



Meaningful Travel Summit

A HOSTING GUIDE

GLOBAL

USEFUL DEFINITIONS USED THROUGHOUT THIS GUIDE

Responsible Tourism: is any form of tourism that can be consumed in a more responsible way, including minimizing negative social, economic and environmental impacts, generating greater economic benefits for local people, and involving local people in the decisions that affect their lives and community.

Social Impact: is the effect on people and communities that happens as a result of an action or inaction, an activity, project, program or policy.

Social Enterprise: is an organization that applies commercial strategies to maximize improvement in financial, social and environmental wellbeing – this may include maximizing social impact alongside profits for external shareholders.

MSME: micro, small, and medium sized enterprises. Tourism Cares defines micro, small, and medium sized enterprises to have a talent pool of <10, <50, <250 respectively.

Image: A farmer wearing a basket on their back, harvests tea in a field, Uganda.



VISION

We are the people and places of travel
dedicated to the people and places of travel;

Together, we unite, inspire and activate our industry to
enact lasting change in how we do business for the people
and places we serve.

MISSION

We believe we can change the world through travel.

The mission of Tourism Cares is to unite the travel industry
and be a catalyst of positive social, environmental and
economic impact for the people and places of travel.



Image: Traveler explores ancient ruins

COMMUNITY

Founded by the United States Tour Operators Association (USTOA) and The National Tour Association (NTA), Tourism Cares is supported by 160 member companies, including global tour operators, tourism boards, hoteliers, airlines, insurance companies, cruise lines, advisor consortia, media companies and more.

- 38 tour operator brands
- Advisor association partners represent over 100,000 global agents
- 5 tourism boards including the Jordan Tourism Board, Las Vegas Convention and Visitors Authority, NYC + Company., Brand USA, ProColombia, and Visit New Orleans
- Overall, member companies reach a customer network of 900+ million people annually



Image: A group of tourists pose for a picture in Jordan.

WHY

this program exists.



Image: Four women, dressed in colorful dresses, carry a table down a cobblestone road, Guatemala



Tourism depends on communities and nature for its survival – now more than ever they need investment in order to thrive.

Prior to the global pandemic, it was estimated that by 2030, there will be nearly 1.8 billion travelers travelling globally. Unfettered growth in travel have put the world's treasured places at risk – environmentally, culturally, socially, and financially. As world tourism begins recovering from the coronavirus crisis, the tourism industry has an opportunity to plan for responsible, diverse, equitable, and more resilient growth in our industry.

The trend for authentic, impactful and purpose-driven travel has grown and continues to grow, globally. Community owned tourism opportunities that exist through cooperatives, nonprofit organizations and social enterprises are found all over the world and can be a win for all stakeholders when integrated into the tourism economy. Tour operators can differentiate their product as a means for their customers to connect and participate more deeply with local culture. Social enterprises are a win for local communities, driving sustained income and societal benefits from tourism dollars directly into local economic investment. And impactful tours are a win for travelers looking to connect, learn and spend in a destination more deeply.

Image: A social enterprise worker sews a bag in her shop in Puerto Rico.



HOW WE DEFINE SUSTAINABILITY

Sustainability is meeting our own needs without compromising the ability of future generations to meet their own.

We look at sustainability under three pillars: to create and maintain the conditions in which humans and nature can exist in productive harmony that fulfills the **social, economic, and environmental** needs of present and future generations.

In tourism, those pillars must address the needs of visitors, the industry, the environment and host communities equally.

Tourism Cares is committed to creating the most positive impact within the communities where we work and with whom we work.

The evaluation of our best practices is ongoing, as we continuously re-examine and set goals, measure our outcomes and report out on our progress to our community.

Sustainability is not a part of what we do. Sustainability is who we are.

Image: Fruits and vegetables in bowls and baskets are on display in a market.



