

# Saluting Innovators in Sustainable Tourism

3<sup>rd</sup> ANNUAL

THE LEADER IN SUSTAINABLE TOURISM AWARD PRESENTED BY



AND



To honor excellence in travel marketing, *National Geographic Traveler* and the Hospitality Sales and Marketing Association International have once again teamed up to recognize and honor companies for their leadership in creating and communicating an authentic sense of place through wisely managed tourism campaigns. Winners were judged on their efforts to preserve the environmental, cultural, and historic integrity of a destination, and on how the marketing program demonstrated innovation and accomplished its goals.

This year's **Leader in Sustainable Tourism Awards** were presented at HSMAI's annual Adrian Awards in New York City, held at the Marriott Marquis on January 28, 2013.



Left to right: Kimberly Connaghan, Publisher, National Geographic Traveler; Robert Kheel, Board of Directors, Grupo Puntacana; Jake Kheel, Environmental Director, Puntacana Resort and Club; Fran Brasseux, Executive VP, HSMAI

## PLATINUM WINNER

### *PUNTACANA Resort & Club Dominican Republic*

This world-class resort has put meaningful and measurable sustainable practices in place that not only affect the resort, but the entire island—from establishing waste management, recycling, and medical care programs to protecting fresh water sources and marine life. Staying true to its original vision to establish a resort community that protects the country's rich culture and natural habitat, PUNTACANA is a model for sustainability around the globe.

## GOLD WINNERS

### *Park City Mountain Resort, Park City, Utah*

Environmental responsibility is paramount to this trail-blazing destination, which has reduced its carbon footprint by 60 percent by using renewable energy sources and installing energy-efficient snow-making and grooming equipment. Their wind turbines and solar panels are on display to educate visitors, and with parent company POWDR Corp., they have commissioned a groundbreaking "Save our Snow" initiative to measure global warming's effect on the resort and Utah's snow sports industry.



### *Song Saa Private Island, Cambodia*

Working with the local community has helped Song Saa become a model for coastal development that protects the natural environment. The resort's environmental management system weaves sustainability into all aspects of their operation and guest experience and provides community support for marine restoration and sustainable livelihoods programs.

