



Request for Proposal

Host Destination Sponsor of the
3rd Annual
GSTC Membership Council Meeting
& Open Forum 2012

Contact:
Janice Lichtenwaldt
Communications Director
janicel@unfoundation.org
Phone: +1 206 406 6052

GLOBAL SUSTAINABLE TOURISM COUNCIL



Be at the center of the Sustainable Travel and Tourism Movement!

The sustainable travel and tourism movement is accelerating at a rate unseen over the past two decades. From a selected group of niche lodging providers and tour operators, sustainability has hit mainstream.

The GSTC Annual Meeting represents the epicenter of professionals who are driving this momentum. As the Host Destination you would be attracting some of the most forward thinking people and companies, helping disseminate our common vision as well as introduce and reinforce your destination's commitment and success in the field of sustainable tourism.

Please take a moment to read through the GSTC Annual Meeting & Open Forum RFP and be a part of the movement.

About the GSTC Annual Meeting & Open Forum (AM/OF)

The GSTC AM/OF is a gathering of sustainable travel and tourism professionals and GSTC members dedicated to mainstreaming sustainable tourism globally. The AM/OF provides both members and non-members the opportunity to learn about priority areas of the GSTC as well as advances in areas ranging from sustainable destinations, consumer trends to technology. Members are informed about the work the GSTC has accomplished over the past year, learn about future developments and have the opportunity to provide input to help shape the direction of the organization.

The GSTC Annual Meeting offers an opportunity for:

Networking

The Annual Event and Open Forum bring together membership and other sustainable tourism leaders to discuss trends, business opportunities, exchange experiences and build partnerships.

Knowledge Exchange

Through inspiring speakers and training courses, the GSTC provides an opportunity to get updated information and trends in the sustainability and tourism arena and provides a forum for discussion and exchange.

Driving Change

Leaders in the field convene to be active participants in shaping and driving the sustainability agenda.

Visibility

It allows companies, destinations, governments and experts to showcase their contributions to sustainable people to a global audience and media.

Opportunities for the Host Destination

The Global Sustainable Tourism Council attracts sustainability leaders from around the globe. The GSTC provides a forum for the Host Destination to showcase their sustainability practices,

GLOBAL SUSTAINABLE TOURISM COUNCIL



engage and educate audiences and present sustainable businesses to a global audience.

GSTC members range from UN agencies, distribution companies, tour operators, travel agents, academia and businesses that will learn about the destination and open opportunities to promote or invest in it.

Specific Host Destination Benefits:

In addition to the exposure to sustainability leaders, the GSTC offers special recognition for the sponsorship of the Host Destination including:

- Prime recognition as the Destination Host on all marketing communications prior to, during and post event
- GSTC home page recognition from day of location announcement through the completion of the event
- Inclusive in all press releases and media events
- 1 year GSTC membership including opportunity to attend GSTC Member Meeting
- Recognition in 3 editions of the GSTC Newsletter
- Opportunity to submit an article for a special edition, event-specific of the GSTC Newsletter
- Speaker opportunity during the Open Form
- Dinner remarks
- Opportunity to host a complimentary event to take advantage of the attending audience
- Inclusion in all social media posts regarding the event (Facebook, Twitter, LinkedIn)
- Opportunity to provide 2 guest blog posts for the GSTC blog
- 10 passes to training courses

Audience

The GSTC AM/OF attracts a diverse travel industry audience from around the globe. Many are fully committed to sustainable tourism while others are exploring what sustainable travel and tourism could mean to their organization. At the time of this RFP, the GSTC had 164 members (see breakdown by category and region below), which represents a 64% growth rate over a 6-month period. We are targeting a 50% growth rate for H2 2011 and H1 2012 resulting in approximately 250 members by June 2011.

In addition to members, the GSTC AM/OF attracts a non-member audience interested in learning more about sustainable travel and tourism as well as the organization. The 2011 Annual Meeting showed that for every member who attended the meeting in Barcelona there were 1.5 non-members.

Therefore, based on past attendance, expectations for the 2012 meeting are ~230 participants. This number will be greatly influenced by the destination selected and state of the global economy.

