



Tourism Cares™

2014 GLOBAL IMPACT PORTFOLIO RESULTS

Tourism Cares preserves and enriches the travel experience for future generations – for the traveler, for tourism professionals, and for destination communities. Tourism can be a wonderful engine for growth at home and around the globe, provided it's done sustainably and involves everyone in the tourism economy.

The Tourism Cares Global Impact Fund supports emerging and threatened tourism destinations based on the potential for their tourism, the needs of local communities and the ability of tourism to drive positive change. We work with community leaders on cultural heritage site restoration, capacity building for the nonprofit stewards of these sites, and by investing in tourism social businesses. Our international program began three years ago in Peru before expanding to incorporate Myanmar, Mexico and Egypt.

Peru Expedition and Matching Grants

In 2012, Tourism Cares created a sister organization, Turismo Cuida, comprised of Peruvian companies who share our commitment to giving back and volunteering. Tourism Cares has provided \$80,000 in grant funding for Turismo Cuida and seven grantees, a sum matching locally!

Some of the activities funded by these grants include: improving the exhibit space at the PACEB-Cao museum, constructing centers that connect local artisans with the tourism market, funding archeological excavations, and developing a mobile app with information on local sites around the city.

Other projects take place beyond Lima, in Arequipa, Tipón and Pueblo Libre, and focus on researching the cultural landscape to develop tourist routes, the creation of an interpretive center for tourists, and building up culinary tourism through the construction of artisanal ovens.

The grantees chosen by Turismo Cuida include: Wiese Foundation; Pontifical Catholic University of Peru; Luis E. Pallardel Muniz; Antonio Ruiz de Montoya; Benavides & Watmough Architects; Orval; Peruvian University of Art; and the Metropolitan Municipality of Lima.



Other Global Priorities

Mexico: Guerrero region: Tourism Cares will be supporting Limpia Guerrero in their work with volunteer beach clean up events and bringing together regional stakeholders to raise awareness about the benefits of sustainable consumption and proper waste management.

Myanmar: Tourism Cares awarded a grant in the amount of \$18,000 to Friends International, an advocate and resource for street children whose programs include hospitality training programs, providing social services for local communities and engaging travel companies in the restaurants operated by the graduates of the training programs.

Egypt: Tourism Cares is working with local advisors in the tourism industry to help sustain the Egyptian tourism industry through providing support to the Luxor region. We are also working with the National Museum in Cairo.

Recent Worldwide Grant Cohort: Since its inception, Tourism Cares has fulfilled its mission of preservation of destinations through providing grants to tourism sites around the globe.

This year, Tourism Cares awarded \$40,000 in grants to the following sites:

Fauna Flora International – Akyaka, Turkey
Glacier National Park – Columbia Falls, MT
Old Slater Mill – Pawtucket, RI
Clayoquot Biosphere Trust – Tofino, British Columbia



Tourism Cares extends its deepest thanks to corporate members who have contributed to our global portfolio

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