

## SLO County CBID

# *“Work in Progress” 2-YEAR Stewardship Tourism Strategy Plan*

*“Stewardship Tourism is a marketing strategy that serves to benefit the economy, the environment, and our local communities: it is one path to sustainability.”*

Diane Strachan

### **VERSION-16 Updated: 5-8-12**

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**\*\*\*\*New edits in RED from last version**

#### **PURPOSE OF THIS PLAN:**

- To guide the strategy design process - encouraging open, fluid collaboration, and to spark inspiration around Stewardship Tourism.
- To create a draft only (work in progress) plan.
- To be used to effectively elicit ongoing input with stakeholders.
- For integration into the overall marketing plan for prioritized, strategic implementation

#### **PLAN CONTENTS**

- Stewardship Tourism Strategy Purpose & Vision
- SLO County Stewardship Tourism Definition
- Strategic Marketing Approach
- ST Marketing Team Roles & Responsibilities – The CBID ST Marketing Team
- Two-Year Goals
- ST Development Activities
- ST Key Marketing Activities
- The Stewardship Traveler – Target Visitor Profile
- Constituent and Partner’s Identified Needs & Values
- Tourism Trends in Support of ST
- Stewardship Tourism Key Messages drafts – Internal and External SLO County
- Stewardship Tourism Assets Inventory and Collaboration Plan
- Stakeholders/Partners for Co-development Identified
- Research
- Evaluation & Milestones
- Budget
- Appendix: Supporting research

## ● STRATEGY PURPOSE - *The why...*

Stewardship Tourism is a key differentiating marketing strategy that will increase and retain visitors in SLO County with a primary focus on lodging properties, especially during the off-season, which serves to benefit our natural surroundings, our economy, and local communities. This strategy inspires visitors and residents alike to; deepen their SLO county experiences, learn more, and to help care for the region's natural and cultural heritage.

## ● SHARED VISION

With the successful implementation of San Luis Obispo CBID's Stewardship Tourism Strategy, our natural and rural cultural assets will become even more valued, maintained, and financially supported for both residents and visitors alike. SLO county businesses understand, appreciate, and directly benefit from the important relationships between providing stewardship, tourism, and long-term economic stability.

There is a greater sense of caring, wellbeing, pride, happiness, security, and openness between people visiting and living in the region. There is less need for litter signs and more opportunities for the public to be involved in stewardship activities such as trail and habitat restoration, beach and stream clean-ups, museum enhancement, scientific research, and shared interpretive talks. Our beautiful parks, public areas, downtowns, and historical areas are flourishing.

There is an enthusiastic and increased level of contribution from visitors to care for the areas they visit, feel at home in, learn about, relax with, and just enjoy. Other organizations, businesses, and government agencies are inspired to join the CBID efforts or to establish creative strategies and approaches like the CBID's Stewardship Tourism Strategy that contribute to creating a more cared for and sustainable rural county.

### ***Why have a ST Vision? Vision uses...***

- Provide focus and co-inspiration for CBID Board, constituents, and partners
- Informs and helps focus our CMF and marketing collaborators
- Grounds and differentiates CBID's marketing efforts
- Inspires and provides opportunities for greater connecting with our visitors/customers
- Attracts funding and recognition on a state and national level
- Deepens our newsworthiness - quotable narrative

## ● SLO COUNTY CBID STEWARDSHIP TOURISM DEFINITION

San Luis Obispo County stewardship tourism is a process, not any one activity or action. It is a process of enjoyable and enriching experiences that educate and provide increased opportunities for all visitors and residents to care for our region's natural and cultural heritage.

### **Stewardship/Sustainability Perspective from Wikipedia:**

**Stewardship** is an ethic that embodies responsible planning and management of resources. The concept of stewardship has been applied in diverse realms, including with respect to environment, economics, health, property, information, and religion, and is linked to the concept of sustainability.

*(Let's lead the way in adding "Tourism" to the diverse realms that the concept "Stewardship" is applied)*

## **● STRATEGIC MARKETING APPROACH – A Strategy for the 21<sup>st</sup> Century**

CBID is taking the lead in creating and testing marketing activities to see what fits best for our region. We understand that new ideas leading to innovation can be fragile and need careful nurturing and support. We understand that the power of alignment and intention of leaders can have great positive impacts. We will be sensitive to the context we are innovating within, and prioritize learning together as we move forward over the next two years of building and integrating our new strategy.

