This year marked a full return to in-person programs for Tourism Cares - uniting 250 industry professionals through our Lake Tahoe and Victoria Meaningful Travel Summits. 2022 was the year of intentional and impactful partnerships for us, widening our community to include more voices and more points of view. We continued to support changemakers around the world with grant funding, expanded our education and learning platforms, and got ourselves ready to celebrate our 20th birthday in 2023.

Thank you to all who came along for the ride - please take this opportunity to look back at the impact you helped us make this year.

“2022 represented a resurgence, an unimaginable return of tourism overall. For Tourism Cares, it meant the opportunity to provide resources and recreate our signature programs, with issues of equity and climate change rising to the forefront. We need to convene as an industry to not only do something good but to protect our valued assets – the people and places of travel – and ensure we have a sustainable future.” – Greg Takehara, CEO

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**Our Impact in 2022**

- **$107,000**: Provided in grant funding and investment in small local businesses; supporting changemakers in communities around the world.

- **100**: Travel experiences included on the Meaningful Travel Map, creating new economic opportunities for non-profits and social enterprises in North America.

- **250**: Industry professionals linked to each other and local social enterprises and non-profits through our Meaningful Travel Summits in 2022.
#10: Reduced Inequalities
Giving everyone "a seat at the table" is a mantra here at Tourism Cares. In 2022, we focused on amplifying the voices of our Indigenous partners in travel and tourism, highlighting Indigenous-owned businesses at our Meaningful Travel Summit in Victoria, and developed a chapter in our Meaningful Travel Platform that walks through best practices in developing tourism product with Indigenous partners.

#12: Responsible Consumption + Production
As an organization that executes events all over the world, one of our main goals is to prevent economic leakage when we enter a community. In 2022, we focused on supporting sustainable systems by working with local, community-based vendors as much as possible – increasing our economic impact, reducing waste, and consuming responsibly. We supported 40 local businesses at a value of $30,000.

#15: Life on Land
Tourism Cares formed a strong partnership with Animondial, a consultancy that provides impartial advice to guide travel and tourism, improve animal and nature protection and deliver meaningful change. Through their partnership with WTTC, the two organizations developed a white paper and a pledge for travel-based companies to become Guardians of Nature. Tourism Cares has taken that pledge and continues to work with Animondial on our animal welfare policies and education for our members.

#17: Partnerships for the Goals
SDG #17 is the foundation of Tourism Cares. The partnerships formed in 2022 were strong, with 130 companies supporting us through membership and new association partnerships formed with the Canadian Association of Tour Operators and the Society of American Travel Writers, to name just a few.
Global Giving

In 2022, Tourism Cares supported $67,000 in grant funding to non-profits, social enterprises, and BIPOC-owned businesses around the world. Here are some of the highlights:

Friends International | Tourism Cares contributed to their ChildSafe Movement Program which protects children from all forms of abuse. It uses a partnership model to engage NGOs, companies, governments, volunteers, schools, and universities and has strong links to tourism, including focusing on the risks related to expanded community tourism projects.

National Civil Rights Museum | Funding supported the “Small But Mighty” Storytime Program which educates young visitors to the museum about why civil rights are important and allows the museum to broaden its reach beyond its physical walls.

Haida Style Expeditions | Haida Style Expeditions is a community-based, cultural adventure tourism company that gives youth the opportunity to build on their skills and train to either be full-time captains or lead cultural guides. They offer cultural tours, transportation, fishing, and marine debris experiences and provide year-round jobs for Indigenous people in the travel industry. The grant will allow Haida Style Expeditions to train a handful of new guides on Marine Certification and practical, on-the-water training as a means to grow their staff and fill a growing demand for their product.

Talaysay Tours | Talaysay offers Indigenous cultural tours and experiences around the themes of nature, history, art & community. To meet demand, they require an up-to-date website and a master-apprenticeship program for four new guides. The grant supports on-the-job training, evening zoom sessions, and assigned readings and videos to enhance their skill set and provide continued professional development.

