

# dkc NEWS from

DAN KLORES COMMUNICATIONS 386 Park Avenue South, 10<sup>th</sup> Floor, New York, New York 10016  
tel:212.685.4300 fax: 212.685.9024

## PRESS RELEASE

### *Dominican Republic's Tourism Innovator One of 38 Companies Selected Worldwide By Condé Nast Traveler as a Leader in Social Responsibility*

New York, NY (August 21, 2008) -- Condé Nast Traveler has named PUNTACANA Resort & Club as a finalist in the magazine's 2008 World Savers Awards. PUNTACANA Resort & Club is one of 38 companies selected worldwide as a leader in social responsibility in the magazine's September issue, in newsstands on August 19, 2008.

Seventeen judges reviewed 142 applications and rated how applicants exercise social responsibility in five key areas: poverty alleviation, cultural and/or environmental preservation, education, wildlife conservation, and health. Thirty-eight finalists were selected and the final winners were determined by compiling the judges' overall rankings. The full list of finalists, detailing the areas in which they are being honored, is below.

The finalists are to be recognized at the World Savers Awards ceremony on September 23rd at the 2nd Annual Condé Nast Traveler World Savers Congress in New York City.

"These finalists are prime examples of how the world's hotels, airlines, cruise lines and tour operators can inspire their peers to improve our world," said Deputy Editor for Special Projects Dorinda Elliott. "The social responsibility programs spearheaded by these World Savers, from building schools and furnishing much-needed medical supplies to restocking wildlife reserves and dispensing micro-loans, are models for the entire travel industry"

PUNTACANA Resort & Club has been a pioneer in community development since its inception. The Resort has built and maintained two schools and a health clinic in the community and has plans in the works to build a new town center, school and hospital. PUNTACANA was the first hotel in the region to construct a water treatment facility when it was introduced in 1992, setting a standard for all hotels in the Punta Cana region. Ninety-five percent of the freshwater used in the resort is treated in a water treatment facility that uses anaerobic digestion and settling ponds to treat the water, which is then recycled to irrigate green areas throughout the property.

"We are honored to be recognized by Condé Nast Traveler for the work that we have produced over the years," said Frank R. Rainieri, Chairman of Grupo PUNTACANA, owners and operators of the resort community. He added, "The resort was created with a vision for social and environmental sustainability and continues its commitment to balancing economic growth with the health and well-being of the local community and environment."

In addition, the resort's villas are situated to take advantage of natural breezes and existing vegetation, with design elements that reduce direct sunlight and solar heat. A large portion of the resort features thatch roofs, a local material that maintains interior air temperature and reduces need for air conditioning and new pilots are being conducted using solar hot water heaters and

energy saving technologies throughout the resort. High ceilings and tall windows also allow for natural light to replace artificial lighting for the longest period of time possible.



2008  
WORLD  
SAVERS  
AWARDS



POVERTY



PRESERVATION



EDUCATION



WILDLIFE



HEALTH

#### METHODOLOGY

How, exactly, are these awards judged? Seven industry sectors can enter: 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 exercise social responsibility in five areas: Poverty Alleviation, Preservation (Environmental/Cultural), Education Programs, Wildlife Conservation, and Health Initiatives. Thirty-eight finalists were chosen by the editors from 142 applicants; some industry categories have only 5 finalists, others have 6, reflecting the strengths of the applicants.

The judges then ranked the applicants in each area. 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. The final winner of each award was determined by compiling the judges' rankings. The runners-up on each page earned the highest scores in their travel category for that area—Poverty Alleviation, say, or Wildlife Conservation. Which means, of course, that all of the companies listed on the preceding pages are winners.

