

Tourism Cares

Annual Report / 2020

A Year of Change.

Dear Friends,

At Tourism Cares, we strive for an ideal and it has been a challenge this past year to carry forth a message of a better world while people were suffering and continue to do so. We gathered silver linings, utilizing this difficult time to focus on the fundamentals of our mission – to unite the travel industry and be a catalyst for positive social, environmental and economic impact for the people and places of travel.

Convening and activating the industry will forever remain core to what we do. Understandably, doubling down during a pandemic was not feasible, but we stayed in touch, deferred memberships, and focused on how we could continue to support our industry and the people who depend on it.

2020 further allowed us time to polish our toolkit; in particular, refreshing our branding and revamping our website. We were still able to expand our resources, by joining forces with five other organizations to form the Future of Tourism Coalition. We accomplished a lot behind the scenes and the fruits of our labor are now in place to coincide with our industry's recovery. A debt of thanks is owed to our stakeholders and members, who steadfastly stood by our side.

This annual report reflects our appreciation to those who continued to support Tourism Cares during the most difficult time in our industry's history. That support allowed us to maintain a level of material positive impact, but also, set us up for a hopeful and certain future.

We are the people and places of travel dedicated to the people and places of travel, and every one of you is essential in accomplishing our mission. We'll continue to meet you wherever you're at in our collective journey.

With gratitude,



Greg Takehara, CEO

The Roadmap.

The Sustainable Development Goals are used globally, and not just in our industry. They act as a shared blueprint, tool and resource for all industries, world-wide.

In 2015, world governments agreed on The 2030 Agenda for Sustainable Development. At the center of the plan, the 17 Sustainable Development Goals (SDGs) were designed to end poverty, save our planet and create a prosperous world for all by 2030.

Tourism can be an instrument in achieving the Sustainable Development Goals and is the only sector in the world that touches ALL 17. The SDGs can be used by travel and tourism companies as a means to enhance competitiveness by driving sustainability, shape better tourism policies, improve resources and wealth allocation, drive operations and Corporate Social Responsibility (CSR) strategies, and help customers be more responsible travelers.

In 2020, Tourism Cares set focus on the following goals, knowing that with focus comes greater impact:



Through grant funding, Tourism Cares supported a number of organizations who dropped everything to feed members of their community during COVID-19. Grantees include Three Square in Las Vegas, Fundación Cortés in Puerto Rico and Hotel Joining Hands in Cambodia.



A major priority for Tourism Cares this year was to take a hard look at our equity, belonging, diversity and inclusion practices, policies and training. Through staff and consultant-led education, we began a journey to be more mindful and inclusive of and for our community.



The country of Colombia is an amazing example of how peace can be achieved through tourism. Through a hosted virtual event and grant funding to the #BEACHANGEMAKER campaign, Tourism Cares helped fund projects and individuals using tourism for their livelihoods.



Goal #17 is foundational for Tourism Cares. Everything we do centers around collaboration and connection. We know using travel for good takes the combined efforts of many. We strive to provide that collaborative space for travel to come together.





Our Stories



Prioritizing Local.

In September with Meaningful Travel Summit partners ProColombia and IMPULSE Travel, we organized a virtual event connecting nearly 1,000 industry professionals to 20 social enterprises and non-profit community organizations throughout the country of Colombia. The global introductions were far-reaching, ensuring that local community tourism remains the priority for tourism to Colombia in the coming years.

The virtual summit helped upskill and prepare these community-level groups to have a presence in our new digital landscape, allowing them to share stories, products, and services to continue to be competitive in our new normal. Many of these community-level organizations are ready and excited to host travelers post-pandemic. We continuously hear that our customers are seeking more authentic ways to connect to communities, be part of unique experiences, and participate in more meaningful ways to travel.

We encourage our community to visit these social enterprise and non-profit profiles on The Meaningful Map of Colombia to connect directly to start booking your post-pandemic groups in Colombia. There is a lot of magic waiting to be seen in person!

Special thanks to TravPro Mobile for hosting our first virtual event!

“The Tourism Cares Virtual Summit was a great way to bring visibility to the experiences that are key for engaging local social enterprises in the tourism value chain. It was very positive for us and for the communities we work with to have a voice and active participation in this kind of trade event that builds direct connections with the industry at large.”

—Rodrigo Atuesta, Founder, IMPULSE Travel



CAPTION: Travelers enjoy a local culinary experience with Parkway Ecotourism in Colombia, one of Tourism Cares exhibitors during the 2020 Virtual Summit.

Forming a Coalition.

Utilizing the pause caused by the global coronavirus crisis, Tourism Cares and five other non-governmental organizations (with GSTC as an advisor) from across the world came together, aligned in the vision that we can make more of a positive impact for the future of our industry in collaboration.

