



Making a world of difference



caring for places we love to visit

PROJECT PARTNERS/SUPPORTERS



CARIBBEAN
HOTEL
ASSOCIATION



Caribbean Tourism
Organization



Oxfam



Foreign &
Commonwealth
Office

Official Quote from Prince Charles during his visit in March 2008:

"The Travel Foundation's work in making tourism more sustainable is tremendous - it is so important to get the local communities involved. I've been very impressed by what has been achieved by local people and the travel industry working together for the real benefit of people, the environment and wildlife."



TRAVEL FOUNDATION CARIBBEAN
REGIONAL PROGRAMME:

*“Replicating and developing
Successful initiatives”*

PROGRAMME FOCUS

- Strengthen supply chain linkages
- Promote practical resource conservation and management practices, with a particular focus on water, waste and energy (carbon) reduction
- Demonstrate innovative approaches to environmental and/or social issues
- Add value to existing initiatives taken by stakeholders in the destination, and building on local efforts

Water and Energy reduction

- Focus on helping hotels to reduce their water and energy bills through simple measures
- 100 hotels in Barbados, Antigua St Lucia and Grenada

SUSTAINABLE TOURISM IS GOOD FOR BUSINESS

GOING GREENER BRINGS BENEFITS FOR
YOUR BUSINESS, THE ENVIRONMENT AND
THE DESTINATION YOU OPERATE IN.

You have the power to make a huge difference by taking some simple steps. Depending upon existing practice and scope for improvement, hotels can save up to 25% on water and energy costs.

You can also use 'sustainability' to appeal to your British customers, as it's a really hot topic back in the UK.

It's also important that the tourism industry contributes positively to local communities, as this helps to balance any negative effects of travel. You can play a powerful part here too; in sourcing local produce, products and services and in promoting excursions and attractions to help keep local culture and traditions alive. This also helps to enrich the holiday experience for your customers.

Water and Energy reduction

- Workshops and training sessions in each island with participating hotels
- Project based on successful initiative in Cyprus – 67 hotels participating saved approximately US\$800,000 over a six month project period in 2008
- Many properties were already doing water and energy saving programmes
- Staff training is what made the difference

Barbados



Grenada



Food Security

- Focus on promoting agriculture as a livelihood
- Establishing supply chains between hotels and farmers/schools
- Helping young farmers to get started
- Introducing farmers to greenhouse technology



Honeybee project – Tobago and Jamaica

Beekeeping Pilot project with Mason Hall
Secondary school

- 20 gallons of honey produced in first trial

Mason
Hall
Students



Project replicated in Jamaica in 2008 with
Young Farmers community group

- 75 gallons of honey produced in first trial

Dallas
Community
Group -
Kingston



School Garden project – Tobago and St Lucia

- School garden project in Tobago with 9 schools supplying hotels
- Project being replicated in St Lucia with 20 schools
- Kids learn how to do invoicing, record keeping



Sustainable seafood

- Raising awareness of sustainable seafood harvesting
- Supported by Virgin Holidays
- Alternative sources of fish
- Demonstration fresh water fish farm at Speyside
- User-friendly tourist maps as communication tool to spread information



Dominican Republic – Cassava Flour

- Initiative funded by the Foreign Commonwealth Office
- Helped Dominican farmers to develop a value added product for sale to hotels



Other projects:



Creative machine embroidery



Other projects:



- Reef demarcation buoys



- Turtle protection training

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THANK YOU!