



Tourism Cares[®] Annual Report

2019

A year of stories
highlighting the
power of travel

travel is transformative.

Dear Friend of Tourism Cares,

2019 was quite a year. We received incredible support from the travel and tourism industry and saw the true value companies are attaining by demonstrating thought leadership and putting more sustainable and planet-benefiting products out in to the market.

The power of our industry is in the choices we make, the communities we benefit and the positive difference we can make around the world.

The work of Tourism Cares is highlighted by not only the events and programs we run, but in the partners we work with throughout the year. Our Annual Report is as much about their stories as our own. Their connection to our organization is what generates the ripple effect of our work to ensure we make the biggest impact for our industry.

2019 was a transformative year for us, our partners and the world in general. We saw challenges and took action around food insecurity, natural disasters and over-tourism.

This Annual Report is a collection of those stories of connection and partnerships that create material change.

Thank you for being a part of our community - for your support and your dedication to always travel with meaning.



Greg Takehara, CEO

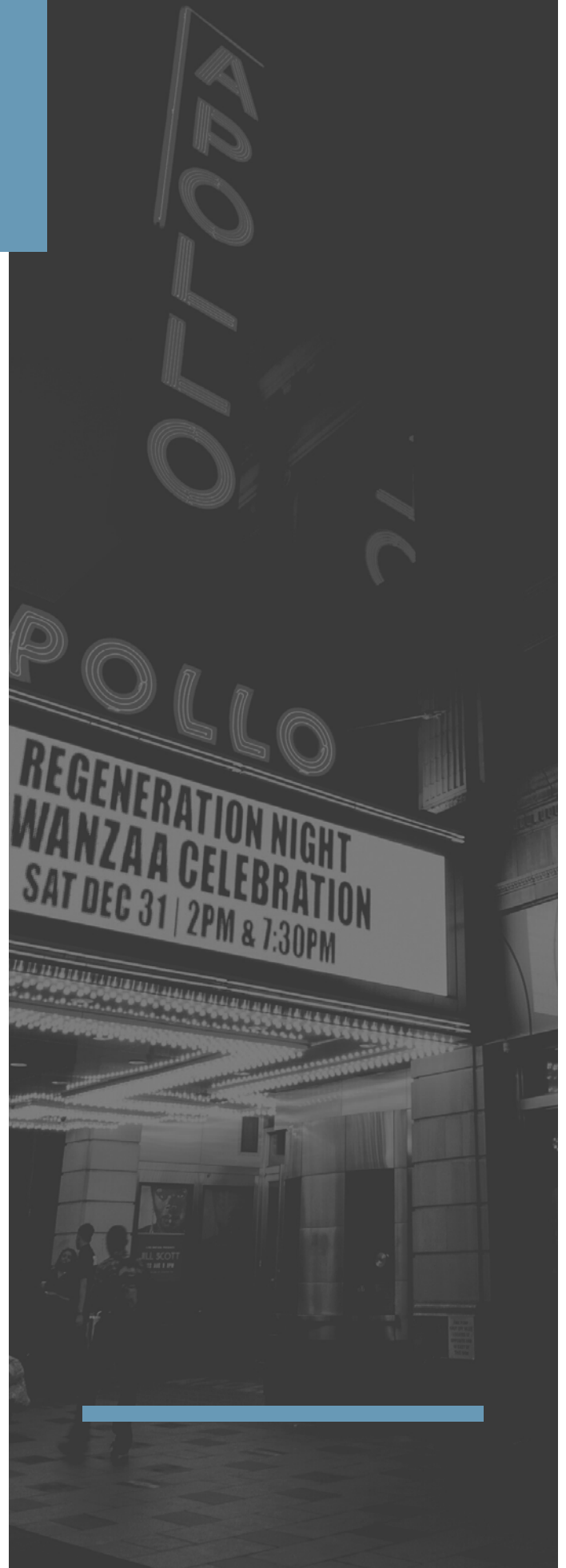


TABLE OF CONTENTS

Our Mission	4
The Roadmap	5
Financials	6
Stories		
Zero Hunger	9
World Central Kitchen		
The Giving Farm		
Bracken's Kitchen		
Decent Work & Economic Growth	12
Isla Caribe		
Puerto Rico al Sur		
Be a Bee		
Sustainable Cities & Communities	14
CMTAS Yauco		
Tourism Cares Inspiration Exchange		
Responsible Consumption & Production	16
Refill Not Landfill		
Con Calma		
Fort Worth Meaningful Marketplace		
Partnerships for the Goals	18
Disaster Recovery Fund		
Kilicares and Give a Heart to Africa		
Clinton Global Initiative		
Impact Snapshot	20
Jordan Update	21
Members and Supporters	22
Board and Staff	26



OUR MISSION

We unite the travel industry to advance its positive impact to help people and places thrive.

For nearly 20 years, Tourism Cares has been the travel industry's nonprofit network, convening members from around the globe, creating powerful connections and inspiring them to act.

We navigate the rapidly evolving frontier of meaningful travel and responsible tourism and believe it is in our best interest to support the destinations we all depend on so that communities, travelers and businesses can prosper.

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

Through the Globus American Icons Fund, Tourism Cares awarded grant funding to Kenai Fjords National Park in Alaska.



THE ROADMAP.

USING THE UN SUSTAINABLE DEVELOPMENT GOALS AS OUR GUIDE

We support the industry and point our work to the 17 United Nations Sustainable Development Goals (SDGs) – the blueprint to achieve a better and more sustainable future for all.

The SDGs address the global challenges we face, including those related to poverty, inequality, climate, environmental degradation, and peace and justice.