In June 2020, the Future of Tourism Coalition was formed to share a global mission: to place destination needs at the center of tourism's new future. Since launch, more than 650 travel industry companies, entities and organizations have joined as signatories, showing their commitment to sustainable and responsible tourism. Signatories represent *all* sectors of travel, showing the great need and desire to build tourism more sustainably post-pandemic.

Core to the Coalition are its 13 Guiding Principles which provide touchpoints for signatories to interrogate their own plans and help them on the path to this new future. Above all, they act as a shared vision which we call on everyone involved in tourism to get behind.

The Coalition continues to evolve and form a community of dedicated individuals and companies, establishing an advisory committee and joining forces with Tourism Declares to further develop a climate action blueprint. The blueprint will combine the frameworks, tools, best practices and resources required for destinations to deliver action plans that align tourism with efforts to reduce global emissions by at least 50% before 2030 and minimize the impact of global warming. **To learn more, visit www.futureoftourism.org**



FIITURE OF TOURISM

CAPTION: The Future of Tourism Coalition is formed with six NGOs from across the world.

Sustainability is a Journey.

Tourism Cares began a journey to assess, track and measure our organization's sustainability efforts with mentorship from member and longtime supporter MaCher. Their team helped us to complete a sustainability assessment of the organization and set short and long-term goals. As the pandemic shifted workflows and moved the office to a remote environment, formal policies were created that helped minimize our footprint and maximize our sustainability efforts with a goal to assess progress and continue to improve. A sustainable purchasing policy, program audit and monthly staff education all were enacted as a result.

Working with Sustainable Travel International |

With the support of our Coalition partner, Sustainable Travel International, Tourism Cares began more formal and deliberate tracking of staff travel including commuting, business travel (ground transportation, hotel stays and flights) and office electricity use, offsetting 21.24 metric tons of CO2.

Sustainability Working Group | In the spirit of collaboration and connection, we have also formed a cohort "Sustainability Working Group" of five travel companies, supported by MaCher, NTA and USTOA that provides a hands-on approach to sustainability education. Through months of facilitated curriculum, we have had an opportunity to share best practices, learn from one another and enact change within our businesses.

Sustainability Travel International's offset projects provide benefits beyond the reduction of CO2. They all create some other benefit to the community or biodiversity such as:

- o Local job creation
- o Protection of traditional livelihoods and Indigenous land rights
- o Endangered species and habitat conservation
- o Access to safe drinking water, improved healthcare and education



CAPTION: Tourism Cares supported a number of conservation projects through grants in 2020, including a grant to Yellowstone Forever to support a project to restore native trout populations in Yellowstone Lake.

Equity, Belonging, Diversity + Inclusion.

After the murder of George Floyd, as an industry we realized we had to do more. We wish it did not take such a tragic event to move us all to action.

Tourism Cares has been on a journey, understanding we need to do a better job of amplifying communities, voices and investing in just opportunities. We are committed to creating a welcoming world for those including, but not limited to, BIPOC (Black, Indigenous, and People of Color), of all abilities and all gender identities.

In 2020, we started to be more intentional and deliberate around our equity, belonging, diversity and inclusion work - or what we call "EBDI". We recognize that we have been reactive instead of proactive in being inclusive, accessible and representative of our incredibly vast and diverse industry. So we are committing to do more.

Since we started our EBDI work and formed an internal EBDI committee, we've:

- Enacted monthly staff education and external training - taking the time to define and understand through shared resources, engagement with paid guest speakers, facilitators, and training
- Initiated a program audit and stakeholder assessment to measure and increase equal representation across all Tourism Cares programs
- Engaged at a deeper level with our industry partners by becoming members of BIPOC associations
- Provided training on best practices around sustainability and accessibility
- Began strengthening HR policies, including a yearly diversity training opportunity and developing strict anti-racism and belonging policies

Visit www.tourismcares.org/diversity-and-inclusion



CAPTION: A wall in Colombia painted by a local artist represents the incredible diversity and beauty of the country.

Our Commitments.

Through our sustainability journey, the Tourism Cares programs team underwent an analysis of all program event policies and procedures. In every event that we execute and program we manage, we set commitment standards to ensure our work is mutually beneficial to all stakeholders.

We welcome all.

We involve local stakeholders.

We will respect the environment and consume responsibly.

We will remember that we are guests.

We prioritize sustainable product procurement.

We pledge to minimize (and eliminate if possible) the use of single use plastics.

We commit to sustainable food practices.

We will reduce our footprint.

We abide by ChildSafe and Animal Welfare standards.

We prioritize safety, always.

