2021 YEAR END IMPACT REPORT

Caption: A group of travelers pose for the camera on tour in Colombia.
WHAT A YEAR IT WAS

This year our community certainly helped us to Go Somewhere Good - even from our virtual home offices. 2021 continued to challenge our industry in new ways but also gave us hope for the return to travel and one of a stronger, more resilient industry.

Thank you to the many members, supporters, and partners that continued to stick by us and recognize the important need for meaningful travel to be the standard for our industry. This short report is a look back to all that you helped us accomplish this year.

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A New Look + Vision

In the Spring of 2021, after nearly 20 years, Tourism Cares unveiled a new vision to better support the evolving needs of travelers and the destinations they visit. To reflect our refreshed organizational approach to meet travel’s new sustainability challenges, we collaborated in a rebranding initiative and developed a new logo to complement our renewed positioning. In Tourism Cares’ role as a catalyst for cross-sector collaboration within the travel industry, we also expanded our membership categories to allow individual travel professionals and travelers to join.

Huge thank yous to MMGY Global and Anita Mendiratta Associates for helping us to lead this change.

New Programs Introduced

Along with a new look, we were also busy at work introducing new programs and tools to aid our membership on their sustainability journey.

Meaningful Travel Map of North America:
The Meaningful Travel Map of North America connects travel professionals to social and environmental impact experiences and opportunities throughout the United States, Mexico, and Canada that are bookable now and ready to explore.

Sustainability Help Desk (SHeD):
Our Sustainability Help Desk Appointments (SHeD) offer our members the opportunity to connect directly with Tourism Cares through prescheduled appointments. In this judgment-free space our community can talk through their personal and professional sustainability journey and how to align best practices with their business goals.

Sustainability Working Group:
In 2021, Tourism Cares convened a working group of tour operators at various stages in their sustainability journey to help define the “why” and “how” and create the measurements needed for ongoing progress and success in making a meaningful change in their businesses. In partnership with MaCher, we conducted a series of facilitated training sessions and informal workshops to help the group start building the foundation to advance their journey.

Meaningful Travel Platform Original Content:
Our education “hub”, the Meaningful Travel Platform continued to grow this year, incorporating more resources around climate action planning, best practices for safe travel and trainings on the UN Sustainable Development Goals.
Global Grant Giving

Tourism Cares awarded more than $99,000 to non-profit organizations all over the world, including:

- Cultural Heritage Economic Alliance, Inc (for support of the Black Travel Talent Directory)
- Friends of the Environment, Abaco, Bahamas (for Hurricane Dorian recovery)
- FRIENDS International, Inc. (for vocational training project in Myanmar)
- Media Arts Institute (for support of the Pathways Project)
- Three Square Foodbank, Nevada (as part of the IPW fundraising event)
- Lindblad Island Conservation Fund (for the Galapagos Island Relief Fund)
- Collective Impulse (for capacity-building for Colombia Meaningful Map)
- National Civil Rights Museum (for guide training program)
- Vital Ground Foundation (for grizzly bear protection initiative)

Community in Colombia

In November, 2021, Tourism Cares launched our Meaningful Travel Summit with more than 30 tour operators, travel media and select suppliers including airlines, insurance providers and more, who spent four days experiencing unique offerings in Medellín, Colombia. The primary goal of Tourism Cares with Colombia is to create long-term economic impact for tourism communities by curating deep and immersive connections.

Our top three takeaways from the program:

- All tourism is community tourism. It is first and foremost about relationship-building and not simply transactional, so we must give communities a voice and ask how they want tourism to work in their homes.
- The travel experience becomes more beneficial for locals and visitors when destination stakeholders - both in the public and private sector - build partnerships with intention.
- Working with local leaders and forging unlikely partnerships can create social transformation and a prosperous business.

