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Sandi Lackey

Associate Director,

Worldwide Sales, Leisure Travel

BWH Hotel Group

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BWH Hotel Group

INSPIRING TRAVEL THROUGH UNIQUE EXPERIENCES

Sandi Lackey

Associate Director, Worldwide Sales,
Leisure Travel

WHAT'S NEW

- New Mission statement: Deliver trusted guest experiences, drive hotel success, and foster a caring inclusive culture that respects the environment.
- New Vision: INSPIRING TRAVEL THROUGH UNIQUE EXPERIENCES
- BWH Hotel Group joined the Sustainable Hospitality Alliance
- Development: Continuing to develop all our brands. For Example, 30 new World Hotels to open by the end of 2023.
- Expanding on our customer care called, Because We Care.
- New brand was announced, @HOME by BWH.
- In Spring, we will begin our FIT Static Rate Plan RFP for Season 2024/2025

BWH | Hotel Group

THANK YOU

Sandi Lackey
Associate Director, Worldwide Sales, Leisure Travel

Sandi.lackey@bwhhotelgroup.com

Bestwestern.com

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Inbound Travel Exports – Big Business!

Mark Keam

Deputy Assistant Secretary,
Travel and Tourism

U.S. Department of
Commerce

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Visa Processing Update

Julie Stufft

Deputy Assistant Secretary for Visa Services in the Bureau of Consular Affairs

U.S. Department of State

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Transforming the Climate Impact of Your Tours

Ivory Vogt
Program Manager,
Climate & Resilience

Kaitlyn Brajcich
Senior Manager,
Communications & Training

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SUSTAINABLE TRAVEL INTERNATIONAL
Making A Better World The Destination

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https://docs.google.com/presentation/d/11SW2utQGnXTimtEEACKu35OsI1FCOLzy/edit?usp=sharing&ouid=112024908878788180483&rtpof=true&sd=true

GOOGLE SLIDES

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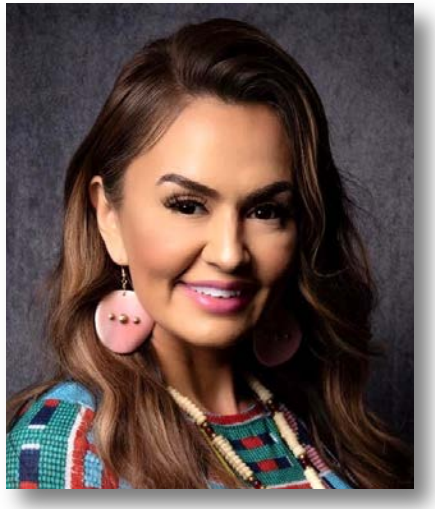
The Path to Sustainability and Meaningful Travel Experiences

MODERATOR
Cathleen Johnson
Cathleen Johnson
Tourism Consultants

MODERATOR
John Sutherland
Tourism Cares

Terry Gifford
Willowbrook Manor



Stacia Morfin
Nez Perce Tourism

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Meaningful
local
sustainable
travelers
more
destination
impact
experiences
community
people
products
experience
help
opportunities
communities
Development
Indigenous
Social
through
SDG
change
cultural
companies
some
Ensure
work
company
Industry
Include
support
one
all
economic
issues
value
practices
organizations
resources
businesses
Research
understanding
societal
included
tour
Organization
place
Most
services
country
many
city
times
public
women
make
goal
context
environment
supply
example
culture
Little
destinations
Guide
Sister
potential
Columbia
unique
want
well
water
part
trip
creating
benefit
Day
use
operators
accommodation
positive
meal
time
sustainability
business
Goals
gender
great
create
chain
places
look
visit
training
food
land
often
employment
environmental
customer
including
home
better
restaurants
locally
enterprises
creates
Important
youth
over
new
used
market
way
about
Cares
trips
farewell
2
world

OUR MISSION

We are the people and places of travel dedicated to the people and places of travel.

