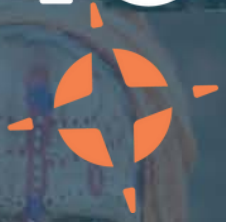


2022

# Tourism Cares



# ANNUAL REPORT



# A letter from the CEO

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Dear Friends,

With the pandemic arguably behind us, our industry is driving hard to recoup profit and bring itself back to nostalgic days of yore. In many ways, it has been Tourism Cares' difficult task to temper this enthusiasm and pepper it with encouragement to do so responsibly. We took the time during the pandemic to collectively rethink our plans and our ways of doing business. We had time to think about sustainability and its many objectives. And now we appear in a hurry to gain it all back. Fortunately, we believe our community is embracing a meaningful approach to travel. We leaned on each other during the pandemic, and we now recognize that collaboration, with the right intention, is the only way forward.

2022 did represent a welcome return to normalcy for Tourism Cares. We were able to host two of our signature Meaningful Travel Summits, one in Lake Tahoe and one in Victoria, British Columbia, which allowed us to showcase how local changemakers are coping with climate change, irresponsible visitation, and repairing relationships with the original Indigenous owners of their lands. In Victoria, our program coincided with Canada's National Day of Truth and Reconciliation, also known as Orange Shirt Day, to recognize the legacy of the Canadian Indian residential school system and the impact it has had on Indigenous communities for over a century, which has been acknowledged as cultural genocide, and continues to this day.

This is a lesson that we take into 2023, our 20th anniversary year. We will continue to reflect on our legacy and pay homage to it, while looking to grow responsibly and account for our wrongdoing. Yes, we want to recover and bring our membership back to pre-pandemic levels, but more importantly, we know that numbers alone do not represent our strength or integrity. While this annual report captures some remarkable progress towards recovery from a metrics standpoint, the storytelling is the bellwether of our success.

While we are expressing relief for feeling normal again, we know that we will never be the same and that our survival is predicated on being exceptional. This was demonstrated in July 2022 when Tourism Cares was awarded the Spirit of Hospitality Award from Destinations International. We so appreciated the recognition, but it was the words that came with the honor that made it truly special – acknowledging “our exceptional dedication and commitment to the travel and tourism industry.”

Thank you for letting us brag a bit. We believe it has become increasingly important for our industry to talk about the good it is doing – please tell your story or let us. We lost a lot of our workforce due to the pandemic and if they are to come back, it will be from a true showing of how our industry can be a force for good, not simply promises.

On behalf of our Board of Directors and our tireless staff, we thank you, our members and supporters, for all you do to enable Tourism Cares to be a beacon of light for our industry. We look forward to working on your commitments for the betterment of our future and bringing them to fruition, in the spirit of for one, for all.

With gratitude,  
Greg  
CEO, Tourism Cares

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# Our Mission



## Climate change. Overtourism. Equity + Inclusion. Access.

Those were some of the big issues we tackled with our community this year in an effort to further our mission.

**Our Mission:** Tourism Cares unites the travel industry and is a catalyst of positive social, environmental and economic impact for the people and places of travel.

**Our Vision:** We believe we can change the world through travel.

We deliver our mission and vision through a series of programming, including:

- Global product development support
- Non-profit + social enterprise capacity-building
- Professional Development for travel professionals
- Immersive experiences and volunteering
- Cross-sector networking
- Thought-leadership in sustainable tourism development

We bridge the  
“why” and “how”  
of meaningful  
travel to create  
actionable,  
positive change in  
communities  
around the world.

Photo captions, left to right: A woman and group of friends share oysters as part of a meaningful travel group tour. A group of volunteers celebrate with arms up after completing their work in Victoria. Killer whales swim off the coast of Victoria as seen from Eagle Wing Tours whale watch. An Indigenous woman sits at a round table during a seminar at Tourism Cares with Victoria.

# Priority SDGs



There are 17 Sustainable Development Goals (SDGs) and 169 targets in total. Tourism Cares helps to make progress with the goals by focusing on four core priorities each year.



## #10: Reduced Inequalities

Giving everyone "a seat at the table" is a mantra here at Tourism Cares. In 2022, we focused on amplifying the voices of our Indigenous partners in travel and tourism, highlighting Indigenous-owned businesses at our Meaningful Travel Summit in Victoria, and created a chapter in our Meaningful Travel Platform that walks through best practices in developing tourism product with Indigenous partners.