Each year, Tourism Cares focuses on a set list of priorities. In 2019, our community helped action the following SDGs:




WHY TAKE THIS APPROACH?

Tourism can play a huge part in achieving the SDGs. Tourism is an important source of foreign exchange and employment, while being closely linked to the social, economic, and environmental well-being of many countries, especially developing countries.

Sustainable tourism, defined as "tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities equally, is vital to our industry's resilience and survival. Want to learn more? Visit www.tourism4sdgs.org

where your support goes



The reach of our impact in 2019 - We awarded capacity-building and infrastructure grants in the amount of \$89,000:

Domestically:

- Puerto Rico (San Juan, Ponce, Yauco)
- Kenai Fjords National Park, Alaska
- National Parks Foundation for Yellowstone National Park animal protection
- Freedom Trail Foundation, Boston, MA
- Buffalo Bayou, Houston, TX

Internationally:

- The Mountain Institute, Peru
- Plan Wallata, Peru
- Destination Disaster Recovery for the Caribbean (Dominica and St. Lucia)

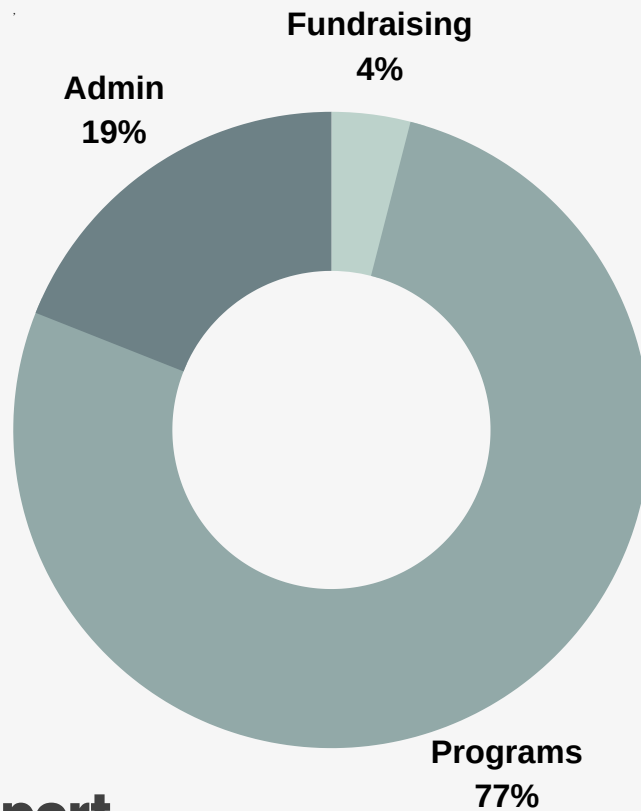


grantee spotlight: PLAN WALLATA

Plan Wallata was awarded another \$15,000 installment on a grant to support a five-year Tourism Development Plan for the Town and District of Ollantaytambo, to ensure the sustainability of Ollantaytambo as a “Living Inca Town” destination, based on a community-level approach and capacity building to create a diverse product offering. This Impact Tourism Grant was made possible by the Carlos Arrarte Global Treasures Fund.

where your support goes

Expenses



Sources of Support

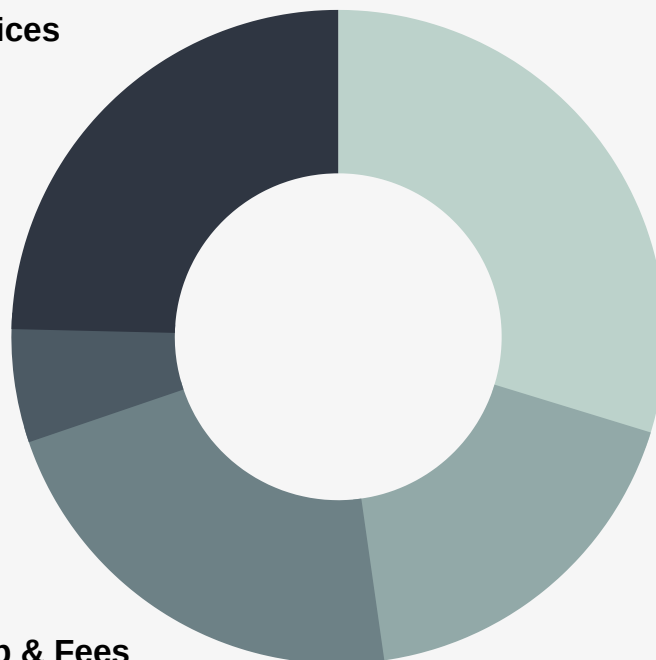
Donated Goods & Services
24.6%

Membership Contributions
29.7%

Auction Proceeds
5.6%

Event Sponsorship & Fees
22%

Other Gifts, Grant,
Contributions
18%



Note: functional expense breakdown.



OUR STORIES

Pablo E Guzmán, founder of Tourism Cares partner CMTAS Yauco in Puerto Rico.



prioritizing local.



Creating sustainable food systems has the power to end hunger in all forms and to achieve food security. The aim is to ensure that everyone everywhere has enough good-quality food to lead a healthy life. Here's how the Tourism Cares community helped in 2019:

World Central Kitchen (WCK)

WCK is committed to reducing food insecurity in Puerto Rico and building resilience in the island's food ecosystem. WCK's Plow to Plate program fosters the smallholder farmer and food producer sector in Puerto Rico through direct funding grants to support the revitalization of farms and small food-related businesses.

Tourism Cares supported the Plow to Plate program by awarding a \$20,000 grant used for the build-out of a community kitchen at Center for Sustainable Microenterprises and Agricultural Technologies (CMTAS).

