



Center for Responsible Travel



Travelers' Philanthropy: Origins, Growth & Different Models

Martha Honey

Travelers' Philanthropy Short Course
3rd International Travelers' Philanthropy Conference
Ramada Herradura Hotel
July 20, 2011



Definition:

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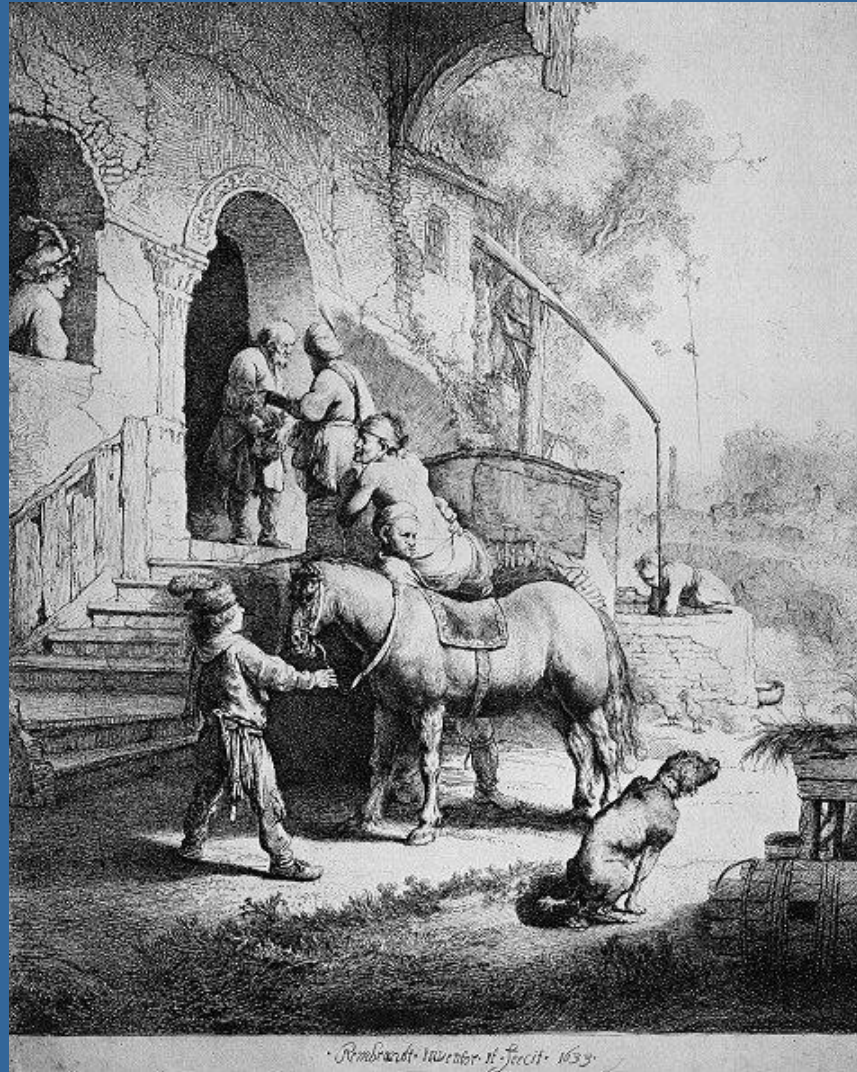
love + humans

the act of helping people

Philanthropy is an act of helping based on love or strong caring.



The Good Samaritan



Painting by Rembrandt

Origins of Travelers' Philanthropy within the Travel Industry

- ❖ Relatively new concept
- ❖ Name coined in 2001 by US-based NGO;
held 2 small meetings for tourism businesses
- ❖ 2003: CREST took over. Organized
international conferences
 - ❖ 2004: Stanford University, CA., USA
 - ❖ 2008: Arusha, Tanzania, East Africa
 - ❖ 2011: San Jose & Monteverde, Latin America



Definition of Travelers' Philanthropy?