#### JUDGES, 2008

**RALF BUCKLEY**, director, International Centre for Ecotourism Research, Griffith University, Australia

**MARK CONROY**, president, Regent Seven Seas Cruises

**LOUIS D'AMORE**, president, International Institute for Peace Through Tourism

**LAURIE DAVID**, NRDC trustee; environmental activist; producer, *An Inconvenient Truth*

**MARCIA GAY HARDEN**, environmentalist; Oscar-winning actress

**MARTHA HONEY**, director, Center on Ecotourism and Sustainable Development

**MARK HOPLAMAZIAN**, CEO, Global Hyatt Corp.

**NEEL INAMDAR**, senior adviser, ecotourism, Conservation International

**SVEN LINDBLAD**, president and CEO, Lindblad Expeditions

**RON MADER**, director, Planeta.com

**JAMES MCCARTHY**, professor of biological oceanography, Harvard University

**BRIAN MULLIS**, president, Sustainable Travel International

**DENNIS PINTO**, managing director, Micato Safaris

**SAM RAPHAEL**, owner, Jungle Bay, Dominica

**JEAN-CYRIL SPINETTA**, CEO, Air France

**SHANNON STOWELL**, president, Adventure Travel Trade Association

**TIMOTHY WIRTH**, president, UN Foundation

#### THE FINALISTS *These 38 companies, chosen from 142 applicants by a team of editors, are giving back*

##### AIRLINES

**Air France** Reduced jet-fuel use, raised AIDS awareness in Africa, funded schools in Nepal, and planted trees in Lebanon ([airfrance.com](http://airfrance.com)).

**British Airways** Improved waste management by six percent in one year and offers educational programs to 4,000 children ([britishairways.com](http://britishairways.com)).

**Cathay Pacific** Brings students to international wilderness program and sponsors tiger project in China ([cathaypacific.com](http://cathaypacific.com)).

**Lufthansa** Funded a Thai orphanage, supports the Living Lakes project, helps protect the habitat of cranes ([lufthansa.com](http://lufthansa.com)).

**Nature Air** Compensates for 100 percent of its carbon emissions through reforestation in Costa Rica ([natureair.com](http://natureair.com)).

**Virgin Atlantic** Bought 15 jets that burn 27 percent less fuel, donated motorcycles to African health workers ([virgin-atlantic.com](http://virgin-atlantic.com)).

##### CITY HOTELS

**Grand Hyatt, Dubai** Replaced diesel-powered boilers with solar-powered ones ([dubai.grand.hyatt.com](http://dubai.grand.hyatt.com)).

**Jai Mahal Palace, Rajasthan, India** Runs energy-saving programs, buys local goods, and employs artisans ([tajhotels.com](http://tajhotels.com)).

**Montage Laguna Beach, California** Sponsors land rehabilitation and recycling, and educates the public about the environment ([montagelagunabeach.com](http://montagelagunabeach.com)).

**Twelve Apostles Hotel and Spa, South Africa** Runs conservation programs and helps children with HIV/AIDS ([12apostleshotel.com](http://12apostleshotel.com)).

**Willard InterContinental, Washington, D.C.** Runs on wind power, reduced energy use by nine percent, contributes money saved from reduced washing of towels to the rehabilitation of the district's Anacostia River ([washington.intercontinental.com](http://washington.intercontinental.com)).

##### CRUISE LINES

**Disney** Launched recycling and waste-management efforts and helps protect endangered species ([disneycruise.com](http://disneycruise.com)).

**Holland America** Improved waste-disposal, instituted fuel-efficient cruising, and contributes to charities that support dental health worldwide ([hollandamerica.com](http://hollandamerica.com)).

**MSC** Implemented waste-management programs and installed energy-saving systems ([msccruisesusa.com](http://msccruisesusa.com)).

**Norwegian Cruise Line** Educates passengers about the environment ([ncl.com](http://ncl.com)).

**Regent Seven Seas** Hosts conservation lectures by Jean-Michel Cousteau and supports culinary students in the Philippines ([rssc.com](http://rssc.com)).

