



## **DC's Willard InterContinental Wins Condé Nast Traveler 2009 World Saver Award**

Washington DC, August 25, 2009 -- Condé Nast Traveler announced the winners of the magazine's third annual World Savers Awards, naming Washington DC's Willard InterContinental overall winner in the City Hotel category, citing the hotel's 100% wind energy, commitment to the environment and communities in need.

Condé Nast Traveler's World Saver Award honors travel companies from around the world for their leadership in social responsibility in five key areas: poverty alleviation, cultural and/or environmental preservation, education programs, wildlife conservation, and health initiatives. The Willard's award-winning program, Willard InterContinental – The Next 100 Years, is a holistic plan comprised of interwoven sustainable projects designed for a luxurious urban hospitality experience in harmony with social and ecological consciousness. Visit [www.willarddc.com/sd](http://www.willarddc.com/sd), for the hotel's 2008 Sustainability Report and a comprehensive guide to the Willard's sustainability efforts.

"Despite these challenging economic times, corporate social responsibility is as important as ever," Editor-in-Chief Klara Glowczewska said. "The travel industry is on track to generate \$7.3 trillion in revenue this year—a number that represents an enormous opportunity improve our planet, and our World Savers Awards recognize those companies turning that potential into a reality."

### **The 2009 World Savers Awards Winners:**

**Education Programs: Puntacana Resort & Club.** This luxury resort in the Dominican Republic built schools to accommodate its workers and their children.

**Poverty Alleviation:** The Haciendas. This small chain located in Mexico's Yucatan Peninsula turned abandoned haciendas into chic resorts and hired local villagers as construction workers, waiters and accountants, helped others start own businesses.

**Wildlife Conservation:** Bushmans Kloof. This South African safari lodge worked to replenish the wildlife in the surrounding area.

**Preservation (Environmental/Cultural):** Air New Zealand and Kimpton Hotels. Air New Zealand is leading the way in exploring alternate fuel sources and Kimpton, in addition to requiring all dry cleaning vendors to recycle hangers, introduced 70 mandatory eco-friendly products and practices.

**Health Initiatives:** Accor. With 111 hotels in Africa, where HIV/AIDS hits the hardest, this hotel chain launched an in-house educational program and started testing all its employees for the disease.

### **Overall Winners By Industry Category:**

Small Chains: The Haciendas

Large Chains: Ritz-Carlton Hotel Company

City Hotel: Willard InterContinental

Small Resorts: Bushmans Kloof

Large Resorts: Puntacana Resort & Club

Cruise Lines: Ecoventura  
Airlines: Japan Airlines  
Tour Operators: Gap Adventures

The 2009 World Savers Awards are featured in the September issue, which hits newsstands on Tuesday, August 25. World Savers Awards winners will be recognized at an award ceremony September 21 at the annual Condé Nast Traveler World Savers Congress in New York City.

**World Savers Awards Methodology:** To determine the award finalists and winners, Condé Nast Traveler editors reviewed over 100 applications and narrowed them to 36 finalists. An independent panel of 20 judges, comprised of leaders from the travel industry and non-governmental organizations, rated how applicants exercised social responsibility in 5 key areas: poverty alleviation, cultural and/or environmental preservation, education programs, wildlife conservation, and health initiatives. There were 8 categories of travel company: small hotel chains, large hotel chains, city hotels, small lodges and resorts, large lodges and resorts, tour operators, cruiselines, and airlines. This year judges also looked at overall scores, to give credit to companies with admirable programs in a number of areas.

**Judges Panel:**

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

For a complete list of winners, runners up, honorable mentions, and judges panel, visit <http://www.concierge.com/cntraveler/articles/501373>