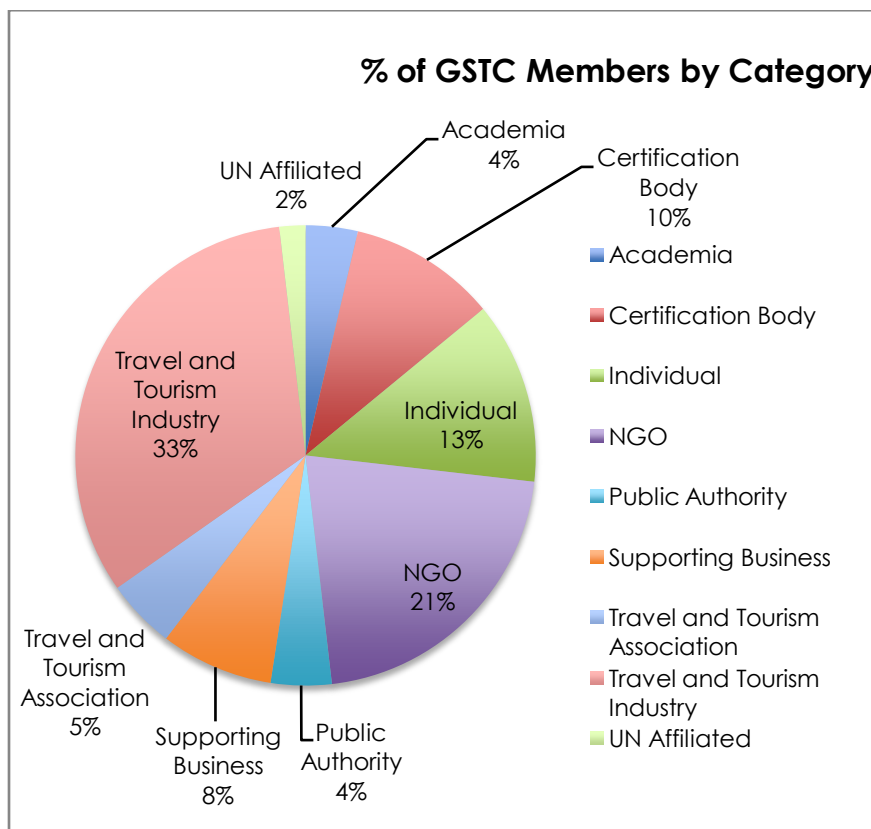
GSTC Board of Directors

Members of the GSTC Board come from a diverse industries and regions representing all aspects of the travel and tourism field.

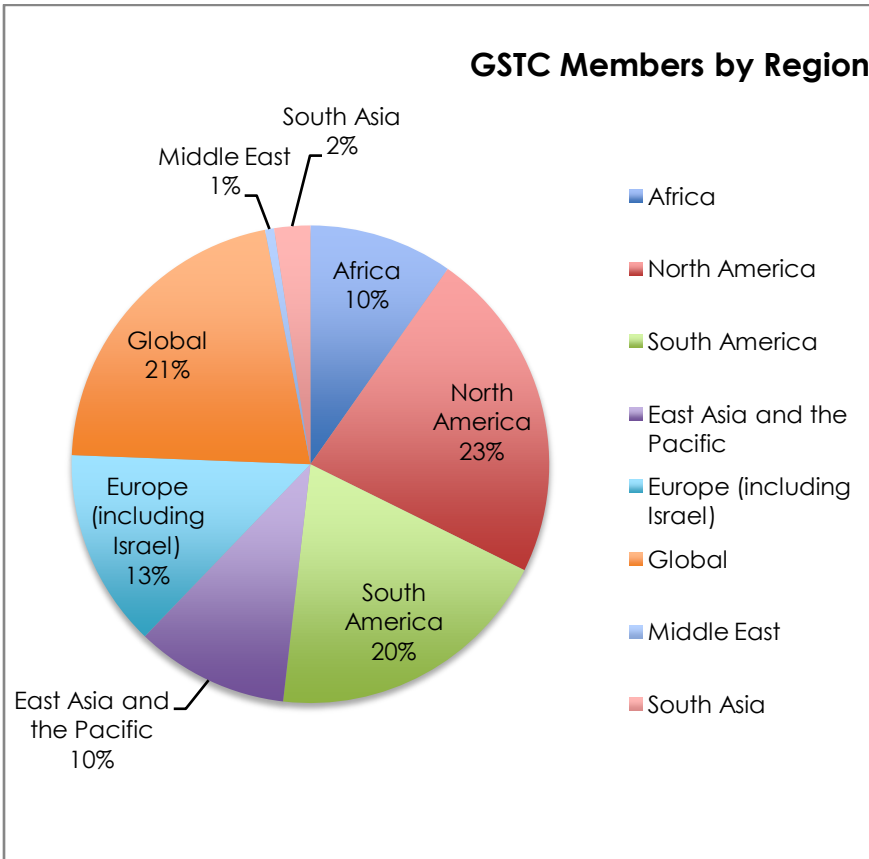
Charles Arden-Clarke – United Nations Environmental Program