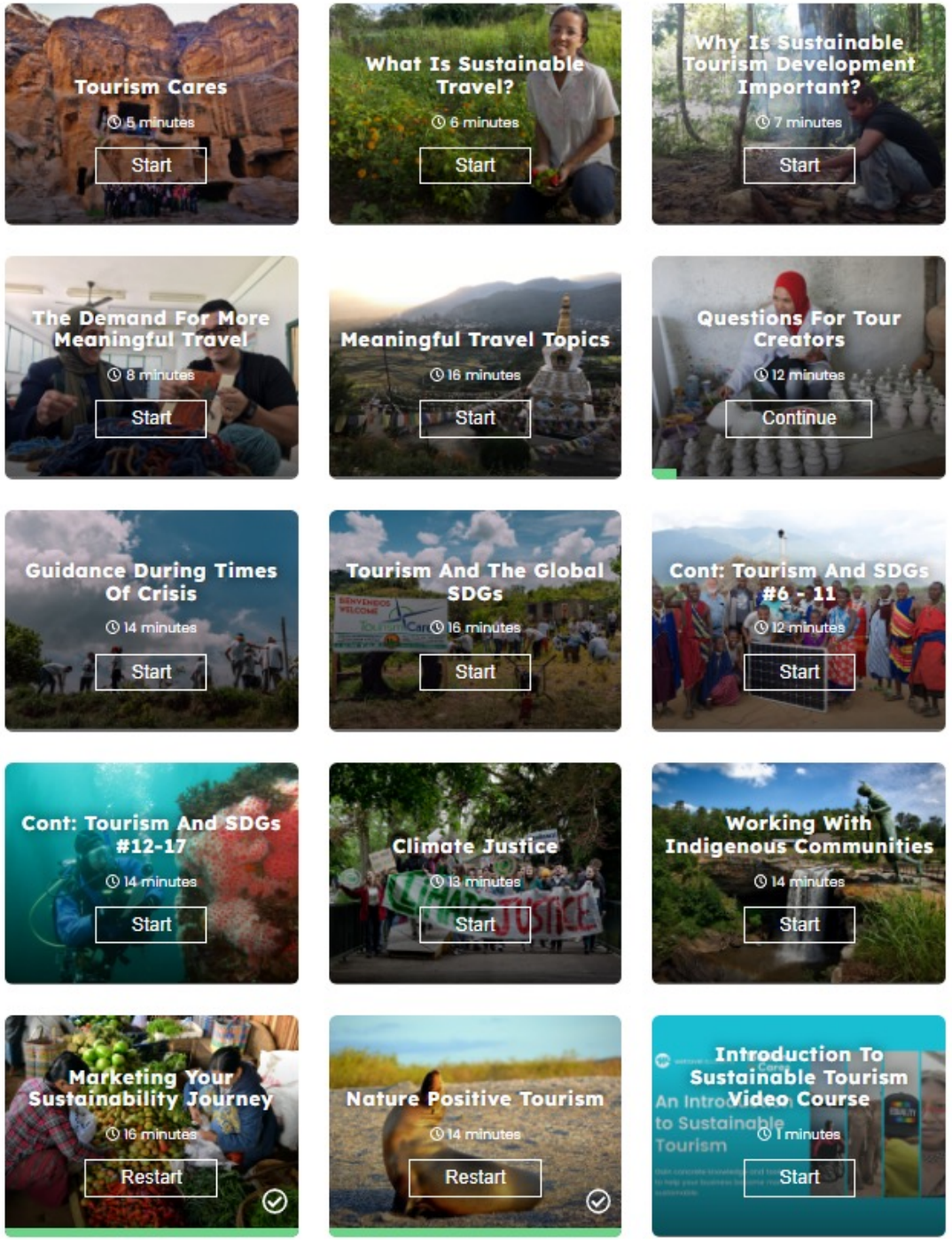
Tourism Cares unites the travel industry and is a catalyst for positive social, environmental and economic impact. To achieve this, we need to enact lasting change in the way we do business for the people and places we serve. By doing what's right for travel, we create opportunities, empower communities, amplify culture and protect the environment while fostering diverse perspectives and building inclusivity and understanding.

Together, we can change individuals, communities and, sometimes, even the world.

Meaningful Travel Platform

Move at your own pace through our online educational portal. Based on nearly two decades of mission-driven work and research, our Meaningful Travel Platform is constantly growing and evolving as a one-stop library of resources and chapters around sustainable tourism topics.

Need some information on how to decarbonize your business? Interested in tour operators adopting animal welfare practices? Want to build more diversity and equity into your organization? It's all there.



Tourism Cares Guide to Meaningful Travel Product

- Helps travel companies make more **responsible choices** when building travel product
- Product designers learn how to **generate economic benefits** for local people, enhance well-being in destinations, and create **engaging and innovative experiences** for travelers who want to form a deeper connection
- **Why and How**: It lays out the argument in favor of including Meaningful Travel in product and proceeds to give step-by-step instructions for doing so.
- Uses the **U.N. Sustainable Development Goals** as a framework for impact and offers examples

Meals

Research training or social enterprise restaurants that could be utilized for Welcome and Farewell Meals.

Experiences

Research organizations that are having a societal benefit (cultural preservation, vocation training for under-resourced community members, environmental groups)

Transportation

Research companies that are creating non-traditional livelihoods, disrupting gender norms, and/or investing in renewables or using electric vehicles.

Handicrafts and Souvenirs

Research local artisan groups, workshop spaces you can support.

Accommodation

Research locally-owned, community-owned accommodation, accommodations with strong environmental policies and practices.

GUIDE TO MEANINGFUL TRAVEL PRODUCT

Tourism Cares

Back

JOHN

Tourism Cares

Meaningful Map Of North America

Explore meaningful travel experiences that can infuse purpose into both your travel product and your travels.
Tap 'Enter' to view all profiles in each region.
Share entire profiles with clients by tapping 'Share' at the bottom of each profile page.