Travelers can become better destination stewards by traveling differently, but it requires the greater travel and tourism industry to incorporate more sustainable options within their product lines. To best support that sustainable tourism development, ProColombia launched the Meaningful Map of Colombia. To explore the map, visit https://colombia.travel/en/tourism-cares

And to further support various social impact organizations throughout Colombia with capacity building, infrastructure, and education initiatives, Tourism Cares, along with partners TRIP Foundation, and Travel Insurance Advisors, LLC., will invest more than $35,000 in grant funding to support heritage communities across the country.
Timo Shaw, one of the more than 30 travel industry professionals who joined the recent Meaningful Travel Summit in Colombia, talked with us to reflect on the personal impact the experience left on him. He is the President of Country Walkers and VBT Bicycling Vacations, a group that provides active travel experiences throughout the world that highlight local, authentic and immersive culture. As a participating member of the Tourism Cares Sustainability Working Group, Timo and VBT have been working to both share and learn best practices to help move our industry forward. Timo shared some of his takeaways with us that we wanted to relay to you, in the spirit that together, we can change the world through travel.

What was your biggest takeaway from the Colombia program? A reminder of how valuable community tourism can be to a local community, and how it greatly enriches the traveler’s experience by participating in it, a true win-win for both parties when appropriately managed.

What do you consider the business case for infusing sustainable practices into your operations? I believe sustainable travel practices will not be a business option moving forward but a necessity. There are many factors driving this, several being:

- The negative financial impact on the bottom line due to canceled, delayed, or modified travel arrangements to destinations impacted by climate change (flooding, wildfires, extreme heat/cold etc.)
- The positive financial impact on the bottom line from new/repeat consumers desiring access to local, sustainable experiences
- The positive/negative financial impact on the bottom line with access to destinations and experiences controlled by demonstratable sustainable practices

What did you learn in Colombia that will help to support your business priorities and growth over the next year? How to incorporate more social enterprise experiences into tour offerings for a richer guest experience, and more authentic local interactions, whilst providing greater local economic and social benefit.

Experience the stories of the social enterprises that brought Timo and the other summit attendees closer to the local community by visiting the Meaningful Travel Map of Colombia, https://colombia.travel/en/tourism-cares
Coalition Collaboration

In June 2020, Tourism Cares became one of six co-founders of the Future of Tourism Coalition (FOTC). Since its inception, the FOTC community has grown to include more than 650 signatories, representing the entire breadth and scope of the travel and tourism industry. This year was all about forming partnerships and making commitments.

Signing on to the Glasgow Declaration
The Future of Tourism Coalition is an official supporting partner of the Declaration, showing a commitment to transforming tourism to deliver effective climate action. Rebalancing our relationship with nature is critical to regenerating both our ecological health and our personal, social, and economic well-being. It is also critical for tourism, which relies on and connects us with flourishing ecosystems. Restoring nature - and our relationship with it - will be key to our sector’s recovery from the pandemic, as well as its future prosperity and resilience. Learn more at www.futureoftourism.org

Building a Community Platform
The Future of Tourism Coalition announced the launch of our Community Platform where Coalition signatories actively join forces around the future of our industry and the health of destinations. The platform hosts interactive boards to pose questions, post resources, interesting articles and events and creates direct connections to other signatories dedicated to the future of travel. By creating a global community, the hope is to problem-solve and challenge each other to drive action. Join us at community.futureoftourism.org

Global Community-Building

Spreading the message of meaningful travel and creating a worldwide community anchored in purpose is a core principle of Tourism Cares. Thanks to the incredible generosity of many of our association and media partners, through tradeshow speaking engagements, webinar features, and communicating our mission-driven work, we were able to reach an audience of more than a million travel professionals and travelers in 2021.
Commitment to “EBDI”

Tourism Cares remains committed to our Equity, Belonging, Diversity and Inclusion (EBDI) journey, and we encourage our community to do the work with us. This year, to support the industry in increasing representation and equity within our own businesses, we developed the Diversity in Tourism Grant Fund, committing funding to two projects thus far:

Black Tourism Talent Directory
Our inaugural Diversity in Tourism grantee, The Black Tourism Talent Directory (BTTD), developed by the National Blacks in Travel and Tourism Collaborative is an online platform created to level the playing field for Blacks in travel and tourism as a matchmaking tool for small Black and Brown travel and tourism businesses, professionals and students to access businesses, employment, internships, speaker and media opportunities in travel and tourism.