Since funding, the space has been used to host workshops for micro-entrepreneurs, host tourists and volunteers, and served as part of WCK's feeding network in response to the January 2020 earthquakes.

During this period, WCK activated its #ChefsForPuertoRico team to respond to the earthquakes and provided 400,000 meals in southern Puerto Rico, of which CMTAS was one of the partners. 90% of the produce provided through their meal distribution was sourced locally from Plow to Plate grantees, bringing the program full circle, showing how the program is helping to create resilience and food security against future disasters.

Thanks to groups like Tourism Cares, The Giving Farm is able to deliver more than 200,000 pounds of produce annually for consumption by low-income communities.



"AS WE LOOK AT THE UNITED NATION'S SUSTAINABLE DEVELOPMENT GOALS COLLECTIVELY, NOT IN INDIVIDUAL SILOS, IT BECOMES CLEAR THAT SOME OF THE MOST AMBITIOUS AND TRANSFORMATIONAL GOALS ARE SOME OF THE EASIEST TO ACCOMPLISH ONCE WE RECOGNIZE THAT COLLABORATIVE, SUSTAINABLE THINKING AND DOING BRINGS MULTIPLE BENEFITS"

- A.G KAWAMURA,
CHAIRMAN, SOLUTIONS
FOR URBAN AGRICULTURE

The Giving Farm

As part of US Travel's IPW Annual Convention, Tourism Cares gathered 75 conference delegates for a morning of volunteering. In Orange County, nearly 456,000 people are at risk of hunger every month. Program participants harvested and planted at The Giving Farm in Westminster, CA, a farm-to-food bank collaborative community program, managed by Solutions for Urban Agriculture, the Orange County Food Bank, OC Farm Bureau, & the Westminster High School Agriculture Program. The collaboration seeks to offer innovative solutions to some of the pressing food security, public health, ecological, workforce and educational needs facing urban environments today. In just three hours, our volunteers donated hundreds of pounds of fresh produce that same day to the Orange County Food Bank.

Bracken's Kitchen

Supporting local and innovative solutions to combat food insecurity is something we can all do when choosing vendors for events, gatherings or for clients on tour. Bracken's Kitchen, a 501(c)3 organization uses food recovery, culinary training and a community feeding program to recover, re-purpose and restore both food and lives. Those same IPW delegates enjoyed fresh meals from Bracken's "Betsy" food truck – a signature product that uses an innovative way to provide both catering for groups and to-go meals for the less fortunate at the average food cost of .28 cents.

A LITTLE MORE ABOUT FOOD...

Food sovereignty is defined as the right to choose what food to eat, where it comes from and how it is grown. It connects directly to tourism - and has the power to strengthen and revitalize communities.

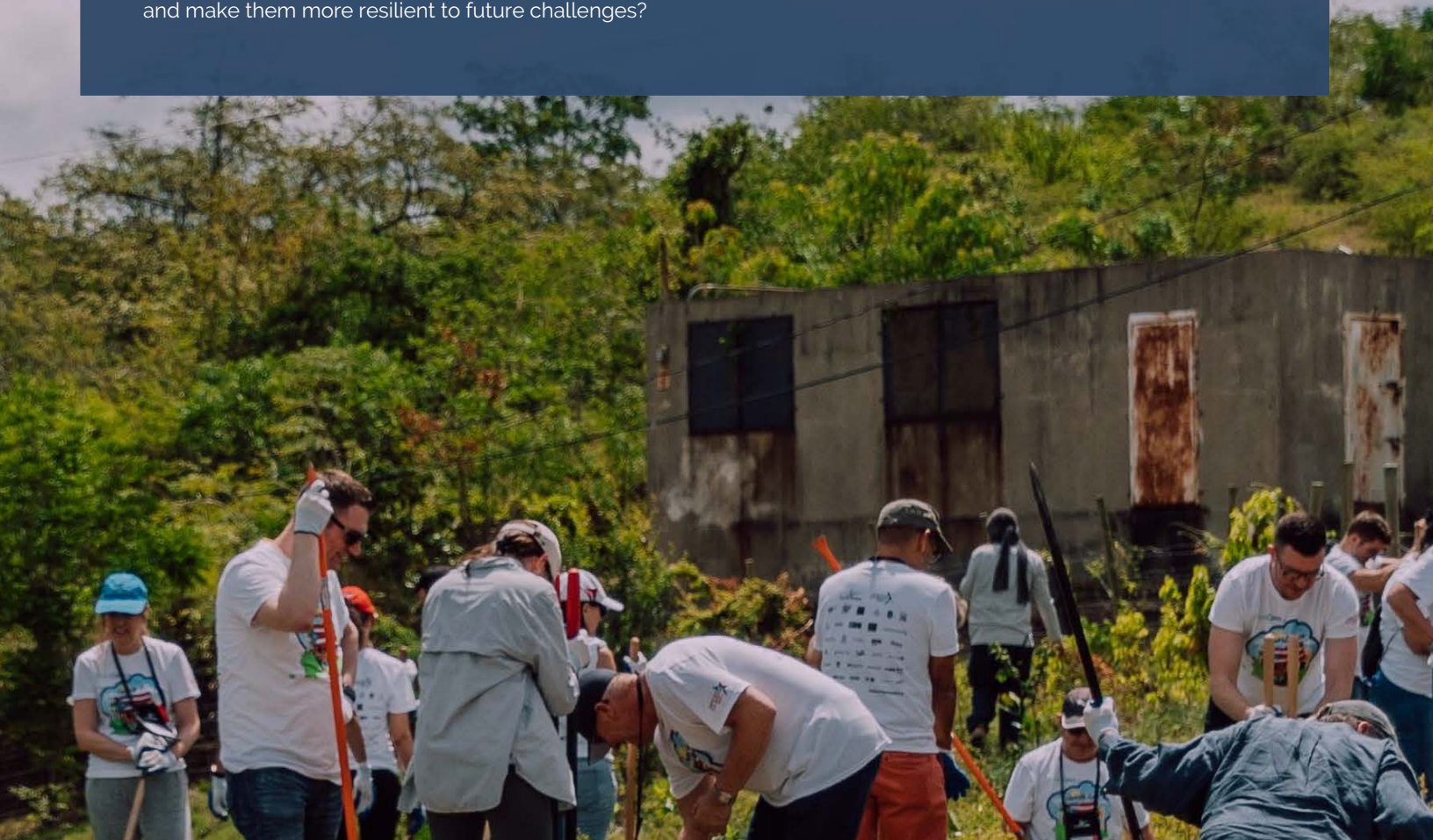
The power in growing local food and supporting local economies directly makes an impact in the resiliency of a destination. We saw that in 2019 in Puerto Rico. Before the hurricanes hit, the island was largely dependent on imports from the mainland - with more than 85% of their food supply imported. When the catastrophic storms left Puerto Rico shut off from the rest of the world, they quickly began running out of food.

