Space for the Future

Start

Global Tourism
The Avalanche Task Force will meet next month to discuss these new developments.
Collaboration!
Imagine!
Innovate!
More imagination now!!
Innovation forever!
Free your mind.
TACTICS vs. STRATEGY
SUSTAINABLE TOURISM ≠

1. Fixing Tourism,
2. Doing Good,
3. Saving $ and Resources,
4. A NEW NICHE.
GLOBAL TOURISM IS IN THE WRONG BUSINESS USING THE WRONG MODEL SELLING THE WRONG PRODUCT TO THE WRONG CUSTOMERS.
Compromise nothing.
WRONG → RIGHT

visitor-centric business  community-centric business

economic leakage  direct spend model

“resortica” product  local authentic product

self-indulgent customers  connection-seeking customers
Life didn’t begin in Barbados, it was just perfected here.
We invite you to come master the art of fine living at VisitBarbados.org
BENEFITS OF COLLABORATION

↑ SPEED / SCALE
↑ EFFICIENCY / INNOVATION
↑ INFLUENCE / NEGOTIATION
↑ REPUTATION / PREFERENCE
↓ WASTE
↓ RISK
↑ PROSPERITY
Sustainable Tourism =

A movement to lead the industry away from its dependence on fossil fuels and outside wealth to a future that replenishes social and natural systems.
Innovation + collaboration = acceleration
GREEN VALUES
GREEN INVESTMENT

WAL-MART
WYNDHAM
WALT DISNEY
MARRIOTT
DURONT
COCA-COLA
STARWOOD
VIRGIN GROUP
MERCEDES BENZ
STARBUCKS
MCDONALDS
PEPSI CO
KRAFT FOODS
KELLOGS
PROCTOR & GAMBLE
NIKE
WYNN RESORTS
DELTA AIRLINES
INTER CONTINENTAL
SOUTHWEST AIR
FORD MOTOR CO.
HARLEY DAVIDSON
BMW
ALCOA
AMERICAN EAG.
BANK OF NEW YORK
CARNIVAL
ACCENTURE

1950
1980
2010
BRIGHT GREEN ISLAND
...a sustainable society
Limit of Available Resources

Actual Consumption of Resources