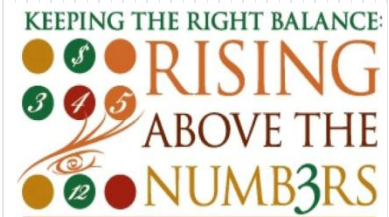


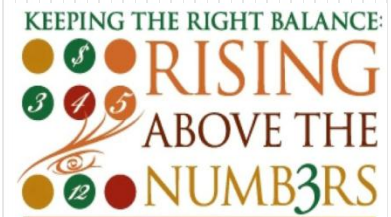
12th Annual Caribbean Conference on Sustainable Tourism Development STC-12

“Defining the Way Forward” (Rapporteurs Reports)

By William Griffith
Director of Tourism, Bermuda



OPENING CEREMONY

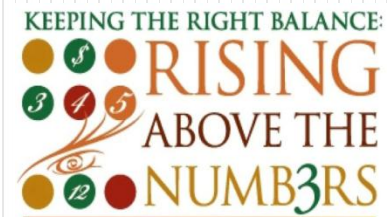


**All aspects of tourism must be considered:
social, economic, environmental and human**

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.”

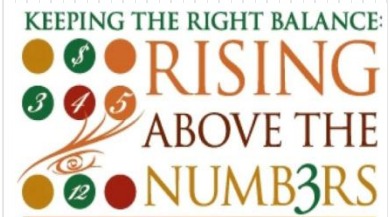


THERE MUST BE BALANCE!

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.”

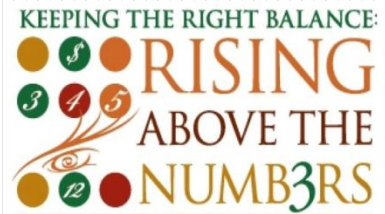
“Bermuda will strive for year-round tourism embracing opportunities and reducing the red tape”

GLOBAL SUSTAINABLE TRENDS: HOW SUSTAINABILITY IS TRANSFORMING THE WAY OF TRAVEL

KEYNOTER:

COSTAS CHRIST

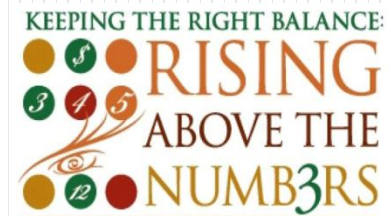
Editor at Large, National Geographic Traveler



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

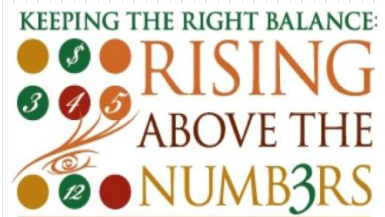
PANELISTS:

Brian Mullis, CEO and Founder, Sustainable Travel International

Shirlene Nibbs, Managing Director of Nibbs & Associates

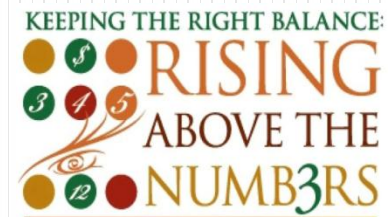
Deborah Joseph, Research Officer, Ministry of Tourism, Trinidad & Tobago

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



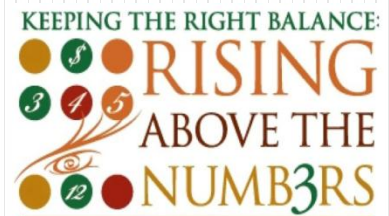
EXPERIENTIAL TOURISM:

HAVEN'T BEEN THERE, DONE THAT:
HOW SUSTAINABILITY CAN TRANSFORM THE TRAVEL EXPERIENCE

PRESENTER:

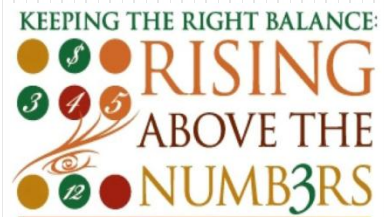
Judy Karwacki

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

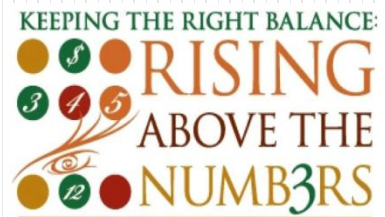


PRESENTER:
Brian Mullis

Chief Executive Officer and Founder, Sustainable Travel International

REDUCING RISK, RAISING RETURN: BUILDING YOUR SUSTAINABLE TOURISM PLAN

- Using past information and existing models to capitalize on new trends
- Hot Topics: leakage, waste, power, water, food, congestion and transport



PRESENTER:

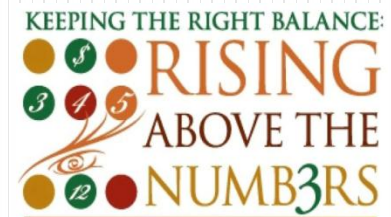
Nicole Alleyne

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

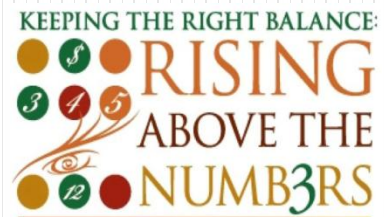
MODERATOR: Stuart Hayward, Executive Director of the Bermuda Environmental and Sustainability Taskforce

