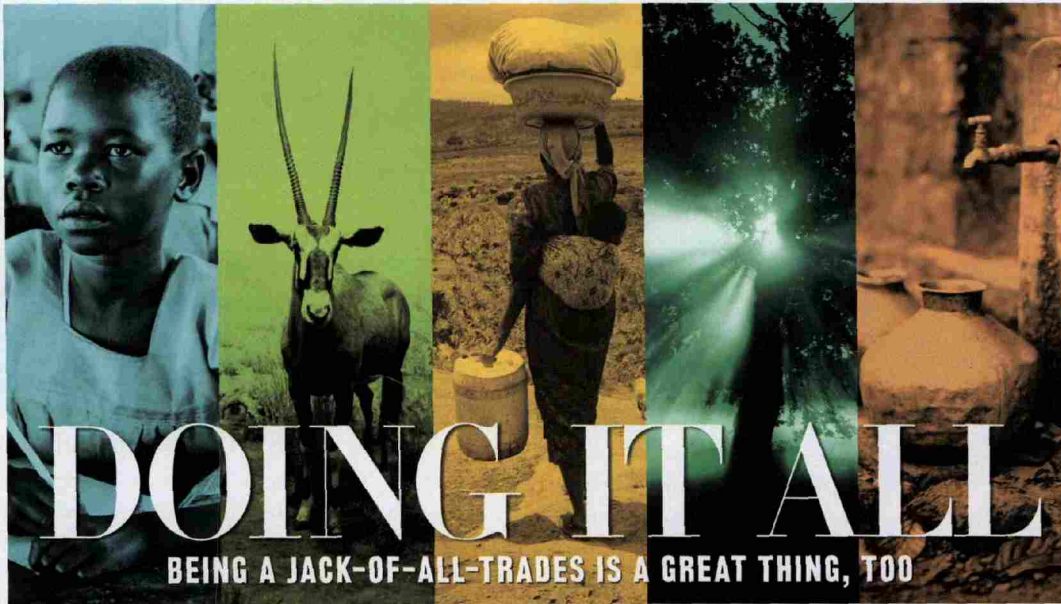


2009 World Savers Awards



DOING IT ALL
 BEING A JACK-OF-ALL-TRADES IS A GREAT THING, TOO

Good Guys Overall

SOME COMPANIES ARE GIVING BACK IN MANY ways, although they don't win for any one initiative. Here, the winners by overall score, stacked up against their industry competitors. No shock that The Haciendas came out on top: The Mexican company seems to be doing everything right. Other high scorers: Puntacana runs the Dominican Republic's first recycling program in addition to schools, and Ritz-Carlton embraces sustainable practices. A shout-out, too, to Gap Adventures for its great work. But a few happy surprises: Taj Hari Mahal, in Jodhpur, which doesn't show up on other pages, scores high overall for its environmental programs and support for artisans (tajhotels.com). Japan Airlines, with the top score for airlines, has programs in every category. Following earthquakes in Indonesia and Pakistan, JAL transported supplies and aide personnel. It is slashing the weight of its planes and working on biofuels. The ambitious goal: to reduce carbon emissions by 20 percent from 1990 levels by 2010.

SMALL CHAINS		LARGE RESORTS	
The Haciendas	104	Puntacana	102
Six Senses	98	Gibb's Farm	96
Governors' Camp	96	Evason Phuket	92
LARGE CHAINS		CRUISE LINES	
Ritz-Carlton	95	Ecoventura	90
Accor	86	Costa Cruises	76
Fairmont	82	Aqua Expeditions	63
CITY HOTELS		AIRLINES	
Willard InterContinental	95	Japan Airlines	81.5
Taj Hari Mahal	78	Air New Zealand	80
Hotel Grano de Oro	61	Nature Air	72
SMALL RESORTS		TOUR OPERATORS	
Bushmans Kloof	90	Gap Adventures	99
Lapa Rios	85	Micato Safaris	96
Pacuare Lodge	84	Thomson Safaris	87

Methodology

How, exactly, are these awards judged? Eight industry sectors can enter: small hotel chains (fewer than 20 properties), large hotel chains, city hotels, small lodges and resorts (fewer than 20 rooms), large lodges and resorts, tour operators, cruise lines, and airlines. All are assessed on how they exhibit social responsibility in five areas: Education Programs, Wildlife Conservation, Poverty Alleviation, Preservation (Environmental/Cultural), and Health Initiatives. Thirty-six finalists were chosen by the editors from almost 100 applicants. The judges then scored the applicants, although no judge scored applicants in his or her own industry, and no applicant was penalized for specializing in only one area—after all, managers can be most effective by focusing efforts where they can be most productive. This year, we also looked at overall scores, to give credit to companies with many world-saving programs. The winners had the highest scores, while the runners-up for each area—Poverty Alleviation, Wildlife Conservation, etc.—had the highest scores in their travel category. Which means, of course, that all of the companies on the preceding pages are winners.

The Judges

- Ralph Buckley, director, International Centre for Ecotourism Research, Griffith University, Australia
- Bill Chameides, dean, Nicholas School of the Environment, Duke University
- Laurie David, NRDC trustee; environmental activist; co-producer, *An Inconvenient Truth*
- Dorinda Elliott, deputy editor, *Condé Nast Traveler*
- Marcia Gay Harden, environmentalist; Oscar-winning actress
- Karl Holz, president, Disney Cruise Line
- Martha Honey, co-director, Center for Responsible Travel
- Kara Hurst, managing director, East Coast, Business for Social Responsibility
- Neel Inamdar, senior adviser, ecotourism, Conservation International
- Rob Katz, CEO, RockResorts/Vail Resorts
- Ron Mader, director, Planeta.com
- Bill Marriott, chairman and CEO, Marriott International
- Hitesh Mehta, landscape architect and sustainable tourism planner, HM Design
- Brian Mullis, president, Sustainable Travel International
- Bruce Poon Tip, CEO, Gap Adventures
- Kate Roberts, vice president, Population Services International
- Andrea Ross, director of tours/marketing, Journeys Within
- Shannon Stowell, president, Adventure Travel Trade Association
- Tensie Whelan, president, Rainforest Alliance
- Brook Wilkinson, consumer news correspondent, *Condé Nast Traveler*
- Timothy Wirth, president, United Nations Foundation