GLOBAL SUSTAINABLE TOURISM COUNCIL

Dr. Kelly Bricker – University of Utah
Luigi Cabrini – United Nations World Tourism Organization
Richard Edwards – Green Spot Travel
Herbert Hamele – ECOTRANS
Hervé Houdré – InterContinental New York/Barclay
Leilani Latimer – Sabre Holdings
Seleni Matus – Belize Tourism Board
Rick Parnell – United Nations Foundation
Rabian Roman – Fundacion Plan 21
Ronald Sanabria – Rainforest Alliance
Dr. Anna Spenceley – STAND
Shannon Stowell – Adventure Travel Trade Associations (ATTA)
Mei Zhang – Wild China
Jamie Sweeting – Royal Caribbean Cruise Lines
Jane Ashton – TUI Travel
Judy Kepher-Gona – Basecamp Foundation
Steve Noakes – University of Queensland
Santiago Soler – Inter American Development Bank



GLOBAL SUSTAINABLE TOURISM COUNCIL



GLOBAL SUSTAINABLE TOURISM COUNCIL

Evaluation Criteria

The GSTC Annual Meeting committee and Secretariat will select the GSTC AM/OF Host Destination Sponsor (“Host Destination Sponsor”). Proposals will be assessed based on the following criteria:

Host Destination Sponsor:

1. Compelling reason for having the GSTC in the destination – *how does the meeting benefit from the destination? How does the destination benefit from the meeting?*
2. Capacity for the destination to attract local, regional and international delegates.
3. Proximity to airport with frequent flights, as well as accessibility to other modes of transport.
4. Capacity and preparedness to involve the local community, industry and government.
5. Capacity to promote the meeting to local, state and national media, organizations and industry.
6. Capacity to secure financial contributions and in-kind support for the meeting.

Proposed Meeting Venue:

1. Green credentials and sustainability practices by the meeting center.
2. Meeting venue capacity suitable for the specific needs and requirements of the GSTC.
3. High quality audiovisual technology in each room including projector, monitor, tele-conferencing capabilities and telephone.
4. Accommodation ranging from 4 to 5 star within easy access of the meeting center.

Key Expectations for the Host Destination

Sustainable City, State or Providence

The GSTC seeks to work with a city, state or providence that has proved to be a leader in sustainability practices, and a destination that supports sustainable tourism initiatives.

History of Successful Meeting

GSTC seeks a prospective host with credible experience and history of successful meetings.

Opportunities for Off-site Experiences

Local tours and field sessions, showcase the destination’s premier sustainable travel activities, are a critical part the meeting.

Host Destination Sponsor Responsibilities

In collaboration with GSTC, the Host Destination Sponsor is expected to fulfill the following responsibility:

- develop strategies for relevant media outreach and PR efforts
- develop and manage local sustainability examples
- market the meeting locally through relevant channels

GLOBAL SUSTAINABLE TOURISM COUNCIL



Local Engagement

GSTC looks to the Host Destination Sponsor to coordinate with local stakeholders from different sectors. The Host Destination Sponsor would be responsible for developing local sustainable tourism initiatives, supporting local and regional marketing and outreach, and driving local sponsorship efforts. Active involvement of key destination partners can greatly enhance the quality of the meeting.

