In 4 cities across North America, volunteers partnered with local organizations to fulfill each destination’s priorities, enhance them for tourism, improve life for those who call them home, and create unique personal and professional experiences.

**NEXT UP!**

May 10+11, 2018

$300,000 in volunteer time & services was donated by the travel & tourism industry throughout 2017.

June 8+9, 2018

$300,000 in volunteer time & services was donated by the travel & tourism industry throughout 2017.

Sept. 20+21, 2018

$300,000 in volunteer time & services was donated by the travel & tourism industry throughout 2017.
One day, more than a 1/2” of rain and $20,000 donated to the city of Oakland

The tourism community rallies to do some good

Armed with ponchos and tons of enthusiasm, travel industry professionals from more than 65 different companies and 22 states across the country joined forces in Oakland for a volunteer service project to enhance iconic sites throughout the city.

We are a dynamic industry, and our passion is contagious when we unite to help destinations and others.

Why is this important?
“Tourism Cares highlights the impact of tourism as an economic driver for cities. Visitors spend $1.5B in Oakland annually, supporting local businesses, attractions and communities. Being the only 2017 West Coast destination of the program reminds locals and industry professionals that enhancing Oakland’s unique, urban offerings that attract visitors will ultimately improve the Oakland way of life.”
-Mark Everton, president and CEO of Visit Oakland

175 volunteers
900 hours
3 weeks
and completed
of work in 1 day
donated
$
With nearly 150 acres to maintain and a no-herbicide ordinance, the limited grounds crew at Lake Merritt depend on volunteers like ours to get through their to-do lists and move on to bigger projects that require more expertise.

Fairyland only has three full-time maintenance employees to maintain more than ten acres of grounds and 60 historic storybook sets. Our volunteers saved their crew from having to complete three weeks worth of back-logged projects on their own.

Oakland’s vibrant arts scene can be experienced through hundreds of street murals. In collaboration with local muralists, Dragon School, volunteers used urban art to revamp community landscapes.

Join another Tourism Cares for Our Cities event this year -
Detroit - May 11 + 12 // Providence - September 14 + 15 // Toronto - October 26 + 27  
www.TourismCares.org/cities
“Volunteers are very important to further our work. We don’t get funding from the larger foundations in our area so we can’t afford to hire the staff we need to do all the things we try to get done. 95% of our yearly funding comes from private donations.”
-Mark Covington
Georgia Street
Community Collective

Tourism Cares kicked off the signature event in the Tourism Cares for Our Cities series, teaming volunteers with local partners to improve the Detroit experience for locals and visitors alike.

Detroit is known as the “come back city” with a diverse culinary and music scene, renowned art and rich architecture. In addition to direct impact on the ground, Tourism Cares for Our Cities showcases destinations to an influential national audience.

Tourism Cares is focusing on City Tourism in 2017 in keeping with the UN World Tourism Organization’s (UNWTO) recognition of city tourism as a critical force in sustainable development and livability.

“We are honored that Tourism Cares chose Detroit as one of this year’s host cities. We value the hundreds of tourism professionals that are here in our city making a difference throughout the community.”
-Larry Alexander, president & CEO, Detroit Metro CVB

Impact Report
May 11 + 12, 2017

Tourism Cares for
DETROIT
TRAVELER'S BIG GIVE

5 hours
200 volunteers
$30,000 in value

1 tourism community connected

www.TourismCares.org/cities @TourismCares #TCVolunteers #TC4Detroit
“There was a time in which there were two diverging futures for Detroit. One was a renovating downtown bustling with growth with nearby neighborhoods experiencing a robust appreciation in land value and the other had the outlying neighborhoods still in decline. We are stemming from that and, in a growing number of areas, we are reversing the decline through neighborhood investments in infrastructure, and creating a balance between blight mitigation through tear-downs, and now have a burgeoning renovation program where the outlying neighborhoods are now getting the recognition they have long deserved. The future is looking much brighter for Detroit’s formerly troubled neighborhoods.”

-Barry Burton, City of Detroit

Making an impact in addition to the volunteer day

Tourism Cares also engaged the Detroit community to leverage the knowledge of travel professionals through skilled volunteering. Mike Geraci of MERCURYcsc and Jeanne Chapel from Amadeus presented marketing and branding tips and target audience research to a group of mission based travel professionals at a breakfast workshop on Thursday morning. After the workshop, local organizations were paired with volunteers for additional pro bono projects that will continue over the coming months. To check on our progress, make sure to visit www.TourismCares.org/cities

Thank you to our volunteers, partners, hosts and sponsors that made Tourism Cares for Detroit a reality.

