TOURISM CARES CONVENES TRAVEL INDUSTRY PROFESSIONALS AROUND THE UN SUSTAINABLE DEVELOPMENT GOALS

Tourism Cares and NYC & Company host Inspiration Exchange to partner around education and Tourism Ready

NEW YORK, New York – October 17, 2019 – Tourism Cares unites 100 travel professionals for their Tourism Cares Inspiration Exchange (TCiX) event at The Apollo Theater in Harlem for conversation, education and in-community visits, incorporating the UN Sustainable Development Goals (SDGs) as a guideline to further social impact.

The UN Sustainable Development Goals are 17 goals to transform the world to a healthier and greener global society. Sustainability and impact leaders from leading tour operators, nonprofit and social enterprise sectors will share their stories, best practices and create connections to drive the SDGs forward through travel.

“A prosperous tourism product relies on healthy communities and environments,” said Paula Vlamings, Chief Impact Officer, Tourism Cares. “By helping our industry connect with global and local change makers, we hope to facilitate the advancement of the SDGs through our industry to benefit all – for travelers, for tourism companies and for the communities we all depend on.”

By 2030, there will be nearly 800 million more international travelers visiting the destinations we all sell. Struggling workforces, neglected historic sites, disappearing cultures, declining natural resources, plastic polluted oceans, and dying coral reefs with no fish – are all not good for business. By harnessing the collective power of the travel industry, the SDGs can act as a guide to tackle some of the seemingly unmanageable issues facing destinations.
TCiX was in large part inspired by NYC & Company’s Tourism Ready program, an initiative that pairs education and business-to-business trade partnerships to help communities welcome more visitors.

“The NYC & Company Tourism Ready program delivers valuable tools and insights to local businesses throughout New York City looking to engage with travelers,” said NYC & Company President and CEO Fred Dixon. “This initiative is central to our long-standing commitment to spread tourism’s benefits and its $70 billion economic impact across all five boroughs, underscoring our goal to become an even more sustainable tourism destination.”

On Friday morning, TCiX delegates will participate in Tourism Ready’s in-community visits, taking their discussions and networking moments to the streets. There will be five walking tours available to bring the sights and sounds of the communities to organizations and companies to experience first-hand. Tours will visit the Bronx, Harlem, Williamsburg and the Financial District, and are hosted by individuals who have completed the NYC & Company Tourism Ready program.

TCiX is made possible by the support of sponsors NYC & Company, Aon Travel Practice, Leisure Pass Group, Delta Air Lines, MaCher, Ment Law Group, One World Observatory, National Tour Association, Rovia, and AFAR.

**About Tourism Cares**

Tourism Cares, Inc., a U.S. 501(c)(3) nonprofit that advances the travel industry’s positive impact to help people and places thrive. We believe it’s in all our best interest to support the destinations our industry depends on so that communities, travelers and businesses can prosper. We mobilize the entire industry to use its business as a force for good by convening, educating and motivating all sectors to make a positive impact through travel. You can follow @TourismCares on Facebook, Twitter, Instagram.

**About NYC & Company**

NYC & Company is the official destination marketing organization, and convention and visitors bureau for the City of New York, dedicated to maximizing travel and tourism opportunities throughout the five boroughs, building economic prosperity and spreading the positive image of New York City worldwide. For more information, visit nycgo.com.