

California Sustainable Tourism Summit

October 1, 2009

Program Description

The inaugural California Sustainable Tourism Summit was held on October 1, 2009, at Asilomar Conference Grounds in Pacific Grove, near Monterey. The day-long Summit provided attendees with networking opportunities, presented sustainable best practices currently utilized by top industry leaders, and offered information about resources available to market these programs.

Target Audience

All tourism segments were targeted. Hotels, attractions, transportation agencies, restaurants, retail establishments, Convention and Visitor Bureaus, Chambers of Commerce, cultural and heritage groups, economic development officials, city, county and state officials and all those who realize the importance of promoting, preserving and protecting their destination while maintaining economic growth through tourism.

Objectives & Reach

- To bring together industry partners for educational and networking opportunities.
- To sustain the environment, culture and heritage of California while sustaining economic growth through tourism.
- To provide education on how communities, destinations and businesses benefit from sustainable tourism.
- To deliver sustainable best practices from top industry experts from across the country.
- To supply ready-to-use ideas for converting sustainability into tourism dollars.
- To present information about resources available to these markets.

Results & Accomplishments

- Held inaugural California Sustainable Tourism Summit. Nearly 200 industry professionals were in attendance. There were 12 educational sessions with presentations from 27 top industry experts. Increased actual attendance by 55% of the projected attendance.
- Continued relationship between the California State University and University of California systems by utilizing internships in CTTC office, including six university students at Summit with reduced registration fees, and seeking professor involvement.
- The California Sustainable Tourism Handbook was developed by San Diego State University professors to raise awareness of sustainable tourism best practices and to facilitate implementation by tourism venue operators.
- Worked with sponsorship consultant to gain sponsorship support to fund Summit programming. With cash, trade and estimated value of supplied products, total was \$38,128 (\$25,581 was in cash), helping us to break even on the cost of this event.
- Developed content on tourism.visitcalifornia.com/green to provide industry with Summit materials including the program, presentations, Sustainable Tourism Planning Document and Sustainable Tourism Handbook, as well as pages of resources and case studies as an industry-specific introduction to sustainable tourism, best practices and notable sustainable businesses.
- Sent evaluation surveys to Summit attendees. Received positive feedback and great interest in continuing sustainable tourism initiatives.
- Began planning for the second California Sustainable Tourism Summit, to be held on October 14-15, 2010 at the new Ritz-Carlton Highlands, Lake Tahoe.
- Invited members of the tourism industry who are dedicated to sustainable tourism to join the California Sustainable Tourism Symposium (CSTS). CSTS is committed to sustaining the environment, culture and heritage of California while sustaining economic growth through tourism. CSTS' 20-25 members will assist with the planning of the California Sustainable Tourism Summit.

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