OUR COMMITMENTS

To the Travel Industry:

Tourism Cares commits to being a resource for our members and the industry to help drive positive impact through the development of global industry business practices.

We work to bring together, educate and inspire businesses that span from those looking to create change, to those who are taking the first step in their sustainability journey.

To People & Planet:

It is our responsibility to ensure we approach the local communities in which we work in an inclusive manner that centers their voice in the planning and decision making process of how they want tourism to play a role in their community. We will encourage full, effective and equitable participation, treat our community partners as equal program partners from program activities, investments, development, and communications, work to support local economies and always respect the environment and consume responsibly.

Image: A women drinks coffee outside.



OUR COMMITMENTS

To Equity, Belonging, Diversity and Inclusion:

Tourism Cares has always envisioned travel and tourism to be a tool that amplifies peace, humanity, and cultural exchange. Our industry is built on shared experiences – to listen and learn from community members with the hope that tourism can be a means to celebrate our differences.

We commit to amplifying diverse voices within our industry and the communities with whom we partner. As an organization we pledge to never stop listening, learning or growing.

ALL are welcome at Tourism Cares – regardless of age, race, ethnicity, ability, gender or religion. Bring your authentic selves. We commit to providing a safe and welcoming space – Be You!

We ask our community to join in our equity, belonging, diversity and inclusion (EBDI) commitment, engage in difficult conversations and hold us accountable.

Image: Silverback gorilla sitting on a rock.

A person wearing a grey knit hat and a brown sweater is sitting on a rocky ledge, looking out over a valley. In the background, there are mountains and a lake under a sunset sky.

OUR COMMITMENTS

To Grow and Evolve:

The world is forever changing, as is our industry. Tourism Cares commits to continuing to grow as an organization, to evolve with the changing times, and to continue to update our policies and procedures. We pledge to never stop learning or listening and to share our findings with our community.

Tourism Cares will always be a place for our industry to gather, learn and grow together.

Image: An antelope lays in a field.

A smiling woman with a red headscarf and a blue top stands next to a large white chicken coop. The coop is made of a white mesh material and is filled with chickens. The woman is looking towards the camera with a warm smile. The background shows a simple building with a window and some greenery outside.

WHO

this program benefits.

Image: A smiling woman stands beside her chicken coop.



THE INDUSTRY

The industry experiences first hand impact travel. New innovations in travel, social enterprises experiences and unique product opportunities are explored. New relationships are formed by the shared experience.



LOCAL COMMUNITIES

The community makes a connection to the trade and a boost with sweat equity. By driving economic investment in local communities, they also benefit from additional infrastructure and a means to utilize tourism as a form of cultural preservation.



THE TRAVELER

The traveler has differentiated product that is rooted in supporting local environmental and social issues. They also get greater local connection and authentic experiences.

and as a result,

YOUR DESTINATION.



The Host destination is seen as a leader in sustainability and will drive more tourism dollars to the local communities, reinvesting in the social and environmental impact of the destination. The host destination has a new narrative to highlight the impact travel can bring beyond featuring sole primary attractions.

WHO ATTENDS

Tourism Cares Global Meaningful Travel Summit delegations are primarily composed of executive level leadership, heads of Product, Buying, Marketing, and Sales, from Tourism Cares Membership.

Past program participation included:

Global Tour Operators

- The Travel Corporation
- Intrepid Travel
- Collette
- G Adventures
- Tauck
- National Geographic
- Abercrombie + Kent

Global Travel Brands:

- Delta Air Lines
- Marriott
- Air Canada
- United Airlines
- Hilton
- Amadeus
- Airbnb
- Booking.com

Consortia & Associations

- USTOA
- NTA
- WTTC
- CLIA
- ATTA
- ASTA
- Signature Travel Network
- Virtuoso
- Ensemble

Media

- Travel Weekly
- Travel Age West
- Travel Market Report
- TravAlliance
- AFAR Magazine
- Impact Travel Alliance

Image: A group of travelers stand in front of Little Petra, Jordan.