The CBID will lead a highly facilitative, collaborative, and "sensing" approach for tourism marketing innovation with our core CBID marketing team, constituents, county stakeholders, and visitors/customers.

Our approach will build on existing county strengths and insure that the plan is well integrated into the overall marketing plan. Our approach focuses on maximizing long term business success, visitor retention, and sustainability of our natural, historical, and small town cultural assets for future generations.

Strategies such as "eco-tourism", "geo-tourism", and Stewardship Tourism approaches are transforming tourism from an emphasis on extractive, one-sided mass experiences, to those of higher personal engagement, authenticity, restoration, connection, and caring.

## **● CBID ST MARKETING TEAM**

<b>Role</b>	<b>Who</b>	<b>Key Responsibilities</b>
Oversight/ Leadership	CBID Board & Staff	Decision making, creative teamwork, ambassadors of ST collaboration with stakeholders
ST Leadership	Diane Strachan STL	ST concept creation, co-development & implementation consult , stakeholder collaboration facilitation, CBID leadership capacity building, co-evaluation
	Cheryl Cuming CAO	Co-facilitate dev. & implementation, ST marketing team lead, logistics & communication lead, co-evaluation.
Planning & Inspiration	Marketing Comm: Shirley Lyon Marjorie Ott Laila Kollmann	ST co-inspiration, development planning, front line creative team, county research, feedback, eval. to help shape strategy for success
Implementation & Evolution	CMF Mark Elterman John Sorgenfrei	ST implementation & delivery, creative input/teamwork brand evolution, identifying and reaching target markets, integration of ST strategy into overall marketing plan, co-evaluation & tracking results for success.

## ● TWO-YEAR GOALS

1. Select and retain an outside Stewardship Tourism professional to facilitate the definition, development, integration, and implementation of the Stewardship Tourism Strategy.
2. To engage Key SLO County ST stakeholders for co-development and planning through-out the design, implementation, and ongoing evaluation of the ST strategy for success.
4. To design, integrate, launch, and roll out the ST strategy for promotion, market testing and future refinement by November 1, 2012. (ST Elements to be integrated in HWY 1 Loop for Savor 2012).
5. To roll out Phase 2 of the ST strategy by Sept. 26, 2013 (Sunset Savor) or before, which includes:
  - Well integrated ST Fund opportunities for visitors with existing businesses
  - Adaptations, refinements, and new ST visitor package opportunities based on 1st season testing

● <b>KEY DEVELOPMENT ACTIVITIES</b>	<b>LEAD/TEAM</b>	<b>BY WHEN</b>
Pre-planning workshop interviews with individual Board Members	ST Leader (STL)	Jan. 23, 2012
SLO CBID holds Stewardship Tourism “Jump Start” Workshop	STL/CAO/CBID	Jan. 25
Draft Stewardship Tourism Plan created after workshop and sent to all board members for review	STL/CAO	Feb. 3
1 <sup>st</sup> Marketing Committee Development Mtg. Vision & Goals	STL/CAO	Mar. 21
2 <sup>nd</sup> Marketing Committee Development Mtg. Vision, Timeline	STL/CAO	Mar. 26
Meet with CMF for 1 <sup>st</sup> ST orientation and collaboration meeting	STL/CAO /CMF	April 5
3 <sup>rd</sup> Marketing Committee Development Mtg. Actions, Messages	STL/CAO	April 9
Release plan draft for Board Review pre-Board Mtg.	CAO/STL	April 18
Board Meeting to review draft plan provides additions/recommendations Board confirms hire of ST Professional/trainer	CAO/CMF	April 25
Recommendations for Redraft of 5-Year CBID Marketing Plan Integrate Stewardship Tourism approach and language where appropriate.	CMF/ STL/CAO	May 23
2-year success criteria created with ST Marketing Team	STL/CAO/CMF	June 1

<b>KEY DEVELOPMENT ACTIVITIES, cont.</b>	<b>LEAD/TEAM</b>	<b>BY WHEN</b>
2012-13 packages, bundles, itineraries, experiences, funds, created and/or identified	CMF/ STL/CAO Mrktng. Committee Key Stakeholders	June – Oct.
Develop county ST Outreach, Collaboration & Dev. Program	STL/CAO	May-August
Evolved Brand completed and approved	CMF/ CAO/STL	July 30
County media/PR engaged (internal promotion/buzz)	CMF/ STL/CAO/All	June – ongoing
Define Milestones with STP and review at 6-month point	CBID/CAO/STL	May 7

