

Oregon State
UNIVERSITY

Cascades

C A M P U S

HOSPITALITY MANAGEMENT

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PROMOTING GOOD TRAVEL
in OREGON

TODAY'S FORMAT

- Sustainable Business Inventory overview (10)
- Michael Oshman, Green Restaurant Association (15)
- Brief organization introductions (10)
- **12 minute roundtable discussion**
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- **12 minute roundtable discussion**
- Full group wrap-up (5)

why?

- 922 million tourist arrivals globally (2008)
- \$944 billion tourism receipts globally
- \$8.4 billion in direct travel spending in Oregon
- 135,400 jobs in Oregon
- Tourism is 1 of the 3 largest export-oriented industries in rural Oregon

why?

- 80% of American travelers consider themselves as environmentally conscious
- 51% claim despite the economic downturn they still want to patron good (sustainable) businesses

(Source: Travel Industry Association and Ypartnership, 2009)

Eight out of 10 (78%) U.S. adults consider themselves "environmentally conscious"

- 85% turn out the lights when they leave a room;
- 67% practice energy efficiency by regulating air conditioning and heating when not at home;
- 60% recycle trash;
- 60% shut off water while brushing teeth or shaving;
- 59% try to use more energy efficient light bulbs;
- 53% keep showers short.

(Source: Travel Industry Association and Ypartnership, 2007)

Thirty-two percent of those surveyed said they will be more environmentally conscious in their travel decisions this year, as compared with 26 percent last year.

(Source: TripAdvisor 2009)

OREGON SUSTAINBLE TOURISM ADVISORY COMMITTEE

Leaders in their field:

- Hoteliers
- Restaurateurs / chefs
- Wineries
- Public land management agencies
- Local destination marketing organizations
- Tour operators (ecotours, cultural heritage)
- Event managers

OREGON SUSTAINBLE TOURISM ADVISORY COMMITTEE

- BLM
- Celilo Restaurant & Bar
- Corvallis Tourism
- Cycle Oregon
- DoubleTree Hotel
- Hilton Portland
- Oregon B&B Guild
- OR Paleo Lands Institute
- Oregon State University
- OR Tourism Commission
- Pacific Northwest Vacations
- Sokol Blosser Winery
- The Bite of Oregon
- The Heathman Hotel
- Timberline Lodge
- Travel Oregon
- Travel Portland
- US Forest Service
- Wallowa Mountain Institute
- Wanderlust Tours

PRINCIPLES OF SUSTAINABLE TOURISM

Sustainable tourism...

1. Is integrated with and respectful of the culture, homeland, heritage, and people of a place
2. Provides a unique and authentic experience for the visitor
3. Generates localized economic development benefits
4. Generates development that has a balanced and beneficial impact on the environment

PRINCIPLES OF SUSTAINABLE TOURISM

Sustainable tourism...

5. Generates revenue that is invested in conserving and enhancing the unique features of a community
6. Provides an educational experience that leaves the visitor enriched and inspired to create positive change at home
7. Encourages diverse groups to work together to address challenges and create new opportunities
8. Serves low-impact target markets that promise profitability and long-term viability

