residents. "We are excited to reach visitors to our community who travel here for our abundant outdoor recreation amenities, educate them on the critical ecological issues here, and encourage them to be good stewards of the land they visit," states Jorie Emory, Development & Communications Director of Bear Yuba Land Trust.



Wildlife Conservation

The Clinic for the Rehabilitation of Wildlife (CROW Clinic), Sanibel Island

The Clinic for the Rehabilitation of Wildlife (CROW Clinic) based in Sanibel Island, Florida, offers a series of educational experiences for guests and their families to enjoy while on vacation. From exploring the Visitor Education Center with interactive exhibits and video, sitting in on daily "Wonders of Wildlife" presentations, or joining a guided "Wildlife Walk" through the hospital, visitors are encouraged to get involved and learn about the unique animals that place this region unique.

Ocean & River Conservation

Russian Riverkeeper, Sonoma County

Russian Riverkeeper, based in Sonoma County, California, has been fighting since 1993 to ensure a thriving river system that ensures rights to fishable, swimmable, and drinkable water. They encourage visitors and residents to sign up for monthly river cleanup event to help in picking up trash to removing invasive species. "Every person who visits an area has an impact. By supporting local charities that address tourism impacts, it's possible to advance sustainability," states Don McEnhill of Russian Riverkeeper.



Friends of the Rappahannock, Fredericksburg

In 2021, Friends of the Rappahannock, a non-profit, grassroots conservation organization based in Fredericksburg, Virginia, worked with farmers and landowners across their region to plant over 70,000 trees to protect water quality, provide habitat for fish and wildlife, and sequester carbon. To engage both visitors and residents, they host weekend volunteer events from invasive plant removal, litter clean ups, and are hosting its 10th Annual Wild & Scenic Film Festival to inspire activism in its community and around the world. "We see communities turning to each other to grow and sustain each other during these times. It truly has been eye-opening experience seeing small businesses, non-profits and community members gather to make their part of the river a safer, cleaner, more accessible space," shares Carleigh Starkston, Communication Coordinator of Friends of the Rappahannock.

Environmental Education

Take Care Tahoe

Take Care Tahoe, a project of the Tahoe Fund, is the unified messaging campaign for the entire region, comprised of more than 60 partners that love Lake Tahoe and want to see more people connect with its beautiful environment. By visiting the Take Care Tahoe website, visitors will find fun and interesting ways to take care of the local environment while learning about Earth Day festivals, beach cleanups, nature walks, and the latest volunteer opportunities around the lake.

We have seen an explosion in outdoor recreation with the pandemic," shares Amy Berry, CEO of Tahoe Fund. "More people than ever before are heading outside in their free/vacation time. This is having a major impact on the environment," shares Berry. With Take Care Tahoe's educational campaign, visitors and residents can learn and prepare for their adventures with topics around backcountry safety, fire preparedness, cigarette litter, microplastics, bears, aquatic invasive species, boat safety, river use, and more.

The perfect ending to a romantic campfire.





Charlie's Acres, Sonoma County

In Sonoma County, Charlie's Acres, a nonprofit dedicated to rescuing farm animals who were abused or destined for the dinner table, is teaching people about the beauty and intelligence of farm animals and how to leave them off menus and dinner plates. "We are constantly coming up with events and experiences that allow people to visit and make connections with the animals in unique ways," shares Tracy Vogt, Founder of Charlie's Acres.

We think just by being around the animals and learning their stories, we're helping bridge a gap between farm animals and humans and allow kindness and empathy to grow."

Events for visitors to get involved include Goat Yoga, Sheep Meditation, and on-site community and private tours.

Arosa Bear Sanctuary, Switzerland

In Arosa, Switzerland, Arosa Bear Sanctuary combines both tourism and animal welfare into an adventurous and educational experience. Visitors will learn about the rescue stories of the former circus and illegally trafficked bears and the plights and suffering behind animals being used for entertainment and circuses, as well as explore miles of a themed hiking route, a 'floating' adventure path, and a gondola ride.

