

TOURISM CARES MEANINGFUL TRAVEL PRODUCT DEVELOPMENT TOUR

A Hosting Guide

What is the Meaningful Travel Product Development Tour?

The Meaningful Travel Product Development Tour is a program developed by Tourism Cares and hosted by destinations as a means to connect the travel trade to community-led impact organizations around the world.

What we've often heard from tour operators and travel advisors is that they are looking for unique product to add to their itineraries and travelers are demanding more sustainable options when they travel – but buyers don't know where to find those experiences. The tour is an opportunity for destinations to highlight impact experiences, sustainable companies, and practices, that reflect the meaningful travel product they want to see included in the tourism supply chain. Buyers will be introduced to suppliers making an impact and by supporting them, communities will see positive economic, social, and environmental investment through tourism long-term.

No Tourism Cares program is complete without a learning opportunity, and so the tour includes education organized by Tourism Cares to engage attendees in discussions around the destination's sustainability journey and on global challenges and solutions relevant to travel and tourism.

What makes this different?

The tour starts with the development of a Meaningful Travel Map, a product development tool that Tourism Cares helps destinations build by hosting the technology and providing the vetting criteria and promotional material. The Meaningful Map is a way to reach the global travel and tourism industry, opening new product options to Tourism Cares' extensive community of tour operators, travel advisors, and travel media.

The tour is the actualization of the Meaningful Map, inviting guests to visit impact partners in place of or as a compliment to the more mainstream attractions traditionally included on familiarization tours. This is an experience centered around positive impact; on building an authentic connection to the people and places of travel.



How does it work?

The destination will manage the tour according to its own standard operating procedures. Since the experience would be branded as a "Tourism Cares with [Host Destination] Meaningful Travel Product Development Tour", Tourism Cares will provide required criteria, including best practices in animal welfare, child tourism, sustainability, etc.

In addition to the Meaningful Travel Map development, Tourism Cares will promote the event through the marketing of the Meaningful Travel Map and will help to generate a narrative that connects to broader industry trends related to sustainable and meaningful travel.

This program is designed in partnership! We ask our destination hosts to:

- Lead in coordination of all logistics
- Financially secure all accommodations, domestic transportation, and experiences for attendees
- Manage all attendee registrations and communications
- Develop itinerary focused on organizations from the Meaningful Travel Map
- Follow Tourism Cares' guidelines and commitments to sustainability when planning and executing the tour
- Provide and assign staff from host destination to support the development and execution of the tour
- Cover financial costs for the travel of one Tourism Cares staff member or consultant to join the tour
- Partner in the development of key messages, collateral/sales tools, press release, etc.
- Provide all information needed for carbon offsetting of the full program
- Submit 6 and 12-month qualitative and quantitative updates to report on metrics and outcomes from the tour
- Provide Tourism Cares with a \$25,000 contribution that supports staff time in development of tour related activities and carbon offsetting

Tourism Cares provides:

- Membership recognition for the host destination for 1 year
- Staff member to support the development and execution of the program
- Consultation and criteria
- Support in curating an invitation list of key contacts
- Planning and execution of on-site education program
- Marketing and PR support through development of key messages, print/digital advertisement, newsletter highlights, social campaigns, etc.
- Host webinar featuring Destination Map and tour experience
- Develop impact reports, distributed to Tourism Cares community showing outcomes and progress from the tour and Map
- Carbon offsetting of tour through Tourism Cares partnering organization

Who benefits?

Local Communities | By driving economic investment into local communities, the people benefit from additional infrastructure and a means to utilize tourism as a form of cultural and/or environmental preservation.

The Destination | The host destination is seen as a leader in sustainability and can drive more tourism dollars to the local communities, reinvesting in the social and environmental impact of the destination. In many cases the tour introduces the destination to partners they've not yet worked with, providing a new narrative to highlight the impact travel can bring beyond "primary" attractions.

The Industry | Attendees (and those visiting the Meaningful Map) experience first-hand impact travel, introducing them to new opportunities in sustainable product development, insight and information on emerging trends and best practices, and new connections with like-minded industry professionals.

The Traveler | The experience generates connections that in the end, benefit the traveler. Their next travel experience to a host destination can be rooted in supporting local environmental and social issues, creating greater local connections and authentic experiences

Interested in hosting?

Tourism Cares requests a 6-month lead time for Meaningful Travel Product Development Tours and space is limited throughout the year. Please submit a letter of interest to Kati Hagedorn, Associate Director of Programs + Events [📧](#)

SUBMIT YOUR INTEREST

Host a Tourism Cares Meaningful Travel Product Development Tour

Interested host destinations may submit a formal letter expressing interest in hosting a future Tourism Cares Meaningful Travel Product Development Tour. The letter should be signed by a decision-making leader within the organization, as well as the main point of contact from your organization in the planning and execution of the program.

Letters should address:

- Proposed event theme and story you want to tell
- Proposed dates*
- Your current sustainability journey - efforts made and any plans for the future
- The state of your identification and development of community-based, social impact product (is this work just beginning? Do you already have viable product that is being marketed?)
- Any current partners - both on the planning/funding side and community partners to be included on the Meaningful Map/tour

**Please note: We ask for a minimum 6-month planning time for Meaningful Travel Product Development Tours*

Letters can be sent to Kati Hagedorn, Director of Programs + Events [📧](#) at your convenience. Thank you for your time and commitment! We look forward to working with you.