PANELISTS:

Jamie Sweeting, Vice President, Environmental Stewardship, Royal Caribbean International

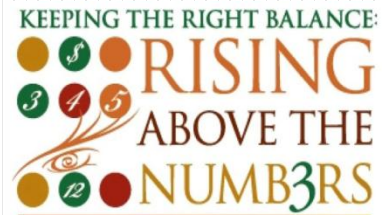
Thomas Meller, Director, Hotel Development and Operations, MesoAmerican Reef Tourism Initiative

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 educator smaller vendors on the benefits of sustainability



SAVE THE PLANET, SAVE YOUR MONEY: CUTTING COSTS THROUGH RESPONSIBLE RESOURCE USE

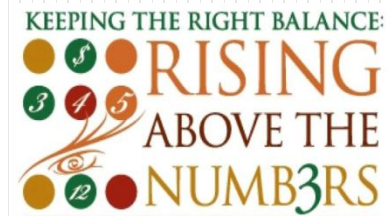
PRESENTERS:

Bill Meade

Director, Tetra Tech

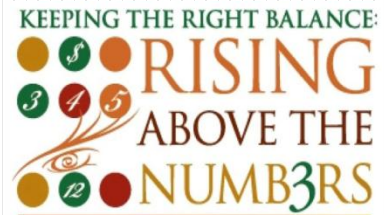
Loreto Duffy-Mayers

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



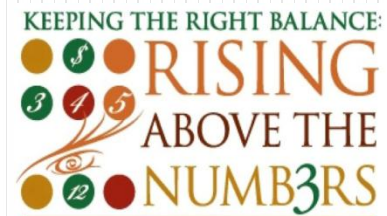
PRESENTER:

Jacqueline Kuehnel

Director, JK Consulting

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

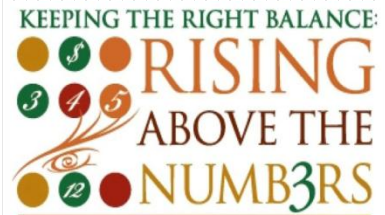
PRESENTERS:

Sarah Dayboll

Manager, Environmental Affairs, Fairmont Hotels and Resorts

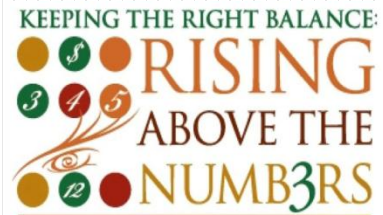
Rita Healy

Hotel Manager, Fairmont Southampton Hotel



FAIRMONT'S GREEN PARTNERSHIP PROGRAMME MAKING GREEN WORK FOR BERMUDA

- 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



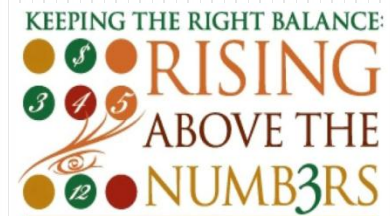
PRESENTER:

Shirlene Nibbs

Managing Director of Nibbs & Associates

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

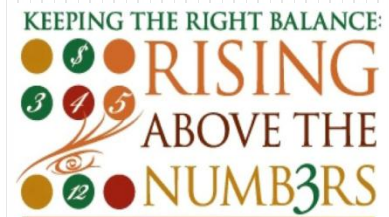
PANELISTS:

Russell Griffith, Management Trainee, Fairmont Southampton

Ashley Ann Shepard, Spa Director, Fairmont Southampton

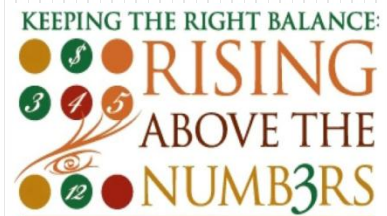
Jecoye Francis, Berkeley Institute High School, Class of 2011

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

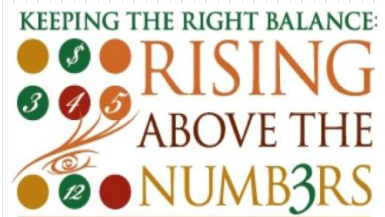
MODERATOR: The Hon. Michael J. Winfield, JP, President and CEO, Cambridge Beaches, Bermuda

PRESENTERS:

Sangita Iyer, Founding Executive Director, Bermuda Environmental Alliance

Charles Brown, Director of Sustainable Development, Bermuda

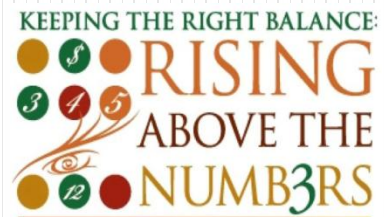
Dr. Edward Harris, Executive Director, National Museum of Bermuda



STAKEHOLDERS SPEAK OUT!

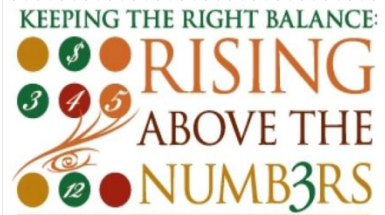
Presentations by Bermuda's Sustainable Development Specialists

- 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**
- **IMPLIMENTATION**
- **REVIEW OFTEN**
- **ATTEND STC-13**



END

KEEPING THE RIGHT BALANCE:
RISING
ABOVE THE
NUMB3RS

