

Sustainable Travel International Refines Industry's Premier Custom Carbon Footprint Calculator

2008-04-02

Sustainable Travel International, a leading non-profit organization committed to sustainable tourism development, introduced recent upgrades to the first travel-related carbon footprint calculator today, complimenting a globally recognized carbon offset portfolio.

'The various ways in which we can offset carbon footprints have evolved since we first introduced the calculator three years ago,' said STI President Brian Mullis. 'These upgrades give consumers more flexibility in how they offset the footprint they just calculated and businesses more customized options in the calculators they feature on their own websites.'

The calculator has always included options to measure the carbon footprint of air travel, car travel, hotel stays and home electricity, and has allowed for the offset gift purchases. Users can now choose from a selection of leading carbon offset portfolios when donating to offsets through the calculator. The calculator allows users to select from three different portfolios of verified and or certified emission reductions projects, or they can choose a blend of all three.

The options are:

myclimate(TM) Gold Standard Verified/Certified Emissions Reductions - renewable energy and energy efficiency projects in the developing world accredited to the highest standards available on the voluntary market.

Conservation International Conservation Carbon - reforestation and avoided deforestation projects in the developing world that meet the standards set forth by the Climate, Community, and Biodiversity Alliance.

Green-e Climate Certified offsets - renewable energy projects in North America.

In addition, the upgraded calculator now is available for businesses that want to provide the service on their own Web sites. STI can customize iFrame carbon footprint calculators to be hosted on a third-party site. The calculators are co-branded, start at US\$399, and feature a variety of different carbon footprint options. They are available in English, French and Italian, and can be translated into other languages.

STI developed and introduced the first travel-related carbon calculator to the travel and tourism industry in 2005. Based on calculations conducted by recognized climate science organizations, such as the World Resources Institute, STI's calculator continues to earn recognition for its quality and usability.

For more information on upgrades or setting up a custom carbon footprint calculator for your business, please contact Peter D. Krahenbuhl at peterk@sustainabletravel.com or call 800-276-7764.

This article comes from Hotel News Resource

<http://www.hotelnewsresource.com>

The URL for this story is:

<http://www.hotelnewsresource.com/article31879.html>

© 1998 - 2008 Nevistas and the author.

Brought to you by Hotel News Resource

Distribute your news on our Network

See what all the buzz is about at:

http://www.hotelnewsresource.com/Info-news_account_info.html