## #12: Responsible Consumption

As an organization that executes events all over the world, one of our main goals is to prevent economic leakage when we enter a community. In 2022, we focused on supporting sustainable systems by working with local, community-based vendors as much as possible - increasing our economic impact, reducing waste, and consuming responsibly. We supported 40 local businesses at a value of \$30,000.



## #15: Life on Land

Tourism Cares formed a strong partnership with Animondial, a consultancy that provides impartial advice to guide travel and tourism, improve animal and nature protection and deliver meaningful change. Through their partnership with WTTC, the two organizations developed a pledge for travel-based companies to become Guardians of Nature. Tourism Cares has taken that pledge and continues to work with Animondial on our animal welfare policies and education for our members.



## #17: Partnership for the Goals

SDG #17 is the foundation of Tourism Cares. The partnerships formed in 2022 were strong, with 130 companies supporting us through membership and new association partnerships formed with the Canadian Association of Tour Operators and the Society of American Travel Writers, to name just a few.



# Sustainability

When it comes to sustainability, we practice what we preach and ensure we engage in initiatives and take action in all of our programs and operations. Here's a summary of the progress we made in 2022:

## Offset

### **Reducing our emissions with South Pole and Sustainable Travel International**

Tourism Cares offset all staff travel emissions, as well as for all event attendees during our Summits in Tahoe and Victoria. In total, we offset 262 tonnes in 2022.

## Source Local

### **Focused on food sourcing and local voices at event**

We sourced catering companies who worked with local providers and reduced food waste through composting and food donations. We contracted with and paid local speakers for their time, ensuring that authentic stories were the centerpiece of our Summits.

## Advancing solutions

### **Went beyond plastic water bottles to reduce waste**

While we continued to remove single use plastics from our events, we went beyond that and moved away from event signage to utilizing AV. We eliminated "give aways" and sourced any needed materials locally. We reused name badges (going on 3 years with the same batch now!) and we removed almost all printed one-time-use material and swapped for QR codes and event apps.

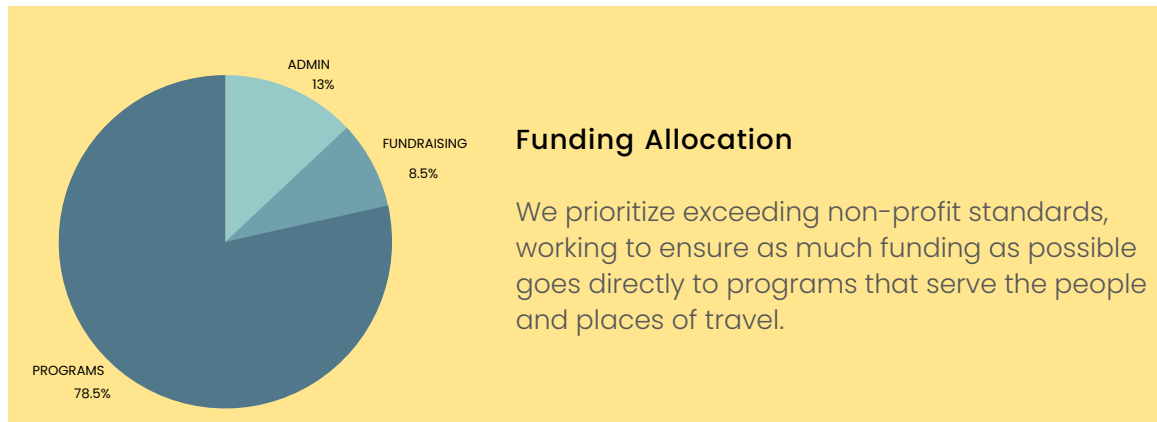
## Acknowledgements

### **Built land acknowledgements into our programming**

In 2022 we implemented land acknowledgments at our programs. It is a major priority for us to create meaningful connections with local Indigenous communities and follow their advisement, customs and traditions as a sign of respect and inclusion.

