

IT'S TIME TO FOCUS ON
**GLOBAL AND REGIONAL
ECOTOURISM**

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WHAT IS ECOTOURISM, REALLY?



INTREPID
real life experiences

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ECOTOURISM:

- Using travel to create better places to live and visit
- A **HUGE** business opportunity

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THE ANTITHESIS: OVERTOURISM



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GETTING AHEAD OF THE GAME



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Member

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THE ANTIDOTE



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ROLLING OUT THE RED TAPE

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Company

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OUR MOST URGENT THREAT



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THE COAL, HARD FACTS



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WHAT THIS MEANS FOR US



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ACTIONS COUNT



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A MEASURED APPROACH



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BUT WHAT ABOUT THE BIGGER PICTURE?



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OUR RESPONSIBILITY TO EDUCATE



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STORYTELLING FOR CHANGE



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FUTURE- PROOFING THE INDUSTRY



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CHANGE BEFORE YOU HAVE TO

Businessman, Jack Welch

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