

Leave the World a Better Place[®]

We all have some obligation for responsible business behavior but the fact that we're all empowered to change the world for the better is a cause for hope. We are currently seeing major shifts in public and business attitudes. In recent years, addressing global warming has moved from an obscure grassroots initiative to a mainstream phenomenon. At Sustainable Travel International (STI) we see that conscientious consumers and travelers increasingly look for eco-friendly products and services. Enquiries about sustainable tourism, and sales of carbon offsets continue to exceed our expectations, so we're decidedly optimistic about the future. I want to take this opportunity to thank you – the responsible traveler – for doing your part to help make the world a better place.

Brian Mullis, President, Sustainable Travel International

Our holiday, their homes!

Often we give little thought to the impact we have on our holiday destination, its people, culture, economy and environment, but there are some easy ways to ensure that the destination as a whole benefits from your visit.

- **Create an instant smile...** Chat with the locals and try to speak their language – they won't bite! You are sure to get an instant smile and a laugh to seal those memories.
- **There is no exam** - If you read up on the places you intend to visit, your experience will be A+, but remember that your guidebook is just that - a guide. It is not a travel bible and to truly experience a place you must go and explore... You will be glad you did!
- We often forget that **our holidays are spent in other people's homes**. Our hurried concept of time is not the same in other cultures and local people's thinking will differ from your own. Challenge yourself - do like the locals do, just for one day...
- **A win : win deal?** Bargaining is expected in many cultures, and we all enjoy the haggling with a smile and a laugh, but it is easy to get carried away getting the best price, saving a few extra cents that could have paid for an entire family's meal that night!
- **Are you too big for your boots?** How heavily do you 'tread' on your holiday? Natural resources are precious in every country, and the size of your ecological footprint will affect the future of the destination. Do your bit - reuse a water bottle, don't buy wildlife products, turn off lights and air conditioners and think about your waste disposal.
- **Giving back** - Donating 1 school pen is seen as a constructive way to help, but giving gifts often encourages begging. Find a project, health centre or school to donate to, or volunteer your time. This will have a more positive and long-lasting impact.