The power to produce and supply their own food was critical as they rebuilt. And tourism needed to be a major supporter of the local supply chain.

Through our Tourism Cares with Puerto Rico event, we facilitated direct relationships with major industry players to local farmers - engaging them in conversation around sourcing to the tourism market more locally. We brought food activists to encourage and connect more local food purchasing against future disasters. We supported an agritourism project to diversify tourism around the island and support their local food production efforts.

The tourism industry can build sustainable solutions for tourism through tourism, and the more resilient local communities are, the faster tourism can come back.

Take a look at your product supply chains. How can you support your local community partners - and make them more resilient to future challenges?



Volunteers work at the CMTAS Yauco on the Southern side of Puerto Rico

thinking differently.



DOING BUSINESS BETTER SO LOCAL COMMUNITIES BENEFIT.

Tourism can foster entrepreneurial culture, invest in mentoring young entrepreneurs and encourage tourism related startups. In 2019, Tourism Cares worked with a number of organizations to showcase their work transforming communities, and connected them to the formal tourism market, our Tourism Cares members.

Social Enterprise Connector

Tourism Cares held its inaugural Social Enterprise Connector as part of the Tourism Cares with Puerto Rico Meaningful Travel Summit in May 2019. Fifteen social enterprises, non-profits, and community associations were invited from across Puerto Rico to share their social and environmental impact work. Social Enterprises represented a cross-sector of the development community, including historic and cultural preservation, indigenous and community-tourism, sustainable fashion, gastronomy, renewable energy, animal welfare, and disaster relief. The goal was to facilitate

collaborative dialogue and 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. Here are some of organizations featured:

Isla Caribe

Founders Melina Aguilar Colón, a local to Ponce, and Ernie Xavier Rivera Collazo, brought their years of experiences in tourism, international social enterprise development, history, and local archaeology together to ensure Puerto Rico can find new alternatives to

Through our programs in Puerto Rico and New York in 2019, we spotlighted the innovative work of more than 60 global social enterprises and non-profits.



"WE WANT THE TOURISM INDUSTRY TO GROW IN A WAY THAT IS RESPONSIBLE, SUSTAINABLE AND INVOLVES THE LOCALS ... LOCALS SHOULD BE A PART OF THE PROCESS AND BENEFIT FROM IT."

-MELINA AGUILAR,
ISLA CARIBE

economic development using cultural tourism as a tool. Isla Caribe, developed as a social enterprise to have the beneficial social and environmental impact in the South of Puerto Rico centers local culture, history, arts, and gastronomy in their tours. Using sustainable tourism as a change agent, Isla Caribe seeks to jumpstart employment opportunities for residents in Ponce and foster entrepreneurial activity.

Puerto Rico al Sur

Puerto Rico al Sur, founded by Ray and Dr. Janis Joan Diaz Martinez, is a community-tourism organization whose mission is to build and launch community impact projects that are conscious to the natural/ environmental, ecological, historical, and cultural resources of the South of Puerto Rico and need to be conserved. Working with their neighbors and communities as collaborators, Ray and Janis have developed conservation skills that benefit the livelihoods of the community through responsible natural based tourism. Through their work, Ray was also awarded in 2019 as the Best Nature Tour Guide by EcoTripMatch.com.

Be a Bee

Be a Bee is a student run initiative started by ninth grader Isabelle Ramseyer. Their mission is to create awareness of the important role bees play in the health of our environment, society and in agriculture. Their passion has turned into a local business, producing candles, soaps and other product direct from their busy bees. Isabelle herself has taken their innovative approach to the global stage, participating at the 2020 Clinton Global Initiative's panel on "Fostering Student-Driven Solutions to Combat Climate Change".

ensuring the future.



Strong, resilient destinations that can endure future challenges are only as strong as their community. By involving all stakeholders in the decision-making process (private, public, non-profit, community), destinations ensure a stronger future through their sustainable tourism planning. Our partners this year prove that sustainable destinations are built by changemakers on the ground that are equipping their communities with infrastructure and expertise.

CMTAS Yauco

Tourism was a key economic driver in recovering from the 2017 hurricanes to create resiliency for future climate disasters. Tourism Cares brought 150 tourism professionals to Puerto Rico to discuss local innovation through sustainability practices, food sovereignty, and entrepreneurship and supported the island with more than \$100,000 in investments. Our featured partner was Center for Sustainable Microenterprises and Agricultural Technologies (CMTAS),

a beacon of resiliency and sustainability in their small community in Southern Puerto Rico. The Tourism Cares investment supported maintenance of their Yauco community center, which includes solar energy projects for the community, rain water collection and a biodigester project which turns manure from the local farms into a fuel source in the event of long-term power loss. A grant from Tourism Cares also equipped CMTAS with a state of the art, commercial kitchen for the community.

