



## Sustainable Travel

Travel lightly  
and help  
protect the  
places you  
visit, and the  
planet at large.

# Sustainable Travel International™

Leave the World a Better Place®

Sustainable Travel International (STI) is a leading non-profit organization whose mission is to promote sustainable development and responsible travel by providing programs that enable consumers, businesses and travel-related organizations to contribute to the environmental, socio-cultural and economic values of the places they visit, and the planet at large.

STI is taking a holistic approach to addressing global sustainable development within the travel and tourism industry. And, our continued success is dependant upon support from responsible travelers, travel providers, and related organizations.

Participate in our programs, become a member or a corporate sponsor, volunteer your time or make a tax-deductible donation. Your contributions will have a positive impact!

#### For More Information

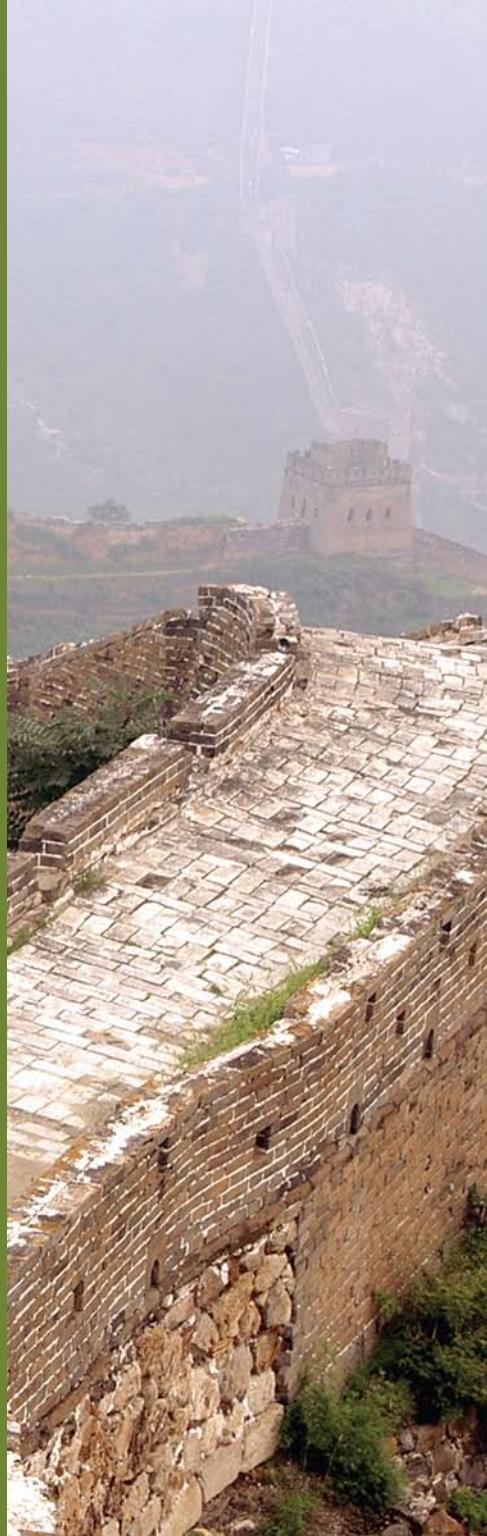
VISIT: [www.sustainabletravel.com](http://www.sustainabletravel.com)

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Leave the World a Better Place®





# Putting your best foot forward when you travel



Consider how heavily you 'tread' while on vacation. Natural and cultural resources are precious in every country, and the size of your 'footprint' will affect the future of the people and places you visit. Do your part and help ensure that the destination as a whole benefits.

**Research alternatives** so you can help support environmental conservation, protect cultural heritage and promote cross-cultural understanding and economic development when you travel.

**Be culturally sensitive.** Learn about the places you plan to visit. Respect the values, customs and beliefs of local people. Foster a greater understanding of their culture and their environmental issues. You'll be rewarded with a more enriched experience.

**Make meaningful connections** with local people. Chat with the locals and try to speak their language. Challenge yourself and do like the locals do, just for one day. Discover life from their perspective.

**Give back.** Buy locally produced goods, become a patron of locally owned businesses, and don't get too carried away when bargaining. Find a project, health clinic or school to donate to, or volunteer your time. Feel a sense of purpose when you travel.

**Conserve natural resources** when traveling. Avoid products sourced from rare and endangered species, turn off lights and the a/c, think about your waste disposal, and offset your carbon emissions from air and land travel.

A vertical photograph on the left side of the page shows the interior of an ancient Egyptian temple. Large, fluted columns made of light-colored stone rise from the floor. A massive, rough-hewn wall of stone blocks stands behind them. In the lower-left foreground, several tourists wearing hats and backpacks are looking at the wall. The scene is bathed in warm, golden sunlight.

