“Defining the Way Forward”
(Rapporteurs Reports)

By William Griffith
Director of Tourism, Bermuda
All aspects of tourism must be considered: social, economic, environmental and human

The Hon. Patrice K. Minors, JP, MP
Minister of Business Development and Tourism, Bermuda

“Active participation in sustainable tourism development programs and initiatives is crucial for the survival of jurisdictions reliant on tourism as the main stay of their economy.”
Mr. Hugh Riley
Secretary General, CTO

“rising sea level and climate change could create conditions that would devastate island economies.”
“LESS RED TAPE, MORE RED CARPET”

The Hon. Paula A. Cox, JP, MP
Premier and Minister of Finance, Bermuda

“Tourism has always been seen as the leveller, a rise in tide lifts all boats.”

“Bermuda will strive for year-round tourism embracing opportunities and reducing the red tape”
GLOBAL SUSTAINABLE TRENDS:
HOW SUSTAINABILITY IS TRANSFORMING THE WAY OF TRAVEL

KEYNOTER:
COSTAS CHRIST
Editor at Large, National Geographic Traveler
GLOBAL SUSTAINABLE TRENDS

Three pillars of sustainable tourism:

- Environmentally friendly
- Protection of Cultural and National Heritage
- Social and Economic Benefit for local people
STRATEGIES FOR SUSTAINABLE SUCCESS

MODERATOR: Denaye Hinds, Civil & Environmental Green Globe Accredited Auditor – The Caribbean

PANELISTS:

Brian Mullis, CEO and Founder, Sustainable Travel International
Shirlene Nibbs, Managing Director of Nibbs & Associates
Deborah Joseph, Research Officer, Ministry of Tourism, Trinidad & Tobago
Dr. Ulric Trotz, Science Advisor, Caribbean Community Climate Change
STRATEGIES FOR SUSTAINABLE SUCCESS

- Cultural tourism factors - key ingredients in the sustainable tourism plan
- Natural and human factors need to work together
- CTO countries need to work together in partnership
- Islands need a plan - less dependent on imports & more encouragement for local entrepreneurs
- A need for a standard means of certification which is affordable
EXPERIENTIAL TOURISM: HAVEN’T BEEN THERE, DONE THAT: HOW SUSTAINABILITY CAN TRANSFORM THE TRAVEL EXPERIENCE

PRESENTER:
Judy Karwacki
President, Small Planet Consulting
EXPERIENTIAL TOURISM

- Promotes low volume but high value by attracting a higher end, more educated and social, culturally and environmentally conscious travelers
- Move beyond creating a tourism product and create a tourism experience
- Experiential Tourism promotes local culture and citizens
Using past information and existing models to capitalize on new trends

Hot Topics: leakage, waste, power, water, food, congestion and transport
PRESENTER:
Nicole Alleyne
Acting Chief Tourism Development Officer, Barbados Ministry of Tourism

SPECIAL PRESENTATION:
Barbados since the 2010 Conference

- Development of a Tourism Master Plan
- Tourism White Paper Discussion Document
THE POWER OF PARTNERSHIPS

MODERATOR: Stuart Hayward, Executive Director of the Bermuda Environmental and Sustainability Taskforce

PANELISTS:
Jamie Sweeting, Vice President, Environmental Stewardship, Royal Caribbean International
Thomas Meller, Director, Hotel Development and Operations, MesoAmerican Reef Tourism Initiative
Rachel McCaffery, Responsible Business Manager, Virgin Atlantic
THE POWER OF PARTNERSHIPS

- Cruise lines are sometimes seen as opportunists who fleece ports for their own gain.
- Cruise lines contribute millions of dollars into the restoration of ports.
- Guidelines for sustainable tourism plans are attainable.
- Sustainability clauses will soon be common place.
- Bigger companies should educate smaller vendors on the benefits of sustainability.
SAVETHE PLANET, SAVEYOUR MONEY:
CUTTING COSTS THROUGH RESPONSIBLE RESOURCE USE

PRESENTERS:

Bill Meade
Director, Tetra Tech

Loreto Duffy-Mayers
Project Manager, Caribbean Hotel Energy Efficiency Action Programme
SAVE THE PLANET, SAVE YOUR MONEY

- Small infrastructure and operating policy changes can effect cost savings
- Larger investments in infrastructure changes can repay themselves in less than 4 years
- Responsible use of water can save money
THE SUSTAINABILITY REPORT CARD: HOW TO AVOID GREENWASHING

- Greenwashing - “disinformation by an organization as to present an environmentally responsible image”

- 7 Sins of Greenwashing: the hidden trade off, no proof, vagueness, worshiping false labels, irrelevance, lesser of two evils and fibbing
FAIRMONT’S GREEN PARTNERSHIP PROGRAMME MAKING GREEN WORK FOR BERMUDA

PRESENTERS:

Sarah Dayboll
Manager, Environmental Affairs, Fairmont Hotels and Resorts

Rita Healy
Hotel Manager, Fairmont Southampton Hotel
20 years ago Fairmont introduced their Global Green Partnership Program

Fairmont Bermuda and their Green Team partake in community outreach by partnering with the Islands environmental groups

Fairmont Hotels have EnviroKids program
IS YOUR BUSINESS HOSPITALITY ASSURED?

- Overview of Hospitality Assured Certificate Program
- Benefits of Certification
YOUTH IN TOURISM = INVESTMENT IN SUSTAINABLE TOURISM

MODERATOR: Tina Evans Caines, Public Relations Specialist and Broadcaster

PANELISTS:

Russell Griffith, Management Trainee, Fairmont Southampton
Ashley Ann Shepard, Spa Director, Fairmont Southampton
Jecoye Francis, Berkeley Institute High School, Class of 2011
Janelle Murray, University of the West Indies, Barbados
YOUTH IN TOURISM = INVESTMENT IN SUSTAINABLE TOURISM

- Benefits / challenges of attracting and retaining young people in the hospitality industry
STAKEHOLDERS SPEAK OUT!
Presentations by Bermuda’s Sustainable Development Specialists

MODERATOR: The Hon. Michael J. Winfield, JP, President and CEO, Cambridge Beaches, Bermuda

PRESENTERS:
Sangita Iyer, Founding Executive Director, Bermuda Environmental Alliance
Charles Brown, Director of Sustainable Development, Bermuda
Dr. Edward Harris, Executive Director, National Museum of Bermuda
STAKEHOLDERS SPEAK OUT!
Presentations by Bermuda’s Sustainable Development Specialists

- Overview of Bermuda Government’s Sustainable Development Unit
- Protect and preserve environmental resources
- Preservation and inclusion of Cultural Heritage in tourism sustainability
NEXT STEPS?

- SHARE THE KNOWLEDGE RECEIVED
- STRATEGIZE
- DEVELOP POLICIES AND INITIATIVES
- IMPLEMENTATION
- REVIEW OFTEN
- ATTEND STC-13