



THOUGHT LEADERSHIP

TravelAge West's Thought Leadership pieces are a unique opportunity to partner with us to position your company as a leader among travel professionals and suppliers, an expert who is knowledgeable and willing to help.

Navigating the world of custom content can be tricky—which is why TravelAge West's award-winning team will be with you every step of the way.

First, we'll help you identify the issues that are most important to your current customers and target audience to develop a topic that aligns with your brand and will draw in readers. Once your topic is selected, your work is done.

Our Custom Content team takes over—researching, analyzing and producing a

Thought Leadership article sponsored by your company.

After your approval, your exclusive content will be posted on TravelAgeWest.com's home page or appropriate topic page for 30 days, along with a comprehensive marketing plan to generate interest among our database of nearly 100,000 travel professionals.

Your company gets all the credit and proprietary information to add to your arsenal of custom content.

THOUGHT LEADERSHIP DELIVERABLES

- Thought Leadership article
- Ownership of all banner ads on Thought Leadership article page for 30 days
- Banner ad promoting article on TravelAgeWest.com for first 30 days
- Email promotion to database of approximately 70,000 agents
- Content will be natively threaded throughout TravelAgeWest.com
- Promoted on TravelAge West Facebook page

TOTAL COST: \$11,445/annual

Families and Ecotourism: A Natural Fit
Incorporating Ecotourism into Family Travel

Just as the fourth birthday of the National Park Service is getting a spotlight on U.S. national parks to mark the 50th anniversary of its establishment, ecotourism is celebrating its own anniversary through 2021—also known as the International Year of Sustainable Tourism for Development by the United Nations.

To be sure, the idea of ecotourism isn't a new one—it's already familiar to most of the leisure-going segment in the tourism industry. But it's different when you focus on travel—another of the industry's rapidly growing segments—and the time is ripe for family vacations that include ecotourism.

All in one, the concept of ecotourism is simple. According to the International Ecotourism Society (IESO), ecotourism is defined as "responsible travel to natural areas that conserves the environment, sustains the well-being of the local people, and involves interpretation and education."

And, as with every segment of tourism, the fact has reality, with ecotourism overlapping with adventure travel, wellness travel and education, to name just a few other popular segments that often go hand in hand with ecotourism.

"That's why agents have a reasonable ability to influence where people go," says Ann Berman, executive director of IESO. "Ecotourism provides the most opportunities—and it doesn't have to be any person. It could be adding on a tour that has an educational aspect to a classic vacation that is a member of IESO, introducing the concept of ecotourism about sustainability practices."

"Many people naturally want to log these parks, giant cruise ships, all inclusive resorts and those kinds of things when they think of family travel," says Chris "Chaz" Chubb, executive director of the Family Travel Association. "There are all great products that are appropriate for families—but there's also such a diversity of experiences that is available from products. We're seeing an increasing interest in ecotourism and suppliers who consider children the next generation and, therefore, of the world. They love to educate children about the impact on the land and forest conservation."

A NATURAL ALLIANCE

For more, ecotourism meets a group of well-known (think Disney) travel offers. It's exactly the right time for Florida, Alaska and Hawaii. It's a natural impetus of the unique environmental and cultural aspects of your destination into a vacation experience.

"Kids and nature just go together—it's such an easy match," says Lauren Goldstein, founder of the Family Traveler, an agency focused on family travel where adults need to be the focus to luxury stays. "It can be one of the best ways to vacation and connect with the planet. There's nothing to do about the world at the way to go—going around the globe again is about the world."

At the end of the day, John Mather, owner of Empire World Travel, sees a similar interest in incorporating nature and bringing into any vacation experience. Beyond the park to the water activities and the vacation, that's also what makes nature about with the idea of "adding something to their travel," he says. "A lot of parents today are interested in travel that has kids have fun and about the world. They want their children to be good citizens of the world, and they're looking for ways to all our clients vacation time."

And ecotourism experiences. Last month's research "One of the best" "There should be opportunity for ecotourism. But ecotourism is not a new concept."

STRATEGIC CONTENT

Families and Ecotourism: A Natural Fit

Incorporating Ecotourism into Family Travel

Take two rapidly growing tourism segments—ecotourism and family travel—and they together, and travel agents find a whole host of new sales possibilities with family vacations that include ecotourism.

Travel agents have a reasonable ability to influence where people go. They can guide, educate the director of the International Ecotourism Society (IESO). Ecotourism provides to many opportunities—and it doesn't have to be any person. It could be adding on a tour that has an educational aspect to a classic vacation that is a member of IESO, introducing the concept of ecotourism about sustainability practices. [READ MORE](#)

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