KEY BENEFITS FOR OUR HOSTS



DESTINATION SUPPORT

- Approximately 50% of revenue raised for this program returns back to the local community.
- Small business and community-level support to build the local economy and integrate more livelihoods into the tourism economy.
- Highlighted impact product to feature to marketing and sales industry professionals.



MARKETING VALUE

- Host destination will be featured in a minimum of 4-6 trade and consumer press publications.
- The Host destination video will be broadcast at major North American Trade Shows in 2023/2024
- 1 year of targeted marketing to the North American Trade Market (including association partners NTA, USTOA, US Travel, ASTA, SYTA, ATTA, TMR, and more), as well at WTM and WTTC globally.

Image: Street art of people playing instruments such as the drums, bass, and saxophone.

A woman wearing a green hijab and a dark blue jacket is smiling and looking towards a young man. The young man, wearing glasses and a dark blue t-shirt, is also smiling and looking towards the camera. They are both working with a wooden loom. The woman is holding a piece of blue yarn, and the man is holding a piece of orange yarn. In the foreground, there is a large pile of blue and orange yarn. The background shows a workshop with a ceiling fan and fluorescent lights.

WHAT
we've done so far.

Image: A smiling woman teaches a young man how to loom with yarn.



TOURISM CARES WITH JORDAN

The first Tourism Cares Meaningful Travel Summit took place in Jordan in 2018. The program brought together 70 leaders from over 40 companies - major tour operators, hotels, airlines, tourism associations, media, and the broader travel and hospitality community to explore opportunities for greater investment in authentic community-based tourism and social entrepreneurship. The program also highlighted sustainability efforts, and created a space for important dialogue on innovative strategies that can be deployed to facilitate greater inclusion into the visitor economy.

- The integration of social enterprises into major Global tour operator itineraries as well as the expansion of existing itineraries.
- The development of the Meaningful Map of Jordan, a B2B marketing tool that illustrates differentiated and authentic product in the country.
- Increased awareness of the destination through key U.S. industry conferences with a new narrative on sustainability & purpose-driven travel.
- Economic development through tourism for the communities participating.
- 40+ companies in the tourism sector to explore how tourism can create positive social and environmental impacts on local communities.
- 12 social enterprises visited and experienced in the course of 5 days.
- Tour Operators including The Travel Corporation, Cox & Kings, Collette, Abercrombie + Kent, Goway Travel, Viking Cruises, and G Adventures included these enterprises into their 2019 itineraries. Many built in additional bednights into itineraries to accommodate for extended visits at these enterprises.

Image: A man wearing a red and white Keffiyeh headscarf looks into the desert, Jordan.

JORDAN BY NUMBERS

17

GLOBAL TOUR
OPERATORS IN
2018

40%

OF PARTICIPANTS
SPENT 3 OR MORE
NIGHTS

82

SOCIAL ENTERPRISES
& IN-COUNTRY
TRAVEL INDUSTRY
PROFESSIONALS
ENGAGED AND
INTRODUCED TO OUR
DELEGATION


4K

MORE TRAVELERS
VISITING JORDAN
ANNUALLY.

12

SOCIAL ENTERPRISES
VISITED. 7 OPERATORS
INCLUDED IN PRODUCT.

Image: The Treasury of Petra, Jordan.

The background image shows ancient stone ruins in Jordan at dusk. In the foreground, there are several tall, weathered columns, some with decorative capitals. Behind them, a dense, multi-story urban area is visible, with buildings of various colors and styles. The sky is a mix of purple, blue, and orange, suggesting the time is either dawn or dusk. The overall scene is a blend of ancient history and modern urban life.

