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Tourism Cares Announces Expedition and Partnership with Jordan

2018 tourism industry delegation and local partners to invest in social enterprises, volunteer, promote corporate social responsibility and forge industry connections.

Scottsdale, AZ (December 6, 2016) – The Jordan Inbound Tour Operators Association, the Jordan Tourism Board North America and Tourism Cares today announce a partnership to support Jordan’s destination communities and cultural heritage through the power of tourism and of giving.

The centerpiece of the new **Tourism Cares with Jordan** effort will be a multi-national delegation of travel executives and corporate social responsibility leaders in the **first quarter of 2018**. The purpose of the expedition is to deepen the impact tourism can have in communities through travel’s economic benefit as well as its corporate social responsibility, helping those in need and building lasting industry partnerships to continue this important work.

The founding partners for the effort are: Jordan Inbound Tour Operators Association (JITOA), interested in compelling tour experiences and member corporate social responsibility; the Jordan Tourism Board which promotes the country’s natural and cultural wonders; and Tourism Cares, the US charitable organization committed to uniting the travel and tourism industry to address shared priorities, and to spreading best practices in philanthropy and volunteering.

“This international partnership will make a positive impact in some of Jordan’s most special but undiscovered communities,” said JITOA Executive Director Lina Al-Khaled. “At the same time, it will help create new experiences for travelers, as well as strengthen our own commitment to giving back.”

The goals of Q1 2018 expedition are to:

- **Create tourism jobs for those in need**, by supporting tourism-based social enterprises – businesses that have a direct social benefit which also create authentic experiences for travelers. The social enterprise investments are being kicked off in partnership with tour operators Austin Adventures and Abercrombie & Kent, which, together with a grant from the Bob Whitley Memorial Fund, is supporting small tourism businesses with hundreds of donated mountain bikes.
- **Connect with and help preserve Jordan’s cultural heritage**, with a multi-national, cooperative volunteering project

- **Promote effective, and greater, tourism industry stewardship within and to Jordan**, via a corporate social responsibility (CSR) symposium with Jordanian and global travel leaders
- **Increase industry connections and the visibility of Jordan**, sharing collective lessons and high quality social enterprises with tour operators, travel agents and the traveling public, especially projects along the inspiring new Jordan Trail, a 600km north-south route across the country.

“The Tourism Cares community is thrilled that Jordan is the next destination to be a part of our global network,” said Robin Tauck, chair of the Tourism Cares Global Impact Committee. “Tourism can be such a force for good – through our business, the experiences we all share, and the power of our giving and care. Tourism Cares channels that spirit and we’re excited to learn and partner with Jordan.”

The Jordan partnership follows a signature 2012 expedition to Peru which led to the formation of Turismo Cuida, a group of Peruvian travel companies that pools funds to support shared priorities, similar to Tourism Cares in North America. To-date Turismo Cuida has facilitated more than \$250,000 in combined grantmaking for local tourism projects, as well as launched with tour operators an innovative PET bottle recycling program for the Sacred Valley and Machu Picchu. Jordan was selected as the next Tourism Cares global network destination due to its position in the region, its broadening tourism appeal, an existing tourism program for social enterprises, and a readiness to promote travel industry CSR.

Dates for the Q1 2018 expedition will be announced by March 2017.

About Tourism Cares: Tourism Cares, Inc., a US 501(c)(3) public charity, maximizes travel’s potential to be a global force for good by leveraging the care that travelers and the industry feel for the places we love. We unite the travel industry to make a greater impact on shared priorities, and to help each company fulfill its giving goals. Together, with leading travel and tourism companies and associations, we make a greater difference on three issues: helping destinations in need, supporting our workforce, and improving our corporate social responsibility. Learn more at www.TourismCares.org and @TourismCares.

About JITOA: A voluntary non-for profit tourism organization that works for the benefit of the inbound industry in Jordan with a goal of raising its standards and professionalism. Our members consist of active members (Jordanian tour operators) and associate members (corporate and individual industry stakeholders). JITOA members constitute 80% of the inbound tourism to Jordan. JITOA serves as the united industry voice, using advocacy and lobbying as a tool to reach officials in government and elsewhere to make a difference for our sector. www.jitoe.org