Media Outreach & PR

The Host Destination Sponsor is expected to provide assistance in media outreach and PR efforts for the meeting:

- utilizing existing media contacts to identify leading travel media experts to participate in media-related panels during the meeting
- offering a media familiarization trip to journalists and editors attending to the meeting
- securing relevant media sponsor and partner support
- live streaming, podcasting, Facebook support

Welcoming reception or dinner

The Host Destination Sponsor will host a dinner or reception in which they will present their destination, introduce their initiatives and allow an interaction between GSTC members and key personalities they would like to expose to the GSTC and its membership. The venue for such an event would be a place of cultural relevance or environmental importance.

Requirements for Proposed Meeting Venue

Sustainable Venue

The GSTC AM/OF is to be hosted in a sustainable venue. The venue should provide proof of sustainability preferably through certification, verification or policies. The venue should also be willing to provide a back of the house sustainability tour to interested meeting attendees.

Meeting Space Capacity

The prospective meeting venue must have plenary rooms that can accommodate up to 250 people (theater style), and workshop facilities sufficient for 2-3 concurrent break-outs with a capacity for an average of 30 people each (classroom or theater style).

Local & Organic Food

The prospective venue should also provide or accommodate professional catering services. In line with supporting local businesses and sustainable practices, ideal caterers should be flexible to include locally produced and organic foods in the menus.

Concessions

GSTC requests the following concessions or the equivalent:

- Complimentary meeting room rentals including AV requirements;
- Shipment of meeting-related packages/boxes received on complimentary basis;
- Complimentary internet access for all meeting attendees;
- Reduced F&B pricing.

GLOBAL SUSTAINABLE TOURISM COUNCIL

Proposed Meeting Space Requirements

Date	Start Time	End Time	Description	Setup	# of people
Sunday-Friday	7:00	23:30	Office (24-hr hold)	Office	5
Monday	7:00	19:00	GSTC Board Meeting	Meeting Room	25
Tuesday	7:00	19:00	GSTC Board Meeting	Meeting Room	25
Tuesday	12:30	14:00	Board Lunch	Rounds of 10	25
Tuesday	20:00	22:00	Cocktail Reception	Reception	175
Wednesday	7:00	19:00	Open Forum	Theater	250
Wednesday	7:00	19:00	Speaker ready room	Green Room	5
Wednesday	10:30	11:45	AM Coffee Break	Reception	250
Wednesday	12:30	14:00	Lunch/Keynote	Rounds of 10	250
Wednesday	15:30	16:14	PM Coffee Break	Reception	250
Thursday	7:00	19:00	Council Meeting	Existing Room	100
Thursday	7:00	19:00	Speaker ready room	Green Room	5
Thursday	10:30	11:45	AM Coffee Break	Reception	100
Thursday	12:30	14:00	Lunch/Keynote	Rounds of 10	100
Thursday	14:30	3:30	Breakout 1	Class Room	50
Thursday	14:30	3:30	Breakout 2	Class Room	50
Thursday	15:30	16:14	PM Coffee Break	Reception	100
Thursday	4:30	17:30	Breakout 3	Class Room	50
Thursday	4:30	17:30	Breakout 4	Class Room	50
Thursday	17:45	18:30	Closing Remarks	Existing Room	100
Thursday	20:00	23:00	Members Dinner	Rounds of 10	150
Friday	7:30	16:00	Working Group #1	Meeting room	12
Friday	7:30	16:00	Working Group #2	Meeting room	12
Friday	7:30	16:00	Working Group #3	Meeting room	12
Friday	7:30	16:00	Working Group #4	Meeting room	12
Friday	7:30	16:00	Working Group #5	Meeting room	12

