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Coulibri Ridge featured in new sustainable travel documentary series released on World Tourism Day

Petit Coulibri, Dominica (September 27, 2022) – Coulibri Ridge is featured in [*Sustainable Travel: Where Next?*](#), an all-new documentary series released today by Sustainable Travel International. The series highlights how the global travel and tourism sector is taking action to protect our planet and its treasured destinations, showcasing Coulibri Ridge’s sustainability efforts as one such example. The series debuts as the international community celebrates World Tourism Day and acknowledges the important role that tourism plays in sustainable development.

Using high-end cinematography, *Sustainable Travel: Where Next?* takes viewers on a different kind of a journey, exploring sustainability initiatives that are transforming tourism all around the world. The series is a collection of 16 short-form documentary films produced by Zinc Communicate, a Zinc Media Group company, each spotlighting a different tourism destination or organization. From the beaches of Barbados to the urban heart of Norway, the series brings to life uplifting stories of conservation, regeneration, inclusion, empowerment, and resilience.

In recent years, awareness of tourism’s impacts reached an all-time high, with travelers becoming more cognizant of the burden that the traditional model of tourism was placing on sensitive places and overvisited communities. *Sustainable Travel: Where Next?* offers hope for the future and embodies this year’s World Tourism Day theme: ‘Rethinking Tourism.’ From farm-to-table culinary experiences to recycling and reuse programs, each episode showcases real-life examples of sustainable travel in action and emphasizes the local voices behind these efforts.

“This series aims to captivate and inspire viewers to take action within their own lives or professional roles to further sustainable travel,” said Paloma Zapata, CEO of Sustainable Travel International. “Over the past two years, people spent a lot of time looking back and reflecting on the harmful effects of tourism and everything that’s gone wrong. Now is the time to look forward and as we do so, it is more important than ever to be telling powerful, uplifting stories that encapsulate the positive side of tourism, and its potential to conserve our planet and create social benefit.”

The series includes an episode focused entirely on Coulibri Ridge’s sustainability efforts, including how Coulibri Ridge has been designed from inception to minimize the project’s impact

on the natural environment by being entirely off-grid, powered and operated solely through renewable energy, harvesting rainwater for all of its water needs and showcasing how a small, comfortable, off-grid resort can be a model for local, sustainable tourism development.

Daniel Langlois, the owner and designer of the project: “We are enthused to have Coulibri Ridge included in the series “Sustainable Travel: Where Next” which is a wonderful platform to share our experience in sustainability. Aiming at sustainability, especially in the context of the hospitality industry, involves revisiting many aspects of the daily habits we take for granted and understanding how these can evolve and be adapted towards a sustainable way of life. By taking the time to do the research, using creative design and implementing the appropriate technologies, it is now entirely possible achieve genuine sustainability without relinquishing modern comfort and enjoy redefined luxury based on the respect of our environment and community.”

Along with Coulibri Ridge, the other destinations and organizations featured in the series include Destination Greater Victoria, Explore Edmonton, Park City Utah, Six Senses, Sonoma County Tourism, South Western Railway, Sustainable Travel International, St Kitts Ministry of Tourism, Tourism Australia, Town of Vail, Visit Barbados, Visit Denmark, Visit Ljubljana, Visit Oslo, and YHA Australia.

To mitigate the environmental footprint of the film production, Zinc Communicate is partnering with Sustainable Travel International to offset the main sources of carbon emissions: crew flights, accommodations, and ground transport.

The episode featuring Coulibri Ridge can be streamed online at [Coulibri Ridge: Achieving Resilient Off-Grid Luxury - Watch on sustainabletravel.org](https://www.sustainabletravel.org/where-next) and the entire series of *Sustainable Travel: Where Next?* can be streamed online at [sustainabletravel.org/where-next](https://www.sustainabletravel.org/where-next) and is also available on [Sublime Magazine](https://www.sublimemagazine.com).

For more information, please contact kaitlynb@sustainabletravel.org.

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SUSTAINABLE TRAVEL INTERNATIONAL

Sustainable Travel International is a mission-driven organization dedicated to protecting and conserving our planet’s most vulnerable destinations. We are transforming tourism’s impact on nature and people by working alongside local communities, engaging travelers and businesses in responsible practices, and strengthening destination management. Through our work, we aim to safeguard nature, combat climate change, and empower communities to preserve the integrity of destinations around the globe. To learn more visit www.sustainabletravel.org.

ZINC MEDIA GROUP

Zinc Media is an award winning, critically acclaimed television, brand and audio production business. It has two divisions: Zinc Television and Zinc Communicate.

Zinc Television is an award-winning content producing group making a range of factual TV programmes for UK and international broadcasters and OTT platforms, operating under trusted production labels.

Zinc Communicate specialises in the creation of corporate films for businesses, brands, advertisers and media owners as well as branded entertainment for consumer brands. The company has a growing radio and podcasting production offering. www.zincmedia.com.

COULIBRI RIDGE

Coulibri Ridge is a 14-suite off-grid discreet luxury resort perched atop a mountain ridge in southern Dominica, just minutes from Soufrière Bay where the Atlantic Ocean meets the Caribbean Sea. The brainchild of Canadian-born entrepreneur Daniel Langlois, Coulibri Ridge was designed as a long-term research project in how to respectfully develop and operate a modern, self-sufficient eco-resort that is closely intertwined with the local community. For more information, visit www.coulibriridge.com.