

# THE POWER ISSUE

THE PLACES, PEOPLE, AND IDEAS THAT SHAPE TRAVEL NOW

# Condé Nast Traveler

VEGAS,  
BABY!  
24-PAGE  
PULLOUT  
GUIDE

TRUTH IN TRAVEL

SEPTEMBER 2008

## ULTIMATE TUSCANY

44 Top Towns, Hotels,  
Restaurants & More

## CARIBBEAN

Gorgeous Grenada

## AMERICA

Best of the Southwest

## AFRICA'S

Comeback Country

2008 WORLD SAVERS AWARDS

## FEEL-GOOD TRAVEL

38 Socially Responsible  
Hotels, Airlines, Cruise Lines,  
and Tour Operators

PLUS:

JEFFREY SACHS—THE POWER OF ONE

« THE QUIET AMERICAN  
Matt Damon's Remarkable Mission





2008 WORLD SAVERS AWARDS

# THE GOOD SHEPHERDS

Children of men: Pachyderms—along with people and the planet itself—have benefitted from the environmental and cultural stewardship of this year's World Savers Awards winners. Photograph by Gregory Colbert (see page 52).

**38** socially responsible hotels, airlines, cruise lines, and tour operators—and how your dollars can make all the difference

THE 38 COMPANIES CELEBRATED ON THESE PAGES are turning the travel industry's enormous potential to improve the planet into reality. Travel worldwide will generate \$8 *trillion* in revenue this year, and these, our annual World Savers Awards, are one indication of how the industry is measuring up to that opportunity. The trend is striking: We received applications from 142 companies this year—a record during the 14 years of the awards, and a twofold increase over 2007.

The 17 judges—academics, activists, CEOs, and philanthropists (see page 166)—looked at five areas: poverty alleviation;

cultural and environmental preservation; education; wildlife conservation; and health. But the process of arbitrating the awards (again see page 166) belies the human drama of the achievements themselves. From building schools and furnishing much-needed medical supplies to restocking wildlife reserves and dispensing micro-loans, these World Savers are models for their peers—each story an inspiration for others to follow. If imitation is the sincerest form of flattery, here's hoping that this year's winners are flattered by every other airline, cruise line, hotel, and tour operator on earth.



POVERTY



PRESERVATION



EDUCATION



WILDLIFE



HEALTH

# Food for Thought

Who's going to hire a person who can't read or who doesn't understand how the world works? Through educational programs, these companies are giving kids a chance

## THE NATURE OF LEARNING

WINNER City Hotel: MONTAGE LAGUNA BEACH



Eyewitness: Ocean Institute students study marine life.

Contrary to popular belief, not every family in California's Orange County lives in a mansion—and not all of the local schools can afford the nearby Ocean Institute's award-winning science programs. That's why the Montage Laguna Beach hotel's employee-driven outreach effort, Hearts of Montage, sponsors kids like four-year-old Shanti Nunn (who attends a Boys & Girls Club preschool for low-income families) to go on Ocean Institute field trips, where they can peer through microscopes and even spot sea lions by boat. "Shanti got to touch marine life," says her mother, Natalie. "Now she makes sure nobody leaves trash on the beach." Hearts of Montage has donated \$45,000 for marine and language education in the local school district and more than \$20,000 to arts programs at the Boys & Girls Club. **Travel tip:** Take a behind-the-scenes tour of the Santa Ana Zoo—to meet the zookeepers and see how the animals are fed, cleaned, and exercised—courtesy of Montage Laguna, one of the zoo's benefactors ([montage.lagunabeach.com](http://montage.lagunabeach.com)).



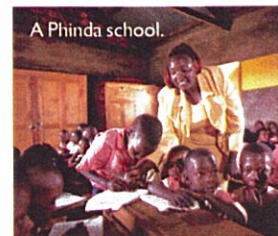
### HONORABLE MENTIONS IN EDUCATION

#### Airline: LUFTHANSA

Lufthansa donates the German newspapers and magazines from its planes to 40 Oregon schools and universities for their language classes ([lufthansa.com](http://lufthansa.com)).

#### Cruise Line: DISNEY

The cruise line runs a three-year environmental-education program for elementary classes in the Cayman Islands; the winning class receives a field trip on board the *Disney Magic* ([disneycruise.com](http://disneycruise.com)).



A Phinda school.

#### Large Resort: PHINDA PRIVATE GAME RESERVE

Phinda, in South Africa, has constructed more than 90 new classrooms, renovated many others, built 3 libraries and a science lab, and provided playground equipment, toys, school supplies, and more than 150,000 books to local schools ([ccafrika.com](http://ccafrika.com)).

#### Small Resort: NKWICHI LODGE

This remote safari lodge in Mozambique has constructed and refurbished primary schools in 7 nearby villages, providing a better learning environment for 800 children ([mandawilderness.org](http://mandawilderness.org)).

#### Tour Operator: ABERCROMBIE & KENT

This tour operator's foundation—Friends of Conservation, which supports a variety of environmental and social causes—opened a school for 600 children in Tanzania and has funded environmental learning centers and conservation clubs in 50 Masai schools in Kenya so that students can learn to admire and protect their natural surroundings ([abercrombiekent.com](http://abercrombiekent.com)).

### The Facts

Some 35 percent of Americans can't recognize a renewable resource, while 45 million think the ocean is a source of freshwater (it isn't). Congress's proposed No Child Left Inside Act would provide educators with better tools to teach children about the environment.

“We work hard to get kids excited about science, and we hope that they'll use this information to become good stewards of our ocean environment”

—DAN STETSON, PRESIDENT, OCEAN INSTITUTE



## TEACHING THE TEENS

### RUNNER-UP

#### Chain Hotel: BANYAN TREE HOTELS & RESORTS

Last year, this hotel group launched the Seedlings program, which supports at-risk teens living near dozens of its Asian resorts and spas. The kids are matched with volunteer mentors from the resorts (who are trained at the University of Wales), and they can apply for scholarships ([banyantree.com](http://banyantree.com)).



Top left: Photograph by Andreea Cozmei

### THE FACTS

Around the world, 75 million children don't go to school—and this is an improvement: In 1999, that number was 103 million. The greatest progress has been in Asia and sub-Saharan Africa, where many of the programs listed here are making a difference.

“Because change is accelerating logarithmically, education must emphasize the key change-making skills; empathy, teamwork, and entrepreneurial leadership”

—BILL DRAYTON, FOUNDER, ASHOKA