



**TRAVELFOREVER**  
GLOBAL SUSTAINABLE TOURISM COUNCIL

Join us for the

Global Sustainable Tourism Council's  
3<sup>rd</sup> Annual Membership Council Meeting's  
Open Forum:

THE VALUE OF SUSTAINABLE TOURISM  
FREE & OPEN TO ALL

Hear from **industry leaders** on topics such as: measuring sustainability, economic impact, marketing & promotion, and more.

Discover how the **world's first destinations** are adopting the GSTC's new criteria for sustainability.

Sept. 26, 2012 | 8:30 – 17:30 | Washington, DC

Washington Hilton Hotel

1919 Connecticut Avenue NW  
Washington, DC 20009



THE GEORGE  
WASHINGTON  
UNIVERSITY  
WASHINGTON DC

Join us for a  
day of  
exploring the  
successes and  
value of  
Sustainable  
Destinations

Learn from  
leading  
destinations,  
DMOs,  
governments  
and  
companies

Enjoy exhibits  
of tourism  
destinations  
and  
companies,  
and interact  
with  
colleagues

Experts from leading travel companies and organizations including Paul Brown **Hilton Worldwide**, Bruce Poon Tip **GAdventures**, Jamie Sweeting - **Royal Caribbean Cruises**, Leilani Latimer - **Sabre Holdings**, Ronald Sanabria - **Rainforest Alliance**, TUI Travel, **UNWTO**, **UNEP** and **the Inter American Development Bank** will be discussing the future of sustainable tourism and the role it can play in improving our world.

Leaders from **Fjord Norway; St. Kitts & Nevis; Jackson Hole, Grand Teton & Yellowstone National Parks; Huangshan, China; Lanzarote, Spain; and Okavango Delta Ramsar Site, Botswana** will speak about their experience on the front lines of destination sustainability.

Topics of discussion will include:

### **ECONOMIC IMPACT OF SUSTAINABLE TOURISM**

Learn about the socio economic benefits of sustainable tourism for destinations, business and communities.

### **MEASURING SUSTAINABILITY**

Hear from experts about how they are creating sustainable trends and measuring their results

### **MARKETING SUSTAINABILITY**

Industry experts will talk about trends in the market place in marketing and communications.

### **FINANCE AND DEVELOPMENT**

Learn about investment opportunities and development trends.

TO REGISTER PLEASE VISIT [WWW.GSTCOUNCIL.ORG](http://WWW.GSTCOUNCIL.ORG).



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