



Twelve Destinations Named Finalists in Global Tourism Prize

Queen Noor of Jordan will Announce Winners of World Legacy Award June 8

Washington, DC – May 26, 2004 – Twelve outstanding tourism destinations from nine nations have been selected as finalists in the 2004 World Legacy Awards, which recognize excellence in environmental, social and cultural travel. Sponsored by Conservation International (CI) and *National Geographic Traveler*, the winners of the Awards will be announced June 8 at the National Geographic Society in Washington, D.C.

“Tourism is the largest industry on our planet. It can be both an opportunity or a threat to protecting the Earth’s natural heritage and cultural diversity,” said Costas Christ, CI’s Senior Director for Ecotourism. “With the World Legacy Awards we are pinpointing and highlighting those organizations that are true models of socially and environmentally responsible tourism. That’s why we send on-site inspectors to every finalist’s location, so visitors are guaranteed that their tourism dollars are truly going toward organizations that are making valuable contributions toward protecting our natural and cultural heritage.”

“Great travel experiences depend on keeping destinations distinctive and unspoiled,” said Keith Bellows, editor of *National Geographic Traveler*. “These finalists understand that the people who live in a place must benefit from tourism that takes place there. That way, residents will seek to protect what tourists are coming for. We want today’s tourism to leave a proud legacy for future generations: a world full of destinations that are still worth visiting.”

The winners of the second annual World Legacy Awards will be announced at a gala event hosted by Her Majesty Queen Noor of Jordan. A panel of independent judges evaluated applications from across the globe to narrow down the selection to 12 finalists in four categories:

Nature Travel – for positive contributions to the conservation of natural areas and biodiversity:

Al Maha Desert Resort – Dubai
Kwandwe Private Game Reserve – South Africa

Chumbe Island Coral Park – Zanzibar

Heritage Tourism – for positive contributions to cultural heritage and diversity:

Anangu Tours – Australia

Moki Treks – Utah, USA

Campi va Kanzi – Kenya

Hotels and Resorts – for environmentally responsible operations that help protect surrounding cultural and natural assets of the area:

Casuarina Beach Club – Barbados

Turtle Island Resort – Fiji

Voyages Hotels and Resorts – Australia

Destination Stewardship – for destinations comprised of more than one business or attraction (regardless of scale) that demonstrate exemplary protection of their natural and cultural heritage:

Moosalamoo Region – Vermont, USA

Jurassic Coast – Dorset and East Devon Coast World Heritage Site, England

Gunung Rinjani – Lombok, Indonesia

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For more information about the World Legacy Award: www.wlaward.org

For more information about Conservation International: www.conservation.org

For more information about National Geographic Traveler: www.nationalgeographic.com/traveler