During the May program, volunteers supported service projects at their local shareholder farm, clearing land for plots, planting native trees and preparing the facility for the installation of their main biodigester.

Shortly after the Tourism Cares event, CMTAS was awarded second place in the Banco Popular's Big Idea Challenge, granting them an additional \$300,000 to further their sustainability initiatives.



"[TOURISM] IS GOING TO HELP LIFT US UP AGAIN AND STRENGTHEN OUR ECONOMY THAT WE SO NEED. WE HAVE THE WARMTH OF OUR PEOPLE, AND THE GRATITUDE OF OUR PEOPLE, AND OUR WAY OF WELCOMING VISITORS. WE EXPECT THAT WE ARE GOING TO INCREASE THE TOURISM VISITS TO OUR FACILITY - AND WE ARE VERY GRATEFUL FOR IT."

- PABLO GUZMAN, CMTAS YAUCO

TCIX invited participants to explore the boroughs of New York City through NYC & Company's "Tourism Ready" Program, an initiative that pairs educational programming and business-to-business partnership building to help communities welcome more visitors. As visitors continue to seek out unique and authentic ways to explore New York City's hundreds of neighborhoods, local businesses and attractions that provide one-of-a-kind experiences can benefit enormously from learning how to work directly with the travel industry.

Tourism Cares Inspiration Exchange

Tourism Cares held its inaugural Tourism Cares Inspiration Exchange (TCIX) alongside IMPACT 2030 at the Apollo Theatre in Harlem, New York.

IMPACT2030 activates the private sector's most important resource – its people – to share their skills, creativity and expertise to advance the global goals. Developed to inspire action and a convening space for our industry to foster collaboration with the wider travel ecosystem, TCIX brought together over 100 participants to engage in a full-day interactive workshop on the United Nations Sustainable Development Goals (SDGs).

Tourism Cares and IMPACT2030 facilitated workshops that helped Tourism Cares members understand the foundations of the SDGs, create issue-based responses to the Goals, and organize our industry for collective impact and improvement. Bringing together forty-two (42) Tourism Cares members, we heard from a number of inspiring organizations through Rapid Impact Presentations including: Intrepid Group, NYC & Company, Para la Naturaleza, Maasai Stoves & Solar, Cathay Pacific, World Animal Protection, Hostelling International, Nilus, Afya Foundation, and Impulse Travel.

Each organization highlighted how their organization is advancing The Goals through value-chain integration and collaborative partnerships.

doing our part.



The purchasing power of the travel and tourism industry can lead to tremendous change for communities and the health of our planet. Making mindful decisions in how we purchase and who we purchase from creates ripple effects for local economies, and in turn, for the travel industry. Here are some of our partners in 2019 who are making great change by illustrating how we can better use our natural resources more responsibly:

Refill Not Landfill

A featured partner during Tourism Cares with Puerto Rico, Refill Not Landfill is a global campaign to reduce single-use plastic drinking bottles and other single-use plastic waste. Their goal to reduce the millions of plastic water bottles discarded each year happens by encouraging the use of reusable drinking bottles, and creating a network of businesses offering free water refill stations around the world, replacing millions of single-use plastic water bottles.

By forging partnerships in Puerto Rico, Refill Not Landfill is expanding their reach by working with companies like MaCher and the National Tour Association.

Nilus

A TCIX Flash Impact presenter, Nilus rescues edible food about to be discarded and distributes it among community kitchens in South America. Using technology and crowdsourcing, Nilus connects food producers or distributors, community canteens, low-income social organizations and carriers. They offer food at social prices, since their real-time rescue technology allows access to fresh products that have left the commercial circuit.

Through partnerships, consulting and our own best practices, we saved approximately 38,000 plastic bottles from ending up in landfills in 2019.



REACH OUT TO ALL THE SOCIAL ENTERPRISES FEATURED THROUGHOUT THIS REPORT BY VISITING THE TOURISM CARES MEANINGFUL MAP, A WORLDWIDE DATABASE OF SOCIAL ENTERPRISES, NON-PROFITS, COMMUNITY-LED EXPERIENCES, PRODUCTS, AND TOURS DEVELOPED, INVESTED IN, OR VETTED BY TOURISM CARES.

Con Calma

Featured in the Social Enterprise Connector at the Tourism Cares with Puerto Rico, Con Calma is a fashion company with a mission to raise awareness of fair trade, the importance of local design and manufacturing and the promotion of sustainable practices. At their flagship store in San Juan, they sell products from local designers and artists as a way to assure cultural diversity. The Con Calma bag line is manufactured at the Cooperativa Industrial Creación de la Montaña, a non profit organization that was created to safeguard some of the jobs that were lost in the closing of two large apparel manufacturing factories in Utuado, Puerto Rico. They focus on fair wages, healthy working conditions and zero child labor.

Meaningful Marketplace

In December, 2019, Tourism Cares invited four local social enterprises from the Fort Worth area to exhibit at our "Meaningful Marketplace" at NTA's Travel Exchange conference. All four businesses serve a higher purpose - providing dignified employment to survivors of human trafficking. Calyan Wax Company, Savhera, The Worthy Co and The Marie Mae Company sell goods like candles, jewelry and leather goods and provide so much more - an opportunity for their customer's dollar to go even further and support a community that needs it.



coming together.



UNDERSTANDING THE RIPPLE EFFECT STARTS WITH A UNITED INDUSTRY.