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America's National Parks: Managing Visitation for Sustainability

MODERATOR
Rafael Villanueva
Beyond Global Solutions

Quintin Blair
Blair Hotels

Jason Murray
Southwest Adventure Tours

Kurt Rausch
National Park Service

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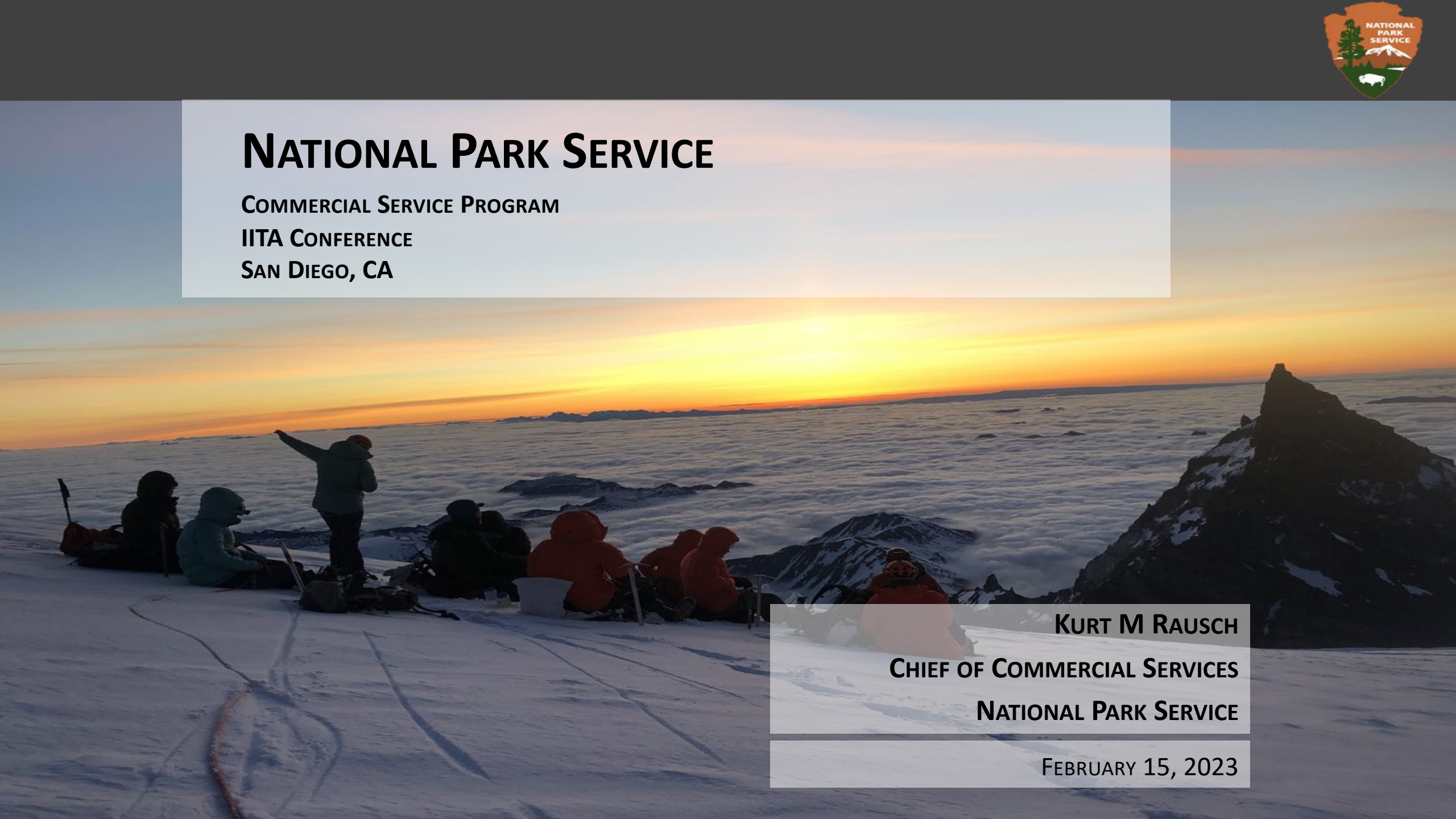


National Park Service

Commercial Service Program
IITA Conference
San Diego, CA

Kurt M Rausch

Chief of Commercial Services

National Park Service

February 15, 2023

Agenda

- Scope of Sustainability for the NPS
- Framework and Requirements
- What We are Doing and Can Do