## **KEY MARKETING ACTIVITIES - POSSIBILITIES**

- **Research** additional Stewardship preference and customer demographics  
Intra-county “sensing” feedback, co-evolution CMF/STL
- **Coordinate Inventory** of existing high value stewardship assets/opportunities STL/CAO/CMF  
Identify 10 to 20 “best” stewardship opportunities for 1<sup>st</sup> roll out  
Inventory Idea: Each Community defines their resource assets;  
create an outline to use as a guideline (from Board mtg. 1/25/12)
- **Evolve Wine Coast Country Brand** promise CMF/CAO/STL  
including stewardship elements
- **Integrate** stewardship elements and “flavor” into existing CMF/CAO/STL  
marketing activities (i.e. Hwy 1 Travelers Journey & Savor)  
and new CMF’s marketing plan/approach
- **Introduce, educate, integrate, & receive input** on ST Strategy STL/CAO  
concept at Local Area Boards
- **Identify & promote local Stewardship Tourism Hero’s** CMF/STL/CAO  
(locally)  
Role models that are individual companies/non-profits -  
currently enhancing the visitor experience through authentic experiences,  
visitor learning opportunities, and opportunities to take care & give back.  
i.e. Docents - elephant seals, museums, resorts with ST activities,  
Ag stays farm leaders, etc.
- **Website & Online Marketing:** Integrate ST elements online CMF/ STL/CAO
- **Website:** Create “Stewardship Traveler” Webpage CMF/ STL/CAO
- **Website:** Create “Are You A Stewardship Traveler?” online survey STL/CMF/CAO
- **Testimonial Library: Create and maintain** positive ST comments STL/CMF/CAO/All

## ● KEY MARKETING ACTIVITIES – POSSIBILITIES, cont.

Lead/Team

- **Develop Printed Material** (all draft ideas, yet to be prioritized or agreed upon) CMF/ STL/CAO
  - “The Travelers Journey in SLO County” (Hwy 1) Brochure CMF/ STL/CAO
    - Insert: “Savor Stewardship & Local Flavors in SLO County” Brochure for Sunset Savor Event
  - Create “The SLO County Stewardship Traveler’s Journey” Graphic Model CMF/ STL/CAO
  - “Become a Stewardship Traveler in SLO County” brochure CMF/ STL/CAO
    - “Are you a stewardship Traveler?” survey idea
    - Include list of Stewardship Traveler Activities & funding opportunities
    - Thank you for being a Stewardship Traveler in SLO County
  - Create window static/decals for enthusiastic participating constituents/businesses to post where visitors can see them... CMF/ STL/CAO
    - “We Cares about Stewardship Travelers in SLO County...”
  - Create “SLO County Stewardship Tourism/Traveler Strategy” AT-A-Glance” flyer for local educational purposes STL/CMF/CAO

### - Design “Stewardship Traveler Journey” vacation itineraries for niche markets

1. Develop agreed upon criteria for defining a “stewardship activity” STL
2. Identify & Create 10 to 20 options STL/CAO/CMF
3. Identify & establish a “critical mass” of participating businesses and non-profit opportunities

### - Media Outreach (editorial) Planning:

CMF/STL/CAO

*Develop story angles, ST & trend fact sheet, release schedules, priorities, identify priority target market media outlets for ST, etc.*

- Create media plan for local education/promotional buzz CMF/ STL/CAO
  - *Headline: “SLO CBID Responds to County Needs - New Tourism Trends Met with Stewardship Tourism Project”*
- Create media plan for target visitor markets CMF/ STL/CAO
  - *Headline: “ ‘Adopt the Pace of Nature’ and Enjoy a New Stewardship Family Vacation on California’s Central Coast.”*

### - Coordinate Inventory & promote Stewardship Traveler Donation Opportunities: STL/CMF/CAO

- **Promote Definition Stewardship Tourism/Traveler:** Wikipedia STL  
expand definition of Stewardship realms of influence  
“Stewardship Tourism”
- **Launch ST strategy** for promotion, market testing, media future refinement, online webpage announcements, etc. CMF/ STL/CAO

