



Tourism
Cares



NAC

ANNUAL
REPORT

Caption: (Top right): An attendee from the 2024 North American Meaningful Travel Summits harvests a yucca plant with a local woman from the community of Achiote in Colón, Panama.



A LETTER FROM THE CEO

As we reflect on the past year, I want to begin with heartfelt thanks. To our members, donors, Impact Partners, industry supporters, and the Tourism Cares board and staff—thank you! Your trust, participation, and passion for transforming travel into a force for good remain the heartbeat of Tourism Cares. You are proof that when we align values with action, real change is possible.

This year marked a defining moment for our organization as we embarked on the first chapter of our new 20-year vision. We saw extraordinary progress—from tripling our Member Destination partners to 36 DMOs located across five continents, to launching a new in-person program, the Meaningful Travel FAM, held in Thailand and Hawai'i. These immersive experiences offered firsthand opportunities to see what sustainability looks like on the ground, led by local changemakers and the communities themselves.

We surpassed a major milestone with over 400 vetted Impact Partners featured on the Meaningful Travel Map—exceeding our goal by more than 30%. We also shined a spotlight on a group of innovative community-based tourism organizations at our Global Meaningful Travel Summit in Panama, and leaders in inclusion, accessibility, and agritourism at our North American Meaningful Travel Summit in Oregon's Willamette Valley. By building these connections with the travel trade, purpose-driven organizations worldwide can now have a "seat at the table."

Beyond the numbers, it's the outcomes that matter most. Because of this work, we're strengthening the global tourism supply chain—connecting buyers with responsible businesses that prioritize local impact. We're equipping industry professionals with the education, tools, and partnerships to embed sustainability into their operations, no matter where they are in their journey. And, together, we're building a movement grounded in shared purpose and collective responsibility.

As we look ahead, our focus remains steadfast: to unify the travel industry around a shared vision of sustainability, equity, and purpose. In the year to come, we aim to deepen our impact, grow our community, and support even more organizations in making meaningful travel the standard—not just an option. By strengthening our collective voice and fostering collaboration across borders and business models, we can accelerate the shift toward a more just and resilient tourism economy.

The future of travel depends on all of us. Let's keep going—together.

With gratitude and determination,

Greg Takehara | CEO, Tourism Cares



What's in Store

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VISION + MISSION

Our Vision:

We believe we can change the world through travel.

Our Mission:

At Tourism Cares, our mission is to unite the travel industry and serve as a catalyst for positive social, environmental, and economic impact for the people and places of travel. We do this through our mission-driven programming, including:

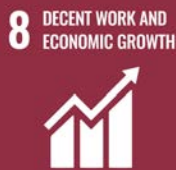
- Cross-sector networking + relationship-building
- Professional development + training for tourism professionals
- Sustainability and meaningful travel education
- Sustainable supply chain development and support
- Grant making and capacity-building for local communities
- Immersive experiences, events & volunteering



Captions: (Top right): A local guide from Localinpty in Panama highlights a mural during a tour of the El Chorillo neighborhood in Panama City, Panama. (Bottom right): Owner Jenny Ceballos of El Trip de Jenny greets guests of the Global Meaningful Travel Summit in Panama at a community center in Achioté, Colón, Panama.

Priority SDGs

In 2024, Tourism Cares advanced the United Nations Sustainable Development Goals (SDGs) by connecting the travel industry to community-based tourism initiatives that drive economic, social, and environmental impact. Through immersive programs, strategic partnerships, and educational efforts, we helped position tourism as a force for good. Highlights include:



SDG 8 – Decent Work and Economic Growth

By connecting tour operators with community-led initiatives in Panama and Oregon's Willamette Valley at our Meaningful Travel Summits, we supported the development of inclusive tourism products that create dignified income opportunities for local residents. Our programming showcased how tourism can fuel local economies while preserving cultural integrity and authenticity.



SDG 10 – Reduced Inequalities

Our 2024 education program prioritized accessibility and disability inclusion in tourism, equipping industry professionals with the knowledge and tools to design more inclusive experiences. From panel discussions to online training, we spotlighted how equitable tourism creates a more welcoming and representative industry for all.



