

**THE
TRAVEL+LEISURE
2008 GLOBAL
VISION AWARDS
JUDGES**

BONNIE BURNHAM
PRESIDENT OF THE
WORLD MONUMENTS FUND

**STEVE AND NICKY
FITZGERALD**
CEO AND HEAD OF
MARKETING (RESPECTIVELY)
FOR LUXURY SAFARI
OUTFITTER CC AFRICA

RICHARD MOE
PRESIDENT OF THE
NATIONAL TRUST FOR
HISTORIC PRESERVATION

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DR. JOSEPH E. STIGLITZ
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UNIVERSITY PROFESSOR,
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ALICE WATERS
FOUNDER AND DIRECTOR OF
THE CHEZ PANISSE
FOUNDATION;
JAMES BEARD FOUNDATION
AWARD WINNER FOR
OUTSTANDING CHEF
AND HUMANITARIAN
OF THE YEAR

ADAM WERBACH
GLOBAL CEO OF
SAATCHI & SAATCHI S,
A SUSTAINABILITY
AGENCY

T + L SPECIAL

2008
GLOBAL
VISION
AWARDS

TRAVEL CHANGES EVERYTHING:
it supports communities, restructures economies, protects
environments, and preserves our cultural heritage. In 2008,
this has never been more certain. As they do every year,
T+L's Global Vision Awards celebrate the people and
organizations that are transforming the places we go—the
traveler's terrain. In the past 12 months, the landscape of
responsible tourism has changed significantly, making this
year's winners—from a hotel mega-brand and three sisters in
Nepal to forward-thinking conservationists in Mexico's Riviera
Maya—the most remarkable group of travel visionaries yet.
We applaud them. They're shaping the world, and our future.

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Dong children in indigo-dyed ceremonial dress, in Dimen, China.



CULTURAL PRESERVATION: THE WESTERN CHINA CULTURAL ECOLOGY RESEARCH WORKSHOP DIMEN, CHINA



FROM THE JURY
RICHARD MOE
NATIONAL TRUST FOR HISTORIC
PRESERVATION

'The Dimen project makes it possible for the local Chinese community to build an economy without compromising their unique culture.'

AS OTHER PARTS OF CHINA RUSH HEADLONG INTO THE 21ST CENTURY, indigenous ethnic minorities such as the Dong, Miao, Yao, and Shui in the remote western province of Guizhou maintain traditional lifestyles that stretch back more than 800 years. But the area is not immune to change, and a recent influx of commercialism—in particular, cheap satellite television and accessible cellular service—has begun to erode these long-standing cultures. The Western China Cultural Ecology Research Workshop, a nonprofit based in Hong Kong, aims to both preserve Guizhou's rich heritage and foster development—a rare, forward-looking approach that's as focused on the past as it is on the present. In 2002, the workshop instituted a pilot project that visited many small townships, including the Dong village of Dimen, known for its beautiful polyphonic choral songs (with no written language, the Dong use song to record history) and ornately decorated bridges. The goal: create a detailed record of the music, festivals, and rituals of various ethnic groups throughout Guizhou, starting with the Dong. To date, researchers—who stay and work in the town's newly constructed eco-lodge and research center—have collected close to 140 hours of video footage, archived thousands of photos, and produced two CD collections of music. At the same time, the workshop is helping the village develop a multigenerational mentoring program (pairing local students with skilled artisans and song masters) and an organic-farming initiative—efforts designed to improve the local economy and reinvigorate, rather than fossilize, the region's traditions.



Enterprise Rent-A-Car CEO Andrew Taylor plants the first of the company's 50 million dollars' worth of donated trees in Missouri's Mark Twain National Forest.

GREEN TRAVEL COMPANY: ENTERPRISE RENT-A-CAR ST. LOUIS, MISSOURI

U.S. AUTOMAKERS MAY NOT HAVE BEEN READY FOR THE seismic shift in consumer car preferences this year, but the nation's largest car-rental company was more than prepared. In 2006, spurred by a growing concern about climate change, CEO Andrew Taylor decided to reshape the family-owned company to improve its environmental sustainability. Today, Enterprise's 1.1 million cars include 440,000 vehicles that average at least 28 mpg, and among this fuel-efficient fleet are 73,000 flex-fuel vehicles, which run on both gas and an ethanol blend, and 5,000 hybrids. Enterprise is also improving the energy efficiency of its rental offices and spending \$50 million over the next 50 years to plant trees. But it's about more than the bottom line: To help develop alternative energy sources, the Taylor family donated \$25 million last year to create the Institute of Renewable Fuels at the Donald Danforth Plant Science Center, in St. Louis.



FROM THE JURY
ADAM WERBACH
SAATCHI AND SAATCHI S

'When it comes to cars, it's all about efficiency, and Enterprise is leading the way with its hybrid fleet and offsetting program.'