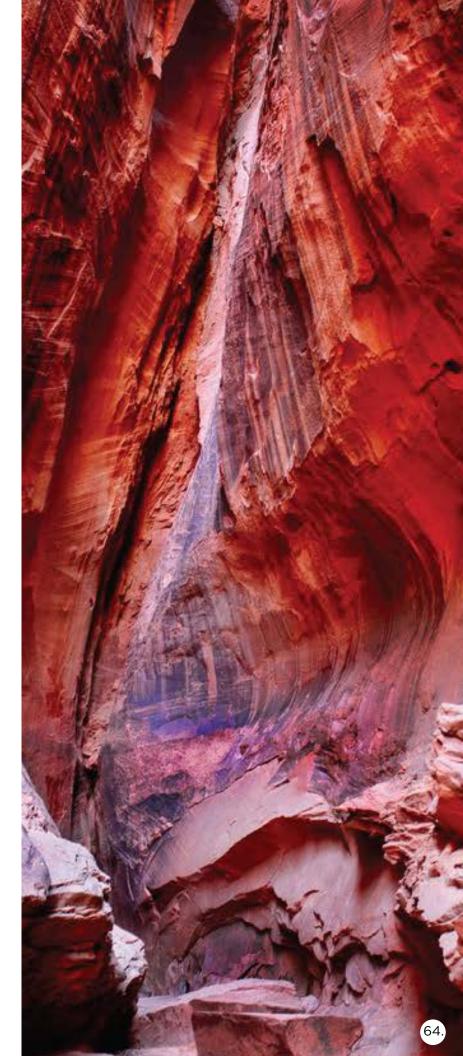
Wolf Conservation Center, New York

The Wolf Conservation Center (WCC) in South Salem, New York, is a non-profit environmental education organization working to protect and preserve wolves in North America through science-based education, advocacy, and participation in the federal recovery and release programs for two critically endangered wolf species – the Mexican gray wolf and red wolf. As winners of the 2021 TreeHugger Best of Green Travel award, they've created a variety of impact tourism experiences to engage visitors in wildlife conservation including photography sessions, a 'sleeping with wolves' camping experiences, after-school programs and virtual programs.

Safeguarding National Monuments

Grand Staircase Escalante Partners, Utah

Grand Staircase Escalante Partners in Kanab, Utah, is dedicated to safeguarding the future of Grand Staircase National Monument through science. conservation. and education. Unfortunately, because of too much visitation or lack of visitor respect and/or education on how to visit sensitive sites, they've struggled with damage of such sensitive sites that are home to countless Native American cultural sites and the greatest diversity of dinosaur fossils found anywhere on Earth. "We would love to see Leave No Trace principles taught far and wide," states **Operations Manager of Grand** Staircase Escalante Partners, Sherry Robinson. In efforts to advance destination stewardship principles, they offer in-person and online educational events, such as Graffiti Remediation, Citizen Science Programs, and other volunteer opportunities.



Creating Intercultural Exchanges With Local Communities

Na'atik Language and Culture Institute, Mexico

"We are seeing an increase of support for indigenous education programs. Consumers are becoming more human rights-centric and aligning themselves with organizations and products that create positive impact," states Catherine Gray of Na'atik Language and Culture Institute in Mexico. Gray continues to share, "We are also seeing an increase in family travel with the desire to introduce children to experiential learning and the appreciation of other cultures." They've launched a Family Adventure Immersion Package for adventurous families looking to immerse into a new culture while experiencing the "real and authentic Mexico."



Be a Kind Traveler Action Tip:

When it comes to supporting animal charities, do your research to be sure you are not contributing to the illegal crime industry of wildlife trafficking. Always say no to wildlife selfies and no to any experience using animals as entertainment. 8.