"Tourism Cares with Jordan by far exceeded our expectations. Not only did we launch the Meaningful Travel Map featuring social enterprises that benefit from the tourism industry and also benefit the tourism industry, we were able to create a new product for operators to feature and sell. Tourism Cares with Jordan brought key leaders from the industry to visit Jordan, who otherwise may not have come, and helped increase sales and number of nights stay in most tour operator itineraries. It has by far been the best return on investment for the Jordan Tourism Board North America in terms of direct impact, sustainability and business growth"

– Malia Asfour, Director of the Jordan Tourism Board

ADDITIONAL JORDAN INFO

click through to see our Jordan impact.



VIDEOS



MAP

Image: A camel with a colorful saddle lays down in the desert.

TOURISM CARES FOR PUERTO RICO

Tourism Cares with Puerto Rico took place May 2019, bringing together 150 travel professionals alongside community-based tourism initiatives, governmental officials, the small shareholder agriculture community, and social enterprises from across the island. Alongside Discover Puerto Rico and the Puerto Rico Tourism Company, the delegation engaged in a blended 3-day learning, networking, and community building to develop and support more resilient economies on the island.

Tourism Cares with Puerto Rico was also a Clinton Global Initiative Post Disaster Recovery Commitment to Action. This Commitment focused on developing partnerships for non-profit, micro, small and medium sized businesses on the island to be connected to the formal tourism market. Tourism Cares partners for the Commitment were the Foundation for Puerto Rico, World Central Kitchen, and Discover Puerto Rico, and Puerto Rico Tourism Company.

- 12 social enterprises from across the island were brought together in San Juan to showcase their product through Tourism Cares half-day Social Enterprise Connector.
- Increased awareness of the destination through major U.S. industry conferences with a new narrative on sustainability, disaster resilience, and food sovereignty.
- 62 companies in the tourism sector to explore how tourism can create more resilient communities and economies.
- 53 non-profit, community-owned, micro and small tourism enterprises exposed and engaged to the US travel market.
- More than \$100,000 donated in volunteer value to CMTAS Yauco, a small shareholder farm in Southern Puerto Rico.

Image: Two Puerto Rican women smiling at the camera.



ADDITIONAL PUERTO RICO INFO

click through to see our Puerto Rico impact.



VIDEO



PRESS



COMMITMENT
TO ACTION

Image: Layers of colorful textiles in yellow, green, orange, and red.



TOURISM CARES WITH COLOMBIA

Held in November 2021, Tourism Cares with Colombia will host 30 travel professionals in Medellín – a city fast shedding its controversial reputation and one of the most progressive cities in Latin America. Tourism Cares with Colombia invites attendees to:

Create genuine connections with local people at a time of their country's rebirth. Through tours, activities and networking opportunities, you will see how a focus on social and environmental impact can transform a tourism economy.

Experience product that is ready to share with travelers – product that can help support entire communities when brought into the tourism supply chain.

Explore an incredibly rich and vibrant culture by experiencing local traditions, food, music and so much more.

Learn more about best practices in sustainable tourism, new initiatives and collaborative ways to take action.

Our Summit will focus on themes of peace through tourism, tourism as a means to rebuild society, social enterprise, social innovation, conservation, and resiliency. Attendees will hear from leaders in the industry and community that are driving impact forward, through a mix of story-telling and dialogue.

Image: A man playing the drums in Colombia during the Sounds of Colombia tour.

ADDITIONAL PUERTO RICO INFO

click through to see our Puerto Rico impact.



VIRTUAL
COLOMBIA
SUMMIT
(2020)



MAP

Image: Layers of colorful textiles in yellow, green, orange, and red.



FUTURE SUMMITS

Meaningful Travel Summits are platforms for local businesses, community organizations, and non-profits that work on the periphery of tourism to illustrate that tourism can be a vehicle for impact. We capitalize on our memberships' intellectual capital, expertise, and network to advise the tourism sector on how to successfully integrate and connect these organizations to diversified market streams and the U.S. customer base.

Local enterprises will showcase their impact to delegates through experiences and networking sessions that provide a unique opportunity to exchange knowledge and cultivate the destination's entrepreneurial spirit.