Tourism can generate global impact when we join forces and act. Tourism Cares is built on the convening power of the industry. Here's what we accomplished through partnership in 2019:

Clinton Global Initiative (CGI)

In 2019 Tourism Cares became an Official Commitment to Action project owner, facilitating partnerships between tourism companies and micro, small, and social enterprises in Puerto Rico, to better integrate local products into corporate supply chains and inspire investment as part of the CGI Action Network on Post-Disaster Recovery.

Tourism is a key economic driver in recovering from the 2017 hurricanes. Furthermore, local tourism expansion can create demand for social enterprises such as those selling recycled products, and strengthen food security by connecting small scale farmers with the tourism industry. Through this commitment, Tourism Cares brought

together more than 100 tourism executives and more than 50 leaders of micro, small, and social enterprises in Puerto Rico on May 8-10, 2019 to discuss local innovation through sustainability practices, food sovereignty, and entrepreneurship.

Part of the program included training for the 150 delegates on capacity building, sustainability, and hospitality preparedness. To continue the effort, Tourism Cares will help identify opportunities for the greater travel industry to integrate projects that support local enterprises into the larger tourism supply chain and conduct follow up on their progress.

In 2019, through in-person events, online opportunities and seminars, Tourism Cares brought together more than 7,500 industry professionals.



"WE HAVE ENJOYED WORKING CLOSELY WITH THE TOURISM CARES TEAM IN THE PLANNING OF EVENTS, AND FOR WORLD CENTRAL KITCHEN'S RELIEF OPERATIONS, THE PARTNERSHIP WAS INVALUABLE DURING OUR EARTHQUAKE FOOD RESPONSE AND WE TRULY APPRECIATE YOUR HELP AND DONATIONS. MOST OF ALL, WE VALUE JOINT VISION TO BRING HEALTHY, NUTRITIOUS MEALS TO THE PEOPLE OF PUERTO RICO IN TIMES OF CRISIS AND BEYOND."

- WORLD CENTRAL KITCHEN

KiliCares

At the end of 2019, Editor-in-Chief of Travel Weekly, Arnie Weissmann, and two of his children, Emma (who is the associate editor of TravelAge West) and Dash, started a campaign to raise funds for Tourism Cares as part of an amazing family goal - to climb Mt. Kilimanjaro, Africa's highest peak. Through outreach to their personal networks — and additional marketing help from Northstar Travel Group- Arnie and Emma encouraged their industry peers to invest, and in the end, raised more than \$35,000 for Tourism Cares.

A portion of the Tourism Cares proceeds raised will be granted (in 2020) to [Give a Heart to Africa](#), a school that teaches English, business and vocational classes to local Tanzanian women, and help them start their own entrepreneurial tourism business. Give a Heart to Africa creates sustained income for the community, helping to make them more sustainable and more successful long-term.

Destination Disaster Recovery

The [Destination Disaster Recovery Fund](#) focuses on restoring and improving tourism resources and infrastructure to support communities long-term. After Hurricane Dorian ravaged the Bahamas in late 2019, the Tourism Cares community banded together to support their long-term tourism recovery. Individuals and companies donated more than \$30,000 to be used for grant-funding to support infrastructure and capacity-building to build a stronger future. Special thanks to ASTA and Ensemble for their generous contribution. Grants will be awarded in Summer, 2020.

our collective 2019 impact

1200

SERVICE HOURS DONATED TO NON-PROFITS
ACROSS NORTH AMERICA

\$89K

AWARDED IN GRANT FUNDING TO ORGANIZATIONS IN
NORTH AMERICA, THE CARIBBEAN AND SOUTH AMERICA

\$70K

SPENT LOCALLY IN COMMUNITIES WHERE
TOURISM CARES HELD AN EVENT

\$74K

AWARDED IN ACADEMIC SCHOLARSHIPS TO STUDENTS
IN NORTH AMERICA. IN 2020, THOSE SCHOLARSHIPS WILL
BE REDIRECTED TO IMPACT GRANTS AND PROGRAMS.



CONNECTION

connected more than
60 social enterprises
and non-profits
to tourism industry
audiences of more than
2,000 total
leaders and
decision-makers



AMPLIFICATION

highlighted the mission
and goals of our
community to a
collective audience of
more than
7,500
at industry shows and
speaking engagements



CONSERVATION

helped the industry
save more than
38,000
plastic bottles from
reaching landfills
through outreach,
consulting and best
practices at events

AND INTERNALLY, WE...



BEGAN A SUSTAINABILITY AUDIT FOR TOURISM CARES HQ TO
REDUCE OUR CARBON FOOTPRINT



STARTED SETTING SUSTAINABLE PURCHASING AND VENDOR
GUIDELINES FOR OUR EVENTS AND PROGRAMS

a full year later...

The connections Tourism Cares with Jordan delegates made created ripple effects for the local community.

- **Iraq Al Amir**, a small women's cooperative, using grants from the Treadright Foundation, renovated its showroom and kitchen and are now on the path to financial sustainability as they prepare to host 2,643 tour guests in 2019 from The Travel Corporation's brands, including Trafalgar, Insight Vacations, Contiki, Uniworld, Adventure World, African Travel and Lion World.
- **Wadi Araba Cycling** was provided a donation of 169 bikes from A&K Philanthropy and the Tourism Cares Bob Whitley Fund. Gawasmeh has sold and rented out bikes to the local community and reinvested the revenue into his shop and started a program to support farmers in the area that now use their bikes for transportation. Wadi Araba Cycling has also been hosting groups of 15-20 coming from Feynan Ecolodge, both tourists and local, and have hired 12 locals from the village as assistant guides and drivers.
- **Al Numeira Environmental Association** has received support from Planeterra, G Adventures' charitable organization, to help build on experience development, food hygiene and safety and guiding—as well as a grant to rebuild its kitchen after a devastating fire. And thanks to this partnership, Al Numeira signed a contract with G Adventures to bring more than 2,300 guests in 2019 alone, with more annual growth expected. Al Numeira also has hired an additional 12 employees from the community.
- **USAID Jordan Local Enterprise Support Project** is funding another six enterprises from the Tourism Cares Meaningful Travel Map, administered by Baraka Consulting, to ensure the enterprises meet the standards of international travel operators by developing its business structure and increasing market readiness.