##### HOTEL CHAINS

**Accor** Sets and meets goals for social programs and environmental footprint (e.g., increased the use of efficient lamps by 17 percent in 2007), provides HIV/AIDS training, and combats sex tourism ([accor.com](http://accor.com)).

**Banyan Tree Hotels & Resorts** Supports education for at-risk youth and funds environmental and humanitarian projects worldwide ([banyantree.com](http://banyantree.com)).

**Fairmont** Runs companywide recycling and conservation programs as well as individual programs to protect the environment and wildlife ([fairmont.com](http://fairmont.com)).

**Four Season Hotels & Resorts** Sets companywide environmental benchmarks and supports manta ray research at its Maldives property ([fourseasons.com](http://fourseasons.com)).

**Vail Resorts** Is America's second-largest purchaser of wind power credits and supports reforestation ([vailresorts.com](http://vailresorts.com)).

**Six Senses** Company donates 0.5 percent of revenue—almost \$500,000 a year—to social and environmental causes such as mangrove planting, a windfarm in India, and various health programs ([sixsenses.com](http://sixsenses.com)).

##### LARGE RESORTS AND LODGES

**Anantara Resort Golden Triangle, Thailand** Runs an Elephant Camp that rescues elephants and trainers begging on Thai streets ([goldentriangle.anantara.com](http://goldentriangle.anantara.com)).

**Evason Phuket & Six Senses Spa, Thailand** Supports homeless shelter for AIDS victims and reduced energy consumption by 30 percent ([sixsenses.com/evason-phuket](http://sixsenses.com/evason-phuket)).

**Phinda Private Game Reserve, South Africa** Administers wildlife, health, poverty relief, and education projects, and has reduced energy use and improved waste disposal ([ccafrica.com](http://ccafrica.com)).

**Puntacana Resort & Club, Dominican Republic** Founded schools, manages a local clinic, and helps regenerate coral reefs ([puntacana.com](http://puntacana.com)).

**Shangri-La's Mactan Resort & Spa, Philippines** Created a marine sanctuary and started a giant clam reseeding project ([shangri-la.com](http://shangri-la.com)).

##### SMALL RESORTS AND LODGES

**Campi ya Kanzi, Kenya** Sponsors pov-

erty and wildlife initiatives and gets its electricity and hot water from solar panels ([maasai.com](http://maasai.com)).

**Cristalino Jungle Lodge, Brazil** Saved forests and launched an environmental education school ([cristalinolodge.com.br](http://cristalinolodge.com.br)).

**Frégate Island Private, Seychelles** Is restoring the habitat for rare birds and reptiles, and donates school supplies to every Seychellois child ([frigate.com](http://frigate.com)).

**Nkwichi Lodge, Mozambique** Helped establish a 460-square-mile conservation area, the region's first health center, and a milling center ([mandawilderness.org](http://mandawilderness.org)).

**Nukubati Island Great Sea Reef, Fiji** Runs health programs and uses mostly solar and wind power ([nukubati.com](http://nukubati.com)).

##### TOUR OPERATORS

**Abercrombie & Kent** Opened a primary school in Tanzania, planted 20,000 trees in the Masai Mara ([abercrombiekent.com](http://abercrombiekent.com)).

**Journeys Within** Installed wells in Cambodia and supports education there ([journeys-within.com](http://journeys-within.com)).

**Metropolitan Touring** Cleaned up 92,000 pounds of debris from Galápagos shorelines ([metropolitan-touring.com](http://metropolitan-touring.com)).

**Micato Safaris Foundation** (Micato donates at least \$250,000 a year) built a women's community center, funds AIDS programs and drills wells ([micato.com](http://micato.com)).

**Rios Tropicales** Helped eliminate poaching around its 2,000-acre property and built two health clinics in Costa Rica ([riostropicales.com](http://riostropicales.com)).

**Thomson Safaris** Employs locals and purchases local goods, providing opportunity for Tanzanians ([thomsonsafaris.com](http://thomsonsafaris.com)).