## ● THE STEWARDSHIP TRAVELER, VISITOR PROFILE

### Key Values and Needs:

- Value enriching, high value fun & learning experiences in nature
- Value increasing knowledge and information about own interests
- Value small town feel, cultural and natural heritage, ecology, science/nature
- Value being active and fully engaged in nature
- Want to feel a part of something, engaged, “sense of belonging”
- Pristine, untouched environments
- Family values and opportunities to increase family bonding (especially teens & young adults)
- Charitable – giving back – want to feel a deeper connection outside self, higher sense of purpose for self and others, values being acknowledged & appreciated
- Need to relax and rejuvenate
- **Additional Values and Needs...**
  - Safety and basic needs cared for when traveling
  - Choices and variety and diversity
  - Want to be happy, be around happy and friendly people/cultures
  - Want to be entertained
  - Young at heart mindset

### Demographic & Psychographic Segmentation (5-year plan)

- Adults 35-54 and 55+ (suggested age range from SMG EVC report is 35 – 64)
- \$100,000+HHI
- Discretionary spending for travel
- Ability to travel mid-week and off-season
- Appreciation for and active recreation based outdoor lifestyle

## ● CONSTITUENTS, STAKEHOLDERS, & PARTNERS NEEDS & VALUES

- Success metrics
- Increased TOT
- The economic well being to whatever we focus on doing
- Need to be aware of the benefits
- Communication – we need to communicate well before we head in a certain direction
- Well articulated Information for understanding and “buzz” factor
- Be aware that everything we do has an impact

## ● TOURISM TRENDS

- Experienced based travel
- Authentic experiences – full immersion in something
- High value is new norm
- Small town, rural values
- Activities that increase family bonding
- Health – food, activities
- Ag and Wine tasting experiences
- More driving rather than fly

- Motivated by events, Desire to learn things while on vacation
- People want to have alone time, solitude, Leave tech behind
- Choosing comfort and safety
- Eco-tourism
- Deeper, personal development, spiritual experiences
- Being fit, being around fit people
- Outdoor recreation
- Heritage travel, Looking for uniqueness
- Old world comfort, B&B's and vacation homes

**Primary Trends in Travel (from 5-year Plan):**

- **Environmental Issues are a priority**

Americans are increasingly more interested in environmental issues. This issue impacts the selection of destinations as well as the selection of activities while on vacation. Those destinations that place a strong emphasis on the environment will have a competitive advantage over those that do not. Correspondingly, the rural atmosphere has taken on more significance as travelers become more directly involved in rural activities.

**● STEWARDSHIP TOURISM KEY MESSAGES – Internal and External SLO**

*This section will be fully developed with CMF's Wine Coast Country Brand promise evolution. Below are 1<sup>st</sup> draft notes for consideration.*

*We will be marketing/promoting inside the county to help educate residents and outside the county to our target visitor markets.*

**Strategy Title/Niche Brand Ideas:**

Stewardship Tourism  
 SLO County Stewardship Travelers  
 Central Coast Stewardship Travelers  
*Visitors who care about Nature, Local Flavors,  
 Heritage, and Play...*

**Internal – County wide:** (SLO stakeholders, partners)

*"SLO county businesses and organizations that care support the Stewardship Traveler strategy.*

*"Stewardship Tourism is a marketing strategy that serves to benefit the environment, the economy, and our local communities."*

*"Let's let the stewardship tourism approach evolve with what we want it to be. A way to attract the kind of visitors that appreciate and care for our area like we care for it."*

**External:** (Tarket Markets - Visitors, Media & Promotional outlets)

***Stewardship Travelers Care...***

*About Nature, California Heritage, Exploration, and Play...*

***San Luis Obispo County Stewardship Travelers***

**Sample Ad Copy – showing ST “elements”:**

**“Adopt the Pace of Nature...”**

R. W. Emerson

***On California’s Central Coast***

winecoastcountry.com

**“Savor Stewardship & Local Flavors on the  
Central Coast.”**

Sunset Magazine

winecoastcountry.com

**Visit San Luis Obispo County**

***Natural Connections.***

***Local Flavors. Taking Care...***

winecoastcountry.com

## ● STEWARDSHIP TOURISM ASSETS INVENTORY & COLLABORATION PLAN

- Stewardship Tourism Activities Draft Criteria:
  - Activities/environments which provide high level/value opportunities for **authentic experiences and connection** with nature, local people, culture, history
  - Activities/environments which provide **learning** opportunities about nature, local culture, and history
  - Activities/environments which provides opportunities **to care** for nature, other people, local culture/history
  
- 1. See SLO CTBID Experience Chart – for first level inventory
- 2. Inventory of all Stewardship activities/experiences (online links) for public/visitor involvement
  - i.e. all educational experiences/programs inventory (bird watching, interpretive hikes, etc.) “hands-on caring” - beach clean-ups, trail building, creek restoration, weed irradiation, local scientific research, etc.
- 3. Develop ST Activities Collaboration Plan (the how & priorities with our constituents and partners)
  - Who, what activities & events, timelines, communication systems, decision making systems, etc.

