

Kaua`i Planning & Action Alliance, Inc.

Bringing people together to create a better future for Kaua`i

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FOR IMMEDIATE RELEASE

CONTACT INFORMATION:

Diane Zachary, President & CEO
Kaua`i Planning & Action Alliance
Phone (808) 632-2005
Email dzachary@kauainetwork.org

SUSTAINABLE TOURISM EXPERT SPEAKS TO VISITOR INDUSTRY



Sustainable tourism expert Steve Noakes will be the keynote speaker at Friday's conference "Greening Kaua`i's Visitor Industry."

Noakes has been actively engaged in the travel and tourism industry for almost 30 years – initially in the overland adventure travel business, eco-lodges, island resorts, yachting vacations and destination management companies. Through those decades, he has been a strong advocate for what is now known as sustainable tourism practices. He has also been a long standing member of the Bangkok-based Pacific Asia Travel Association (PATA), serving numerous terms on the Board of Directors and as Chair of the PATA Sustainable Tourism Committee.

He has been active in shaping the sustainable tourism research agenda in Australia and contributing to global initiatives linking sustainable tourism to the United Nations Millennium Development Goals. Steve is Managing Director of Pacific Asia Tourism Pty. Ltd. where he has been a consultant to multilateral and bilateral agencies including the World Bank, International Finance Corporation, Asia Development Bank, UN World Tourism Organization, as well as various national, state and local governments and organizations from both the public and private sectors. Steve is also an Adjunct Professor in Tourism at Griffith University, Australia

The conference will also include local speakers from the public and private sectors who will discuss best practices in implementing green business strategies, as well as the resources and incentives available to encourage businesses to utilize more sustainable practices.

Hilton Kaua`i Beach Resort is the venue for the event which runs from 8:30 am to 5:00 PM on Friday, with registration starting at 8:00 am. The conference fee is \$65 and includes continental breakfast, lunch and conference materials. Registration information and the conference program may be viewed at Kaua`i Planning & Action Alliance's website www.kauainetwork.org.

The conference is presented by Kaua`i Planning & Action Alliance (KPAA) with sponsorship from Hawai`i Tourism Authority, County of Kaua`i Office of Economic Development, Hilton Kaua`i Beach Resort, Kaua`i Island Utility Cooperative, Hawai`i Hotel & Lodging Association-Kaua`i, Kaua`i Visitors Bureau, Po`ipu Beach Foundation, Princeville at Hanalei, Kaua`i Economic Development Board, and Blue Orchid.

Kaua`i Planning & Action Alliance is a non-profit organization that serves as a neutral convener, providing a forum for the community to develop and implement effective solutions to issues that matter to Kaua`i. For more information, contact KPAA at 632-2005 or email kpaa@kauainetwork.org.

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