Update provided by James Shillinglaw,
["What's Has Happened in Jordan a Year After the Tourism Cares Trip?"](#) March, 2019

“If we who profit from the desire of people to experience the world don't also invest in preserving, protecting and revitalizing the places we send travelers, we don't have sustainable business models.”

ARNIE WEISSMANN, TRAVEL WEEKLY

thank you.

TO OUR MEMBERS, SPONSORS AND PARTNERS WHO HELPED US INVEST IN PEOPLE AND PLACES IN 2019.

STRATEGIC PARTNERS



GLOBUS

MaCher

TRAVEL
Insurance Advisors

TRAVEL WEEKLY

TripMate
Your partner in travel



TravPRO
mobile

VIKING

STRATEGIC ASSOCIATION PARTNERS



CHAIRMANS CIRCLE

AAA Northeast
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Air Canada
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Amadeus
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Arch RoamRight
Best Western Hotels & Resorts
Brand USA
Carnival Foundation

City Sightseeing Worldwide
Classic Vacations
Collette
Crum & Forster
Delta Air Lines
Enterprise Holdings, Inc.
Jordan Tourism Board
Las Vegas Convention and
Visitors Authority
Leisure Pass Group
Marriott International
Mayflower Cruises and Tours
Norwegian Cruise Line

NYC & Company
Odysseys Unlimited, Inc
Rovia
Royal Caribbean Cruises, Ltd.
Serendipity Media, LLC
Tauck
The Group Travel Leader, Inc.
The Travel Corporation
travAlliance Media, LLC.
Travel Age West
Travel Planners International
TripAdvisor
TRIP Foundation
United Airlines

ASSOCIATION PARTNERS

Adventure Travel Trade Association (ATTA)
American Indian Alaska Native Tourism Association (AIANTA)
Association of Canadian Travel Agencies (ACTA)
Caribbean Hotel & Tourism Association (CHTA)
Cruise Lines International Association (CLIA)
Impact Travel Alliance

International Inbound Travel Association (IITA)
National Federation of Tourist Guide Associations
Skal USA
Southeast Tourism Society
Student & Youth Travel Association
SYTA Youth Foundation
US Travel Association

GENERAL MEMBERS

- | | | |
|---|---|--------------------------------------|
| Abercrombie & Kent, USA | Halo Branded Solutions | San Francisco Travel |
| Academic Travel Abroad, Inc. (ATA) | Hickory Global Partners, LLC | Scenic Luxury Cruises & Tours |
| ADARA Media | Hostelling International USA | Signature Travel Network |
| Airside Mobile | Image Tours, Inc | Silversea |
| AmeriCan Adventures | International Tour Management Institute (ITMI) | Simply Social |
| American Council for International Studies (ACIS) | Intrepid Travel | Sonoma County Tourism |
| Anita Mendiratta & Associates | Japan Visit USA Committee | Sports Travel and Tours |
| Appleseed Expeditions | Kartegener Associates, Inc. | Starr Companies |
| Avoya Travel | Like a Local Tours | STR |
| Baraka Destinations | Lindblad Expeditions | taCONNECT |
| Beckham & Associates | Mardi Gras World | Tahiti Legends |
| Bluth Law Firm | Mardiks Public Relations | The Group Tour Company |
| Bonotel Exclusive Travel | MAST Travel Network | Timi's Tours |
| Booking.com | Maverick Aviation Group | Tourism Toronto |
| Boston Duck Tours | Ment Law Group LLC | Travel Document Systems |
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| CheapOair / Fareportal | Micato Safaris | Travelopia |
| Cox & Kings, The Americas | Michael J. Pierson Associates, Inc. | TravelSavers |
| Crystal Cruises | Mountain Travel Sobek | Travelspan Vacations |
| Delta Vacations, LLC | Myths & Mountains | Trip Guy Travel |
| Elevate Destinations | New Orleans & Company | UndercoverTourist (InsiderGuide, LC) |
| Emirates Airlines | PackUp & Go | Uplift |
| Entertainment Cruises | Paul Gauguin Cruises | Valerie Wilson Travel, Inc. |
| Europe Express | Perillo Tours | Virtuoso |
| Experience Kissimmee | PONANT, Yacht Cruises & Expeditions | Visit Dallas |
| Finn Partners | Providence Warwick Convention and Visitors Bureau | Visit Savannah |
| Foley Hoag | Rail Europe | World Central Kitchen |
| Global Marine Travel | RightRez | Yankee Leisure Group, Inc. |
| Google Travel | Royal Jordanian Airline | YMT Vacations |
| Goway Travel | Sandals Foundation | |

CHAIRMAN'S CHALLENGE DONORS

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- Roberta Jacoby
- Anita Mendiratta
- Jessica Patel
- Dan Sullivan
- Greg Takehara
- Robin Tauck
- Martha Troncoza

2019 SCHOLARSHIP FUND DONORS

- NTA Texas Doug Harman
- NTA Travel Leaders Graduate Scholarship
- NTA Travel Leaders Undergraduate Scholarship
- IATAN Ronald A. Santana Memorial Scholarship
- NTA Eric Friedheim Scholarship
- NTA Luray Caverns Graduate Research Scholarship
- NTA Utah - Keith Griffall Scholarship
- TA New Horizons - Kathy LeTarte Scholarship
- NTA Ohio Scholarship
- NTA La Macchia Family Scholarship
- NTA Mayflower Tours Patrick Murphy Internship
- ASTA Alaska Airlines Scholarship
- ASTA Princess Cruises Scholarship
- ASTA Holland America Line Undergraduate Scholarship
- ASTA Holland America Line Graduate Research Scholarship

2019 GRANT FUND DONORS

- Carlos Arrarte Global Treasures Fund
- Globus family of brands
- The Bob Whitley Memorial Fund

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what's next.