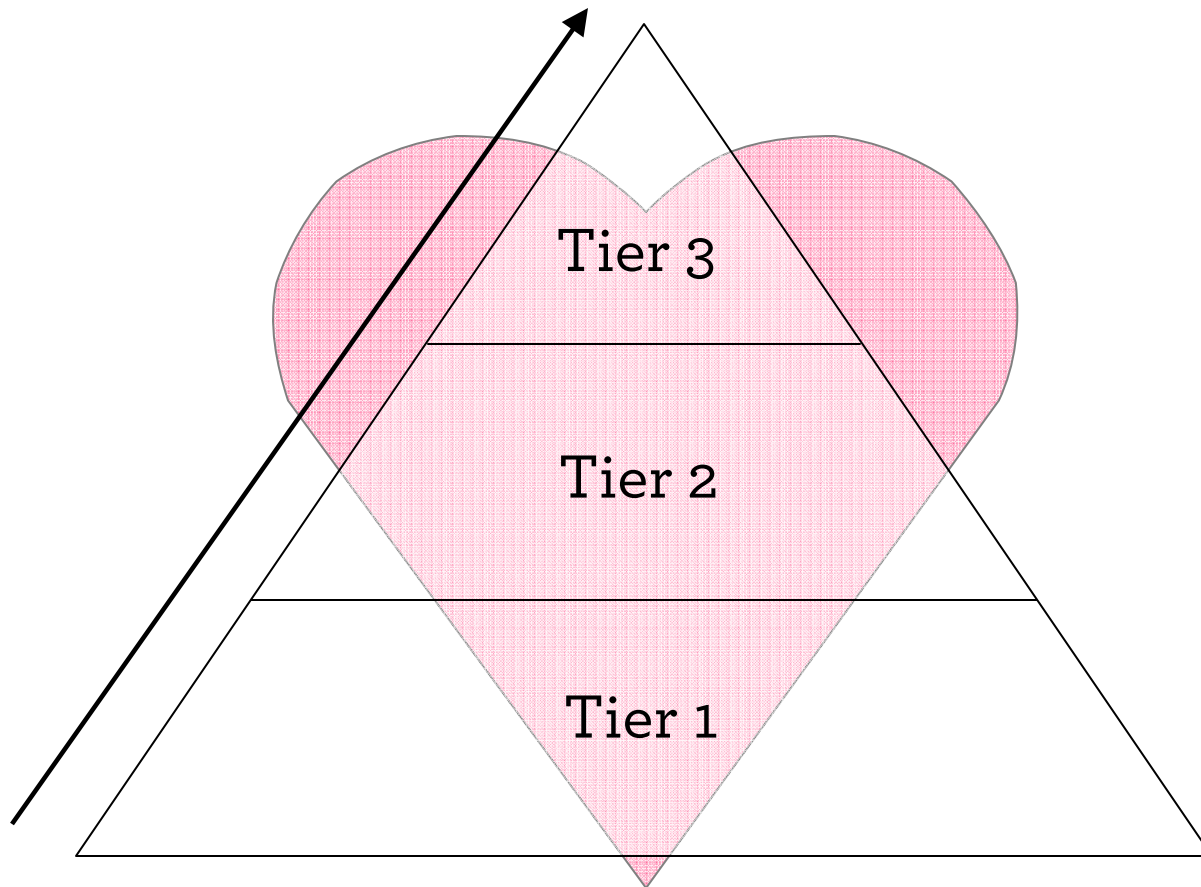


GLOBAL SUSTAINABLE TOURISM CRITERIA

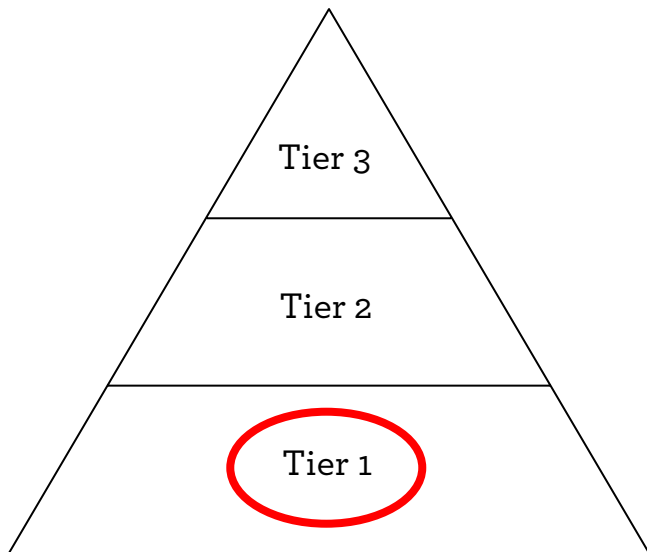
- Demonstrate effective sustainable management (7)
- Maximize social and economic benefits to the local community & minimize negative impacts (9)
- Maximize benefits to cultural heritage & minimize negative impacts (4)
- Maximize benefits to the environment & minimize negative impacts (14)

www.SustainableTourismCriteria.org

SUSTAINBLE TOURISM BUSINESS INVENTORY



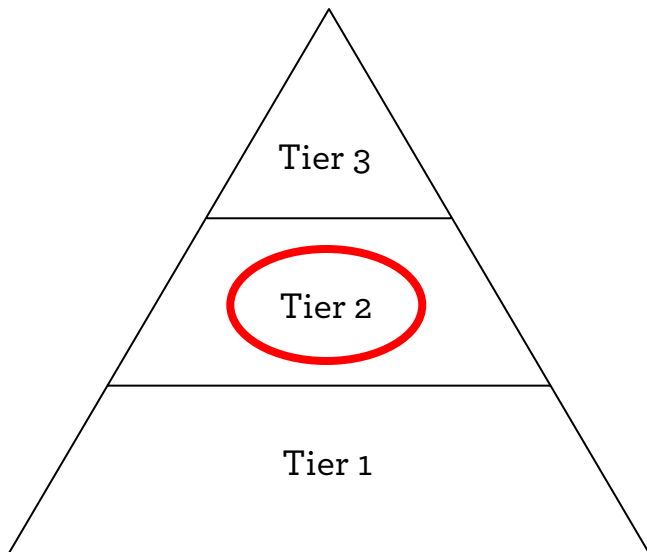
SUSTAINBLE TOURISM BUSINESS INVENTORY



TIER 1:

1. Sign sustainability pledge based on the 37 GSTC
2. Complete survey: which aspects of the GSTC is the business addressing
3. Submit evidence of how the business communicates its sustainability practices online and on site

SUSTAINBLE TOURISM BUSINESS INVENTORY



TIER 2:

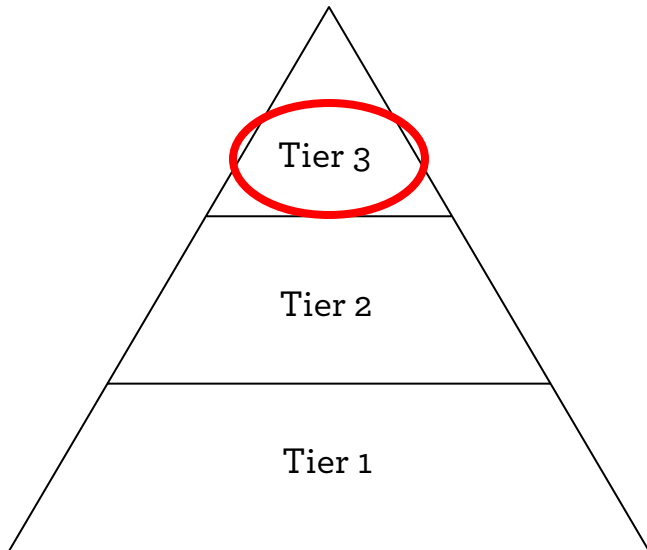
1. Complete Tier 1
2. Provide documentation of a 2nd (?) or 3rd party verified sustainable business certification

SUSTAINBLE TOURISM BUSINESS INVENTORY

TIER 2:

- Green Seal
- STEP (STI)
- Green Globe
- OBBG Green Inspection Program
- Food Alliance
- Green Restaurant Association
- LIVE
- ReSport
- Forest Stewardship Council
- Salmon Safe
- Oregon Tilth
- Oregon Certified Sustainable Wine
- Portland Climate Champion

SUSTAINBLE TOURISM BUSINESS INVENTORY




TIER 3:

1. Complete Tier 1
2. Provide documentation of a 3rd party verified sustainable business certification aligned with the 37 Global Sustainable Tourism Criteria



The Green Hotel Directory – Earth-Friendly and Affordable

It's easy and affordable to go green with Travelocity, thanks to our Green Hotel Directory. As you shop on our site, you'll see this symbol  Eco-Friendly Hotel marking eco-friendly hotels. Not only are these resorts making changes for a better tomorrow, many are budget friendly, too.

Spotlight Hotel

The Ambrose

Affordable luxury blends with sustainability to make The Ambrose



a uniquely crafted boutique hotel in the heart of Santa Monica, California. Experience truly holistic hospitality at this eco-chic oasis, nestled in a quiet upscale neighborhood just minutes from the beach.

Featured Green Hotels

-  [USA](#)
-  [Asia Pacific](#)
-  [East Coast](#)
-  [Canada](#)
-  [Midwest/South](#)
-  [Europe](#)
-  [West Coast](#)
-  [Mexico/Caribbean](#)

[Why are these hotels green?](#)

USA – East Coast

Alexandria, VA

[Morrison House Hotel - a Kimpton Hotel](#)

[Hotel Monaco Alexandria - a Kimpton Hotel](#)

Andover, MA

[Andover Court](#)

OUR TIMELINE

- | | |
|-------------|---|
| May 2010 | Finalize inventory process with STAC |
| May-Aug | Develop database and website form
Develop marketing incentives; clarify marketing outlets for participating businesses |
| Aug-Nov | Initiate inventory; business outreach |
| Dec-Feb 11 | Vet data; prepare for consumers |
| Spring 2011 | Share sustainable travel data with visitors; align with Travel Oregon's spring marketing campaign |