ECONOMIC DEVELOPMENT: 3 SISTERS ADVENTURE TREKKING NEPAL

THROUGHOUT THE 100-PLUS YEARS THAT THE HIMALAYAS have lured Westerners, the trekkers and guides who are the region's major players have predominantly been male. Which is why 3 Sisters Adventure Trekking, Nepal's first all-female outfitter, has had such a profound impact on the country's tourism industry. Founded by Dicky, Nicky, and Lucky Chhetri in 1994 after women staying in their guest-house complained of poor treatment by male porters, the company trains local women to guide female travelers—a radical business model in a country where women have traditionally played a secondary role in the economy. As part of the program, 3 Sisters guides take classes in English conversation, leadership, health, and nutrition. Some graduates have used their seasonal wages to continue their education; others have started their own businesses. And as Nepal's tourism numbers rise, 3 Sisters' influence will only continue to grow.



FROM THE JURY
JAMIE SWEETING
ROYAL CARIBBEAN CRUISES

'In Nepal, training and empowering women is truly the foundation for a sustainable future.'



Lucky Chhetri (fourth from left) with a women-only 3 Sisters trekking group at the Ghuchi Pass, in eastern Tibet.



Hotel properties earning LEED certification from the U.S. Green Building Council include, clockwise from left: San Francisco's Orchard Garden Hotel; the Len Foote Hike Inn at Amicalola Falls State Park, along the Appalachian Trail in Georgia; and Sri Lanka's Kandalama Hotel.



INNOVATION: U.S. GREEN BUILDING COUNCIL WASHINGTON, D.C.



FROM THE JURY
BONNIE BURNHAM
WORLD MONUMENTS FUND

'LEED has changed the way we think about the impact of development on the environment, and it has convinced hotels—big energy consumers—to come on board.'

SINCE ITS LAUNCH IN 2000, THE U.S. GREEN BUILDING COUNCIL'S certification system, Leadership in Energy and Environmental Design (LEED), has pushed the hotel industry to think seriously about sustainability. The USGBC, a nonprofit, originally created LEED to help residential and commercial architects and developers meet eco-friendly standards for water efficiency, indoor air quality, construction materials, and energy use. But with the hospitality industry lacking any sort of third-party green-certification guidelines, LEED was quickly embraced by hoteliers eager for guidance as well. LEED has become the de facto industry standard: more than 400 hotels, from remote resorts to suburban conference centers and luxury city hotels, have adopted the USGBC's building requirements and registered for certification. LEED's influence has also spread internationally: Sri Lanka's Kandalama Hotel applied for and received LEED Pilot Project certification in 2000, and the Indian government is now using LEED criteria to evaluate new properties. In 2004, the USGBC further expanded its reach by establishing a special set of standards for upgrading existing sites, opening the path to sustainability for tens of thousands of hotels. The nonprofit's latest project: developing guidelines for chain-hotel prototypes, thereby greening dozens—even hundreds—of future properties. All told, the USGBC's impact on hoteliers continues to grow: last year, applications to LEED by hotels were up by almost 400 percent from 2006.

CLOCKWISE FROM LEFT: COURTESY OF THE ORCHARD GARDEN HOTEL; COURTESY OF THE LEN FOOTE HIKE INN; COURTESY OF KANDALAMA HOTEL



Endangered frigate birds nest in the red mangroves of the Sian Ka'an Biosphere, in Mexico's Quintana Roo.

ECOLOGICAL CONSERVATION: AMIGOS DE SIAN KA'AN (ASK) RIVIERA MAYA, MEXICO

THE BEGINNING OF THIS TALE IS FAMILIAR: A PRIME SWATH OF beachfront, untouched and filled with rare species such as jaguars and Morelet's crocodiles, catches the eye of developers, who begin erecting luxury resorts up and down the coast. But the story of Mexico's Sian Ka'an Biosphere, along the Riviera Maya just 81 miles from Cancún, has a happier ending, thanks to the work of a group of forward-thinking locals, the Amigos de Sian Ka'an (ASK). With the guidance of the Nature Conservancy, the United Nations Foundation, Conservation International, and UNESCO, ASK has used tourism (as well as scientific research) to help protect the 1.3 million acres of tropical forests, mangroves, and coral reefs that form Sian Ka'an. Since 1986, the organization has helped to fund and support successful community-based tourism projects, such as snorkeling and birding tours, whose profits go back into local economies and conservation efforts. Most recently, ASK began collaborating with area hotels and cruise lines that dock in the Riviera Maya to find ways to lessen their impact on the region's fragile ecosystems. As ASK widens its efforts throughout the province of Quintana Roo, it is sending a powerful message around the globe: development doesn't have to come at the expense of the environment.