Elk Island Breakfast, Grand Teton NP

1987 UN Bruntland Definition

Environment

SUSTAINABILITY

Economy

Society

Superior Bath Brewery , Hot Springs NP

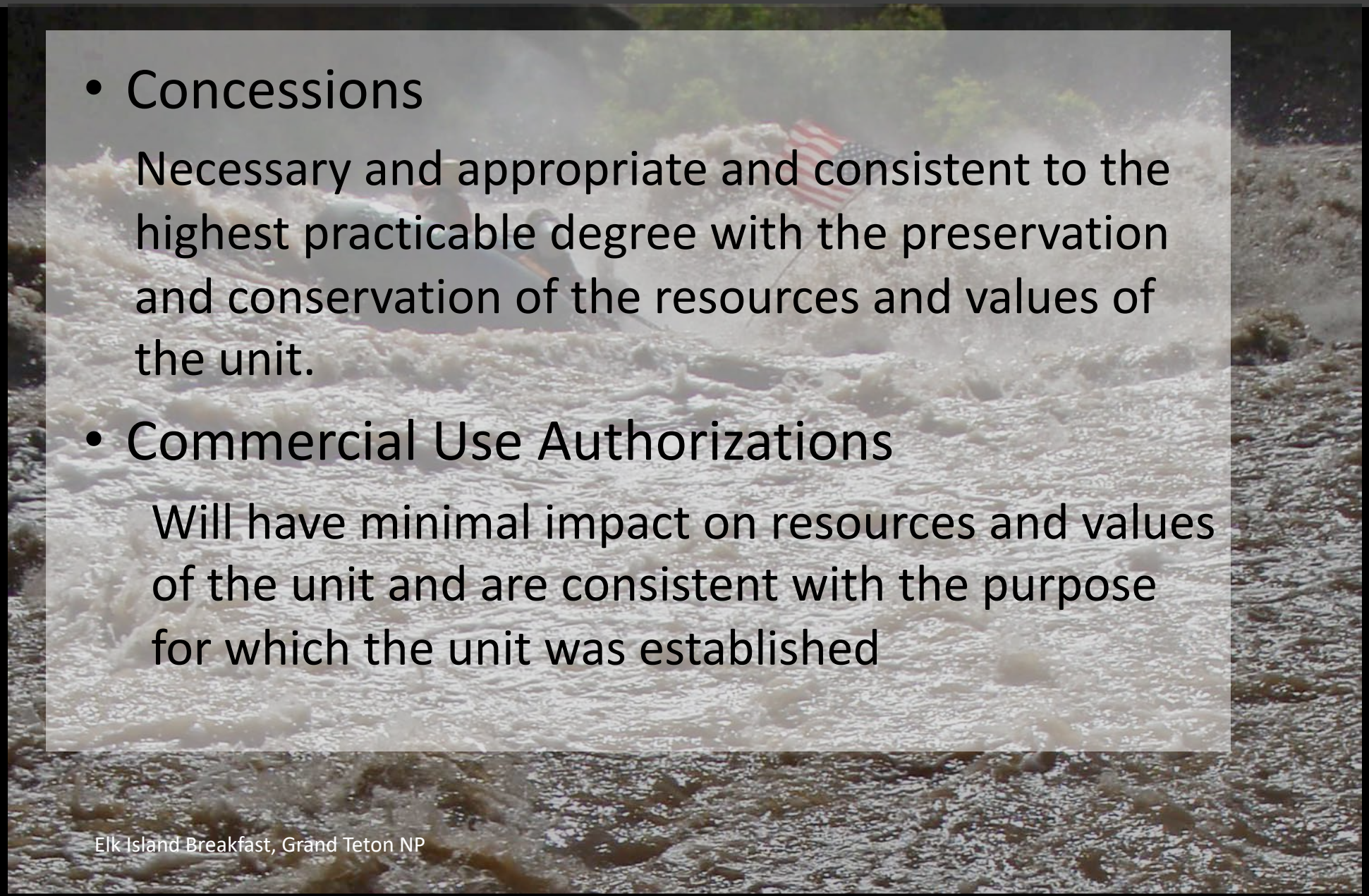
Environment - Legislative Mandates

- Concessions

  Necessary and appropriate and consistent to the highest practicable degree with the preservation and conservation of the resources and values of the unit.

