



Mandala Research, LLC  
Market Research, Management Consulting

**FOR IMMEDIATE RELEASE**

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### **TravelMole VISION on Sustainable Tourism Signs On To Sponsor Sustainable Tourism Study**

Washington, D.C. (8-March-2011) – **TravelMole VISION on Sustainable Tourism**, the only global b2b sustainable tourism medium, has signed on as a primary sponsor of a ground-breaking sustainable tourism study to be unveiled this spring.

The **Sustainable Travel and Tourism Study**, scheduled for release late next month by Mandala Research and World Footprints, will address the 55 million travelers who the U.S. Travel Association says have growing concerns about environmental issues. The study will assess the value and impact of sustainability on travelers by understanding their expectations and their propensity to support destinations and travel companies that implement sustainable practices. In addition, the research will also evaluate the impact of the new GSA Federal Travel Regulations on destinations, cities, and venues where government conferences and meetings are held.

“As was one of the first trade outlets to have created a dedicated space where our readers could find information about sustainable travel, it only made sense for us to team up on this landmark research,” said Valere Tjolle – Publisher and Editor - TravelMole VISION on Sustainable Tourism

Laura Mandala of Mandala Research, a leading travel and tourism research firm based in Alexandria, VA, commented that

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.

“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 can appreciate,” added Laura Mandala, the managing director of the Alexandria, Va. firm that’s conducting the research.

Final results for the study are expected in late April. For more information about sponsorship opportunities contact [Ginny@MandalaResearch.com](mailto: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](http://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](http://www.WorldFootprints.com) to learn more.

### **About TravelMole Vision on Sustainable Tourism**

Vision on Sustainable Tourism is the only global b2b sustainable tourism medium. They send their newswire out each week to over 40,000 trade subscribers and all stories are featured both on TravelMole (450,000 trade subscribers) and on our 100% sustainable tourism site [tourism-vision.com](http://www.tourism-vision.com). For more information, please visit <http://www.tourism-vision.com>