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PRESS RELEASE

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FOR IMMEDIATE RELEASE:
January 7, 2010

Speakers and Full Agenda Released for Coastal Tourism Innovators Symposium Stanford University, January 20-22, 2010 *Registration Still Open*

A number of high profile leaders in sustainable tourism and green destinations will speak at the upcoming Innovators Symposium in coastal tourism development, taking place at Stanford University, January 20 – 22, 2010. Featured speakers on the just-released agenda include:

- Deborah Szekely, Founder, Rancho La Puerta, Mexico
- Dr. David Orr, Author and Professor of Environmental Studies and Politics, Oberlin College
- David Butterfield, President, Trust for Sustainable Development
- David Jerome, SVP Corporate Responsibility Intercontinental Hotels Group (IHG)
- Eileen Donnelly, Group Sustainability Manager, Virgin Group
- Jonathan Tourtellot, Director, Center for Sustainable Destinations, National Geographic
- Manuel Ardon, Senior Director of Operations, Peninsula Papagayo, Costa Rica
- Ing. Alejandro Robles, Executive Director, Sustainable Northwest, Mexico

Already announced as on board for this unique symposium are Jamaican **Chris Blackwell**, founder and owner of Island Records and of Island Outpost resorts and **Dr. Sylvia Earle**, a world acclaimed oceanographer, explorer, and author who was named Time Magazine's first "Hero for the Planet." The full agenda, registration details, and other information is available on the Symposium website: www.crestconference.org.

This executive seminar, entitled "Rethinking Coastal Tourism Development: The Importance of Innovators in Times of Climate Change & Economic Crisis" is sponsored by the Center for Responsible Travel (CREST) and the Stanford Graduate School of Business' Center for Global Business and Economy. It will open with the premier of a new 30-minute documentary, "Faces of Coastal Tourism," depicting the environmental and social impacts of tourism on Costa Rica's Pacific coast. The documentary, by award-winning filmmakers Peter Jordan and Charlene Music, is part of CREST's two year coastal tourism field study.

Following the Symposium (January 22-24), CREST is hosting a **Sustainable San Francisco Charter Club** trip, designed to showcase the city's leadership role in green technologies, governance, hotels, restaurants, and attractions. The Charter Club trip is open to anyone

interested in responsible travel, with a discount offered to Symposium participants. For details see: <http://www.crestconference.org/resources/invite-Charter-Club.html>

Finally, until Tuesday January 12, **advertising space** is available for purchase in the Symposium program, website, and DVD of conference proceedings which will reach an outstanding audience of tourism innovators.

See: <http://www.crestconference.org/partners/advertise-program.html>

For questions about registration, advertising in the program, or joining the Charter Club trip, contact Whitney Cooper: 202-347-9203 ext. 414. Or wcooper@responsibletravel.org

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