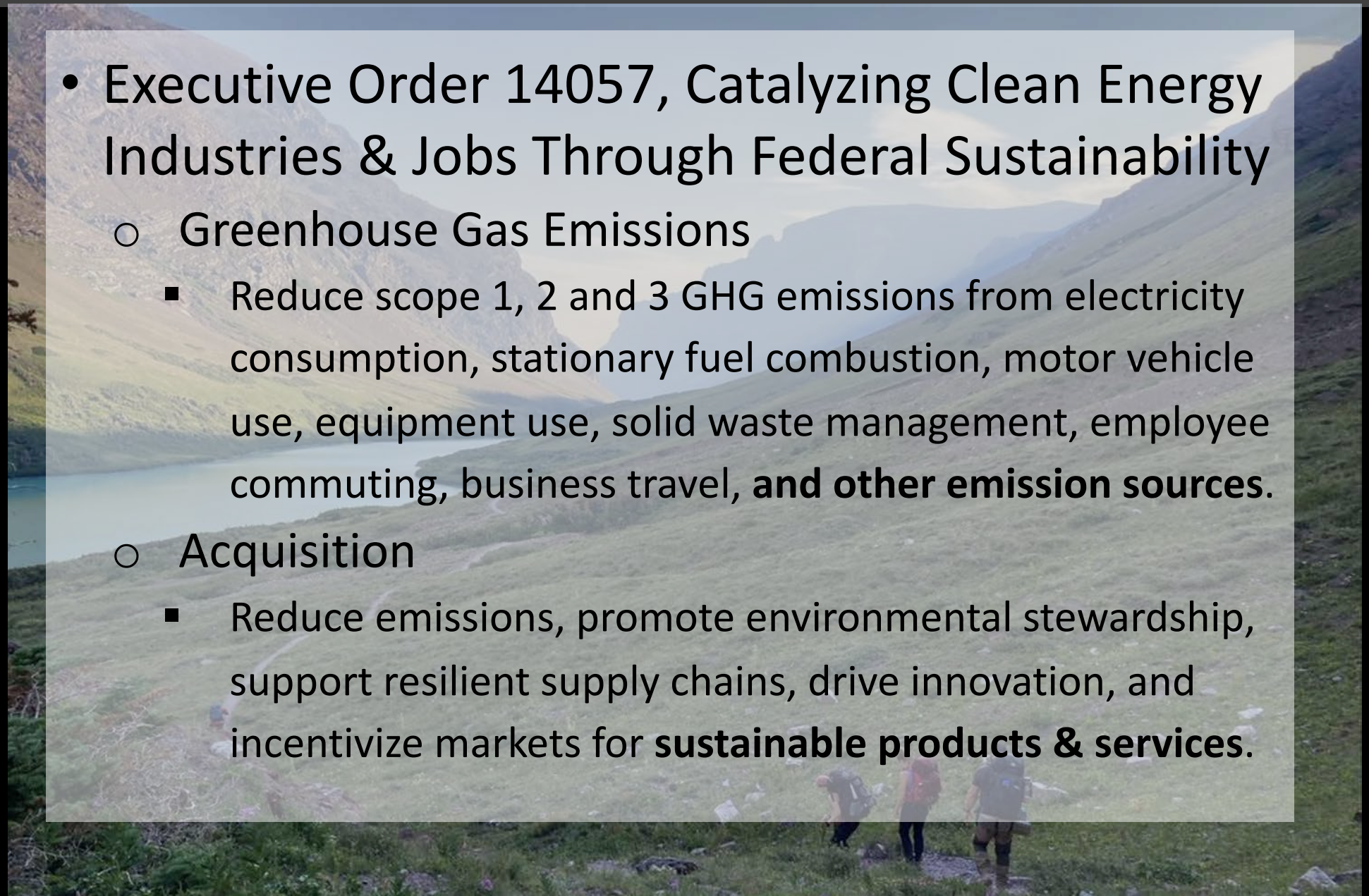
- Commercial Use Authorizations

  Will have minimal impact on resources and values of the unit and are consistent with the purpose for which the unit was established



Elk Island Breakfast, Grand Teton NP

Environment - Policy and Initiatives



- Executive Order 14057, Catalyzing Clean Energy Industries & Jobs Through Federal Sustainability
  - Greenhouse Gas Emissions
    - Reduce scope 1, 2 and 3 GHG emissions from electricity consumption, stationary fuel combustion, motor vehicle use, equipment use, solid waste management, employee commuting, business travel, **and other emission sources**.
  - Acquisition
    - Reduce emissions, promote environmental stewardship, support resilient supply chains, drive innovation, and incentivize markets for **sustainable products & services**.