For example: **Tie into Cal Poly when possible/feasible/helpful, such as:**

**Think Globally, Act Locally Challenge seeking volunteer projects**

For more information or to nominate a project visit the team at Farmers Market or visit <http://ewb-calpoly.org/challenge/>.

## ● KEY STAKEHOLDERS – PARTNERS - Draft

Mike Manchak, President  
Economic Vitality Corporation

Adam Hill, Supervisor  
SLO County Board of Supervisors

Bruce Gibson, Supervisor  
Land Conservancy advocate

JoEllen Butler  
Fiscillini Ranch

Chip Visci, VP Strategic Communications  
Cal Poly

Bill Hendricks, Department Head  
Recreation, Parks and Tourism Administration  
Cal Poly

Nick Franco, Deputy Director  
CA State Parks/Hearst Castle

Brandt Kohoe, Board President  
Friends of the Elephant Seals

Stacie Jacob, ED  
SLO County Visitor and Conference Bureau

BIDs – Pismo Beach, San Luis Obispo, Morro Bay and Paso Robles

Include Jurisdictions without a BID:  
Atascadero  
Grover Beach  
Arroyo Grande

## ● RESEARCH, REVIEW, & STRATEGY EVALUATION PROCESS

**To be developed with Marketing Team with questions such as:**

- What % of our target market visitors (\$100,000 +) make donations to what kind of stewardship actions on a state, national, global level: environment, culture, arts, health, etc. ? -- 50%? 75%? What is the national average of charitable giving in this income bracket?
- What % of our overall target market visitors would see themselves as a “Stewardship Traveler” and why?
- What kinds of key words/titles would our target market like to associate themselves with in this realm?
- Test market new Stewardship Traveler idea – be ready to transition to something else..
- More....?

## ● STRATEGY EVALUATION PROCESS

### A. Milestones

### B. 2-year success criteria (to be developed)

#### A. Six-Month Development Milestones:

1. The draft ST Strategy Plan has been integrated into the new overall marketing plan and prioritized with other strategies/actions for implementation. Draft timelines in ST plan reset accordingly.
2. All board members and staff are all involved (at some desired level) in the positive development and reaching out to community stakeholders to help create the new stewardship tourism strategy. Attending meetings, promoting and sharing information in emails, quoted in press, sharing one-on-one, and answering questions, generating new ST ideas for visitors, etc.
3. Criteria for identifying SLO County Stewardship Traveler Activities are created.

## A. Six-Month Development Milestones, cont.:

4. New SLO brand evolution has been completed with input from ST consultant.
5. Consultant has reviewed existing marketing materials for ST integration recommendations
6. "At-a-Glance" SLO CBID Stewardship Tourism/Traveler informational fact sheet for constituents/county stakeholders created and distributed through various channels.
7. Stewardship Traveler Journey one page model created with CMF
8. All individual Funds have had Stewardship Tourism presentations with ST consultant, staff, outcomes include: ST strategy and approach orientation and input received.
9. "SLO Stewardship Tourism Hero's" identified and publicized.
10. "Are you a Stewardship Traveler?" Survey created (put online/website when ready).
11. The top 5 to 10 SLO county Stewardship Traveler activities have been identified and further development needs identified.
12. "Planting the seed" with local funds on developing and using stewardship tourism criteria to help make funding choices.

### Draft Ideas on 2-year Success Criteria: (to be developed in detail with STL, CMF & CAO)

- SLO has a newsworthy "critical mass" of tourism provider service companies (40 to 50) providing their customers with information and ways to provide stewardship for the counties natural and cultural heritage.
  - For example:
  - Information integrated into reservation processes and visitor exit processes
  - New stewardship programs integrated into part of services and products available
- There is an increase in people participating in stewardship efforts through-out the county; for example – we need to roughly establish existing baseline...
- Online tracking....Stewardship Tourism Website page visited, etc.
- Media outreach criteria: number of articles, target media markets, audiences reached, etc.
- Some % of increase visitors
- All milestones met, or decisions made on whether or not to include them based on strategy evolution

## STRATEGY BUDGET

(Specifics will be outlined in detail in overall marketing plan)