SDG 11 – Sustainable Cities and Communities

Through our Summits and Meaningful Travel Map expansion, we elevated examples of tourism that conserve cultural, natural, and agricultural assets. Our efforts helped communities connect to the trade to help both safeguard their heritage and ensure long-term economic benefits from increased tourism opportunities.



SDG 17 – Partnerships for the Goals

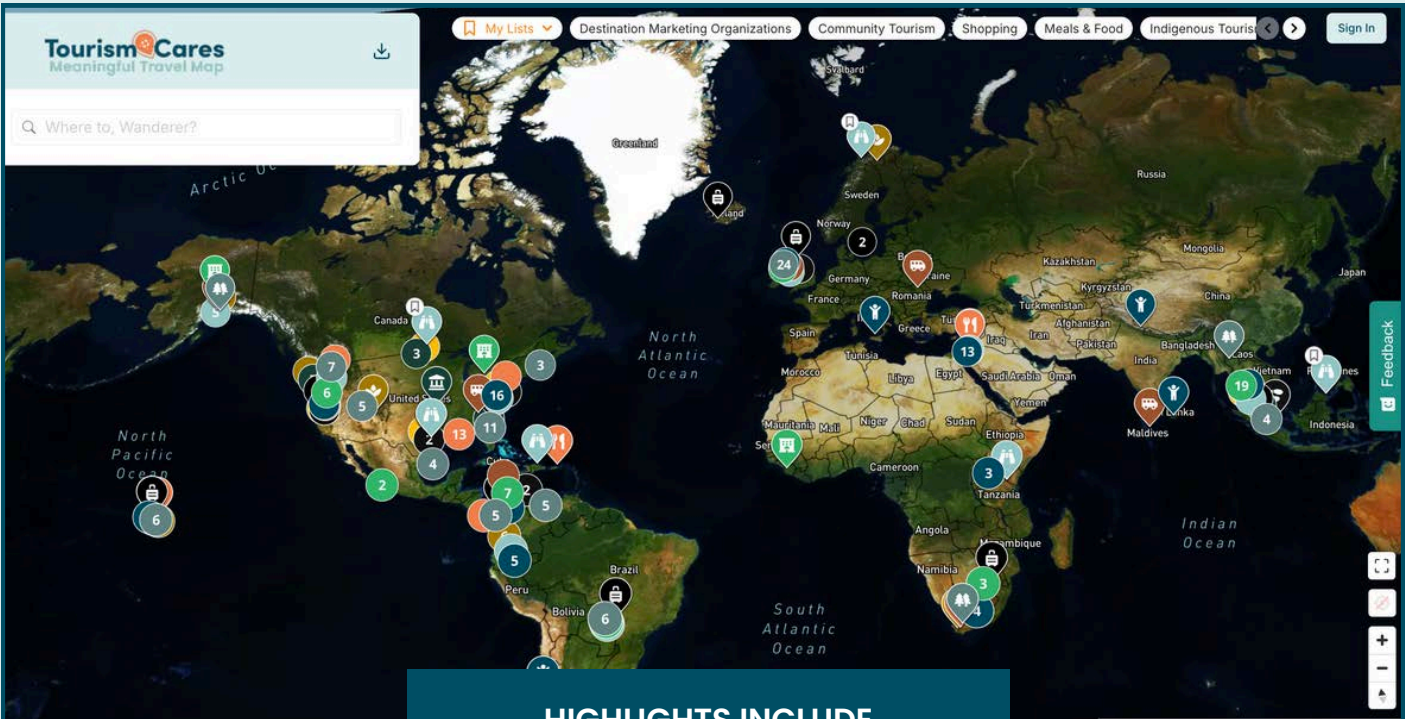
We brought together government agencies, tour operators, nonprofits, community leaders, and companies from across the travel trade to foster collaboration and a shared vision. These partnerships, forged through convenings and ongoing relationship-building, are critical to scaling sustainable tourism and achieving industry-wide transformation.