All Meaningful Travel Summit impact organizations and community partners live on Tourism Cares Meaningful Map as part of Tourism Cares' members digital learning platform. The Map is a B2B vehicle to bring historically excluded communities into the tourism value chain and connect the benefits of the tourism market while differentiating destinations and tour operator product.

Image: Blue Turkish eye ornaments hang from a tree in Cappadocia, Turkey.



HOW
we accomplish our goals.

Image: The Murchison Falls on the Victoria Nile, northern Uganda.



SUMMIT ELEMENTS

Education Sessions

A key element of the Program are the Education Sessions, which set the foundation of the Host Destination and the critical issues the country is facing as a whole. This is allotted time to provide context to delegates on the narrative of the Destination through a combination of speakers, panels, and networking.

A component of the Education Sessions is the **Social Enterprise Connector**. The Social Enterprise Connector will invite impact operators from across the country to participate and network with the industry, and showcase their offerings and initiatives to the program delegates. Number of social enterprise participants will be determined by the Host Destination and Tourism Cares. Impact Operators will also be hosted on the Meaningful Map post-Summit.

Community and Impact Experiences

Community-lead tours and impact experiences will be at the core of this program. Highlighting impact tourism as a means to build community and progress the Sustainable Development Goals, and to illustrate differentiated product opportunities to delegates will be the main program objectives.

SUMMIT ELEMENTS

Meaningful Travel Map

The Meaningful Map is a key output and long-term impact of the Meaningful Travel Summit. Tourism Cares will support the Host Destination in developing content for a landing page connected to the Host Destinations DMO's site. This is a way for participating delegates and the wider industry to access information and means to contract these organization post-program. Additionally, the industry will use this tool to learn more about experiences not visited during the Program itinerary, and others around the Host Destination's country.

Virtual Meaningful Travel Summit

Depending on the state of the industry, Tourism Cares will also support promoting the Host Destination through a Virtual Meaningful Travel Summit - bringing together and introducing the impact operators to industry professionals that may not be able to attend the Summit in person.

In 2020, Tourism Cares hosted its first Virtual Meaningful Travel Summit: Colombia and Beyond:

- 700 attendees hosted
- 15 social enterprise operators promoted

SAMPLE ITINERARY

subject to change and based on the needs and goals of the destination.

Delegates arrive the evening before Day 1, registration available upon arrival.

Day 1: Registration, Education & Networking

Registration, opening remarks and orientation.
Day of Education Sessions - opening remarks, workshops, panels, social enterprise connector.
Evening reception sponsored by Host Destination, an emphasis of "local" and highlighting the destination.

Day 2: Community Visits & Networking

Community experiences and impact tours.
Dine-around.

Day 3: Community Visits, Learning, & Farewell Dinner

Community experiences and impact tours.
Farewell dinner at or catered by a social enterprise restaurant (hosted by CBD - recommended).

Day 4: Check out and Optional Tours

Check-out and departures.
Optional additional morning community experiences and impact tours.
Optional add-on post-tours offered by Host Destination free of charge or at a fee to attendees. Attendees to book these direct with Host Destination.
Airport transfers.

Image: A smiling Black Lahu woman sits with a loom in her lap.

how we get it done

Working in partnership, Tourism Cares and its host partners work together to provide the best experience possible. We ask our host partner to help us by leading in the following areas:

HOST PARTNERS

TOURISM CARES

COORDINATION OF LOGISTICS

- Bimonthly planning calls with Planning Committee.
- Ground logistics whether it be in-house or by contracted local operator.
- Sourcing of request for proposal for partner operator.

- Lead on all logistics with Planning Committee.
- 4 staff will be designated to the execution of this program.
- Review RFPs of Operators - provide feedback.
- Co-manage and oversee ops visits and partner meetings/logistics.