# Impact by the Numbers

By uniting, inspiring, and activating our community, we create change that is not only beneficial to our businesses but has lasting benefits around the world. We help travel entities do what's right for travel - create opportunities, empower communities and protect our planet. Here's a snapshot of our reach by the numbers:



**168**  
businesses linked to the travel trade on the Meaningful Travel Map

**1,500**  
industry professionals engaged in Tourism Cares educational content

**30%**  
increase in total reach across Tourism Cares communication channels

**250**  
industry professionals brought together in person through our Summits

In 2022, Tourism Cares awarded grants through its Impact Fund to the following:

- Squamish Lil'wat Cultural Centre
- National Civil Rights Museum
- The Vital Ground Foundation
- FRIENDS International, Inc.
- Media Arts Institute
- Travel Unity
- Collective Impulse
- IDEAS For Us
- Shane McConkey Foundation
- Media Arts Institute
- Bannock Factory
- Talaysay Tours
- Kyah Development Corporation
- Haida Style Expeditions

**\$86,000**

**In grant funding awarded to support social enterprises and non-profits around the world.**

# Grantee Highlights

## Shane McConkey Foundation



The Shane McConkey Foundation honors those who inspire positive change in the world and the lives of others. Each year, they donate to causes that benefit environmental education and directly impact the Tahoe Truckee community. The Shane McConkey Eco-challenge inspires kids to identify and help resolve eco issues in their schools or communities. Teams create innovative projects that protect the environment and fight climate change.

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## Talaysay Tours



Talaysay offers Indigenous cultural tours and experiences around the themes of nature, history, art & community. To meet demand, they require an up-to-date website and a master-apprenticeship program for four new guides. The grant supports on-the-job training, evening zoom sessions, and assigned readings and videos to enhance their skill set and provide continued professional development.

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## IDEAS For Us



The mission of IDEAS For Us is to develop ideas, fund action, and scale solutions to the world's most pressing environmental challenges. Tourism Cares helped to support its "Fleet Farming" initiative, a non-profit urban agriculture program that transforms the average American lawn into bio-verse, productive micro farms and edible gardens.



# Program Impacts

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# Tourism Cares with North Lake Tahoe



## What's Crystal Clear: Lake Tahoe is facing climate challenges

Three days of education, networking and volunteering brought together more than 140 travel industry professionals in May 2022. The topic of conversation was climate change – moving beyond science and offsetting, to discuss the impacts of climate change through an equity lens. How do the rising temperatures, changing seasons, extreme weather events impact livelihoods? Through thought leadership from local industry, environmental non-profits, and representation from the Washoe Tribe, attendees and locals addressed ways travel and tourism can facilitate meaningful change.

Additionally, 450 hours of volunteering made immediate positive impacts including:

- 3/4 of a mile of new trail was constructed with TAMBA and Keep Tahoe Blue
- 480 lbs of refuse from the lake was categorized with Clean Up the Lake
- 200 cubic yards of green waste was removed with North Tahoe Fire
- 5 elevated garden beds were assembled at Slow Food Lake Tahoe
- 1,000 gallons of green waste was cleared from the U.C. Davis gardens

## Partner Spotlight: Clean Up The Lake

As Lake Tahoe sees the impacts of climate change, it's also feeling the impacts of rising visitation numbers. With more visitors, means more waste. Clean Up The Lake is taking a thoughtful approach to beach clean up, not just picking up what's left behind, but determining its origin so solutions can be a part of longer-term strategy.

In 2022, they completed a 72-mile lake clean-up that removed 25,000 lbs of litter, both on the beaches and beneath the surface, and reached almost 2 billion people as a result of the press from that accomplishment. Their hope is to create awareness and a generation of stewards who will protect and preserve their greatest asset for generations to come.

# Tourism Cares with Victoria



## Two days of reflection, commitment, and action.

The theme of Tourism Cares with Victoria was "nothing about us, without us." Through facilitated workshops, networking, and experiences with the community, our greatest takeaway was that authentic tourism is one created by the locals, with the locals. Tourism does still have systemic barriers for Indigenous people and there are many layers to the complexity of these partnerships. It takes effort, patience, time, and trust, and is a learning experience for us all.

Tourism Cares designs its Meaningful Travel Summit by working closely with local community organizations and stakeholders to pinpoint the greatest needs, challenges, and opportunities for tourism to positively contribute to the local economy. Programmatic content was designed in partnership with Destination Greater Victoria, with additional support from the Songhees Nation, the Indigenous Tourism Association of Canada (ITAC), Synergy, 4VI, and Tartanbond.



## Orange Shirt Day

During the Meaningful Travel Summit event week on Friday, September 30, Canada honored the second annual National Day for Truth and Reconciliation, or Orange Shirt Day, in Canada. This day honors the lost children and survivors of residential schools, their families and communities. The National Day for Truth and Reconciliation is a day to stand with Indigenous peoples.