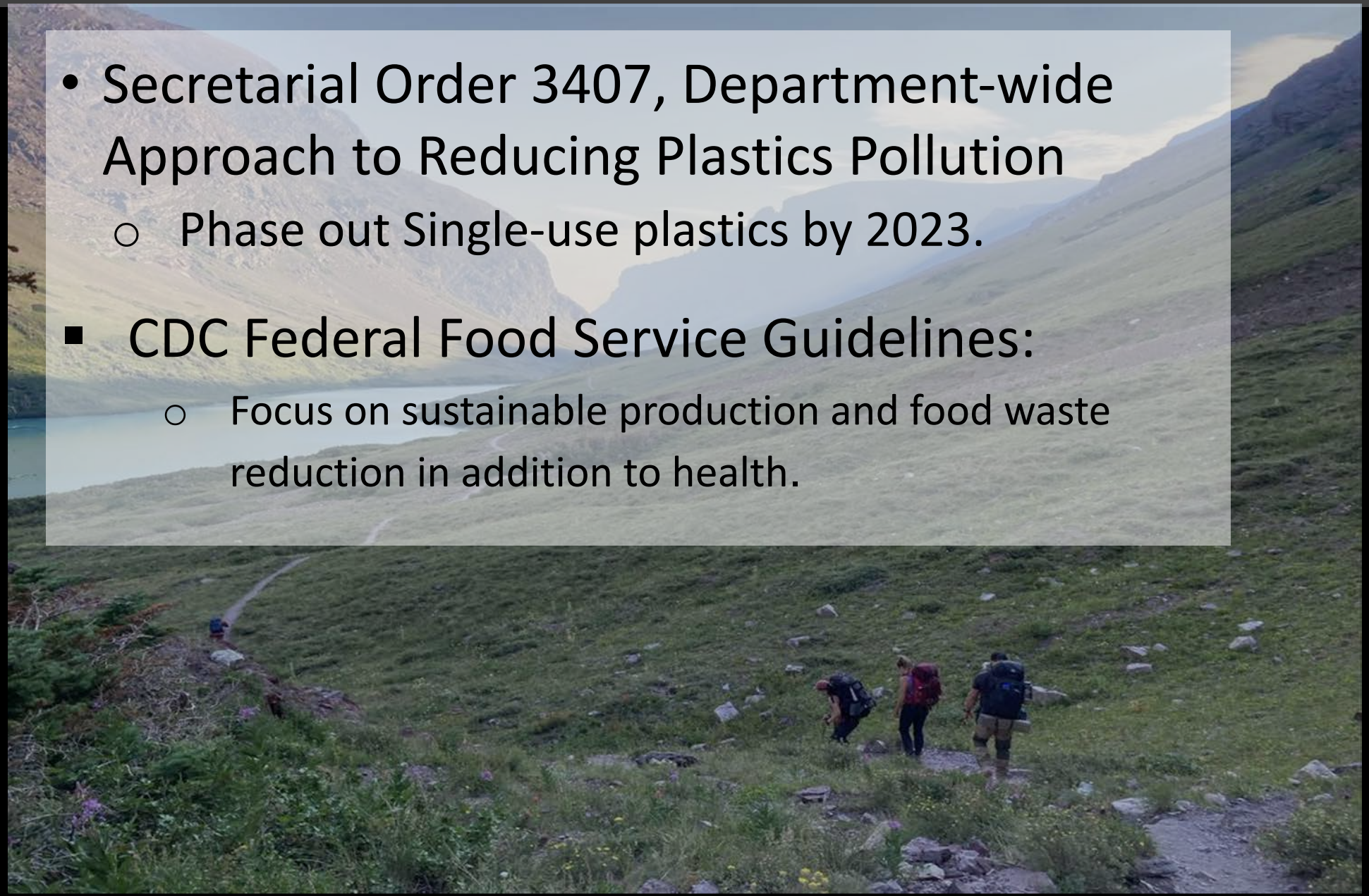
Environment - Policy and Initiatives

- Executive Order 14057 (cont.)
  - Energy Management and Carbon-Free Energy (CFE):
    - Increase use of carbon pollution-free electricity in facility electrical energy use so that it constitutes 100 percent of facility electrical energy use on a net annual basis by fiscal year (FY) 2030.
    - Coordinate capital planning, building retrofits, electrification, and facility emissions reduction strategies.