- ❖ ... tourism businesses and travelers making concrete contributions of 'time, talent, or treasure' to local projects that is *beyond what is generated through normal tourism business transactions.*

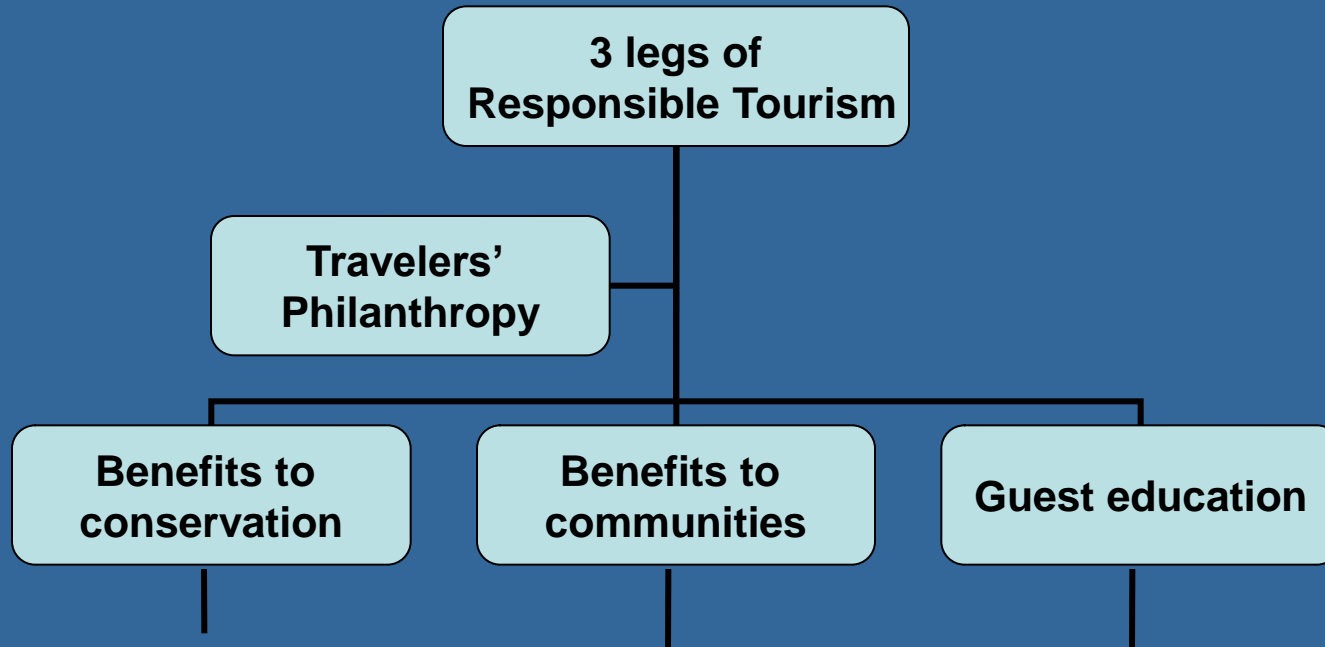


Travelers' Philanthropy is about:

- ❖ Helping tourism businesses become actively involved as 'good citizens' in their travel destinations.
- ❖ Generating travel resources to assist local projects that provide 'a hand up', not 'a hand out': to promote social empowerment, sustainable long term development, and environmental conservation in host destinations.
- ❖ Enriching the travel experience through meaningful, culturally sensitive, and productive interactions with people in the host communities.



Travelers' Philanthropy: Deepens Meaning of Responsible Tourism



Travelers' Philanthropy is...

- ❖ Growing corporate social responsibility within the tourism industry
- ❖ Civic-minded travelers and travel businesses giving “time, talent & treasure”
- ❖ New source of development aid to host communities
- ❖ Coalescing into more organized “best practices”
- ❖ Grown exponentially, with many millions flowing into community projects
- ❖ Capturing media attention



Giving Building a Better World While Touring It

Callimanopulos (right) on a Saharan trek.