Tourism Cares will continue to move the travel and tourism industry forward through convening, inspiring, and motivating.

Together, we can deepen our industry's positive social and environmental impact and take care of the people and places we depend upon for our livelihoods.

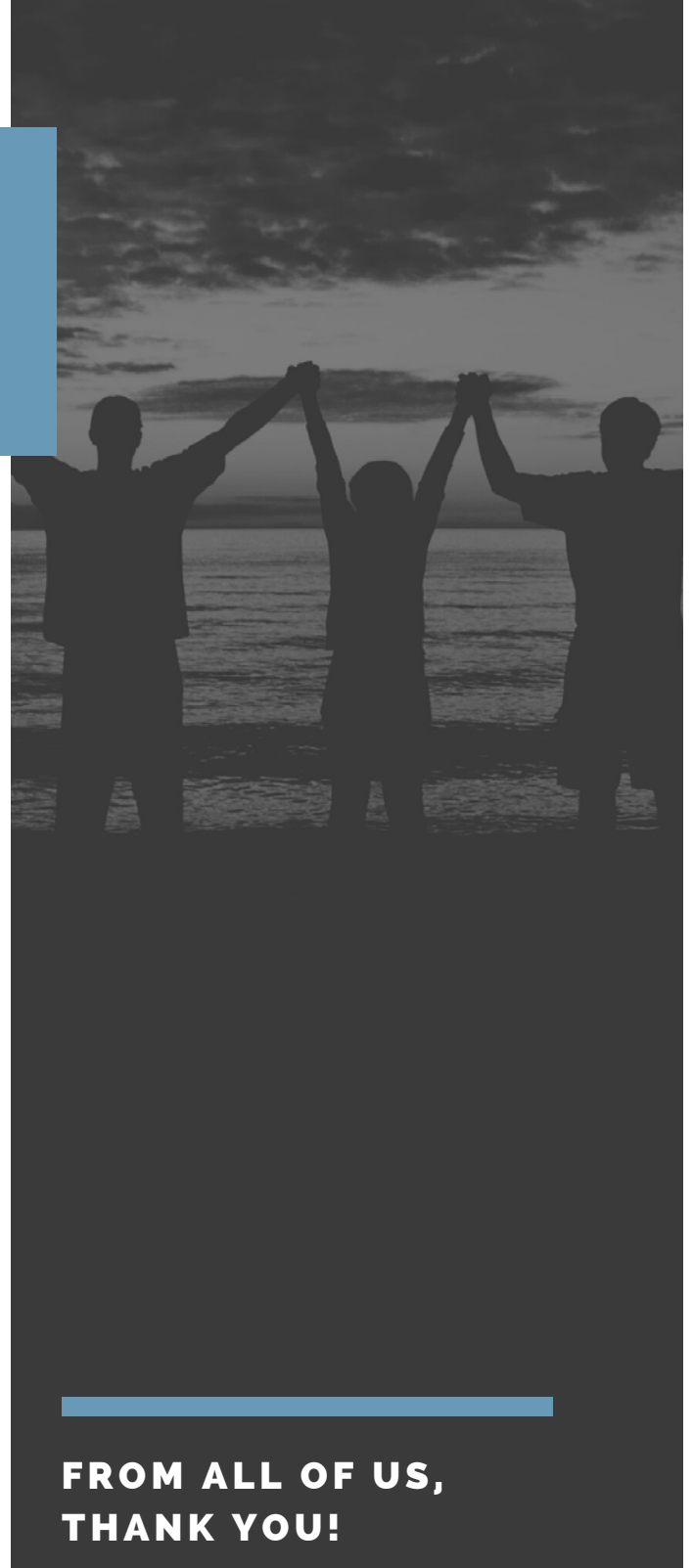
Destinations, both accessible and remote, known and unknown, face considerable challenges, as they address issues of climate change, over-crowding, single use plastics and access to the right resources. Yet, at the same time, they have been presented with opportunity in the form of demand for authentic, cultural, immersive and personalized experiences.

We know that travel and tourism is the catalyst for people and places to thrive. Investing in them ensures a bright future for all. Lake Tahoe and Colombia represent more than the venues for our Meaningful Travel Summits. They are the homes to many storytellers and leaders, who will set an example of community impact and resilience that will ripple and resonate.

We must remain committed to staying on this road – the journey to sustainability – as individuals, companies, and a collective industry.

Tourism Cares will provide lessons, experiences and support, and will assist in managing the alternating feelings of challenge and satisfaction that come with serving our stakeholders and our planet. We will celebrate our members' initiatives, capture their journeys, and help to design the roadmap for our future, as travelers who venture responsibly and with meaning.

Thank you for your ongoing support. #whentourismcares



**FROM ALL OF US,
THANK YOU!**

Bry *Adriana*
Jose *Leoff Dior* *Randa*
Kanje *Kate* *Lauren* *Port*



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