Environment - Policy and Initiatives

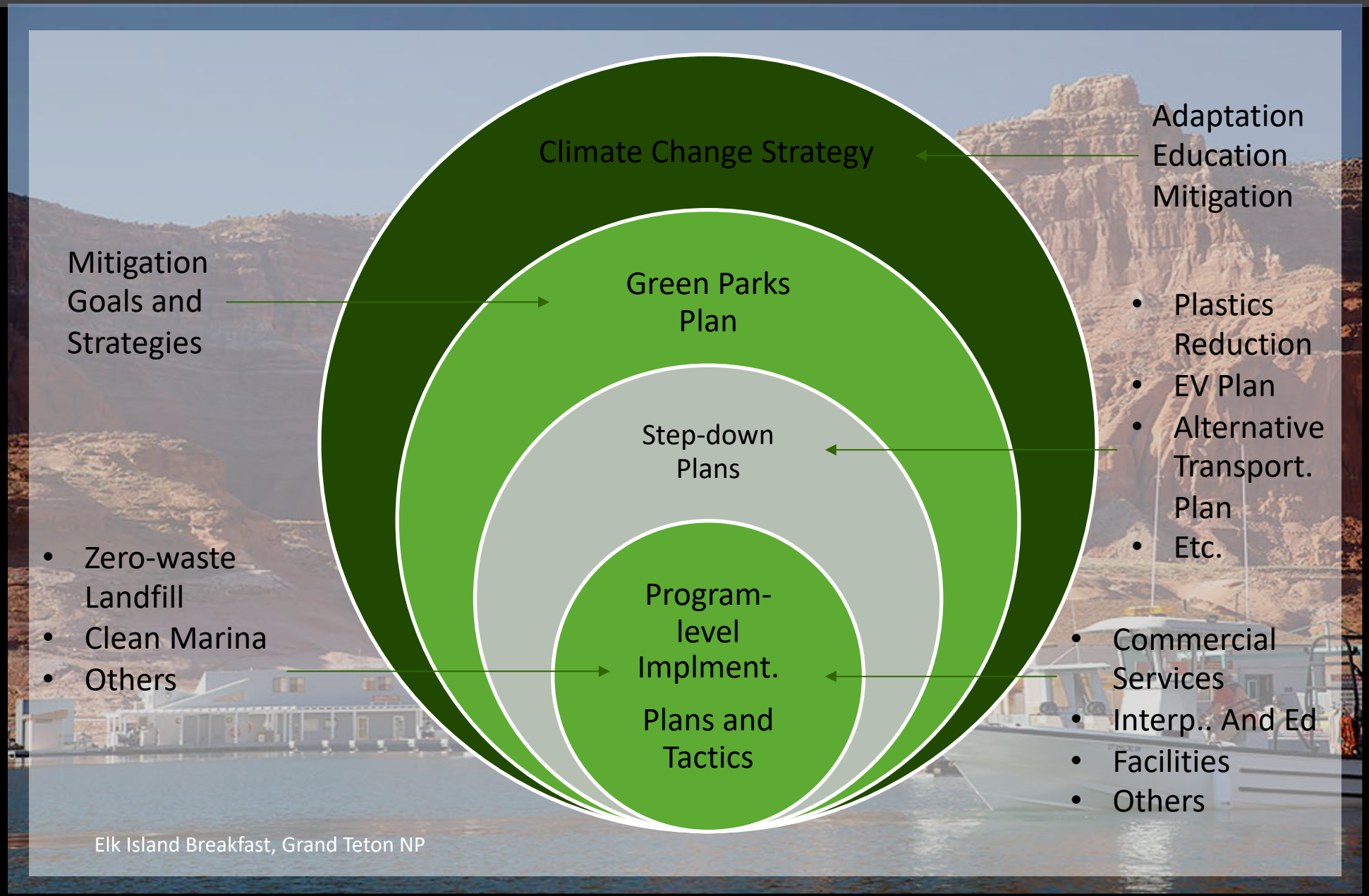
- Executive Order 14057 (cont.)
  - Fleet Management:
    - Acquire zero-emission vehicles (ZEV); 100 percent of light-duty vehicles by the end of FY 2027, and 100 percent of all vehicle by 2035.
    - Invest in ZEV refueling infrastructure.
  - Solid Waste and Lifecycle Management
    - Annually divert from landfills at least 50 percent of non-hazardous solid waste, (e.g., food and compostable material) by FY 2025; and 75 percent by FY year 2030.