To learn more about First Nations, Inuit, and Métis Peoples across Canada, visit <https://www.rcaanc-cirnac.gc.ca/eng/1621447127773/1621447157184>.

Learn more about Victoria Orange Shirt Day and the icon above by visiting [www.victoriaorangeshirtday.com](http://www.victoriaorangeshirtday.com)



# Partner Highlights

## Slow Food Lake Tahoe



A California based non-profit that operates a food bank garden, and donates the produce to a local food pantry. They also operate a community garden to allow people within the community to take growing food into their own hands, learn from those around them and experience high elevation gardening. Slow Food Lake Tahoe also partners with other organizations to run the Grow Your Own Series, a five-part class centered around what grows best in high elevations.

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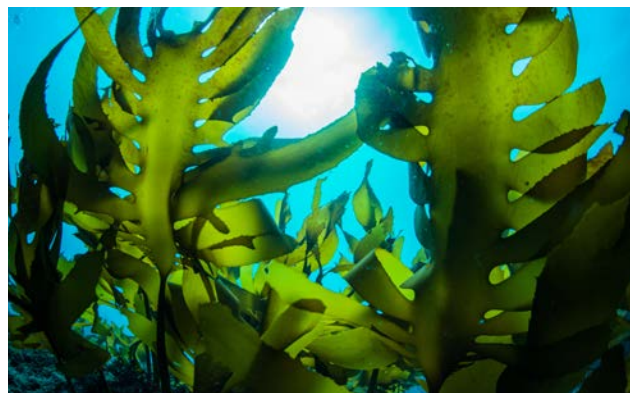
## Parkside Hotel + Spa



Tourism Cares chose The Parkside Hotel + Spa in Victoria as its host hotel because of its outstanding commitment to sustainability. Since partnering with them in 2022, they have started an initiative to repurpose old curtains into grocery bags, began a hospitality scholarship program to support future leaders, and have won the Ecostar Award, The BC Hotel Association (BCHA) and the Tourism Industry Association of BC (TIABC). As travel and tourism professionals, we are always on the road. Intentionally choosing a supplier like Parkside ensures that when we bring groups into these destination communities, our choices go farther.

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## Cascadia Seaweed / Kove Ocean Foods



Cascadia Seaweed is a climate action company with the mission to produce climate-positive biomass in the ocean, reduce greenhouse gas emissions and build a more resilient food system. Kove Ocean Foods develops foods with seaweed grown in the Pacific Ocean. Tourism Cares featured Cascadia as part of their "Meaningful Marketplace" during the Victoria Summit. Attendees had the opportunity to meet with, and in some cases, buy products from, local changemakers throughout Vancouver Island.

# Partner Highlights

## Power to Be



A Tourism Cares with Victoria partner, Power To Be provides inclusive and adaptive nature based adventures. They support people living with barriers, challenges or disabilities to connect to nature and access activities they would otherwise not be able to do. They work with individuals, families, community groups and partners. Their core activities include inclusive hiking, kayaking, big canoeing, environmental education and overnights. They also have volunteer work parties to support the maintenance of their site.

## Tahoe Area Mountain Biking Association



A Tourism Cares Meaningful Travel Map Impact Partner, TAMBA is dedicated to the stewardship of sustainable, multiple-use trails and to preserving access for mountain bikers through advocacy, education and promotion of responsible trail use. A volunteer-driven non-profit organization, TAMBA builds, maintains, and advocates for multi-use trails in Tahoe while providing education to all trail users and hosting fun community events. TAMBA works in partnership with land managers such as the U.S. Forest Service, Nevada State Parks, California State Parks, and the City of South Lake Tahoe.

## PEPÁKEN HÁUTW Foundation



PEPÁKEN HÁUTW provides participatory education opportunities about traditional and healthy food systems to contribute to the restoration and revitalization of native ecosystems in the W̱SÁNEĆ homelands and to promote food security and Indigenous food sovereignty in the W̱SÁNEĆ community and beyond. Tourism Cares with Victoria Summit attendees volunteered with the organization and took part in the S̱NIDẔE̱ Resiliency Project located in the Place of Blue Grouse (Tod Inlet).