HOTELS

- Sourcing of a request for proposal for Hotels

- Receive and review all proposals.
- Conduct in-person site visit.
- Contract and work directly with the hotel.
- Build sustainability capacity as needed.
- Promote and market hotel to delegates and members.

ON-GROUND TRANSPORT

- Contract a local tour operator to facilitate.
- Transport donated in-kind/paid direct by host.
- Provide airport transfers for all guests during event.

- Work directly with the operator on transportation plan and logistics in advance and on-site.
- Provide flight list and schedule to operator for airport pickup.

AIRLINE TICKETS

- Solicit country-airline to be Host Carrier for Event.
- 10 RT economy class seats for Staff
- 5 RT economy class seats for Media

- Lead on coordination of all attendees flight bookings.
- Promote and market local carrier used.
- Provide Sponsorship Benefits to Host Carrier as part of Program.

VENUES

HOST PARTNERS

- Bimonthly planning calls with Planning Committee.
- Ground logistics whether it be in-house or by contracted local operator.
- Sourcing of request for proposal for partner operator.

TOURISM CARES

- Lead on all logistics with Planning Committee.
- 4 staff will be designated to the execution of this program.
- Review RFPs of Operators - provide feedback.
- Co-manage and oversee ops visits and partner meetings/logistics.

SOCIAL ENTERPRISES

- Sourcing of a request for proposal for Hotels

- Receive and review all proposals.
- Conduct in-person site visit.
- Contract and work directly with the hotel.
- Build sustainability capacity as needed.
- Promote and market hotel to delegates and members.

REGISTRATION & ATTENDEE MANAGEMENT

- Contract a local tour operator to facilitate.
- Transport donated in-kind/paid direct by host.
- Provide airport transfers for all guests during event.

- Work directly with the operator on transportation plan and logistics in advance and on-site.
- Provide flight list and schedule to operator for airport pickup.

MEALS

- Solicit country-airline to be Host Carrier for Event.
- 10 RT economy class seats for Staff
- 5 RT economy class seats for Media

- Lead on coordination of all attendees flight bookings.
- Promote and market local carrier used.
- Provide Sponsorship Benefits to Host Carrier as part of Program.

HOST PARTNERS

TOURISM CARES

STAFFING

- Identify and contract (as necessary) community-level practitioner or local community non-profit to assist in upskilling impact organizations where needed.

- Recruit, support practitioner with product development, vetting and preparation of social enterprises for program integration.
- Designate four full-time Tourism Cares staff to manage the course of this Program.

MEANINGFUL MAP

- Host a landing page featuring host destinations social enterprises visited through event
- Solicit local impact operators or experiences to participate in Social Enterprise Connector.

- Develop criteria for the Meaningful Map social enterprises.
- Vet Meaningful Map enterprises and up-skill/ build capacity with In-Country Community Consultant as needed.
- Host impact organizations on TC Global Meaningful Map

MEDIA

- Provide travel expenses for US-based media. Minimum of 5 media participants, additional negotiable depending on Destinations needs.
- Solicit, invite, and provide expenses for local media partners.

- Solicit, secure and invite top 5 trade/ consumer of major U.S. publications.
- Coordinate travel for U.S. media

MARKETING

- Share multimedia assets.
- In partnership, secure visual/ video storytelling partner for a 2.5-minute marketing video .

- Produce all content, copy and coordinate strategic direction of marketing plan.
- In partnership, secure visual/ video storytelling partner for a 2.5-minute marketing video .
- Highlight summit video to all major trade shows the following year (USTOA, NTA, WTTC, IPW, TMPE)

The Meaningful Map

Tourism Cares and Host Destinations Meaningful Map will be the key output and long-term impact of the Program. Featured on the map will be social enterprises supporting the differentiation of the destination and creating long-term impact in communities. This is a B2B tool to continue to have the experiences booked by tourism businesses.