Pathways Project
Founded in partnership with TreadRight, TRIP School, USTOA and the Media Arts Institute of Alabama, The Pathways Project aims to increase the representation of Black, Indigenous, and other historically underrepresented individuals in travel and tourism, with a focus on integrating program participants into roles in the guided tour space. The program actively recruits communities underrepresented by the industry and selected applicants will be provided with online learning, active mentorship, and an in-person training boot camp. Learn more at https://tourismpathways.com/

Travel Unity
Tourism Cares participated in Travel Unity’s working group to help make our travel and tourism community more welcoming and inclusive. One of the objectives accomplished was to create a Travel Industry Association DEI Pledge indicating a commitment to purposeful action around DEI, setting forth specific steps and guiding principles for associations to follow.

Indigenous Tourism Collaborative of the Americas Advisory Group
Tourism Cares joined the Collaborative in October to address some of the most pressing issues needed to assist Indigenous communities and tourism to build back stronger. The newly formed ITCA will provide a platform for community leaders, policymakers, and business owners to share their experiences, to learn from one another, to take collective action, and to better understand how to promote change through tourism without compromising their own cultural values.
Welcome New Members + Partners

Welcome to our most recent corporate members: Strategic Partner Expedia, Chairman’s Circle members American Airlines, Travelex Insurance Services, and General Members We Travel, Elite Travel, Explore Asheville, and the Greater Boston Convention & Visitors Bureau.

And to our Professional Members (as of December 12):

Daniel Flores
James Menge
Jay Smith
Nichole Farley
Sandra Weinacht
B.C. LeDoux
Kathleen Misunas
Martha Troncoza
Phyllis Stoller
Todd Bridges
Brenda Thomas
Lois Rulli
Marianne Waxse
Shelly Ransom
Ruth Mensch
Cathy Udovch
Jennie Norman
Stephanie Jones
Julie Payne

Geoff Dion
Jennifer Mancini
Kitt Garrett
Cyndi Becker
Robert Y. Graff
Tres Lobo
Dianne Wallace
Art Cox
Nora Gherras
Stephanie Gerson
Efrain Alegría
Ray Hourani
Tom Karnes
John D. Buschman, Ph.D.
Daniel Cohanpour
Roxana Lewis, CTC DS
Dan Donahue
Gregory Muzzy
Megan Parsons

Carol Wihlens
Jessica Woodall
Brett Thompson
Kahlil Osborne
Rosemary Mondo
Glenda Hills
Melinda Bush
Lisa Malachowsky
Lauren Smith
Laura Gilbard
Jeff Karnes
Cara Schuster
Jennifer Hagan
Holly Powers
Fraser Neave
Suzanne Hagberg
Michael Seibert
Cynthia VandenBosch
Debbie Jones

Daniel Chavez
Suzanne Slavitter
Evan McElligott
Lynn O’Connell
Virenda Naik
Clayton Whitehead
Sherry Mirns
Bob Rouse
Sandra Howard
Morgan Maravich
John Michael Beck
Lori Timony
Sherriann Namer
Lena Ross
Iris Serbanescu
Taunya Wolfe Finn
Christopher Dane
Shawn Ford
Julie Heizer
Deborah Campagnaro

Special Thanks

There are so many individuals that helped us along the way this year, making our work possible for a very small but mighty staff. Thank you to the many who supported us, including:

John + Mary Stachnik for their commitment to match our Giving Tuesday campaign up to $25,000 - doubling our Professional Membership community in just one day.

The many that donated to our year-end appeals including our Giving Tuesday, Sustainability Challenge and Online Auction;

Our incredibly supportive Board and Marketing, Programs, Finance and Development, Government and Nominations Committee Members;

The many consultants, contractors, and volunteers who gave us their time – Nikki Padilla, Lauren Eimers, Josephine Rohrer, Gen Lawrence, Derek Hydon, Rochelle Turner and the MaCher team, Malia Asfour, Reagan Stulbaum, Sonya Bradley, Sherry Rupert, Ana Maria Lopez, Muna Haddad, IO Non-profit Solutions, Stephanie Beckwith, Sherriann Namer;

To our forever family members Adrienne Lee, Geoff Dion, and Kristi Marsh;

And organizations that helped to expand our vision and knowledge, MMGY Global, Travel Unity, Finn Partners, TravPro, Sage Traveling, Hospitable Me, AFAR Media, Anita Mendiratta Associates, the incredible teams at Impulse Travel and ProColombia and our Future of Tourism Coalition co-founders.

And to the many more of you out there, whether on this list by name or not, please know how much you’ve meant to us in 2021.
www.TourismCares.org
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