Dominique Callimanopulos Making Travel Meaningful

THE BIG IDEA: The daughter of a Greek shipping magnate, Cambridge, Massachusetts-based Callimanopulos grew up on her father's yacht,

Callimanopulos created **Elevate Destinations**, a boutique travel advisory specializing in "donor travel," allowing people who fund international nonprofit organizations to visit projects and regions.

"All of our trips have resulted in raising significant funds for our nonprofit clients, at very little cost to them, since we don't charge for our services. Rather, we build our fee into travelers' costs. With this model, we have developed programs for KickStart, the Global Fund for Women, Global-Giving and others." **WHAT TRAVELERS WANT:** "We've increased interest in conservation and community initiatives when they travel. To address that, we just put together a trip to Kenya called Water 2010, which will allow any philanthropic traveler to explore Kenya's water issues in depth. We hope to go to India and Central America next."

FAVORITE DESTINATION: "I always urge our clients to travel to East Africa while wildlife and resources are still available."



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Giving something back

- Story Highlights
- Concern about socio-cultural and economic
- Vast sums have been raised through airlines
- More can be achieved if travelers pick operators.

By Emma Clarke
For CNN

LONDON, England (CNN) -- Making donations to charity is becoming a frequent filler as even handing over their precious air miles to As reported on September's CNN Business Traveller, in the 14 y

Outside

Outside Magazine February 2005 Page: 1 2 3 4 5 6 7 8

Destinations: Adventure Altruism Giving Large

Real adventure means making a difference. Check out these ways to make philanthropy a part of your trip—and dare to get inspired.

It might be a reaction to the unsettling state of world politics, but we at Outside have noticed a renaissance of creativity and innovation in our world as travel outfitters, gear companies, and adventure athletes roll up their sleeves, open their wallets, and donate their time to help change our planet for the better. L.L. Bean, for instance, gives money (and its employees volunteer) to maintain the Appalachian Trail, while kayaker Brad Ludden runs a paddling camp for teens with cancer. Sophisticated explorers and total-commitment athletes have always known a secret: that engaging with the world on the deepest level, whether it's a matter of risk or empathy, makes for the greatest adventure. Once we began investigating this story, the phenomenon became even more exciting and impressive. What follows is a brief sampling of what's going on out there. Take a look and become part of it.



Asia Transpacific Journeys (courtesy, Roger LeMoine)



A growing number of travelers want their journeys to benefit the people and places they visit. But the line between helping and hurting isn't always apparent.