HOST PARTNERS

TOURISM CARES

MEANINGFUL MAP TECHNOLOGY

Technology and Marketing spend to develop a "Meaningful Map of Host Country" post-convening (Approx. \$15,000).

Link to Global Meaningful Map from TourismCares.org

Promote bookings through our membership of 160 leading travel companies + organizations.

MEANINGFUL MAP SOCIAL ENTERPRISE CRITERIA

In-Country Community Development Consultant fee to work directly with the Host Partner and Tourism Cares team over the course of 1 year

Assist in developing criteria and vetting for the Meaningful Map social enterprises.

LANDING PAGE & TIME COMMITMENT

Create landing page of social enterprises on host countries website (DMO's website) and host page for a minimum of 2 years post program.

Link to landing page on TourismCares.org and create Sales Kit to promote Destination at trade shows.

MARKETING & PROMOTION

Include Meaningful Map storytelling/content in video production.

Cross promote destination's Meaningful Map and Tourism Cares Global Programs at all major conferences and trade shows.

Promote the Host Country's Meaningful Map at major U.S. Trade Shows and in major trade publications the following calendar year of the convening

A woman with glasses and a large, ornate red and black patterned hat is seated at a table. She is wearing a red and white patterned dress with a white shawl. She is using a steam iron to press a piece of fabric on the table. The background shows a room with a bed, a chair, and some clothing items.

OTHER CONSIDERATIONS

Image: A Namibian woman wearing a colourful dress and hat, sits at a table ironing textiles.



Preferred Considerations:

Hotels, Venue Spaces & Experiences SHOULD:

- Consider landscape, cultural and natural heritage of the destination.
- Promote goods and services purchased and sourced from locally owned and operated businesses (as much as possible).
- Favor environmentally sustainable suppliers and products including goods, food, beverage, building materials and consumables.
- Entertainment is locally sourced and culturally appropriate.
- As much as possible, have food waste reduction programs in place.
- Participate in partnerships between local communities, NGOs and other local bodies where these exist.
- Take into consideration varying accessibility needs of delegates

Hotels, Venue Spaces and Experiences MUST:

- Abide by ChildSafes 7 Tips.
- Not have one-time use plastics (straws, plastic cups, plastic water bottles, toiletries)
- Not keep any wild animals in captivity.
- Not promote the sale of excursions or tourist activities that includes animals in captivity.
- Consider the protection of biological sensitive areas and surrounding ecosystems.
- Engage with the local community in identifying needs and opportunities for support and evaluating their potential benefit/impact.
- Foster and support diversity, equity and inclusion policies and practices.

Image: Tourists enjoy a cultural display in Jordan.

A vertical decorative image on the left side of the slide. It features a silhouette of two giraffes standing on a grassy plain, with trees and birds in the background against a warm, sunset-colored sky. A dark horizontal bar is positioned at the top of the image.

Other Considerations:

Tourism Cares will do its best to obtain sponsorship for all outstanding costs associated with leading this program, and designate four full-time staff to manage the course of this program's planning, sponsorship and execution.

Should Tourism Cares not be able to obtain sponsorship or fundraise for all outstanding items, the Host Destination will support Tourism Cares with obtaining the following:

- Team travel expenses
- Second hosted dinner
- Other outstanding meals



Image: A woman wearing colorful Incan clothing sits at a loom.

BECOME A PART OF OUR STORY.

Since 2003:

The travel industry, through Tourism Cares, has supported communities in more than two dozen destinations across North America and five countries internationally with an emphasis on local communities and the social impact created by tourism.

More than \$2 million dollars has been invested around the world, and we've motivated 6,000 industry professionals to use their time and business as a force for good.

Be part of a collective movement for your destination.

Interested destinations may submit a letter of interest, that includes a short narrative on how Tourism Cares can best support your destination and your goals in hosting.

If you have inquiries or are in need of clarification on any aspect of this hosting guide, please do not hesitate to reach out directly.

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