Captions: (Top to bottom): A woman wears traditional Congo attire in the community of Achiote in Colón, Panama; An attendee tries an adaptive wheelchair made by AdvenChair during the North American Meaningful Travel Summit in the Willamette Valley; A woman holds a honeybee hive with Detroit Hives; A group of attendees pose on a bridge during a guided tour of downtown Eugene, Oregon at the North American Meaningful Travel Summit in the Willamette Valley.

Meaningful Travel Map Growth

As one of Tourism Cares’ signature initiatives, the Meaningful Travel Map is an interactive tool that helps the travel trade and sustainably-minded travelers easily source responsible, community-led enterprises, products, services, accommodations, and tours in destinations, creating a competitive advantage to the growing consumer demand for sustainable tourism and providing a direct positive impact on the people and places of travel.

In its second year since the Map’s global relaunch, the program saw significant growth in destination partnerships and engagement across the industry.



HIGHLIGHTS INCLUDE



2024 IMPACT by the Numbers

GRANTS PROGRAM

\$71,785

awarded in grants to

10 organizations in

6 countries

MEANINGFUL TRAVEL SUMMITS & EVENTS

5 

in-person
programs held

236 

professionals
engaged

58 

communities and partner
organizations supported

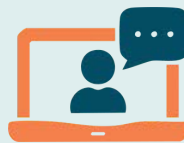
EDUCATION PROGRAM



1,676 webinar
attendees

25

travel executives
participated in the
Sustainability
Workshop Series



585 enrolled in
Meaningful
Travel Training

REACH

13,000+

e-mail
subscribers



29,000+

social media
followers



4,500

monthly visits
to the website



106

media
placements



“
Being a part of the
Tourism Cares family of
collaborators has
increased our visibility
and credibility. This
partnership has been a
godsend to hard-
working LGBTQ+
tour providers like us
during these
unprecedented times.”

– Andy Sacher, Founder / Executive
& Creative Director (he/him/his)
The Lavender Effect

Stories from Our Community

MEET KIM

Kim Sall

Senior Manager, Sales Department – Globus family of brands



For Kim Sall, the journey into sustainable tourism has been both personal and transformative. A seasoned hospitality professional, Kim spent years in hotel sales leadership—most recently at the Gaylord Rockies in Denver—before joining the Globus family of brands during the pandemic. Initially drawn by the company's Globus Cares' Lighthouse Project and its commitment to community engagement, Kim soon found herself immersed within the organization's sustainability movement, later becoming champion of the sustainability team for the US, Canada, and India, while also serving as Senior Manager of Sales and Customer Sales. "Sustainability is about more than recycling bins or paper straws," she shared, "it's about building relationships that benefit both travelers and local communities."

Selected to represent Globus at Tourism Cares' 2024 Global Meaningful Travel Summit in Panama, Kim found the experience transformative, inspiring her to later enroll in a master's program at Arizona State University to deepen her knowledge in the intersections of sustainability and travel. "I was amazed by the connections we made at the Summit," Kim adds. "It was rewarding to learn from passionate people at different organizational levels and see how they are making an impact." Since then, Kim and her colleagues on Globus' global sustainability committee have strengthened the company's sustainability mission, values, and communications strategy while tackling challenges such as consistency across regions and improved data tracking.

Her advice to other operators: "Sustainability isn't a competition. We have to share best practices, be honest about where we are, and learn from each other."

Through her leadership and passion, Kim is helping Globus—and the wider travel industry—create a future where tourism drives meaningful, positive impact.



Caption: Locals from La Pintada and attendees from the Global Meaningful Travel Summit in Panama pose for a group photo and wave their traditional Panamanian hats, sombrosos pintados.

Stories from Our Community

MEET EFRAÍN

Efraín Guerrero

Owner, Movimiento Identidad (Identity Movement)



Efraín Guerrero is the visionary behind Movimiento Identidad, a cultural collective rooted in the historic neighborhoods of Santa Ana and El Chorrillo in Panama City.