# More Highlights

## Spirit of Hospitality Award

Tourism Cares was the recipient of the Spirit of Hospitality Award, 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.

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## Future of Tourism Coalition Expands

In September 2022, The Future of Tourism Coalition, of which Tourism Cares is a founding organization, organized the first-ever Future of Tourism Coalition Summit in Athens, Greece. The event provided an opportunity to unite destinations, communities, and the travel industry toward climate resilience and climate action. A crucial element of the Summit was the 'Action Group' workshop that fostered collective thinking and brainstormed new pathways for collaboration on climate action, leading towards globally relevant solutions.

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## New Partnerships

In 2022, Tourism Cares formed a partnership with the [Cultural Heritage Economic Alliance, Inc.](#), [The Travel Foundation](#) and the [U.S. Cultural & Heritage Marketing Council](#), to create the [Power of Partnership Stewardship Summit](#), an inaugural program that explores the intersection between culture, climate, and community. This Summit will take place in October 15- 18, 2023.

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## Pathways Program

Tourism Cares was one of the early supporters of The Tourism Pathways Project, an initiative established with the aim of promoting diversity and inclusivity in the tourism industry by providing training and certification opportunities to BIPOC individuals.

There are plans to expand the program with a new recruitment strategy, admissions process, marketing plan, and funding potential, to generate more positive impact in the tourism industry and promote diversity and inclusivity for years to come.

# Our Members

We thank you for your continued support in our efforts to change the world through travel.

## Strategic Partners

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Tourism Jasper  
United States Tour Operators Association  
United Airlines  
Country Walkers  
Vila Gale Hotels  
Virgin Voyages



# Special Thanks

We have an incredible community that supports Tourism Cares with consultation, project work, advice, connections, introductions, thought leadership and more.

Thank you to the many that help make our small team mightier, including:

- The Animondial team
- Cathleen Johnson Associates
- The MaCher crew - Gen Lawrence, Breanne Joyce, Alex Roncal
- Katie Biggers, Amber Burke, Adam Feehan and the Tahoe team
- Miranda Ji, Chelsea Litland and all at Destination Greater Victoria
- Kristin Anderson of IDEAS For Us
- The entire Future of Tourism Coalition team
- Logan Harris at Eastex Productions
- Dawn Pettus and the NTA staff
- Michael Ziegler of Movement Marketing
- Brooke Kirby
- Nate Hupp
- Visit Anchorage and The Alaska Tourism Association
- Edith Friedheim and the Friedheim Foundation

and to our many Association partners who help to spread the message of Tourism Cares, thank you for always amplifying our work and being an extension of the Tourism Cares team.

If we left you off this list, please know that Tourism Cares would not exist without the volunteer support of people like you. We are so fortunate to have so many who care and support us each year.

## Thank You Tourism Cares Community!

And of course, very special thanks to the 2022 Tourism Cares staff for their hard work and dedication throughout 2022!

Greg Takehara, CEO  
Paula Vlamings, Chief Impact Officer  
Jessica Flores, Chief Experience Officer  
Karrie Hysten, Director of Finance + Operations  
John Sutherland, Director of Community Impact  
Kati Hagedorn, Associate Director of Programs + Events  
Lauren Tilton, Community Engagement Manager  
Kristina Rocks, Community Impact Specialist

# Tourism Cares Board

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Malia Asfour, Vice Chair I

Director, Jordan Tourism Board North America

Reagan Stulbaum, Vice Chair II

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Shayna Zand, Secretary

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Martha Troncoza, Treasurer

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

Jessica Patel, SVP New Partner Solutions, Expedia Group

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Shannon Stowell, CEO, Adventure Travel Trade Association

Arnie Weissmann, Editor-in-Chief, Travel Weekly, Executive Vice President, Editorial Director Northstar Travel Group

