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Tourism Cares announces 2020 Meaningful Travel Summits

Travel industry convenings announced in North Lake Tahoe and Colombia

NORWOOD, Massachusetts – December 3, 2019 – Tourism Cares is pleased to announce its Meaningful Travel Summits for 2020 – Tourism Cares for North Lake Tahoe (May 13-15) and Tourism Cares for Colombia (September 13-17).

The Meaningful Travel Summits are travel industry specific convenings supporting destinations worldwide through meaningful social impact experiences, inspiration exchange and volunteering, leveraging the influence of travel businesses to make the greatest impact within a destination.

The programs center on The UN Sustainable Development Goals (SDGs), 17 goals designed to transform the world to a healthier and greener global society. While the programs themselves touch on many of the 17, North Lake Tahoe will primarily include education and volunteering experiences around SDG #13: Climate Action, while Colombia will celebrate peace through tourism, SDG #16: Peace, Justice and Strong Institutions.

“We are very excited about Tourism Cares’ decision to select Colombia for its next Meaningful Travel Summit. This project is in line with the tourism ProColombia is promoting, one that contributes to our country being a safe, sustainable and high-quality destination. We are investing in tourism that benefits not only travelers, but also travel companies, the environment and the community”, explained Flavia Santoro Trujillo, President of ProColombia, the government entity in charge of promoting non-mining-energy exports, foreign direct investment and tourism in Colombia.

Leaders from major hotels, airlines, global tour operators, tourism associations, media, and the broader travel and hospitality community will come together to explore opportunities for greater
investment in community tourism, conservation tourism, and social enterprise, highlighting sustainability efforts and a space for important dialogue on innovative strategies for destination impact.

“North Lake Tahoe is proud to partner with Tourism Cares for the 2020 Meaningful Travel Summit. Many local hoteliers and non-profit organizations promote sustainable tourism within the travel industry as a whole and we are thrilled to highlight their efforts,” said Sarah Winters, Director of Sales & International Marketing for North Lake Tahoe. “The hands-on engagement offered through Tourism Cares has great impact on local communities, and as regional stakeholders continue to engage with global leaders in sustainable travel, this event aligns well with our goals to promote North Lake Tahoe as a year-round, four-season destination.”

Creating sustainable communities and preserving fragile habitats not only supports the tourism product long term, but meaningful travel experiences for visitors. From developing unique excursions that support a healthy destination to buying locally produced food and goods, there are endless ways travel companies can create a sustainable future for all.

For registration and sponsorship opportunities, visit www.tourismcares.org

The Meaningful Travel Summits are made possible by the support of early-adopter sponsors and partners North Lake Tahoe, Squaw Valley/Alpine Village, ProColombia, Impulse Travel, PhotoVision, Collette, Delta Air Lines, The Travel Corporation, Arch Insurance Group, US Travel Association, Travel Insurance Advisors and MaCher.

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.

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