With a mission to preserve local culture through responsible and sustainable tourism, the organization uplifts Panama's communities through circular economy initiatives, gender equity programs, youth education, and immersive storytelling. Their flagship tour experiences, Conoce Mi Barrio (Get to Know My Neighborhood) and the Museo Inmersivo del Arrabal (an open-air museum concept), invite visitors to connect deeply with Panama's people and heritage. His tours are more than just sightseeing—they're about honoring identity, fostering economic opportunity for neighbors, and creating connections between communities and guests.

As an Impact Partner featured on the Tourism Cares Meaningful Travel Map, Movimiento Identidad is working to gain global visibility while furthering its local impact. After participating in Tourism Cares' 2024 Global Meaningful Travel Summit in Panama in June, as well as ATTA's Adventure Travel World Summit in October, the organization has been able to open new doors through greater media exposure, partnerships with new tour operators, and an increase in visitors. Efraín has since hired more guides—including former gang members who are now trained in both English and Spanish—and reinvested in community programs like youth soccer.

"Being part of the Summit and the Map was more than a dream," says Efraín. "It validated the humanity and heritage of our neighborhoods. It told the world that Panama is more than its canal—Panama is its people."

To those working in the travel industry, Efraín offers this reminder: "The most powerful experiences are the ones that are real, human, and rooted in community."



Caption: Efraín Guerrero (right) guides visitors on a walking tour of the streets of a local neighborhood in Panama, City, Panama.

Stories from Our Community

MEET CAITLIN

Caitlin McLeod

Market Development Manager – North America | VisitScotland



As Market Development Manager for North America at VisitScotland, Caitlin McLeod is passionate about helping travel advisors and tour operators create authentic, responsible itineraries that showcase Scotland's hidden corners, vibrant culture, and the remarkable people who bring it to life. For Caitlin, sustainable tourism is about the responsible enjoyment of the outdoors, but also about preserving stories, livelihoods, and the soul of Scotland's communities. By spotlighting year-round experiences and the people behind them, she and her team help ensure that tourism drives economic growth across the country while uplifting local traditions and creating authentic, meaningful moments for travelers.

Recognizing the growing global demand for more responsible travel options, VisitScotland saw Tourism Cares' Meaningful Travel Program as a natural fit. "The Meaningful Travel Map is an invaluable tool for the trade," Caitlin explains. "It helps turn sustainable travel intentions into action." Scotland launched its Meaningful Travel Map in April 2024 with 15 Impact Partners, made possible because of their close working relationships with local community groups and sector leaders. The experiences range from agritourism and heritage sites to outdoor adventures—whose offerings showcase Scotland's unique character. Since then, the country's Map has doubled to include more than 30 suppliers.

For VisitScotland, their focus on sustainability doesn't just stop with the Map—these partners have been integrated throughout VisitScotland's trade marketing, including familiarization trips, new itineraries, and product showcases, sparking deeper connections between buyers, suppliers, and travelers.

"Our partnership with Tourism Cares has helped amplify Scotland's responsible tourism message globally," says Caitlin. "I'm incredibly proud of how the Map is helping shape more meaningful, sustainable tourism in our country." When asked what advice she would give to other destinations looking to do the same, Caitlin shares, "Start by listening to your communities to better understand how tourism can positively support local projects, people, and places."