## Appendix: Supporting Research/contacts

### ● RESEARCH

**See Attached: Travel Industry Association of America Survey shows Americans willing to pay higher costs for travel services that protect and preserve the environment**

[http://www.traveldailynews.com/pages/show\\_page/4643](http://www.traveldailynews.com/pages/show_page/4643)

[http://www.nationalgeographic.com/travel/sustainable/about\\_geotourism.html](http://www.nationalgeographic.com/travel/sustainable/about_geotourism.html)

### Research for SLO Stewardship Tourism Project

#### Key Findings from National Geographic Study – “Geotourism: New Trend in Travel”

\* Authenticity is important to travelers. Many (61%) believe their experience is better when their destination preserves its natural, historic, and cultural sites. In addition, 41 percent of travelers say their vacation experience is better when they can see and do something authentic.

\* One-third of all travelers are influenced by a travel company’s actions to preserve the environment and/or history and culture of destinations, indicating that travel companies’ geotourism efforts do get noticed by a good portion of travelers.

\* Although most travelers are concerned with price and value, 58.5 million Americans say they would pay more to use a travel company that strives to protect and preserve the environment. Most important, the majority (61%) of those who would pay more to use such companies would in fact pay five to ten percent more.

\* The majority of travelers are ready to act to preserve and protect our natural sites. Nearly 91 million travelers (59%) support controlling access to and/or more careful regulation of National Parks and public lands in order to help preserve and protect the environment.

\* A significant number of travelers (54 million) are inclined to select travel companies that strive to protect and preserve the local environment of the destination. For a smaller group of travelers (17 million), the environment is top of mind when actually making decisions about which travel companies to patronize.

\* Millions of American travelers will buy from companies and organizations that are culturally and socially oriented. In fact, 46 million travelers buy from specific companies because they know that these businesses donate part of their proceeds to charities.

\* More than half of all travelers (80 million) are aware of at least one practice employed by travel companies to preserve and protect the environment of destinations. Travelers are most often aware of companies that ask customers to reuse towels/sheets (55 million travelers) and those that use energy saving practices (46 million travelers). More than 32 million travelers are aware of travel companies that recycle and/or that use local vegetation on property grounds.

**From Travel Industry Association of America  
Survey shows Americans willing to pay higher costs for travel services that protect and preserve the environment**

[http://www.traveldailynews.com/pages/show\\_page/4643](http://www.traveldailynews.com/pages/show_page/4643)

[http://www.nationalgeographic.com/travel/sustainable/about\\_geotourism.html](http://www.nationalgeographic.com/travel/sustainable/about_geotourism.html)

In a landmark study, the Travel Industry Association of America (TIA) has documented the strong feelings U.S. travelers have about preserving the natural environment as well as history and culture. The report called, Geotourism: The New Trend in Travel, showed that more than three-quarters of American travelers feel it is important that their visits not damage the environment. And 62 percent say it's important to learn about other cultures when they travel. Furthermore, 38 percent of travelers say they would pay more to use a travel company that strives to protect and preserve the environment. The two-part study was sponsored by National Geographic Traveler and is the first to define geotourists as specific psychographic groups and also begin to track their preferences.

This type of examination of U.S. travelers' awareness, habits and attitudes has never been done before. In so many aspects the U.S. traveler impacts the tourism industry worldwide-but especially financially, noted Dawn Drew, vice president and publisher of National Geographic Traveler. It is important that the industry begin to understand what interests and motivates these individuals to spend more and to select destinations and businesses in the travel industry.

There are more than 55 million Americans that can be classified as Geotourists. Geotourism encompasses all aspects of travel - not just the environment. Its definition-tourism that sustains or enhances the geographical character of the place being visited, including its environment, culture, aesthetics, heritage and the well-being of its residents-describes completely all aspects of sustainability in travel, and hits all of the definable touch points associated with providing the authentic travel experiences that travelers demand today.

We found that millions of travelers, or geotourists, are aware of travel companies that practice sustainable tourism and they're poised to support the travel industry's geotourism efforts with their travel dollars, remarked Dr. Suzanne Cook, senior vice president of research for the Travel Industry Association of America. In fact, many of them would be willing to pay a premium for travel services from companies that engage in geotourism practices.

*"It will be good to get aligned around  
the stewardship project idea so we can move on it!"*

Comment & common sentiment voiced by Board Members & Staff during pre-Jan. 25<sup>th</sup> Board Workshop Interviews