



RETI History

The Renewable Energy in Tourism Initiative (RETI) was launched on a seed grant from the University of Colorado's Energy Initiative in April 2007 to facilitate the expansion of sustainable energy practices among members of the tourism industry. As part of this original effort a partnership was formed among the University of Colorado at Boulder (CU), the Center for Sustainable Tourism (CST) at East Carolina University (ECU), and the National Renewable Energy Laboratory (NREL) to further the goals of the initiative. Projects implemented as part of the initial seed grant, include the following:

- **Climate and Tourism Workshop:** co-hosted by the CU Leeds School of Business and NOAA, January 23-24, 2007;
- **Best Practice Manuals:** a set of current applications of renewable energy within six sectors of the tourism industry were identified and published on-line in March 2008 for free download and public comment;
- **Website:** www.renewabletourism.org was launched in March 2008;
- **Literature Review:** an extensive literature review and analysis on motivations and practices among tourism decision-makers in sustainable technologies is currently underway for publication in June, 2008;
- **On-line Workshops:** a Webinar series convening industry, science, government, and community stakeholders to discuss related issues is planned for late 2008.



Accommodations



Airlines



Cruise Lines



Public Land Agencies



Ski Resorts



Tour Operators

RETI Future

Planning and fundraising is underway to expand RETI into a permanent offering. Once established, RETI seeks to be the world's leading program for educating and empowering the tourism industry to adopt renewable energy sources, technologies, and tools. Program objectives include:

- **Best Practice Manual Revisions:** expanding the geographic scope, technologies, and industry sectors of the current documented practices and enhancing the ease of use of the document contents;
- **Website Enhancements:** adding website collaboration tools, webinars/video library, Q&A board, sophisticated search, comparison and filtering features to allow users to easily find information;
- **RETI Executive Board:** leading industry professionals will be recruited to provide program guidance in partnership with the cooperating partners;
- **RETI Membership Program:** in exchange for paying a sliding-scale fee members will gain access to research, promotional opportunities, and hands-on assistance with their renewable energy projects;
- **Renewable Energy in Tourism Summit:** a high-profile global conference will be hosted as the culmination of an extended series of on-line workshops;
- **Research Services:** on-going research on energy and tourism issues will be provided through faculty and student research.