



The 3rd Annual **CONDÉ NAST TRAVELER**

# WORLD SAVERS AWARDS

*Honoring the...*



AIRLINES



CRUISE  
LINES



CITY  
HOTELS



RESORTS



HOTEL  
CHAINS



TOUR  
OPERATORS

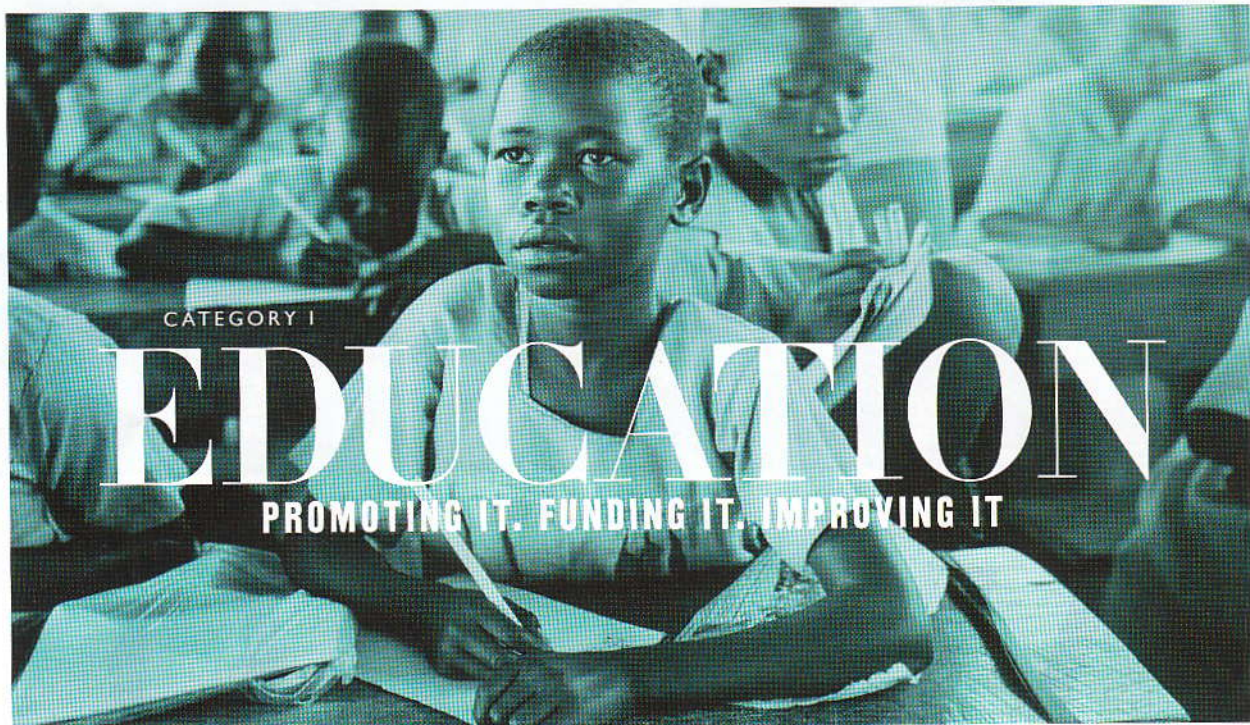
*... That Are Dedicated to Saving Their  
Communities and Our World\* (Hooray!)*

*\*EVEN IN THIS ECONOMY*

**C**ALL IT A TIPPING POINT. DESPITE the economic crisis, one after another CEO declared at the World Travel and Tourism Summit in Brazil in May that social responsibility—from environmental stewardship to community projects—is more important than ever. Travel will generate \$7.3 trillion in revenue this year, and our World Savers Awards are one indication of how the industry is measuring up to the philanthropic opportunities that number presents. The 26 companies listed here are turning travel's

enormous potential to improve the planet into reality.

Our 21 judges (see page 120)—academics, CEOs, and philanthropists—looked at five types of initiatives: education, poverty alleviation, wildlife conservation, cultural and environmental preservation, and health. They chose winners and runners-up in each category, and we also recognized companies that had achievements in all five areas (see “Methodology,” page 120). One clear trend: Sustainable travel has gone mainstream. Read on to learn about the winners’ inspiring programs—and how you can experience them firsthand.



CATEGORY I

# EDUCATION

PROMOTING IT. FUNDING IT. IMPROVING IT

## Winner


Large Resort **PUNTACANA RESORT & CLUB**  *Dominican Republic*

HERE'S PROOF THAT altruism works. When the developers of Puntacana bought a beachfront property in the Dominican Republic 40 years ago, they knew they'd have trouble attracting workers and their families to the remote region. So they built a modest school. Today, the sprawling resort has luxury bungalows, a Six Senses spa, and a championship golf course. To keep up with the growth, it built a well-equipped high school, where the staff's offspring study alongside the CEO's grandchildren. And that's not all. There wasn't a public high school within 50



square miles, so the company built a polytechnic facility that teaches air-conditioning repair, bartending, and other skills

useful in tourism. "If you build a school, have well-trained kids, and offer good jobs," says Jake Kheel, Puntacana's environmental director, "they're going to come to work for you. There's an efficiency in that."