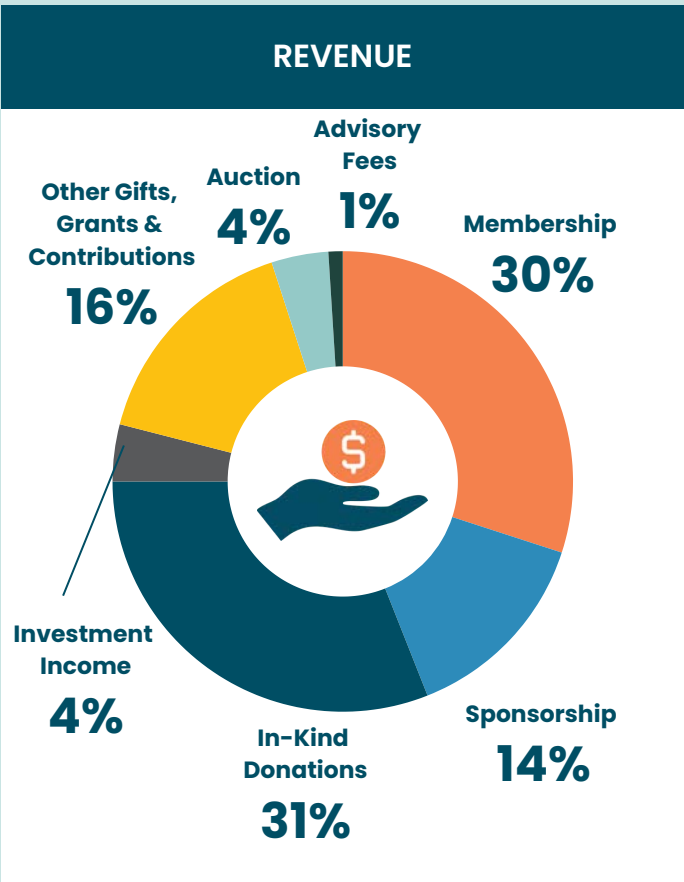
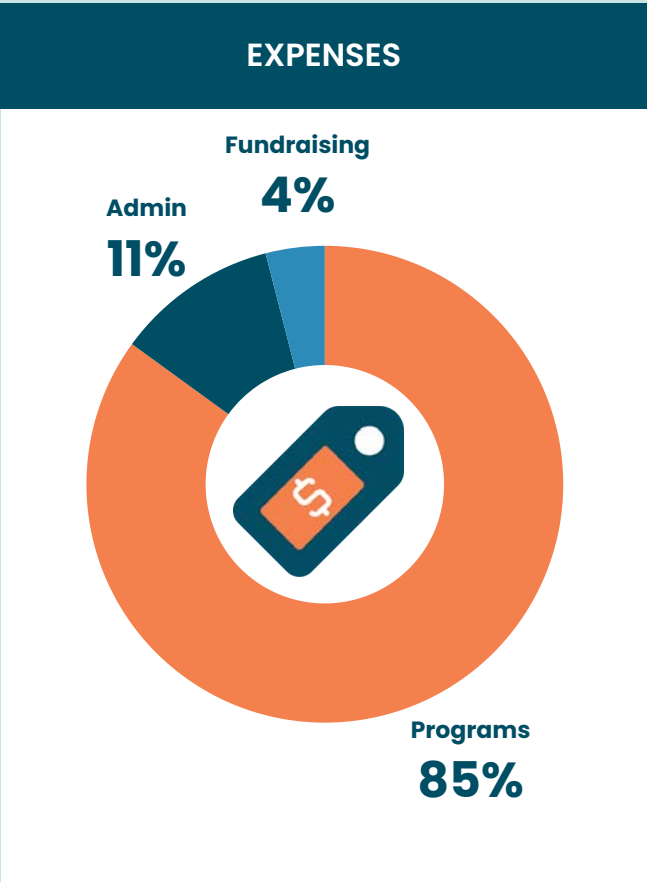


Caption: A group of visitors go on a rewilding walk and learn about Scotland's Caledonian forest at the Dundreggan Rewilding Centre, a partner featured on the Meaningful Travel Map of Scotland.

Financials & Accolades

Funding Allocations

Tourism Cares exceeds non-profit standards, working to ensure as much funding as possible goes directly to programs that serve the people and places of travel.



Caption: (Bottom right): Attendees from the Global Meaningful Travel Summit in Panama walk along a path in front of Biomuseo, a partner featured on the Meaningful Travel Map of Panama.

