JOIN TODAY. MAKE A BIG IMPACT FROM A SMALL STEP.

We believe in the power of small steps and doable acts that ignite positive change.

It’s a belief that guides Tourism Cares to bring our collective industry together to harness the transformative power of travel. While each of us alone can make a small difference, businesses bound together in purpose and action can literally change the world.

Tourism Cares facilitates your ability to successfully work with destinations and local communities and helps you empower them with expertise, guidance, resources, partnerships and marketplace access that can forge a sustainable future for their business and yours.

UNIFY FOR A COMMON PURPOSE. FORGING A BRIGHTER FUTURE.

Small steps, long view decisions, commitments to do better and be better.

Our industry has the opportunity to create some of the largest global impact and tackle some of the world’s most challenging issues. There will be nearly 800 million additional international travelers by 2030. The time is now to plan for increasingly crowded and resource strained economies and harness the power of travel to disburse the benefits of our industry for good.

At Tourism Cares we’re focused on uniting our industry to address these challenges. Improving destinations that we rely on today while creating new destinations for tomorrow.

“Tourism Cares enables its members to support meaningful tourism initiatives that our travelers increasingly want, and that our industry needs desperately to not only survive, but thrive.”

– Brett Tollman, CEO, The Travel Corporation
SHOW YOUR LEADERSHIP:
BENEFIT YOUR BUSINESS. AND THE WORLD.

At Tourism Cares we’ve evolved our program to better address the rapid changes in our industry and to deliver the kinds of activities and programs that our members can use to support destinations, enrich customer experiences and grow your bottom line. Here are just some of the things you’ll benefit from when you join Tourism Cares:

**A Community Of Shared Purpose**
Over 160 leading business from all segments of the travel industry.

**Networking That Builds Business**
Helping you meet organizations, businesses, government entities and others to foster new opportunities for you to develop authentic guest experiences, create new itineraries and to better leverage resources.

**Volunteering**
The opportunity for you and your employees to participate in one of our unique destination focused events.

**Connect To The “Good Travel” Travel Advisors Program**
Exclusive access to a network of over 900 of the top retail travel agents in the United States and Canada.

**Training and Shared Best Practices**
A variety of in-person and web based initiatives that will help you more fully understand and react to the issues that are impacting destinations, communities and your business.

**Research and Exclusive Studies**
Helping our industry understand and track attitudes as they relate to sustainability, voluntourism community development, impact tourism, and other relevant areas.

**Corporate Social Responsibility (CSR) Leadership Aid And Growth**
Forum for your CSR leadership to share opinions and ideas and to network with others working in the travel space.

**Inspiration**
An inside look at how others are developing and deploying ideas across the world.

“Working with Tourism Cares has been by far the best return on investment we’ve made in terms of direct impact, sustainability and business growth.”

– Malia Asfou, Director, Jordan Tourism Board North America
“Tourism Cares has helped us impact a community that needs the assistance and is doing fabulous things for everybody within the neighborhood. I think this was beyond anything I ever expected.”

– Lisa Presley, Business Development Manager, Norwegian Cruise Lines

INSPIRED OUTCOMES

LinkAge Training Restaurant – Myanmar/Burma

Built to help train and support marginalized youth, a Tourism Cares grant helped this organization get the resources it needed to create a commercially viable restaurant. The upgraded quality helped them contract with major tour companies who have since brought thousands annually to their restaurant. It’s created a sustainable model and enabled them to hire a full time manager.

Iraq Al Amir Women’s group – Jordan

A Tourism Cares program to Jordan exposed our contingent to this organization and it resulted in one of our members being so inspired he gave them a significant financial grant towards capacity building and capital improvements. His organization and several others are finalizing plans to integrate this organization into future itineraries. To date, four of the largest tour operators in the U.S. have incorporated one or more of the social enterprises into their itineraries, guaranteeing combined traffic of 4,000 tourists – changing these communities for the better with sustained, dignified income.

Georgia Street Community Cooperative – United States

Tourism Cares for Detroit brought 200 volunteers to the Motor City with a focus on empowering local organizations driven to strengthen their communities. One of the organizations was this farm that grew from an abandoned lot to become a successful community center and garden with a goal to revitalize the neighborhood, mentor youth, bring business to the area and provide free access to fresh produce. In just five hours, Tourism Cares volunteers donated supplies, raw materials and their collective people power, saving the Cooperative months of work and thousands of dollars in labor and supply costs.
TAKE THAT NEXT STEP WITH US.

Tourism Cares believes that every meaningful journey is a collection of small steps. We invite you to take that first step with us.

Visit: TourismCares.org
Contact: dean.jacobberger@tourismcares.org
Call: 781.821.5990

Annual membership contributions range from $1,500 to $10,000 based on the size of your business.

YOUR MEMBERSHIP BENEFITS

• Unite with Travel Industry Leaders and Make Your Business a Force for Good

• Enhance ROI by connecting to meaningful travel experiences that consumers are looking to book

• Participate in Exclusive Volunteer Opportunities

• Gain Access to Travel Agents focused on Sustainability, Philanthropy and Experiences that Give-back

• Cultivate CSR Leadership and Growth

• Access Marketplace Research and Intelligence

• Gain Best Practices and “How To” Knowledge and Education

“The best way to do good for a destination and do good for your bottom line, join Tourism Cares.”

– Roberta Jacoby, Managing Director, Global Tour Operations, Royal Caribbean Cruise Line