POWERFUL STORYTELLING, VIRTUAL PLATFORMS, AND STRATEGIC PARTNERSHIPS ARE KEY MOTIVATORS

Keeping others continually engaged and inspired is one of the keys to driving forward the mission of charities, especially when in-person events and foot traffic becomes limited due to pandemic related events. From virtual corporate retreats that teach the importance of adapting to changing environments & teamwork using wolves as examples, virtual lecture series that bring forth the voices of experts, evergreen communication tools that continually keep others engaged, and strategic partnerships that continually drive forward missions, here you'll find examples of how to drive positive impact forward, despite the changing landscapes of our times.

Virtual Events

Marine Mammal Care Center, Los Angeles

The key for keeping communities engaged and motivating others to do more is to "create compelling content that will inspire action globally," shares Amber Becerra of Marine Mammal Care Center in Los Angeles. MMCC created a series of virtual events where others can learn about a wide range of ocean conservation topics that include exploring the impacts of climate change on island nations, a lecture series for ocean lovers to learn from conservation experts, and science & art workshops.

Virtual Magazines as Evergreen Newsletters

Soi Dog Foundation, Thailand

Soi Dog Foundation in Thailand has created visually compelling stories and updates from its sanctuary compiled in a magazine-style format known at the Soi Dog Post that acts as the monthly newsletter of the organization. With all issues downloadable from its website in an evergreen, digital flipbook style, Soi Dog is able to keep donors fully informed and engaged on its activities through adoption profiles, volunteer and partner spotlights, educational stories, and more.





Educational Webinars

Bhutan Foundation

"Due to the pandemic, we are keeping supporters engaged through webinars and online events," shares Dawa Phuti Sherpa of The Bhutan Foundation, building international partnerships to achieve sustainable, lasting impacts in Bhutan. With each of its programs falling under one Bhutan's four pillars of Gross National Happiness (GNH), webinars inspire and educate through interviews with experts, spotlighting partners, and the exploration of various wildlife conservation topics in Bhutan.



Virtual Corporate Retreats

Wolf Conservation Center, New York

At the Wolf Conservation Center based in South Salem, New York, virtual corporate retreats are offered to encourage teams to learn about the importance of teamwork and adapting to constantly changing environments, using wolves as examples. "Virtual programs are becoming more commonplace although onsite programs and travel are starting to pick back up," shares Mark Ode, Deputy Director of the Wolf Conservation Center. Through the virtual retreats, participants will enjoy a live session featuring the WCC's ambassador wolves and a WCC educator.

Strategic Partnerships

Sustainable Tourism Association of Hawaii (STAH)

Sustainable Tourism Association of Hawaii (STAH) is on a mission to protect Hawaii's unique natural environment and host culture through the promotion of responsible travel and educational programs related to sustainable tourism for residents, businesses, and visitors. They've created the STAH Sustainable Tour Operator Certification Program as the only third-party tour certification in Hawaii, and one of the only in the United States.

"We are very proud of our Sustainable Tourism Certification program, and we have been able to partner with an international organization like Travelife to provide our members with an on-line platform and the ability to use our certification checklist as the first step to higher global certification. The certification is highlighted on directories such as the one by the Hawaii Visitors and Convention Bureau (HVCB) to identify companies who are practicing sustainability and providing community benefit. We also work closely with organizations like the Native Hawaiian Hospitality Association to ensure that our native culture is also being represented correctly by our members," shares June Matsumoto, President of Sustainable Tourism Association of Hawaii.

Be a Kind Traveler Action Tip:



It's possible to effectively support local non-profits without leaving your home by getting involved with virtual events and webinars. To make a positive impact in your everyday life, consider volunteering at a local non-profit in your community.



DESTINATIONS ARE A KEY RESOURCE FOR TRAVELERS

Destinations are actively equipping travelers will the tools and information needed to reduce negative impact and increase positive impact. Responsible travel codes, online universities, and educational efforts to increase destination stewardship are at the heart of destinations aiming to create sustainable futures.

