



Mandala Research, LLC
Market Research, Management Consulting

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New Study Brings Together Thought Leaders to Define and Assess the Impact of Sustainable Tourism

Washington, D.C. - January 12, 2011 - Mandala Research and World Footprints, leaders in travel market research and sustainable tourism, are teaming up with travel industry leaders on a **Sustainable Travel and Tourism Study**. This new study will assess the value and impact of sustainability on travelers by understanding traveler expectations and their propensity to support destinations and travel companies that implement sustainable practices. In addition, the Sustainable Travel and Tourism Study will assess the impact of the new GSA Federal Travel Regulations on destinations, cities, and venues where government conferences and meetings are held.

The U.S. Travel Association reports there are over 55 million leisure travelers who have growing concerns about environmental issues.

According to The World Tourism Organization (WTO) sustainable tourism is defined as “development [that] meets the needs of present tourists and host regions while protecting and enhancing opportunity for the future....leading to the management of all resources in such a way that economic, social, and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity and life support systems.” While destinations and travel companies try to apply sustainable practices, there is little understanding of what consumers expect or their level of understanding on what is and is not “sustainable.”

“We are excited about this study because sustainable tourism is one of the most progressive and rapidly growing travel segments in the world, yet it hasn’t been adequately defined or measured. Having relevant information about this growing segment is imperative to understanding the market and its potential,” says Tonya Fitzpatrick of World Footprints, an award-winning travel media company and leader in socially conscious travel.

Laura Mandala of Mandala Research, a leading travel and tourism research firm based in Alexandria, VA, commented that “This study will change the playing field in the area of sustainability. There are many assumptions about what sustainability means but no real data to help the industry develop and market sustainable practices that consumers understand or appreciate.”

The research will involve an online survey of 1,000 consumers who have taken one or more overnight leisure and/or business trip(s), 50+ miles from home, in the past 12 months. Sponsorship opportunities are available that provide sponsors proprietary questions and input into the survey design.

The Sustainable Travel and Tourism Study will commence mid-February, 2011, with final results available late April, 2011. For more information about sponsorship opportunities contact Ginny@MandalaResearch.com or 508-487-6488.

About Mandala Research:

Mandala Research offers hotel, travel & tourism market research products and services for Fortune 500 companies, non-profit organizations and government agencies. Its mission is to be a trusted partner, offering research services at every level. To learn more about Mandala Research, please visit mandalaresearch.com or call 703.820.1041.

About World Footprints:

World Footprints is a multi-media production company that produces the award-winning World Footprints Radio Show. A leader in socially conscious travel, World Footprints helps foster responsible travel and global citizenship through interviews with celebrities and newsmakers including Robert F. Kennedy, Jr., Ken Burns, David Rockefeller, Jr. and Stefanie Powers as well as industry professionals, diplomats and activists. Visit www.WorldFootprints.com to learn more.