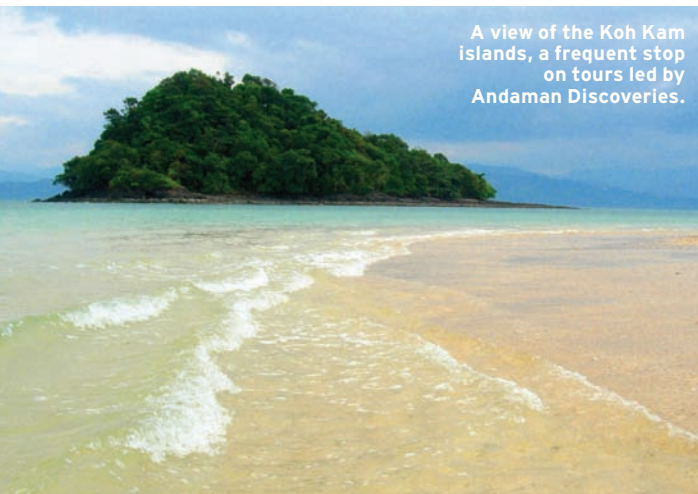


FROM THE JURY
STEVE AND NICKY FITZGERALD
CC AFRICA

'It's one thing to protect a threatened environment, but another to sustain it, as ASK has done.'

LEARN MORE

For more on the winners and runners-up, or to be considered for the 2009 Global Vision Awards, go to travelandleisure.com.



A view of the Koh Kam islands, a frequent stop on tours led by Andaman Discoveries.

COMMUNITY OUTREACH: ANDAMAN DISCOVERIES THAILAND

AFTER THE 2004 TSUNAMI, MORE THAN 50 NGO'S SET UP in Thailand. Today, Andaman Discoveries is one of only two that remain. Founded by Bodhi Garrett, an American who lost both his home and his job to the waves, Andaman Discoveries began as a disaster-relief organization intent on rebuilding Thailand's Andaman coast. The organization has since evolved into a grassroots tour operator that leads travelers through the region—becoming an economic life-line for its 12 coastal communities. Since 2006, Andaman's tours, which include farmer-led boat excursions, visits to crafts cooperatives, and trips to fishing villages, have generated an additional \$20,000 in income—a large sum in a place where the average annual income is about \$2,000. In addition, Andaman's English-language and vocational workshops for guides have made locals better equipped to manage their own tourism industry.



FROM THE JURY
ALICE WATERS
CHEZ PANISSE FOUNDATION

'Everyone benefits when visitors can experience the culture of a place while directly supporting the local economy.'

GREEN/ECO HOTEL: MARRIOTT INTERNATIONAL BETHESDA, MARYLAND

WITH 3,000 PROPERTIES IN 67 COUNTRIES AND TERRITORIES, Marriott is the largest hotel company in the world—which means it can wield some serious environmental clout. And this year, in collaboration with Conservation International, it did just that, announcing a green strategy that commits to reducing fuel and water consumption by 25 percent during the next 10 years, installing solar panels at 40 hotels by 2017, and encouraging the adoption of LEED's green standards in 2009. The company, which has a \$10 billion supply chain, can also provide the economy of scale needed to encourage top suppliers to create inexpensive green products. (Already, Marriott has purchased 1 million gallons of low-VOC paint.) Most inspiring is the company's decision to help offset its carbon emissions by spending \$2 million to help protect the Juma Sustainable Development Reserve, a 1.4 million-acre swath of rain forest in Amazonas, Brazil.



FROM THE JURY
DR. JOSEPH E. STIGLITZ
ECONOMIST AND COLUMBIA UNIVERSITY PROFESSOR

'Corporations should play a critical role in solving environmental problems, and Marriott's pledge is quite impressive.'



CEO J. W. Marriott Jr. (center), with Amazonas governor Eduardo Braga (left) and Virgilio Viana (right), of the Amazonas Sustainable Foundation.



FROM THE JURY
SIMRAN SETHI
ENVIRONMENTAL JOURNALIST

'By working with local artisans to restore the Leh Old Town, the Tibet Heritage Fund ensures that regional art and architecture techniques are not lost.'

HISTORIC PRESERVATION THE LEH OLD TOWN CONSERVATION PROJECT TIBET

IN MANY HIMALAYAN REGIONS, HISTORIC CITIES ARE BEING RAZED IN THE name of modernization. Lhasa, the 1,300-year-old capital of Tibet, has fewer than 100 historic buildings left; other cities in the region have lost almost all of their traditional buildings. Working to counter this destruction is the Tibet Heritage Fund, an international nonprofit focused on sustainable development throughout the Tibetan cultural realm, which extends from India and China to Mongolia. One of its greatest successes has been its work in Leh, the capital of the former Tibetan kingdom of Ladakh (now part of India) and a rare example of an intact medieval-era Tibetan city. When the fund arrived in 2003, the city's historic Old Town was essentially a slum of decrepit buildings, with little infrastructure. Since then, together with local government and community groups, the fund has restored public monuments, including mosques and Buddhist temples; built up infrastructure, such as adding covered drains in the alleyways; and, by offering cofinancing and free planning advice, helped residents rehabilitate their own houses. By training locals in all aspects of restoration work, from preserving murals to waterproofing roofs using indigenous materials, the fund has catalyzed a conservation and urban-rehabilitation movement, proving that upgrading historic quarters for modern living can be feasible, affordable, and sustainable. +



The historic Himalayan city of Leh, in northern India, now being restored by the Tibet Heritage Fund.