 **TIP** Book a tee time at the paspalum-grass golf course, which uses less fertilizer and pesticide than a typical course, saving 26 million cubic feet of water annually (809-959-2262; puntacana.com; doubles, \$96-\$145; greens fee, \$105).

## Runner-Up

Large Hotel Chain

**RITZ-CARLTON HOTEL COMPANY**  74 hotels in 24 countries

The Giveback Getaways voluntourism initiative allows guests to help at educational programs around the world, including a therapeutic riding center for disabled kids in McLean, Virginia, and English classes in a village near Beijing.

**TIP** Want to help but have no time? Stay at the Ritz-Carlton, St. Thomas, which donates school supplies to underprivileged kids (340-775-3333; doubles, \$279-\$499).



## “ WHY I LOVED IT

*It makes sense for a resort in a beautiful but impoverished setting to take care of local resources—the most important of which is the people. Puntacana's educational policies are wonderful* ”

—MARCIA GAY HARDEN  
Environmentalist, actress

## And the Judges Also Loved . . .



**Airline**  
**NATURE AIR**  
Donates \$55,000 annually so that more than 200 Costa Rican students can study English and the environment (natureair.com).



**Cruise Line**  
**ECOVENTURA**  
Helps grant scholarships to Ecuadorian students interested in environmental and marine conservation (ecoventura.com).



**City Hotel**  
**GRANO DE ORO**  
Its home for abused mothers in San José offers job training and preps kids for school (hotelgranodeoro.com).



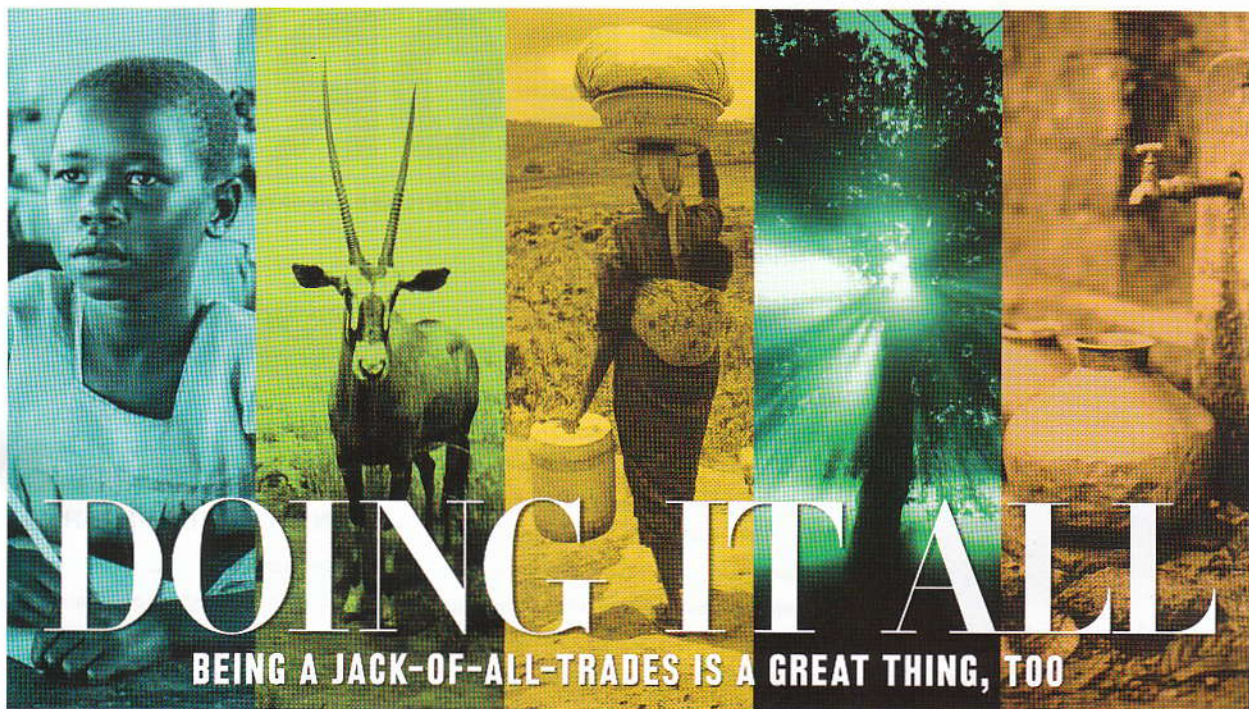
**Small Resort**  
**LAPA RIGS**  
Supports rural Costa Rican schools and encourages continued education for staff members (laparios.com).