These programs are made possible by a dedicated community committed to doing good.
“The weather behaved. The addition of so many plants, the trimming of trees, the painting, the weeding, the brick work, the mulching and more happened because of all of you ... our city is so much more sparkly than it was yesterday - and we made some new friends from all over the world.”

- Wendy Nilsson, Superintendent, Providence Parks & Recreation

Providence is undergoing a renaissance with multiple hotel projects in development, a hot culinary scene, a creative community and vibrant nightlife. And with the help of 175 travel professionals, now the city shines even brighter, welcoming tourists and locals to improved parks and public spaces.

A snapshot of our impact:

- 900 plants planted in India Point Park and Burnside Park
- The Riverwalk was painted for the first time in 20 years
- A new mural painted on the Scialos Bros. Bakery building to celebrate 100 years on Federal Hill
- In all, $50,000 of volunteer value was donated to the city of Providence in one day
- Which equates to SEVEN weeks of work saved for the city of Providence.
“There were numerous comments about how dedicated people were and how conscientiously people worked. Tysh McGrail, our professional landscape designer, says that of the volunteers she’s worked with over a long career, your group stands out—both for accomplishing so much and for doing it with such good spirits.”
- Rachel Schwartz, Friends of India Point Park

Tourism Cares is focusing on City Tourism in 2017 in keeping with the UN World Tourism Organization’s (UNWTO) recognition of City Tourism as a critical force in sustainable development and livability. This is the third event in the series, which finishes in Toronto in October. To learn more, visit www.tourismcares.org/cities.
Tourism Cares focused on city tourism in 2017 in keeping with the UN World Tourism Organization’s recognition of city tourism as a critical force in sustainable development and livability. This was the final Tourism Cares for Our Cities program, — and our first in Canada—following programs in Oakland, Detroit, and Providence.

In Toronto, volunteers completed 4 valuable projects across the city:

**They spent the day on the farm!** At Black Creek Community Farm, volunteers planted 50 blueberry and 5 service berry bushes and harvested 500 pounds of carrots! Not only did the group accomplish a lot, having volunteers all around North America on the farm raises awareness about food security and accessibility issues.

At the end of the day, more than $40,000 was donated in volunteer time and grant funding to social enterprises and organizations in Toronto.

**They helped make Toronto more accessible.** A small but mighty group raised awareness and paint brushes to help the StopGap Foundation spread their message while creating more accessible spaces throughout Toronto. Volunteers painted 14 ramps adorned with StopGap logos, and delivered a ramp to a local business to see their impact first-hand.

**They honored fallen veterans of Canada** by planting 250 trees with the Highway of Heroes Tribute. The highlight of the day - spending time with World War II and Korean War veterans at Sunnybrook Veterans Centre.

**They spruced up community space.** In St James Town, the most densely populated neighborhood in North America, volunteers pulled, planted and assembled benches to make community spaces among the high rise buildings shine a bit brighter.

"Seeing that we run a tight ship here at Black Creek Community Farm, our dependence on volunteers can be quite heavy. For example it took you guys just a few hours to harvest 500 pounds of carrots where it may have taken us a few days. Volunteers are very important to the maintenance of the site."

- Hinda Omer, Events & Marketing, Black Creek Community Farm

Tourism Cares for Toronto
October 26+27, 2017

www.TourismCares.org/cities  @TourismCares  #TCVolunteers  #TC4Toronto
We see an incredible amount of support from passionate Canadians, but to see this embraced with such enthusiasm from our beloved neighbours to the south - and allies during many of the conflicts that we have sent our troops into - is quite moving.

- Mike Hurley, manager, fundraising and communications, Highway of Heroes Tribute

City staff were out again over the weekend and communicated that residents were expressing their thanks for the investment – the Tourism Cares Team made a real difference to the quality of life for Torontonians living in the St James Town Neighborhood.

- Manjit Jheeta, project manager, Toronto Office of Partnerships, City of Toronto

Volunteering transcends generations, cultures and even borders. - Mike Hurley, Highway of Heroes Tribute

Thank you to our volunteers, partners, hosts and sponsors that made Tourism Cares for Toronto possible.

Having volunteers join us from all over North America and beyond is invaluable to our mission. Our volunteers become ambassadors helping us raise awareness about our human right to equal access. They have the capacity to inspire a shift in perspective about the importance of universal access and inclusion within their own communities as they help local municipalities, social enterprises, and businesses discover the benefits of barrier-free spaces.

- Luke Anderson, Co-Founder
StopGap Foundation