Thank You to Our Members & Supporters

2024 MEMBERS

Strategic Partners



Strategic Association Partners



Association Partners



Chairman's Circle



Leadership Circle



Supporting Members



Thank You to Our Members & Supporters

2024 MEMBERS

General Members

| | | |
|--------------------------------------|--|-----------------------------|
| Abercrombie & Kent | Explore Asheville | Singapore Tourism Board |
| Accor | Explore Fairbanks Alaska | SmarTours |
| Air Canada | Foley Hoag | The La Macchia Family |
| Air Tahiti Nui | Foreman Friedman | Tourspain |
| Alexander + Roberts | FOUR PAWS USA | Travel Answers Group |
| Allianz Partners | Four Seasons Resort- Nevis | Travel Oregon |
| Alon Tourism Solutions | Global Sustainable Tourism Council | Travelex Insurance Services |
| AmaWaterways | Go Galapagos | United Airlines |
| American Airlines | Holiday Vacations | Untours |
| American Council for | Holland America Line | Vamonos Tours |
| International Studies (ACIS) | Hospitable Me | VBT Bicycling Vacations |
| Anakonda Amazon Cruises | Host Agency Reviews | Virgin Voyages |
| Anita Mendiratta & Associates | Hostelling International | Virtuoso |
| Atlanta Convention & Visitors Bureau | Jordan Tourism Board, North America | Visit Galveston |
| Avanti Destinations | Journese | Visit Houston |
| Banff & Lake Louise Tourism | LATAM Airlines | Visit Joplin |
| battleface | Like A Local Tours | Visit Pittsburgh |
| Beckham & Associates | Lindblad Expeditions | Visit Sacramento |
| Big Five Tours & Expeditions | MAST Travel Network | Visit San Antonio |
| Bindlestiff Tours | Mato Grosso do Sul | Visit SLO CAL |
| Blue Ribbon Bags | Meet Boston | Visit Tampa Bay |
| Booking.com | Ment Law Group | VISITFLANDERS |
| Brownell Travel | Micato Safaris | Wanderwell |
| Celebrity Cruises | Music Travel Consultants & | Western Leisure, Inc. |
| CIE Tours International | Educational Destinations | WeTravel |
| Classic Vacations | Niagara Falls USA | Xanterra Travel Collection |
| Country Walkers | Overseas Adventure Travel | YMT Vacations |
| CroisiEurope | Pleasant Holidays Travel Brand | |
| Custom Holidays | (Pleasant Activities, Air By Pleasant) | |
| Delfin Amazon Cruises | Port of Seattle | |
| Delta Vacations, LLC | Providence Warwick Convention | |
| Destination Greater Victoria | and Visitor Bureau | |
| Elevate Destinations | Railbookers Group | |
| Enchanting Travels | Royal Jordanian | |
| Europe Express | Samantha Brown Media | |
| Exodus Adventure Travels | Sandals Foundation | |



Caption: Deitrich "Dietz" Peters performs an Indigenous cultural presentation at the 2024 North American Meaningful Travel Summit with the Willamette Valley in Eugene, Oregon.

Thank You to Our Members & Supporters

2024 AUCTION DONORS

| | | |
|-------------------------------------|---|---------------------------------|
| Adventure Travel Trade Association | Fairmont Chateau Whistler | Marriott Hotels Jordan |
| Anakonda Amazon Cruises | Fairmont Dallas | Mayflower Cruises and Tours |
| by Advantage Travel | Fairmont El San Juan Hotel | Pleasant Holidays, LLC |
| Avalon Waterways, | Fairmont Empress | Radventures |
| part of the Globus family of brands | Fairmont Hotels & Resorts | Rocky Mountaineer |
| Banff & Lake Louise Tourism | Fairmont Waterfront | Rovos Rail |
| Banff Lodging Company | Fort Hamilton Distillery | Royal Caribbean Group |
| Banff Park Lodge | Four Seasons Resort Nevis | Royal Jordanian Airlines |
| Bindlestiff Tours | G Adventures | Sand Master Park – Sandboarding |
| CIE Tours International | Go Galapagos | Sea Lion Caves |
| City Cruises | Go Quito Hotel | Secluded Africa |
| Clearly Tahoe | Grootbos | SITA |
| Collette | Holiday Vacations | Tartan Bond |
| Country Walkers | Hurtigruten | The Rimrock Banff |
| Crum & Forster | International Tour Management Institute | Tourism Calgary |
| Delfin Amazon River Cruises | Intrepid Travel | United Airlines |
| Delta Airlines | Jordan Tourism Board, | United States Tour Operators |
| Delta Vacations, LLC | North America | Association |
| Driftwood Shores Resort & | Kendra Scott | Universal Orlando Resort |
| Conference Center | Lindblad Expeditions | Xanterra Travel Collection |
| Dulini | Maritim Hotels | |



