

THE POWER ISSUE
THE PLACES, PEOPLE, AND IDEAS THAT SHAPE TRAVEL NOW

Condé Nast Traveler

VEGAS,
BABY!
2008
LAS VEGAS
PULL-OUT
GUIDE

TRUTH IN TRAVEL

SEPTEMBER 2008



2008 WORLD SAVERS AWARDS

THE GOOD SHEPHERDS

Children of men: Pachyderms—along with people and the planet itself—have benefitted from the environmental and cultural stewardship of this year's World Savers Awards winners. Photograph by Gregory Colbert (see page 52).

38 socially responsible hotels, airlines, cruise lines, and tour operators—and how your dollars can make all the difference

THE 38 COMPANIES CELEBRATED ON THESE PAGES are turning the travel industry's enormous potential to improve the planet into reality. Travel worldwide will generate \$8 trillion in revenue this year, and these, our annual World Savers Awards, are one indication of how the industry is measuring up to that opportunity. The trend is striking: We received applications from 142 companies this year—a record during the 14 years of the awards, and a twofold increase over 2007.

The 17 judges—academics, activists, CEOs, and philanthropists (see page 166)—looked at five areas: poverty alleviation;

cultural and environmental preservation; education; wildlife conservation; and health. But the process of arbitrating the awards (again see page 166) belies the human drama of the achievements themselves. From building schools and furnishing much-needed medical supplies to restocking wildlife reserves and dispensing micro-loans, these World Savers are models for their peers—each story an inspiration for others to follow. If imitation is the sincerest form of flattery, here's hoping that this year's winners are flattered by every other airline, cruise line, hotel, and tour operator on earth.



POVERTY



PRESERVATION



EDUCATION



WILDLIFE



HEALTH

JUDGES, 2008

RALF BUCKLEY, director, International Centre for Ecotourism Research, Griffith University, Australia

MARK CONROY, president, Regent Seven Seas Cruises

LOUIS D'AMORE, president, International Institute for Peace Through Tourism

LAURIE DAVID, NRDC trustee; environmental activist; producer, *An Inconvenient Truth*

MARCIA GAY HARDEN, environmentalist; Oscar-winning actress

MARTHA HONEY, director, Center on Ecotourism and Sustainable Development

MARK HOPLAMAZIAN, CEO, Global Hyatt Corp.

NEEL INAMDAR, senior adviser, ecotourism, Conservation International

SVEN LINDBLAD, president and CEO, Lindblad Expeditions

RON MADER, director, Planeta.com

JAMES McCARTHY, professor of biological oceanography, Harvard University

BRIAN MULLIS, president, Sustainable Travel International

DENNIS PINTO, managing director, Micato Safaris

SAM RAPHAEL, owner, Jungle Bay, Dominica

JEAN-CYRIL SPINETTA, CEO, Air France

SHANNON STOWELL, president, Adventure Travel Trade Association

TIMOTHY WIRTH, president, UN Foundation

METHODOLOGY

How, exactly, are these awards judged? Seven industry sectors can enter: hotel chains, city hotels, small lodges and resorts (fewer than 20 rooms), large lodges and resorts, tour operators, cruise lines, and airlines. All are assessed on how they exercise social responsibility in five areas: Poverty Alleviation, Preservation (Environmental/Cultural), Education Programs, Wildlife Conservation, and Health Initiatives. Thirty-eight finalists were chosen by the editors from 142 applicants; some industry categories have only 5 finalists, others have 6, reflecting the strengths of the applicants.

The judges then ranked the applicants in each area. No applicant was penalized for specializing in only one area—after all, managers can be most effective by focusing efforts where they can be most productive. The final winner of each award was determined by compiling the judges' rankings. The runners-up on each page earned the highest scores in their travel category for that area—Poverty Alleviation, say, or Wildlife Conservation. Which means, of course, that all of the companies listed on the preceding pages are winners.

THE FINALISTS These 38 companies, chosen from 142 applicants by a team of editors, are giving back

LARGE RESORTS AND LODGES

Anantara Resort Golden Triangle, Thailand Runs an Elephant Camp that rescues elephants and trainers begging on Thai streets (goldentriangle.anantara.com).

Evason Phuket & Six Senses Spa, Thailand Supports homeless shelter for AIDS victims and reduced energy consumption by 30 percent (sixsenses.com/evason-phuket).

Phinda Private Game Reserve, South Africa Administers wildlife, health, poverty relief, and education projects, and has reduced energy use and improved waste disposal (ccafrica.com).

Puntacana Resort & Club, Dominican Republic Founded schools, manages a local clinic, and helps regenerate coral reefs (puntacana.com).

Shangri-La's Mactan Resort & Spa, Philippines Created a marine sanctuary and started a giant clam reseeding project (shangri-la.com).