DO THE RIGHT THING



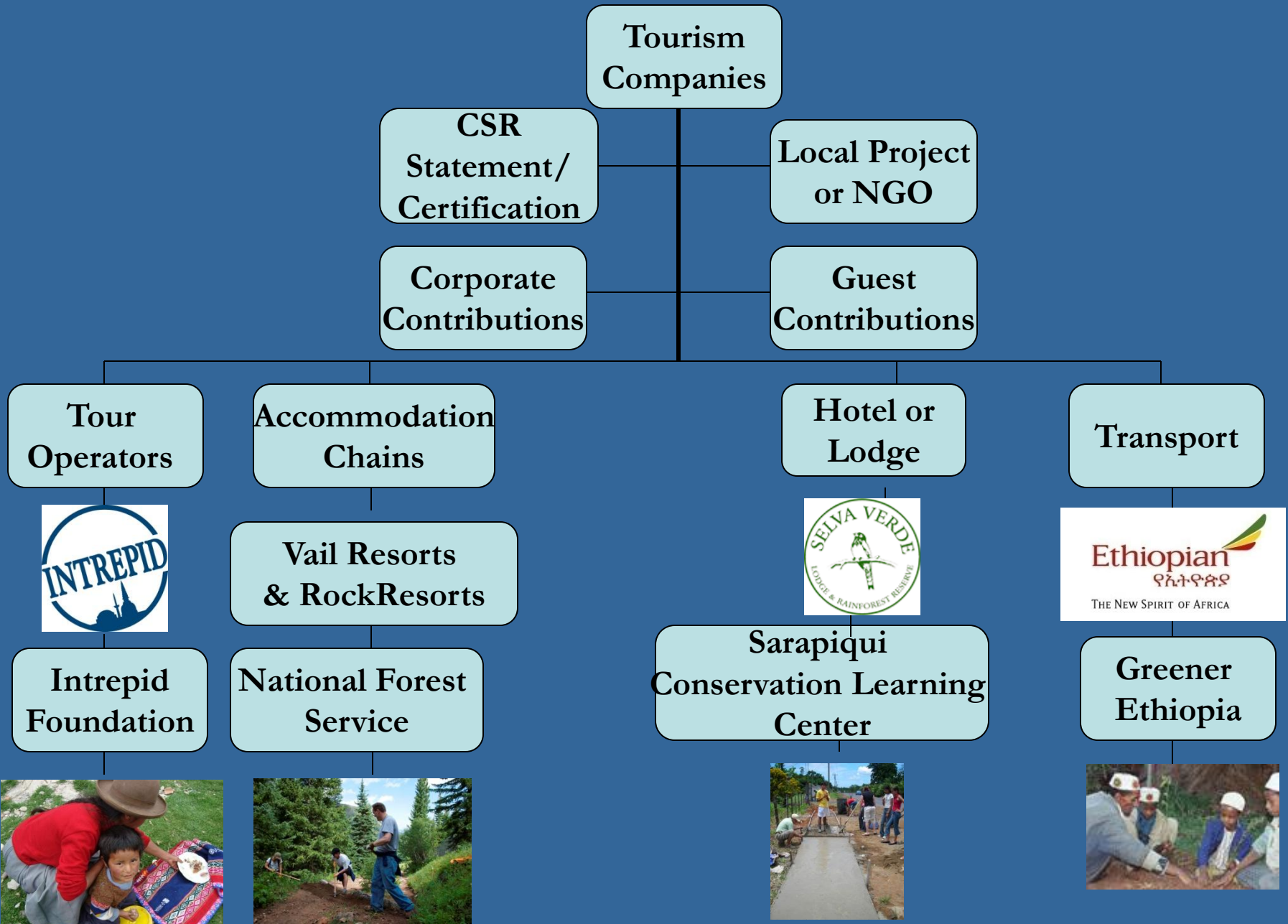
Nadine Rubin; Jennie Gordon/GoPhilanthropic

ALL Bryce Rubin, left, delivers supplies to a school near Hoi An, Vietnam, during a trip by GoPhilanthropic. Scott Gordon says a visit to an elephant refuge in Thailand has helped him and his wife to help the center.

TOWARD
November 10, 2008

“Travel philanthropy is now core to sustainability,” said David Krantz, program director for the Center for Responsible Travel (CREST).
mixed feelings about it because I knew people involved with the war.”

Models of Engagement



Why are Companies Involved?

- ❖ Vanguard are ecotourism companies with strong social & environmental ethic
- ❖ Rising needs in poor countries ~ shrinking government budgets & donor aid
- ❖ “Insurance policy” ~ easier to do business in host community
- ❖ Offers marketing differentiation
- ❖ Increases staff pride and commitment
- ❖ Increasing consumer interest & demand



