



**HI USA**

## **National Geographic Recognizes HI USA as Leader in Sustainable Tourism**

*Hostelling International USA earns Gold at the Adrian Awards*

**February 21, 2018, New York, NY:** Last night, Hostelling International USA (HI USA) was named a National Geographic Gold Leader in Sustainable Tourism at HSMAI's annual Adrian Awards Gala. This achievement recognizes HI USA's 2017 [Pack Your Impact](#)<sup>®</sup> campaign, an initiative to inspire travelers to maximize their social impact, while minimizing their environmental impact on every journey. HI USA is the first hostelling organization to earn recognition at the Adrian Awards.

This honor is sponsored by National Geographic and recognizes a person, company, or community for demonstrable leadership and innovation in preserving and communicating an authentic sense of place through a wisely managed tourism program. Out of more than 100 applicants, HI USA was one of four Gold recipients.

"As a nonprofit with a purpose to create a more tolerant world, HI USA truly believes meaningful, impact-driven travel experiences are exactly what the world needs right now," says HI USA CEO Russ Hedge. "This award from National Geographic is a huge honor and we're so proud of the millions of people our campaign reached and engaged."

### **About Pack Your Impact**

In support of the UN's designated Year of Sustainable Tourism For Development, HI USA set as a goal for 2017 to create an action-oriented campaign to inspire a global community of travelers to be more sustainable on their journeys. Pack Your Impact included a growing collection of resources, events, games, and more, including:

- [Sustainability Quiz](#), providing sustainable recommendations based on travel personality
- [HI Cards](#), a deck of travel and culture-inspired questions designed to facilitate meaningful conversation between travelers (pictured right)
- [Hack For 2030](#), a hackathon in support of the Sustainable Development Goals, attended by 17 hackers from 10 different countries
- [The Traveler's Scavenger Hunt](#), an app-based scavenger hunt in tribute to the UNWTO's 5 Tips for a Responsible Traveler, which could be played anywhere in the world
- [Green Footprints](#), a series of travel guides that help travelers plan eco-friendly outings in a number of destinations





Achievements of this campaign include:

- UN World Tourism Organization endorsement for Hack For 2030 and Traveler's Scavenger Hunt
- Presented on Hack For 2030 at StayWYSE in Amsterdam, a global event highlighting trailblazers in accommodations
- Featured presenter at Travel + Social Good Global Summit, as well as a full-page feature in their white paper, *Trends and Tactics to Mainstream Sustainable Tourism*
- More than three million unique individuals reached

For more information, contact Netanya Trimboli, HI USA Director of Communications + PR, at [Netanya.Trimboli@hiusa.org](mailto:Netanya.Trimboli@hiusa.org) or (240) 650-2104. Visit [www.hiusa.org/packyourimpact](http://www.hiusa.org/packyourimpact) for campaign details.

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#### **About HI USA**

Hostelling International USA (HI USA) is a nonprofit, member organization founded on an enduring belief in the power of travel to foster a deeper understanding of people, places, and the world around. HI USA promotes a dynamic community of global citizens who have the wisdom and humanity to actively make the world a better place. As the nation's leading hostel brand, HI USA hosts more than 1 million overnights annually across more than 50 hostels, with guests from more than 100 countries. For over 80 years, HI USA has provided a network of affordable hostels in converted mansions, reinvented lighthouses, and historic urban buildings all across the country. Visit [www.hiusa.org](http://www.hiusa.org) for more information.

#### **About HSMAI**

The Hospitality Sales and Marketing Association International (HSMAI) is committed to growing business for hotels and their partners, and is the industry's leading advocate for intelligent, sustainable hotel revenue growth. The association provides hotel professionals & their partners with tools, insights, and expertise to fuel sales, inspire marketing, and optimize revenue through programs such as HSMAI Digital Marketing Strategy Conference, Adrian Awards, and Revenue Optimization Conference. Founded in 1927 and celebrating 90 years in 2017, HSMAI is a membership organization comprising more than 7,000 members worldwide, with 40 chapters in the Americas Region. [www.hsm.ai](http://www.hsm.ai)