2024 PROGRAMS & GRANTS SPONSORS

Academic Travel Abroad, Inc
Expedia Group
Globus family of brands
Kaleidoscope Adventures
The Travel Corporation
TRIP Foundation
Brett Tollman

IN CELEBRATION OF JOHN STACHNIK



Caption: John P. Stachnik

In 2024, Tourism Cares was saddened to say goodbye to longtime supporter and founding board member, John Stachnik, co-founder of Mayflower Tours. John's legacy of building local community engagement will be carried on through a memorial fund, The John P. Stachnik Fund, which will be used in Tourism Cares' new Meaningful Travel Fund in partnership with the UnTours Foundation.

We will miss John's collaborative spirit and his drive to bring the industry forward.

Board of Directors

Robin Tauck, Immediate Past Chair, Co-Owner, Tauck Inc. and President, TRIP Foundation

Malia Asfour, Chair, Director, Jordan Tourism Board North America

Shayna Zand, Vice Chair I, Director of Partnerships and Enterprise Sales, WeTravel

Bryan Kinkade, Vice Chair II, VP Publisher, AFAR Media

Reagan Stulbaum, Secretary, VP, Membership Borough Relations + Tourism Ready, New York City Tourism + Conventions

Carylann Assante, CEO, SYTA + SYTA Youth Foundation

Matt Berna, Managing Director, North America, Intrepid Travel

Terry Dale, President, USTOA

Julian Guerrero, Former Vice Minister of Tourism of Colombia/Regenerative Nature Tourism Expert

Debbie Haas, Vice President, Travel Products and Services, AAA – The Auto Club Group

Roberta Jacoby, Founder and President, Jacoby Advisors

Zane Kerby, President + CEO, ASTA

Werner Georg Kunz-Cho, Vice Chairman, Fareportal

Jim Magrath, General Manager, Specialty Sales, Delta Air Lines

Kathleen Misunas, Former CEO, Sabre & CIO/ SVP, American Airlines

Catherine Prather, President, NTA

Ken Shapiro, TravelAge West

Shannon Stowell, CEO, Adventure Travel Trade Association

Staff

Jess Flores

Kati Hagedorn

Carrie Hodgen

Karrie Hysten

Grace Klopp

Kristina Rocks

Whitney Smith

John Sutherland

Greg Takehara

Lauren Tilton

Paula Vlamings

THANK YOU TO THE FOLLOWING NON-BOARD MEMBERS THAT SERVED ON A TOURISM CARES COMMITTEE IN 2024

Development Committee

Marie Blawat (Delta Air Lines), Jennifer Furyk (Accor), Paul Nursey (Destination Greater Victoria), Keith Snode, Michael Ziegler (Movement Marketing), Erika Richter (ASTA), Shaun Whitley (Travel Relations LLC), Brad Drake (Delta Air Lines), Anne Marie Moebes (BranchUp), Dan Flores (Satisfi Labs)

Programs Committee

Sophia Hyder Hock (Destinations International), Keri Pfeiffer (WeTravel), Dawnielle Tehama (Corragio Group), Allison Villasenor (AAA Central Pennsylvania), Emma Weissmann (TravelAge West)

Special thanks to the non-Board members who served on the Tourism Cares Marketing Committee in the beginning of 2024: Gary Leopold, Tim Chan, Cathleen Johnson, Trish Rothman, Emma Weissmann, Caitlyn Blizzard

A woman wearing a blue short-sleeved shirt, a blue cap with a colorful bird design, and dark pants is pointing her right arm towards a stone wall in a lush green landscape. The wall is made of rough, grey stones and has a metal railing in front of it. The background is filled with dense green foliage under a cloudy sky. A large blue diagonal graphic is overlaid on the top right of the image.

UNITING TRAVEL FOR **GOOD.**

**Tourism
Cares**