FOR TRAVELERS

# Taking steps in the right direction

STI provides hands-on, easy to use, practical programs so that you can do more than just think about traveling responsibly. Get Involved—together we can make a difference!

## Address Global Warming

Learn how to mitigate your impact on global climate change and offset your CO<sub>2</sub> emissions. Utilize STI's popular carbon offsets program and replace fossil fuels with clean renewable energy, helping to offset the CO<sub>2</sub> emissions from your home, office, and travel. It's innovative, effective and inexpensive!

## Become a Member of STI

STI membership is open to individuals who support and are committed to sustainable tourism. For more information about membership benefits, please visit [www.sustainabletravel.com](http://www.sustainabletravel.com) where you can sign up on-line!

## Help Us to Make a Difference

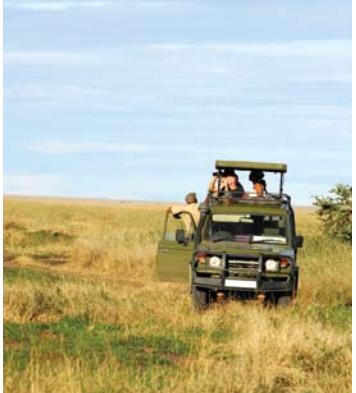
STI is a 501(c)(3) non-profit organization, so consider making a tax-deductible contribution or donating your time; STI is a great place to broaden your resume and gain hands-on experience while supporting global sustainable tourism development.

## Visit SustainableTravel.com

Discover a world of responsible travel opportunities and tourism providers when you explore [www.sustainabletravel.com](http://www.sustainabletravel.com). Be sure to check out our popular on-line *Eco-Directory* and sign up for our monthly *Responsible Travel Report e-Newsletter*.

FOR BUSINESS

# Reduce Your Businesses' Ecological Footprint



STI provides user-friendly programs, so you can engage in and support sustainable business practices while at the same time improving profitability and operational efficiencies, expanding your market reach, and reducing waste:

## Climate Neutral Travel

Learn how to mitigate your business' or organization's impact on global climate change and offset your CO<sub>2</sub> emissions. STI offers the 'best of the best' domestic and international offset projects—all of which are verified and/or certified by independent third parties. We also provide carbon footprint assessments and custom web-based carbon calculators.

## Sustainable Tourism Eco-certification Program™

Distinguish your business from others—STI's eco-certification program is designed to help travel providers measure and manage their impacts, demonstrate their commitment to sustainability, and lower costs through resource productivity and waste reduction while contributing to environmental conservation and the well being of local people.

## Become a Member or Corporate Sponsor of STI

Benefits include exclusive promotional opportunities, a listing in our on-line *Eco-Directory* which attracts an average of 230,000 visitors per month, a feature article in our popular *Responsible Travel Report*







e-Newsletter, a listing in the Green Travel Market, 10-30% discounts off of a wide range of professional services from leading vendors, and much more!

## Travel Philanthropy and Voluntourism

STI promotes, publicizes and informs the public about credible travel philanthropy programs. We also educate travel providers on how to create successful voluntourism programs and travel philanthropy projects that support environmental conservation and community development and that generate publicity.

## Education and Training

STI offers a myriad of custom education and training programs for travel companies, ranging from executive education programs focused on impact management to shorter courses focused on how to integrate sustainable practices into your business operations.

## Business to Business and Business to Consumer

STI's BtoB comprehensive global matchmaking service connects tour operators and wholesalers with reliable sustainable tourism products and services, so they can more easily 'green' their supply chains. Our BtoC services help travel companies tap into the growing market of conscientious consumers.

## Advisory Services

STI has more than 29 years of experience in the travel industry, and we take on all types of non-competitive and competitive projects around the world. Since we work with leading consultants who speak most languages and specialize in virtually all eco- and sustainable tourism-related topics, we have great flexibility when forming any given consulting team.

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## Credo of the Peaceful Traveler

*Grateful for the opportunity  
to travel and experience the  
world and because peace begins  
with the individual, I affirm  
my personal responsibility  
and commitment to:*

- ~ Journey with an open mind  
and gentle heart
- ~ Accept with grace and  
gratitude the diversity  
I encounter
- ~ Revere and protect the  
natural environment  
which sustains all life
- ~ Appreciate all cultures  
I discover
- ~ Respect and thank my hosts  
for their welcome
- ~ Offer my hand in friendship  
to everyone I meet
- ~ Support travel services  
that share these views  
and act upon them and,
- ~ By my spirit, words and  
actions, encourage others  
to travel the world in peace

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