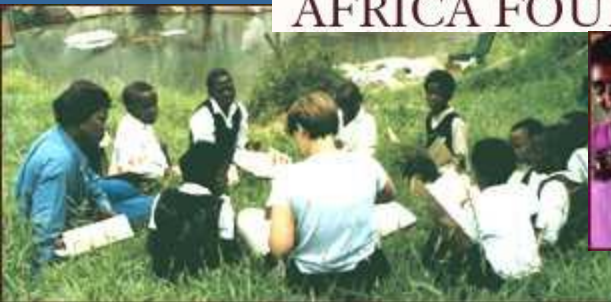
Pioneered by Ecotourism Companies



& BEYOND



AFRICA FOUNDATION



Lindblad Expeditions

Lapa Rios



G.A.P. ADVENTURES
the Great Adventure People



Planetera FOUNDATION



Selva Verde
Lodge and Rainforest Preserve

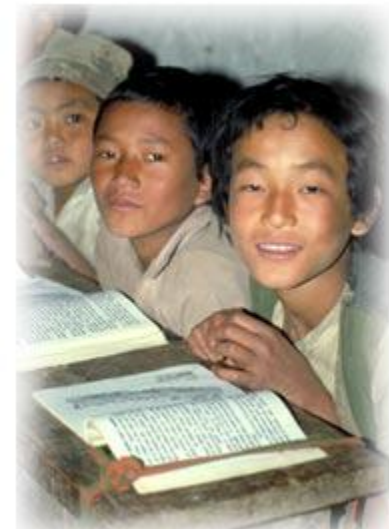


Myths and Mountains
Journeys of a Lifetime

READ NEPAL

Building Literacy and Community Through Libraries

Sarapiquí Conservation Learning Center



Moving Toward Mainstream



BRITISH AIRWAYS



FOUR SEASONS
Hotels and Resorts



PENINSULA
PAPAGAYO
COSTA RICA

Raffles Canouan
THE GRENADINES
RESORT



SIX
SENSES.
RESORTS & SPAS

KIMPTON
Hotels & Restaurants

AMARI
Hotels and Resorts



PELLAS
DEVELOPMENT GROUP

Curtain Bluff



Moving Toward Mainstream



BRITISH AIRWAYS



FOUR SEASONS
Hotels and Resorts



PELLAS
DEVELOPMENT GROUP



Aktiengesellschaft



PENINSULA
PAPAGAYO
COSTA RICA

Raffles Canouan
THE GRENADINES
RESORT



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PELLAS
DEVELOPMENT GROUP

Curtain Bluff



Some Ways to Give Back to Host Communities & Conservation

- ❖ Business or staff gives in-kind or financial support or provides time & expertise
- ❖ Organized tours or interaction with local projects integrated into the tourism experience
 - Fee split between tour operator and project
- ❖ Guests contribute money, supplies and/or volunteer to projects identified by tourism businesses
 - ❖ Tourism company (hotel, tour operator, attraction, restaurant) helps connect travelers with community projects
 - ❖ Solicits donations; add on to room night or restaurant bill



How Big is Travelers' Philanthropy?



- Grown exponentially, thousands of companies involved around the world.
- Well organized programs show success.
 - Lindblad Expeditions raised \$4.5m in donations in Galapagos in decade
 - Myths & Mountains' READ Global Fund raised over \$10m in 20 years.
- But total amount of giving unknown.
 - “Most companies keep no records and very few have systems in place to be able to easily report how much is raised by companies, staff and travelers (2009 :Travel Philanthropy Report)
- Clearly untapped potential.
 - CREST's Osa study found travelers expressed willingness to contribute \$68 to community programs



Consumer Support for Travelers' Philanthropy

- ❖ More than 2/3 of U.S. and Australian travelers, and 90% of British tourists, consider active protection of the environment, including support of local communities, to be part of a hotel's responsibility.
- ❖ 46 million U.S. travelers chose companies that “donate part of their proceeds to charities.”
- ❖ In U.S., individuals represent largest single source (75%) of philanthropic dollars: \$229 billion in 2007.

Therefore well organized travelers' philanthropy initiatives hold great potential for generating increased and sustained contributions.





Center for Responsible Travel



Visit our website: www.responsibletravel.org

Learn more about travelers' philanthropy:
www.travelersphilanthropy.org

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