GLOBAL SUSTAINABLE TOURISM COUNCIL



GSTC Board Meeting



Welcome Cocktail



Welcome Cocktail Address



Sebastián Escarrer, Melia



Shannon Stowell, ATTA



GSTC Open Forum Audience



Sustainable Business Panel Discussion



Sustainable Business Panel Discussion

GLOBAL SUSTAINABLE TOURISM COUNCIL

Proposal Information Form

Please complete all fields on this Proposal Information Form and checklist (required), and submit this page along with a comprehensive proposal in response to the questions outlined in the GSTC AM/OF Host Destination Sponsor RFP Questions. Please send the proposal, along with all attachments, electronically to: janicel@unfoundation.org. The deadline for submission is **Tuesday, October 4, 2011**. The GSTC AM/OF 2012 Destination Host will be selected by October 15, 2011. All those submitting credible proposals will receive email notification of the selection result.

Contact Information for Submitting Host Destination Sponsor

Name: Lorenzo Alfaro Ocampo

Job Title: Earthcheck Huatulco & Huatulco Carbon Neutral Coordinator

Organization: Equipo Verde Huatulco, A.C.

Website: www.evh.org.mx

Email: info@evh.org.mx

Phone: +52 (958) 5871713

City: Bahías de Huatulco

State: Oaxaca

Country: Mexico

Proposed Meeting Location

Proposed Meeting Venue Name: Las Brisas Huatulco Hotel

Website: www.brisashotelonline.com/huatulco

Additional Information on Proposed Meeting Venue:

4 star property, 484 rooms, located at Tangolunda Bay.

4 restaurants, 2 bars, tennis, squash, volleyball and basketball courts, soccer field, gym

10 meeting rooms, maximum capacity 800 people, all necessary meeting equipment and services

Nature walk and bird watching tours on property

Mexican environmental quality certified, EarthCheck certified

What makes your destination a strong candidate to host the GSTC AM/OF?

In the 70ies, the Mexican Government through FONATUR (National Fund for Tourism Development), implemented the development of Integrally Planned Resorts, with tourism as its dynamic centerpoint. In 1983, together with the Oaxaca State Government, the Master Plan for the Development of the Bays of Huatulco, which contains basic and detailed rules and regulations with regards to environment and urban and tourism development, was created.

In this context, and since its creation, Huatulco has been able to guarantee the conservation of the natural resources in the region by implementing programs leading to certifications and protection of the area, such as: The designation of more than 44,000 ha as RAMSAR site No. 1321 "Wetlands and Corals of the Coastal Zone of Huatulco", more than 11,000 ha as Protected Natural Area (Huatulco National Park) and the UNESCO designates the Municipality of Santa Maria Huatulco and the Huatulco National Park as a sole entity as *Biosphere Reserve Huatulco*, under their "Mand and Biosphere" program; and about 90 ha for the Eco-Archeological Park Copalita, which also includes

GLOBAL SUSTAINABLE TOURISM COUNCIL



recovery and conservation of regional prehispanic history and culture.

Chahué Beach is the first and so far only beach in the State of Oaxaca certified as “Clean Beach” by the Mexican Institute of Normalization and Certification.

Also, Huatulco is the only tourism destination in the Americas certified by the EarthCheck program for sustainable tourism since 2005, and reaching in 2011 the EarthCheck Gold certification, being the first tourism destination in the world to do so.

In 2011, Huatulco was host city for the following international events: 40th Anniversary of the RAMSAR Convention (February) and 2° EarthCheck Forum (june), with the presence of the esteemed Mr. Luigi Cabrini, Director of Sustainable Tourism, World Tourism Organization. Additionally, in Huatulco we have two hotels (Las Brisas and Barceló Huatulco), with not only national environmental quality certifications, but also certified by EarthCheck; Huatulco International Airport is currently applying for its EarthCheck certification, being the first airport on the American continent.

Many of these goals have been reached thanks to the “Equipo Verde Huatulco”, founded by committed citizens, and the very generous support and commitment of private organizations, businesses, educational institutions and the three levels of government (local, state, federal). Recently, Huatulco applied for the Tourism Destinations Early Adopter Program; for further information, we enclose a copy of the application.