Online Universities

Arosa Tourism, Switzerland

In Switzerland, one of the world's most progressive and committed nations acting on climate change, was named of the top five countries by the World Economic Forum achieving the UN's Sustainable Development Goals the fastest. Within Switzerland lies Arosa, an Alpine resort town in the Schanfigg Valley, with sustainability initiatives that set it apart from other similar destinations.

With Arosa Tourism's bold Arosa 2030 initiative, a vision to achieve 100% destination sustainability by 2030 and its "Eight Promises for the Arosa Future" making protection of animals, nature, the environment, and community a priority. They've gone a step further to launch Arosa Academy in partnership with other organizations including the non-profit, There For You. With the goal of creating a sustainable future through education. classes are available to locals. guests, children, young people, adults, senior citizens, school classes, groups, and companies. All classes are rolled into four main subject groups from human & animal, art & culture, economy & sustainability, and nature & environment.



We are working hard on our Arosa Academy, a place where visitors can explore various workshops, events, and more, and stakeholders can get involved as knowledge mediators and offer courses,"

shares Tanja Hengartner, Head of Marketing & Communications of Arosa Tourism.

Responsible Travel Codes

Visit California

As the 5th largest economy in the world and home to 12 distinct regions, travel and tourism is one of California's most vital engines for economic growth. With nine National Parks (the most of any state), 20 National Forests, 840 miles of diverse coastline, 37 National Historical Landmarks, 1.2 million jobs supported by tourism, three World Heritage Sites, and nearly 50 million acres of protected lands, Visit California has made destination stewardship and sustainability a top priority. In research from Visit California, it was found that when it comes to visitors to California, 11 percent are more likely to worry about their impact on the place they stay and 93 percent of travelers believe in leaving a destination the same or better than they found it.

As initiative. Visit California one launched its Responsible Travel Code (R.E.S.P.E.C.T) with the code's preamble sharing: "Respect is the key to keeping each other safe and all Californian's precious and fragile beauty protected for today and tomorrow." As Visit California develops its plan for tourism sustainability, seven principles have been identified that guide all decision making. Such principles are clearly stated on the Visit California website and are guided through a triple-bottom line perspective considering social, environmental, and economic impacts.

Roam Responsibly Educate Myself Safety First Preserve California Embrace Community Celebrate Culture Teach Others



Sonoma County Tourism

In 2019, Sonoma County Tourism (SCT) announced its shift from a DMO (destination marketing organization to a DSO (destination stewardship organization), prioritizing its communications focus on activities and messaging that promote values around stewardship and responsible travel. With 76 percent of its tourism businesses considered small businesses, 91 percent of tourism businesses as locally owned. 90 percent of tourism businesses actively supporting local charities, 50,000 acres of protected land and counting, and a wine region where 99 percent of vineyard acreage is verified sustainable - along with destination master planning currently in process - SCT is taking active measures to ensure travelers are equipped with education and inspiration that encourages sustainable and responsible travel behavior.

To engage visitors, Todd O'Leary, VP of Marketing of Sonoma County Tourism shares,

We're making basic concepts and practices around sustainability easy to understand and practice."

In equipping with travelers with tools to advance sustainable and responsible choices, SCT has a dedicated sustainable travel resources page on its website. Some of the ways they are empowering destination stewardship messaging is through SCT's partnerships with Leave No Trace and Kind Traveler along with responsible travel messaging (instead of promotional messaging) during peak visitation months.

Educational Content To Inspire Responsible Travel

Fort Myers – islands, beaches & neighborhoods

With a voter-initiated conservation program in 2020, 30,000 acres of land was conserved, bringing the total of protected habitat in Lee County, Florida, to more than 100,000 acres. Additionally, 36 lodging partners are certified by the Florida Green Lodging Program, 26% of tourism tax is used to maintain its beaches, the county offers two designated bicycle-friendly communities, 100+ miles of shared-use paths, and a 190-mile non-motorized Calusa Blueway Paddling Trail meandering through mangrove tunnels and back bay estuaries.