Policy and Initiatives

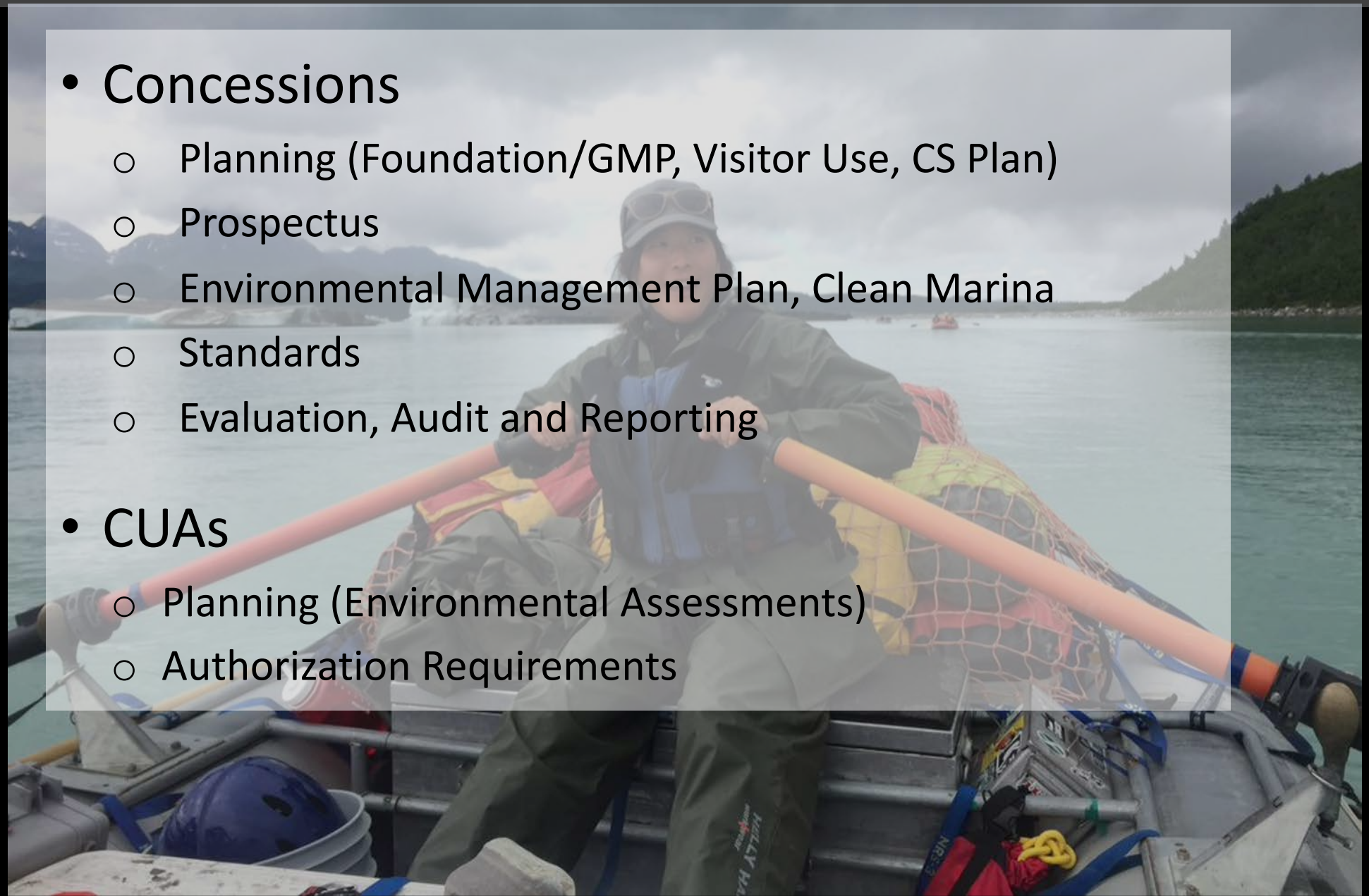


- Secretarial Order 3407, Department-wide Approach to Reducing Plastics Pollution
  - Phase out Single-use plastics by 2023.
- CDC Federal Food Service Guidelines:
  - Focus on sustainable production and food waste reduction in addition to health.

Environment - Planning



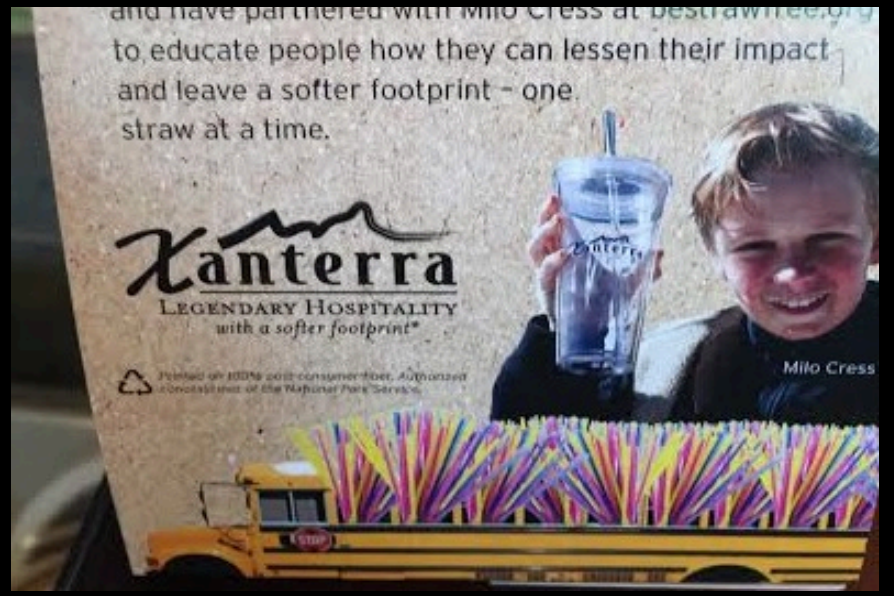
Commercial Services Framework



- Concessions
  - Planning (Foundation/GMP, Visitor Use, CS Plan)
  - Prospectus
  - Environmental Management Plan, Clean Marina
  - Standards
  - Evaluation, Audit and Reporting
- CUAs
  - Planning (Environmental Assessments)
  - Authorization Requirements

Environment - Accomplishments

Environment - Accomplishments



Environment – Work to be Done

Elk Island Breakfast, Grand Teton NP

Society

- America the Beautiful - Federal Interagency Council on Outdoor Recreation (FOCOR)
  - More equitable access and opportunities and collaboration
  - Every Kid in the Outdoors, Wounded Warrior
  - Timed Entry Pilots
- SO 3403 – Tribal Co-Stewardship
  - Continued emphasis on engaging with Tribes, working with Native American owned businesses and Native American employment
  - Cultural Tourism initiatives
  - Native American Handicrafts

Economy

- Great America Outdoors Act
  - Capital investments to sustain facilities and operations
- America's Outdoor Recreation Act
  - Online permitting and reporting system
- Concession Management Act of 1998
  - Regulatory Updates (Concessions and CUAs)
  - Concession reasonable opportunity for profit
  - CUA fees and commercial entrance fees
- Coordination and Collaboration

Questions

Contacts

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