The Equipo Verde Huatulco receives full support for this application from the following institutions: Huatulco International Airport, Huatulco Hotel Association, Huatulco National Park, Universidad del Mar Campus Huatulco, Interjet Airlines, as well as the Mexico Tourism Board and FONATUR, representing the Mexican Government, the Government of the State of Oaxaca and the municipal Government of Santa María Huatulco.

GLOBAL SUSTAINABLE TOURISM COUNCIL

RFP Information Checklist

Please check all of the boxes that apply.

<input type="checkbox"/>	
<input checked="" type="checkbox"/>	Our destination is a leader in sustainability practices
<input checked="" type="checkbox"/>	Our destination has credible experience and history hosting successful meetings
<input checked="" type="checkbox"/>	We can host a local tour and/or field session to showcase our destinations premiere sustainable tourism activities
<input checked="" type="checkbox"/>	We can coordinate and manage local, regional and national media outreach
<input checked="" type="checkbox"/>	We can market the meeting locally through relevant channels
<input checked="" type="checkbox"/>	Our venue is located conveniently to an international airport
<input checked="" type="checkbox"/>	We can provide transportation from and to the venue if not easily available
<input checked="" type="checkbox"/>	Our venue is located conveniently to several 4 to 5 star hotels
<input checked="" type="checkbox"/>	We will drive local sponsorship efforts for the GSTC Annual Meeting
<input checked="" type="checkbox"/>	Our meeting venue is sustainable
<input checked="" type="checkbox"/>	Our venue can/will provide back of house tours for GSTC members
<input checked="" type="checkbox"/>	Our venue meets the space requirements outlined in the RFP
<input checked="" type="checkbox"/>	Catering and food service will be sources from local and organic sources as available
<input checked="" type="checkbox"/>	<p>Destination/venue will provide the following concessions or the equivalent:</p> <ul style="list-style-type: none"> ○ Complimentary meeting rooms and rentals including AV requirements; ○ Complimentary rooms for up to 5 staff ○ Discounted rooms for participants ○ Shipment of meeting-related packages/boxes received on complimentary basis; ○ Complimentary internet access for all meeting attendees; ○ Reduced F&B pricing.
<input checked="" type="checkbox"/>	Venue for reception or cocktail is of cultural relevance or environmental importance (ex, WH site, park, historic monument, community market, etc)

GLOBAL SUSTAINABLE TOURISM COUNCIL

GSTC Host Destination Sponsor RFP Questions

In your proposal, please address the entire set of questions below.

Host Destination Profile

What are some of the proposed host destination's key appeals to prospective meeting participants? If possible, please include ideas for potential pre- and post-meeting local tours and field trips that would highlight the destination and local community's commitment to sustainability.

Meeting Venue

What makes the proposed meeting venue an attractive choice for the GSTC membership? How will this venue fulfill the meeting's capacity and program requirements (microphones, video/telephone conferencing capabilities Internet access (broadband), translation services)? Please provide additional information on the venues' sustainability practices and credentials.

Meeting Activities

What innovative opportunities would your destination offer for the meeting? Please outline your ideas on possible activities – such as evening receptions, networking functions, local tours and community events – that would raise the profile of the meeting and improve attendee experience.

Past Meetings

Please provide up to two examples of meetings and events hosted by your organization in the past two years. Which industries and sectors were represented? How many attendees? What sustainable practices were implemented? Did these events receive significant media coverage?

Financial Contribution

Please describe potential local and/or regional sponsors and partners that you expect would participate in and provide support for the meeting in your destination. Please be as specific as possible when outlining local sponsorship leads.

Promotion of the Meeting

Please outline your plan for the promotion of the GSTC AM/OF 2012, particularly in the local region, including potential media partners. What marketing tools would you employ to ensure maximum exposure? How would you utilize your organization's social media platforms and connections?

Local Logistics & Transportation

Please provide a detailed description of the local logistics involved in hosting the meeting. Please be specific about distances, to and from the nearest airport(s), transportation options available in the area, and any details of lodging facilities and the meeting venue that GSTC organizers should be aware of.

Lodging Options

Please list suggested lodging options for meeting participants.

Food

Please outline projected food costs and potential F&B supplier(s) and/or in-kind sponsor(s).