WHEN TOURISM CARES
WE BUILD COMMUNITY, TOGETHER.

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, and commitments to travel with meaning.

Our industry has the opportunity to create some of the largest global impact and tackle some of the world’s most challenging issues. We navigate the rapidly evolving frontier of meaningful travel and responsible tourism.

During this time of unfolding science and environmental shifts, it is imperative that travel organizations of every size, product and service actively participate in evolving. We know that progress is activated when our community is infused with connection, inspiration, leadership, enthusiasm, and celebration.

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.

“What Tourism Cares is enabling its members to achieve is what our travelers increasingly want to buy and what our industry desperately needs 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 and connection at our Meaningful Travel Summits**
The opportunity for you and your employees to participate in one of our unique destination focused events.

**Training and Shared Best Practices through our Meaningful Travel Platform**
A B2B online education and training platform 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, 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 using the 17 UN Sustainable Development goals as a guidepost.

**Supporting community growth.**
Amplifying impact by supporting destinations and communities with capacity-building and infrastructure investments.

“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 Asfour, Director, Jordan Tourism Board North America
INSPIRED OUTCOMES

Supporting Changemakers – Colombia

Through grant funding, Tourism Cares supported Impulse Travel’s IMPULSE fund-raising campaign to offer 15 community projects that rely on tourism with education, training and grant funding. Funding will be invested in what communities need most during the COVID-19 crisis: meeting basic needs and building capacity through remote training of local people to offer even better tourism product when we can visit again.

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.

Social Enterprise Connector – Puerto Rico

Tourism Cares held its inaugural Social Enterprise Connector as part of the Tourism Cares with Puerto Rico Meaningful Travel Summit. Fifteen social enterprises, non-profits, and community associations were invited to share their social and environmental impact work. The goal was to illustrate how tourism can be used as a tool to advance global sustainable development and connect organizations, often excluded from the industry, to have a platform to share their transformative purpose-driven work. Enterprises represented a cross-sector of the development community, including historical and cultural preservation, indigenous and community-tourism, sustainable fashion, gastronomy, renewable energy and more.

“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
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: lauren.tilton@tourismcares.org
Call: 781.821.5990

Annual membership contributions range from $1,500 to $25,000 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
• Cultivate CSR Leadership and Growth
• Access Marketplace Research and Intelligence
• Gain Best Practices and “How To” Knowledge and Education
• Display your support with unique marketing opportunities

“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

20 Vernon Street, Norwood, MA 02062
781.821.5990 • TourismCares.org