



Turning Green into Gold

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Green Travel

- Not just a catch-phrase but a guiding industry principle
- World's citizens are increasingly socially responsible
- Travel and tourism sector must follow suit



What is Green Travel?

Green Travel:

- Refers to any activity or facility operating in an environmentally friendly manner
- Tied to the way a travel company runs its internal operations or to the methods used by its supplier partners



Travel Industry = Part of the Solution



- Travel and tourism cannot allow irresponsible social critics to portray our industry as the root cause of global warming.
- Today's jet planes are:
 - more efficient than their predecessors
 - use 70% less fuel than those of the 1960s
 - contribute between 2% and 5% of total carbon emissions



Part of the Global Economy



Travel industry:

- Builds business relationships
- Leads to greater understanding among cultures
- Provides jobs to indigenous communities
- Opens people's eyes to the many wonders of this world



Green Travel: Industry Choices

Choice is not to eliminate travel altogether but to
MAXIMIZE GREEN CHOICES available and to
LESSEN TRAVEL'S IMPACT on the environment.



Green Communication

Promote your green initiative in:

- Corporate advertising
- Web sites
- Marketing collateral
- Newsletter articles
- Blogs



Blog



Green = Growth



Smart agents will:

- Differentiate themselves from the competition
- Use “green” travel as a leverage point
- Incorporate green initiatives into our business plans



Green Travel Programs

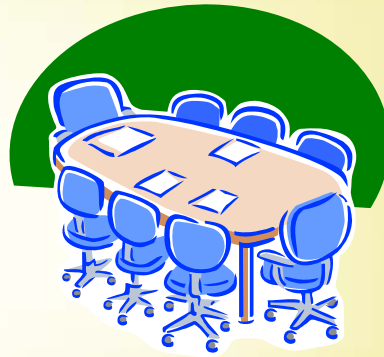


- Encourages green initiatives at the local level
- Includes travelers in green experience by making them aware of their responsibilities
 - recycle
 - public transportation
 - buy local



Green is Good Business

Commitment starts in the board room!



ASTA Goes Green

- Plan aimed at educating members—both travel agents and suppliers—on a green travel agenda
- Sign up for ASTA SmartBrief at ASTA.org to stay informed



Green Means Gold!!!

THANK YOU