# Tourism Cares Board

## 2022 Board Committee Members

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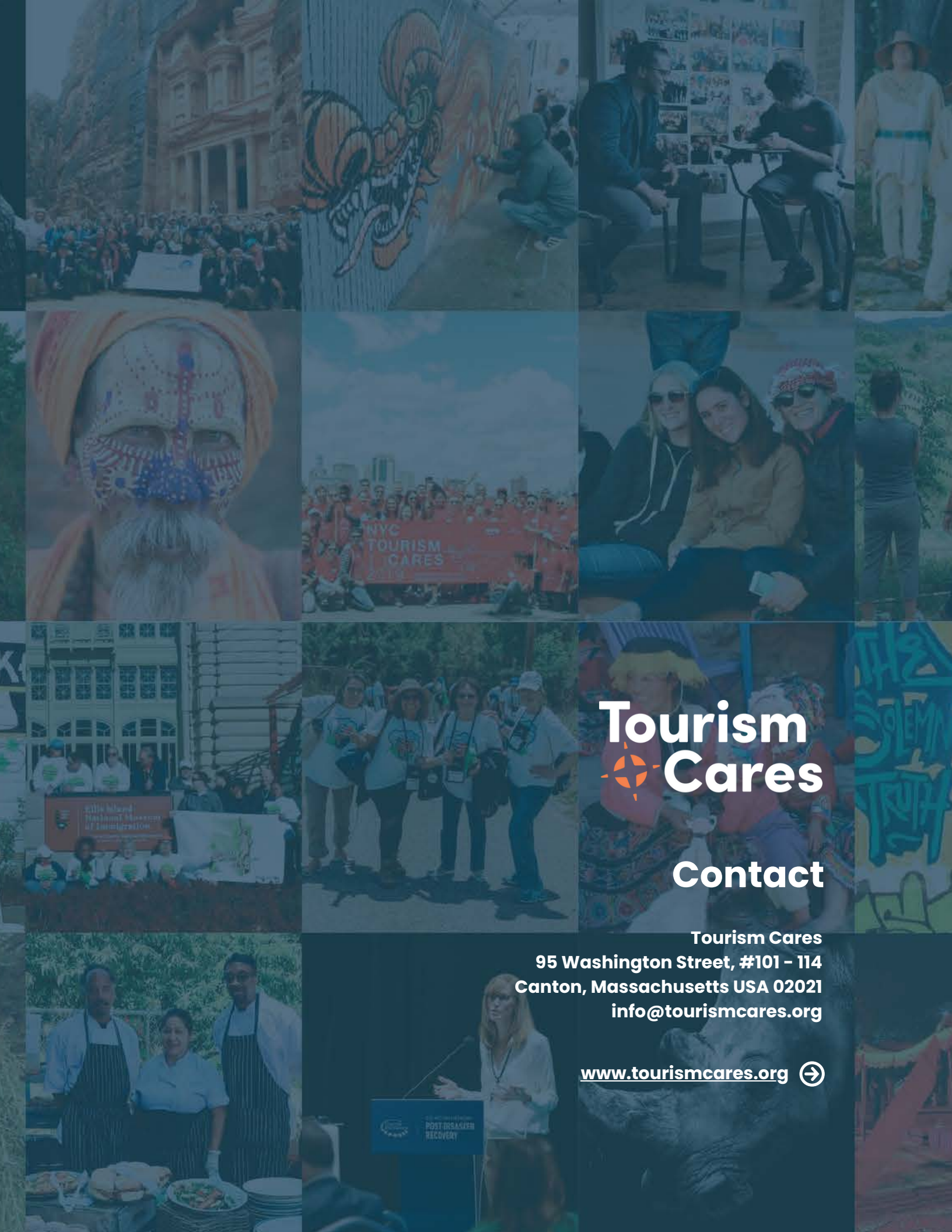
Tim Chan – Rainbow Railroad, Julian Guerrero – Former Vice Minister of Tourism of Colombia/Regenerative Nature Tourism Expert, Cathleen Johnson – CJ Tourism Consultants (Co-Chair), Bryan Kinkade – AFAR Media (Co-Chair), Werner Kunz-Cho – Fareportal, Gary Leopold – ISM/Connelly Partners; currently, Founding Partner, Prism Advisory Group, Trish Rothman – AAA, Emma Weissmann – Travel Age West

### Finance Committee

Bob Colucci – Collette, Zane Kerby – ASTA, Kathy Misunas – former Sabre/American Airlines, Martha Troncoza – Kennesaw State University Coles College of Business

### Governance Committee

Malia Asfour – Jordan Tourism Board, Terry Dale – USTOA, Anita Mendiratta – Mendiratta Associates, Jessica Patel – Expedia Group



# Tourism Cares

## Contact

Tourism Cares  
95 Washington Street, #101 - 114  
Canton, Massachusetts USA 02021  
[info@tourismcares.org](mailto:info@tourismcares.org)

[www.tourismcares.org](http://www.tourismcares.org) 

