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Tourism Cares Receives Destinations International Foundation's 2022 Spirit of Hospitality Award

NORWOOD, MA – July 22, 2022 – Tourism Cares is honored to be named the Destinations International Foundation's 2022 Spirit of Hospitality Awardee. This award honors excellence in the tourism industry and spotlights the dedication Tourism Cares has to changing the world through travel.

The Spirit of Hospitality Award is 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. This award is exemplary of Tourism Cares' bold commitment to sustainability and equity, diversity, and inclusion.

"We are honored to be recognized with the Spirit of Hospitality Award. 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," said Greg Takehara, CEO of Tourism Cares. "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."

The Destinations International Foundation is a nonprofit organization dedicated to empowering destination marketers globally by providing education, research, advocacy, and leadership development. The Spirit of Hospitality Award helps raise critical funds for the Destinations International Foundation which empowers destinations globally through innovative solutions to our industry's challenges and opportunities and honors excellence.

"Based on Tourism Cares' bold commitment to sustainability and equity, diversity, and inclusion, we are pleased to honor them with the Spirit of Hospitality Award," said John Percy, President and CEO of Destination Niagara USA and Chair of the Destinations International Foundation.

Tourism Cares continues to empower companies with tools, resources, and opportunities to address global challenges and empower sustainable travel around the world. One of the ways in which it does so is through its Meaningful Travel Summits.

The next Meaningful Travel Summit, which is still open for registration, is [Tourism Cares with Victoria](#), British Columbia, taking place September 28 – 30, 2022. As part of this Summit, the Tourism Cares team will focus on nature-based experiences, which are some of the fastest-growing elements in tourism, and one the travel industry can play a direct role in helping to responsibly manage. Wilderness areas across Canada share a symbiotic relationship with Indigenous communities, a heritage teeming with stories that define Canada's culture today. Conservation of natural resources therefore is critical for travel products, destination

communities, and the travel experience. Through facilitated education sessions, visits to meaningful travel experiences and volunteering, attendees will learn from environmental and Indigenous groups on how we can be better destination stewards for all to thrive.

Another one of the organization's most widely used resources, the [Meaningful Travel Map](#) is made to help tour operators and travel advisors incorporate sustainable businesses and services into their itineraries. The maps, custom-made for each destination that hosts a Meaningful Travel Summit, link trade organizations and travelers to nonprofits and social enterprises, expanding the audience from those attending the Summit to a global audience of buyers. Maps provide more pathways to economic development for the featured experiences and greater opportunities to meet growing consumer demand for authentic travel moments.

To learn more about the benefits of joining the Tourism Cares community, of using the Meaningful Travel Maps, or to participate in future Meaningful Travel Summits, please visit <https://www.tourismcares.org/>.

About Tourism Cares

Tourism Cares, Inc., a US 501(c)(3) nonprofit that advances the travel industry's positive impact to help people and places thrive. We believe it's in all our best interest to support the destinations our industry depends on so that communities, travelers and businesses can prosper. We mobilize the entire industry to use its business as a force for good by uniting, activating and inspiring all sectors to make a positive impact through travel. Learn more TourismCares.org and [@TourismCares](#).

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