**Small Chain**  
**THE HACIENDAS**  
Invests in a mobile children's library, upgrades schools, and helps create computer-equipped libraries in the Yucatán (thehaciendas.com).



**Tour Operator**  
**THOMSON SAFARIS**  
Funded more than \$100,000 worth of education projects across Tanzania in partnership with a nonprofit (thomsonsafaris.com).



# DOING IT ALL

BEING A JACK-OF-ALL-TRADES IS A GREAT THING, TOO

## Good Guys Overall

**S**OME COMPANIES ARE GIVING BACK IN MANY ways, although they don't win for any one initiative. Here, the winners by overall score, stacked up against their industry competitors. No shock that The Haciendas came out on top: The Mexican company seems to be doing everything right. Other high scorers: Puntacana runs the Dominican Republic's first recycling program in addition to schools, and Ritz-Carlton embraces sustainable practices. A shout-out, too, to Gap Adventures for its great work. But a few happy surprises: Taj Hari Mahal, in Jodhpur, which doesn't show up on other pages, scores high overall for its environmental programs and support for artisans ([tajhotels.com](http://tajhotels.com)). Japan Airlines, with the top score for airlines, has programs in every category. Following earthquakes in Indonesia and Pakistan, JAL transported supplies and aide personnel. It is slashing the weight of its planes and working on biofuels. The ambitious goal: to reduce carbon emissions by 20 percent from 1990 levels by 2010.

### SMALL CHAINS

The Haciendas	104
Six Senses	98
Governors' Camp	96

### LARGE CHAINS

Ritz-Carlton	95
Accor	86
Fairmont	82

### CITY HOTELS

Willard InterContinental	95
Taj Hari Mahal	78
Hotel Grano de Oro	61

### SMALL RESORTS

Bushmans Kloof	90
Lapa Rios	85
Pacuare Lodge	84

### LARGE RESORTS

Puntacana	102
Gibb's Farm	96
Evason Phuket	92

### CRUISE LINES

Ecoventura	90
Costa Cruises	76
Aqua Expeditions	63

### AIRLINES

Japan Airlines	81.5
Air New Zealand	80
Nature Air	72

### TOUR OPERATORS

Gap Adventures	99
Micato Safaris	96
Thomson Safaris	87

## Methodology

How, exactly, are these awards judged? Eight industry sectors can enter: small hotel chains (fewer than 20 properties), large hotel chains, city hotels, small lodges and resorts (fewer than 20 rooms), large lodges and resorts, tour operators, cruise lines, and airlines. All are assessed on how they exhibit social responsibility in five areas: Education Programs, Wildlife Conservation, Poverty Alleviation, Preservation (Environmental/Cultural), and Health Initiatives. Thirty-six finalists were chosen by the editors from almost 100 applicants. The judges then scored the applicants, although no judge scored applicants in his or her own industry, and no applicant was penalized for specializing in only one area—after all, managers can be most effective by focusing efforts where they can be most productive. This year, we also looked at overall scores, to give credit to companies with many world-saving programs. The winners had the highest scores, while the runners-up for each area—Poverty Alleviation, Wildlife Conservation, etc.—had the highest scores in their travel category. Which means, of course, that all of the companies on the preceding pages are winners.

## The Judges

Ralph Buckley, director, International Centre for Ecotourism Research, Griffith University, Australia

Bill Chameides, dean, Nicholas School of the Environment, Duke University

Laurie David, NRDC trustee; environmental activist; co-producer, *An Inconvenient Truth*

Dorinda Elliott, deputy editor, *Condé Nast Traveler*

Marcia Gay Harden, environmentalist; Oscar-winning actress

Kari Holz, president, Disney Cruise Line

Martha Honey, co-director, Center for Responsible Travel

Kara Hurst, managing director, East Coast, Business for Social Responsibility

Neel Inamdar, senior adviser, ecotourism, Conservation International

Rob Katz, CEO, RockResorts/Vail Resorts

Ron Mader, director, Planeta.com

Bill Marriott, chairman and CEO, Marriott International

Hitesh Mehta, landscape architect and sustainable tourism planner, HM Design

Brian Mullis, president, Sustainable Travel International

Bruce Poon Tip, CEO, Gap Adventures

Kate Roberts, vice president, Population Services International

Andrea Ross, director of tours/marketing, Journeys Within

Shannon Stowell, president, Adventure Travel Trade Association

Tensie Whelean, president, Rainforest Alliance

Brook Wilkinson, consumer news correspondent, *Condé Nast Traveler*

Timothy Wirth, president, United Nations Foundation