To motivate travelers to be stewards of the local community and environment, Nancy MacPhee, Program Manager of Fort Myers – islands, beaches & neighborhood, shares, "We're weaving inspiration and education into our social posts and including content that educates on measures that lead to protection habitat, wildlife conservation, and natural resources." To further engage visitors, MacPhee shares, "We're partnering with Kind Traveler as the first Florida destination to do so, hosting educational webinars, and fostering the development of unique, immersive experiences that share our story."

Be a Kind Traveler Action Tip:



Seek destinations who are committed to responsible and sustainable tourism principles. Research local tourism board websites and look for suggested activities that advance sustainable tourism.

10.

STEWARDSHIP PLEDGES ARE CRITICAL ROADMAPS TO GOOD

Destinations are using stewardship pledges to advance responsible travel behavior. From providing inspiring, educational content that encourages future visitors to collaborate, to partnering with initiatives that inspire giving back while traveling, destinations can use pledges as a guidebook to move destination sustainability and responsibility forward.

TRAVELER RESPONSIBILITY PLEDGE

North Lake Tahoe

North Lake Tahoe Marketing Cooperative developed a Traveler Responsibility Pledge to help protect and preserve its destination. Rooted in preservation tactics, education, and mindfulness, the pledge reminds future visitors to travel with awareness and observe the impact of individual actions. Lavered into each step are actionable steps to take, like participating in a beach clean-up, drinking Tahoe Tap from a reusable bottle, and reminding people to leave no trace no matter the adventure. The pledge encourages evervone to support small businesses and sign up for emergency alerts to stay connected with travel advisories and emergency updates.

An informative downloadable partner toolkit exists to encourage education and engagement through downloadable posters, videos, logos, icons and more.

Some of the themes include Become a Steward of Lake Tahoe; Respect the Environment; Stay Educated; Keep Wildlife Wild; Be Fire Safe; and Demonstrate Mindful Travel.

Inspiring Giving Back With Pledge Of The Wild

Tahoe South

In addition to embracing the Traveler Responsibility Pledge launched by North Lake Tahoe, Carol Chaplin, CEO of Lake Tahoe Visitors Authority, shares that LTVA is also engaging in a Tahoe Basin sustainable recreation and tourism vision process; micro-transit, a basin-wide ambassador program; and participation with Pledge for the Wild to encourage giving back to local non-profits.

Pledge of the Wild was created by a group of leading outdoor communities who came together to collectively advance conversations around responsible tourism and provide a pathway to give back to wild places in iconic mountain towns. Destinations simply dedicate a non-profit partner of choice and text to donate.



Be a Kind Traveler Action Tip:

Become a signatory of destination stewardship pledges when offered by destinations before arriving. Make yourself familiar with destination codes of responsibility and safety tips. Engage on social media and share tips with others on how to advance responsible travel principles as a kind traveler.

Participating Kind Traveler Partners:



The needs of people and living systems are often presented as conflicting priorities - biodiversity versus poverty, or forests versus hunger - when in fact the destinies of human society and the natural world are inseparably intertwined, if not identical. Social justice is not a sideshow to the emergency. Injustice is the cause. Giving every young child an education; providing renewable energy to all; erasing food waste and hunger; ensuring gender equity; economic justice, and shared opportunity; recognizing our responsibility and making amends to myriad communicates of the world for past injustices these and more at the very heart of what can turn the tide for all of humanity, rich and poor, and everyone in between. Reversing the climate crisis is an outcome. Regenerating human health, security and well-being, the living world, and justice is the purpose."

- Paul Hawken: Regeneration: Ending the Climate Crisis in One Generation (2021)



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