Shane McConkey Foundation | A partner of the North Lake Tahoe Meaningful Travel Summit, The Shane McConkey Foundation honors those who inspire positive change in the world and the lives of others. Each year, they donate to causes that benefit environmental education and directly impact the Tahoe Truckee community. The Shane McConkey Eco challenge inspires kids to identify and help resolve eco issues in their schools or communities. Teams create innovative projects that protect the environment and fight climate change.
Building Community

Spotlight on Tourism Cares Meaningful Travel Summit Partner, Sandown Centre for Regenerative Agriculture

On day 2 of Tourism Cares with Victoria, attendees split into four groups and went out into the community to learn about the year-round efforts of changemaking organizations on Vancouver Island.

Sandown is a not-for-profit organization operating on 83 acres of Agricultural Land Reserve (ALR) in the public lands of the District of North Saanich on traditional Tseycum territory in British Columbia.

Sandown is a combination of agricultural land, forest, wetland, and meadow that fosters and builds the practices critical for climate change-resilient food production and ecological stewardship. Its goals are to support restoration, support growers, and engage communities in regenerative agriculture and land remediation. One way Sandown fosters new growers is with their Farmpreneur program, a supported incubator plot model that provides land and amenities to farmers who are in the early-mid stages of their farming careers.

The twenty attendees who worked at Sandown during the Summit toured the property and got their hands dirty with the Farmpreneurs by contributing to bed preparation, weeding, and bouquet making. We asked one of the Farmpreneurs, Dinah of Little Crescent Farms, who helped host the activities, about her experience that day.

What did you take away from your day with the attendees, and how do you think this experience can be utilized by travelers?

“I took away that I would like to have more experiences like this. It feels like a win-win for everyone. It’s a chance for people to connect with the land as well as with the people that grow our food and flowers. It is an opportunity for growers to share their skills and knowledge while being compensated fairly for these skills. If I worked a more corporate job indoors, I would be very grateful to spend the day outside doing meaningful work.”
This year, Tourism Cares announced a partnership with the Cultural Heritage Economic Alliance, Inc., The Travel Foundation, and the US Cultural & Heritage Marketing Council in a joint effort to amplify our community’s impact. In 2023, Tourism Cares will join forces to host the first Power of Partnership Stewardship Summit 2023. The Summit is a unique and timely event in travel and tourism that brings to life our mutual goal to create an inclusive and action-driven industry, united in solving some of the world’s most pressing challenges. Join us October 15-18, 2023 | www.powerofpartnershipsummit.com

*Destination International’s Spirit of Hospitality Award*

Tourism Cares was the recipient of the Spirit of Hospitality Award, the highest recognition presented annually by the Destinations International Foundation to individuals and organizations that show exceptional dedication and commitment to the travel and tourism industry. For nearly 20 years, Tourism Cares has united hundreds of travel and tourism companies around global challenges we can address, creating opportunities and connections between the greater industry and local community-led sustainable tourism opportunities. Now more than ever, it’s critical that we work with leaders across the tourism industry so that communities, travelers, and businesses can all prosper in an equitable and sustainable way.

*Future of Tourism Coalition Summit*

In September, 2022, the Future of Tourism Coalition, of which Tourism Cares is a founding organization, organized the first ever Future of Tourism Coalition Summit in Athens, Greece. The event provided an opportunity to unite destinations, communities, and the travel industry toward climate resilience and climate action. A crucial element of the Summit was the ‘Action Group’ workshop that fostered collective thinking and brainstormed new pathways for collaboration on climate action, leading towards globally relevant solutions. Learn more here

*A partnership for the future*

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More from this year ...

**Media**

**Videos**

**Jordan Case Study**

**Colombia Impact Report**
Thank you to our members + partners in 2022

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- American Airlines
- Arch, RoomRight
- BWH Hotel Group
- USA Network
- CRUM & FORSTER
- Delta
- Fareportal
- Group Travel Leader Inc.
- Jordan
- Mayflower Tours
- NYC & Company nyco.com
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- TRAVEL INSURED INTERNATIONAL
- TRAVEL RELATIONS
- IPW Orlando
- NUSTDA
- WeTravel
- 4VI
- Singapore Airlines
- Sygic
- The Boston Globe
Photo captions (left to right): A woman stands beneath a traditional Indigenous totem. A woman shares local food. Two people shake hands while an individual holds a basket of produce. A group of volunteers wearing event t-shirts smile for the camera. A group poses after a work project in the woods. Two orcas swim with mountains along the horizon. A group of three people engage in a discussion in a conference setting.