But it takes the collaboration of many to make a difference. So we ask our participants, attendees and partners to make the commitments and pledge to travel with meaning:

Do your homework

Arrive with the intention to learn

Leave with the intention to share

Support the local community whenever possible

Respect the environment and leave no trace

Create only positive impacts

Do not support organizations/activities that may cause harm to the community or environment

www.tourismcares.org/tourism-cares-promise-and-commitments

Building Resiliency.

The global pandemic made an incredible impact on the travel and tourism industry. We saw many of our partners' doors close, teams spread thin and many of our community partners struggling to survive. But through every challenging moment, we also saw the incredible resilience of our tourism partners around the world. They pivoted to ensure that through the pandemic, their fellow community members were supported. Here are just some of the partners Tourism Cares provided funding to in 2020 that they used to directly help their neighbors.

Three Square | Las Vegas Through a \$5,000 grant and commitment for more in 2021, Tourism Cares supported southern Nevada's only foodbank, Three Square. With hospitality being the leading industry in Las Vegas, Three Square was overwhelmed with a greater need than ever to feed the community. Before COVID-19, Three Square served 270,000 people, but that number has since increased to 450,000 people during the height of the pandemic.

Hotels Joining Hands | Cambodia After returning home to Cambodia when COVID-19 started, Christian de Boer, boutique hotel owner and founder of Refill not Landfill, began delivering free meals to the Khmer community.

Through a community-based partnership between his hotel and two others, NGOs, and community businesses, more than 43,000 meals were distributed with every single dollar donated going towards the preparation and distribution of the meals.

To help reach their goal, Tourism Cares, on behalf of the NTA Travel Leaders Fund, donated over 2,100 meals to Hotels Joining Hands to continue their inspiring and increasingly impactful efforts.

To learn more about our grantees, visit www.tourismcares.org/people-and-impact



CAPTION: Styrofoam and plastic-free meals are distributed through the Hotels Joining Hands Initiative.

Supporting Changemakers.

Grant funding in 2020 was channeled to a number of organizations focused on community development through tourism. During the pandemic, locally-led organizations and initiatives needed more help than ever. Here are a few of the grantees supported by Tourism Cares that are leading the way in supporting their communities.

#BeAChangemaker | Colombia #BEACHANGEMAKER is a campaign lead by Impulse Travel, supporting 15 high impact community leaders and their communities across Colombia. Grant funding will support access to remote, digital training, skill-building, and leadership training for their community-level tourism experiences, as well as, emergency stipends and resources during the COVID-19 pandemic.

UC Davis Tahoe Environmental Research Center | California In a destination as heavily visited as Lake Tahoe, the growing need to encourage visitors to become destination stewards is becoming increasingly more important. UC Davis at Tahoe is a partner for Tourism Cares' 2022 Meaningful

Travel Summit, but in advance of our arrival, their facility was in need of educational signage at their Incline Village, NV location. Signs educate visitors on climate change, lake clarity and other environmental concerns throughout the region.

Squamish Lil'Wat Cultural Centre | British Columbia

The Globus Family of Brands provided support to the Squamish Lil'Wat Cultural Centre for ongoing mentorship, capacity building, and the fostering of resiliency for indigenous community members through meaningful employment. The grant funds will also be used to develop a new guided tour called ANCIENT MEDICINES, enriching and connecting the cultural identity of the Indigenous Youth Ambassadors and Cultural Ambassadors the Centre works with.

In 2020, Tourism Cares supported organizations all over the world with more than \$88,000 in grant funding.



CAPTION: Squamish Lil'Wat Centre in British Columbia, Canada, receives a Tourism Cares grant.

By the Numbers.

170 MEMBER COMPANIES

who represent every sector of travel unite around the same end goal - to use tourism to change the world.



2,000 EYES

seeing the impact of sustainable tourism in Tourism Cares communications



MILLIONS OF TRAVELERS

benefit from our members prioritizing sustainability



40+ DESTINATIONS

served by Tourism Cares through events and partnerships

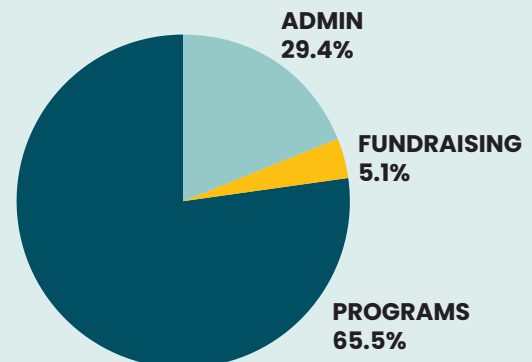
GRANT FUNDING 2020

\$88,000 was awarded to a number of organizations around the world in 2020, including:

- El Departamento de la Comida, Puerto Rico
- Foundation for Puerto Rico
- CMTAS Yauco, Puerto Rico
- World Central Kitchen Inc.
- Buffalo Bayou Partnership, Texas
- Give a Heart to Africa, Mozambique
- Three Square, Nevada
- Puerto Rico al Sur, Puerto Rico
- IMPULSE Travel, Colombia
- Asociacion Civil Turismo Cuida, Peru
- Hotels Joining Hands, Cambodia
- Squamish Lil'wat Cultural Centre, Canada
- Yosemite Conservancy, California
- Freedom Trail Foundation, Massachusetts
- Yellowstone Forever, Wyoming

WHERE YOUR MONEY GOES

We prioritize exceeding non-profit standards, working to ensure as much funding as possible goes directly to programs that serve the people and places of travel. 2020 was an unprecedented year, and as a result, priorities were shifted. Memberships were deferred, and more staff time was spent on program development, marketing, and internal systems and processes.



Our 2020 Members.

Strategic Partners



Strategic Association Partners

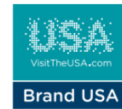


Association Partners



Our 2020 Members.

Chairman's Circle



Our 2020 Members.

Basic Members

Abercrombie & Kent, USA
Academic Travel Abroad
ADARA Media
Air Tahiti Nui
Airsides Mobile
Alaska Airlines
Albatros Expeditions
AmeriCan Adventures
American Council for International Studies (ACIS)
Anita Mendiratta & Associates
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Avoya Travel
battleface
Beckham & Associates
Big Five Tours & Expeditions
Bindlestiff Tours
Blue Ribbon Bags, LLC
Booking.com
Boston Duck Tours
Broadway Inbound
Brownell Travel
CIE Tours International
Classic Vacations
Crystal Cruises
Delfin Amazon River Cruises
Delta Vacations, LLC
Detours American West
Edmonton International Airport
Ensemble Travel
Entertainment Cruises
Europe Express
Experience Kissimmee
Fareportal
Finn Partners
Foley Hoag
Four Seasons Hotels
Global Sustainable Tourism Council
Goway Travel
Grace Bay Resorts
Hickory Global Partners
Hostelling International USA
Image Tours, Inc.
Intrepid Travel
Kartagener Associates, Inc.
Katarina Line
The La Maccia Family
Latam Airlines Group
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RocketRez
Rovia
Royal Jordanian Airline
Safari Trails Limited
Samantha Brown Media
San Francisco Travel
Sandals Foundation
Scenic Luxury Cruises & Tours
Signature Travel Network
Silversea
Simply Social
Sports Travel and Tours
Starr Companies
SYTA Youth Foundation
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Special Thanks.

Janer Amaris
Aimee Arnoldi
Fredy Asprilla
Rodrigo Atuesta
Stephanie Beckwith
Jenn Belz
Diego Calderon-Franco
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and to our sponsors and partners who stood by us in 2020:

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Collette
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ProColombia
Squaw Valley | Alpine Meadows
Travel Insurance Advisors, LLC
TravPro Mobile
TRIP Foundation
Trip Mate
The Travel Corporation
USTOA
US Travel Association
and the entire team at the Future of Tourism Coalition

Special thanks to John + Mary Stachnik for their long-term commitment to Tourism Cares and generous donation to support ongoing program development.

Our Team.

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Our Team

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Kati Hagedorn
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Programs +
Events



Lauren Tilton
Community
Engagement
Manager



Geoff Dion
Programs +
Events Specialist

What's to Come.

Meaningful Map of North America

In 2021, thanks to a generous donation by the Stachnik Family, Tourism Cares will launch a platform that directly connects the industry with local, community-owned businesses, non-profits, and social enterprises.

The Meaningful Map of North America invites users to explore unique experiences, products and services for travelers. Each of these social enterprises is satisfying the demand from travelers seeking authentic sustainable experiences that make a difference and their need to use the power of travel to help people and places thrive.

Meaningful Travel Summits 2022

Our Meaningful Travel Summit is an event connecting industry professionals with local changemakers in places around North America. By coming together in-destination, we action and actualize the power of travel. Our goal is to learn from one another, infuse more sustainability into our businesses with the knowledge we've gained and roll up our sleeves to volunteer in and with the local community.

North Lake Tahoe, California | May 18 - 20, 2022

Victoria, British Columbia | October 5 - 7, 2022

Diversity in Tourism Grant Fund

The tourism industry's greatest asset is the cultural diversity of the destinations and communities it visits. However, the tourism industry workforce is not illustrative of this very principle. Grants directly support programs and activities that increase diversity, equity, and inclusion within travel, build capacity for underrepresented markets and amplify voices representative of the entire travel and tourism industry.



CAPTION: Lake Tahoe, California, site of the 2022 Spring Meaningful Travel Summit.



Tourism Cares

www.TourismCares.org
@TourismCares
#WhenTourismCares