



HURRICANE HARVEY TOURISM RECOVERY FUND

Give with the travel and tourism industry to help the Texas Gulf Coast recover

DONATE NOW

www.tourismcares.org/harvey

or via check or invoice

harvey@tourismcares.org; 781.821.5990 x. 207

The Hurricane Harvey Tourism Recovery Fund, established by the Texas Travel Industry Association (TTIA) and Tourism Cares, offers the travel and tourism industry a way to directly support the destinations and attractions that were hardest hit by Hurricane Harvey, speeding the return of visitors and jobs.

Complementing vital relief efforts, the Fund unites the tourism industry to make an outsized impact in Harvey's wake, leveraging all of our resources, influence and compassion.

Together we can help Gulf Coast tourism "build back better" through new investments and repairs, and by introducing the special attractions of the Texas Gulf Coast to the rest of the country. Millions of visitors enjoy the Gulf Coast every year, drawn to Texas Coastal Bend destinations such as Rockport and Port Aransas by world class sport fishing and boating, the Coastal Birding Trail and architectural gems such as the Fulton Mansion. These experiences generate 170,000 tourism jobs on the coast, many of which are at risk. Along with housing and infrastructure, it is also critical to restore the tourism and livelihoods of these communities.

Fund Investment Strategy

The Tourism Recovery Fund offers the travel and tourism community a unique and complementary donation strategy: direct investments in helping vulnerable and affected tourism destinations and attractions recover. We will (1) focus on tourism, (2) pool our resources, (3) leverage more than money through our skills and influence, and (4) share our stories and lessons industrywide.

While TTIA is still surveying the damage, we know local tourism infrastructure such as visitors



centers, beaches and trails have been badly affected in communities such as Beaumont, Port Aransas, Rockport/Fulton and more. We also know the cultural organizations in those areas face damage and new challenges wrought by this disaster.

The Hurricane Harvey Tourism Recovery Fund will be used for these purposes:

- **Physical restoration of affected attractions and cultural tourism nonprofits**, whether it be a historical monument, public space, destroyed visitor center, etc.
- **Capacity building and restoration of nonprofit organization** facilities, equipment and systems. This could include skilled volunteering programs that bring experts from around the country to Texas to help upgrade the organizational capital of Texas tourism nonprofits.
- **Other investments based on need**, which can include trainings on volunteer management and marketing and communications support.



A driving principle for the Fund will be **need** and resilience, with investments supporting the entities and projects that have the greatest value but are also the most vulnerable and at-risk in the recovery. TTIA and Tourism Cares may also support the Gulf Coast's recovery through volunteer projects, advocacy and marketing. Funds will be used to help the region be ready for spring break 2018, as well as summer 2018.

Thank you for joining with the travel and tourism to make the greatest difference we can for Texas tourism communities. We **give better together** and look forward to sharing the vital recovery work you make possible.

About the Texas Travel Industry Association

TTIA is the umbrella organization and advocate for the travel industry in Texas. TTIA strives to deliver exceptional value to its members. To that end, we offer a variety of member-driven public policy initiatives, business networking opportunities, marketing programs, and educational offerings all to help our members and our industry succeed today and in the future. www.ttia.org

About Tourism Cares

Tourism Cares, Inc., a US 501(c)(3) public charity, advances the travel industry's social impact to help people and places thrive. We unite the industry to make a greater impact on shared priorities, and to help each company fulfill its giving goals. Our members include leading travel associations and companies, together helping destinations in need, supporting our workforce, and improving our corporate social responsibility. Learn more at www.TourismCares.org and @TourismCares.