

TOURISM CARES

We advance the travel industry's positive impact
to help people and places thrive









1 Billion - number of international tourists in 2012

1.8 Billion - number of international tourists in 2030

Leakage

Just \$5 of every \$100 spent
in a developing country
stays in that destination.

*World Tourism Organization 2013 report.

OVERTOURISM

- “Another popular Thai beach, Koh Tachai, has been closed to the public for almost **two years** because of **mass tourism**”.
- “In Maya Bay, recent surveys by a team led by marine biologists found a large part of the ***coral reefs around the area are gone and sea life has virtually disappeared.***”
- “The island, known as one of the most beautiful spots in Thailand, will be off limits to all visitors starting in October due to “**excessive tourism.**”
- Philippines President Rodrigo, citing piles of uncollected garbage just 20 metres from the beach and sewage flowing into the sea called Borocay island a “**cesspool**” and said it had become a disaster.



A huge amount of rubbish has been left behind by tourists who flocked to Koh Phi Phi to visit Maya Bay

News | Science

🏠 > News > Science

Paradise lost: hotels bury waste plastic in the sand to keep tourists happy



3



“At least 30 sperm whales have been found washed up on the beaches of the United Kingdom, the Netherlands, France, Denmark and Germany.”



PHOTO OF THE DAY

TV

PERPETUAL PLANET

LA1



Sperm Whales Found Full of Car Parts and Plastics

The shocking discoveries add to a mysterious string of sperm whale strandings around the North Sea since the start of the year.

The Washington Post
Democracy Dies in Darkness

Speaking of Science

A dead sperm whale was found with 64 pounds of trash in its digestive system

By **Kristine Phillips** April 11 [Email the author](#)





People pick up trash on Ecuador's Galápagos Islands. The world famous reserve is at the confluence of three sea currents that drag the world's garbage to its shores. Mariana Vera - Courtesy: Conservation International

AMERICAS

The Galápagos Islands are fighting a new invasive species: the world's trash

*Wave After Wave of Garbage
Hits the Dominican Republic*

July 22, 2018

BBC | Sign in

NEWS

Wave of plastic hits Dominican Republic

This was the scene on a beach in the Dominican Republic after a storm on Thursday.



<https://www.bbc.com/news/av/world-44914919/wave-of-plastic-hits-dominican-republic>

Last updated: 04:43 PM ET, Tue May 08 2018

Travel Industry Makes Strides With More Plastic Bans

FEATURES & ADVICE | JANEEN CHRISTOFF | MAY 08, 2018



WORLD

Shocking photo shows Caribbean Sea being 'choked to death by human waste'

27 Oct, 2017 1:35pm

4 minutes to read



Caroline Power posted the photos of the waste onto her Facebook account. Photo / Facebook

Daily Telegraph UK
By: Mark Molloy



The Washington Post

Democracy Dies in Darkness

Travel

Slowly but steadily, the travel industry cuts its ties to disposable plastics



The travel industry relies heavily on plastic goods, a major pollutant, but many countries, cruise ships and hotels are beginning to tackle the issue by eliminating certain items and seeking out eco-friendly alternatives. (Fred Dufour/AFP/Getty Images)

How social tourism is redefining millennial wanderlust

How and why does social tourism appeal to our generation?

Tristan Zinampan

Published 11:21 AM, April 14, 2018
Updated 4:21 PM, May 04, 2018



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TRAVEL60WEEKLY

From passive to purposeful

No one believes that sun-and-sand vacations will ever go away. But as experiences come to dominate travel priorities, all-inclusives are finding ways to attract and accommodate guests who have a hunger for authenticity.

The New York Times

THE GETAWAY

Sustainable Travel: It's Not Just About the Environment

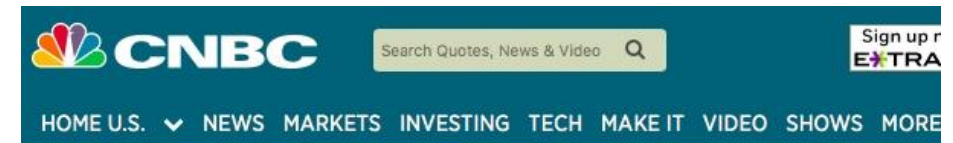
A look at tours and programs that address the impact travelers have on the communities they visit.



Village Ways, which specializes in sustainable travel, includes a program with migratory shepherds in the Indian Himalayas. Village Ways

Travelers Seek More Authentic Experiences; Agents And Tour Operators Rise To The Challenge

by [Richard D'Ambrosio](#) / May 09, 2016



TOURISM

Eco-friendly tourism is becoming a movement, and more vacationers are buying into the concept

- A trend is underway, where environmentally sustainable outcomes are emphasized over mere 'experience' vacationing.

TRADITIONAL
NONPROFIT



TRADITIONAL
BUSINESS







@TourismCares
#TC4SoFla #TCVolunteers

Impact Report Florida Keys May 10 + 11, 2018



So, what now?

How you can stay invested


The Conch Republic Marine Army has another 9 million pounds of trash to remove from the waters off the keys. Get involved in another one of their weekend clean-ups!

Consider adding a give back option to your tour itineraries - our partners are looking for regular volunteers as locals are hard to find.

Make small changes in your business - like removing plastic straws and bottles from your office or on tour itineraries.

Donate your time pro-bono to our partners - they benefitted tremendously from your hard work but could benefit even further from your skill set and expertise. Want to help? Email jessica.ahern@tourismcares.org

Grimal Grove is part of a larger vision with Growing Hope Initiative who want to enhance environmental health, education, artistic development and community welfare. They need help! You can donate, learn more and get involved at growinghopeinitiative.org



Build Your Business and Help Give Back

[Get Certified](#)

Welcome to the Good Travels Advisor program (GTA)! The first of its kind, this online training for travel agents responds to rising demand for responsible travel, especially among millennials, families and the affluent.

AUGUST 2017 | VERSION 1.0

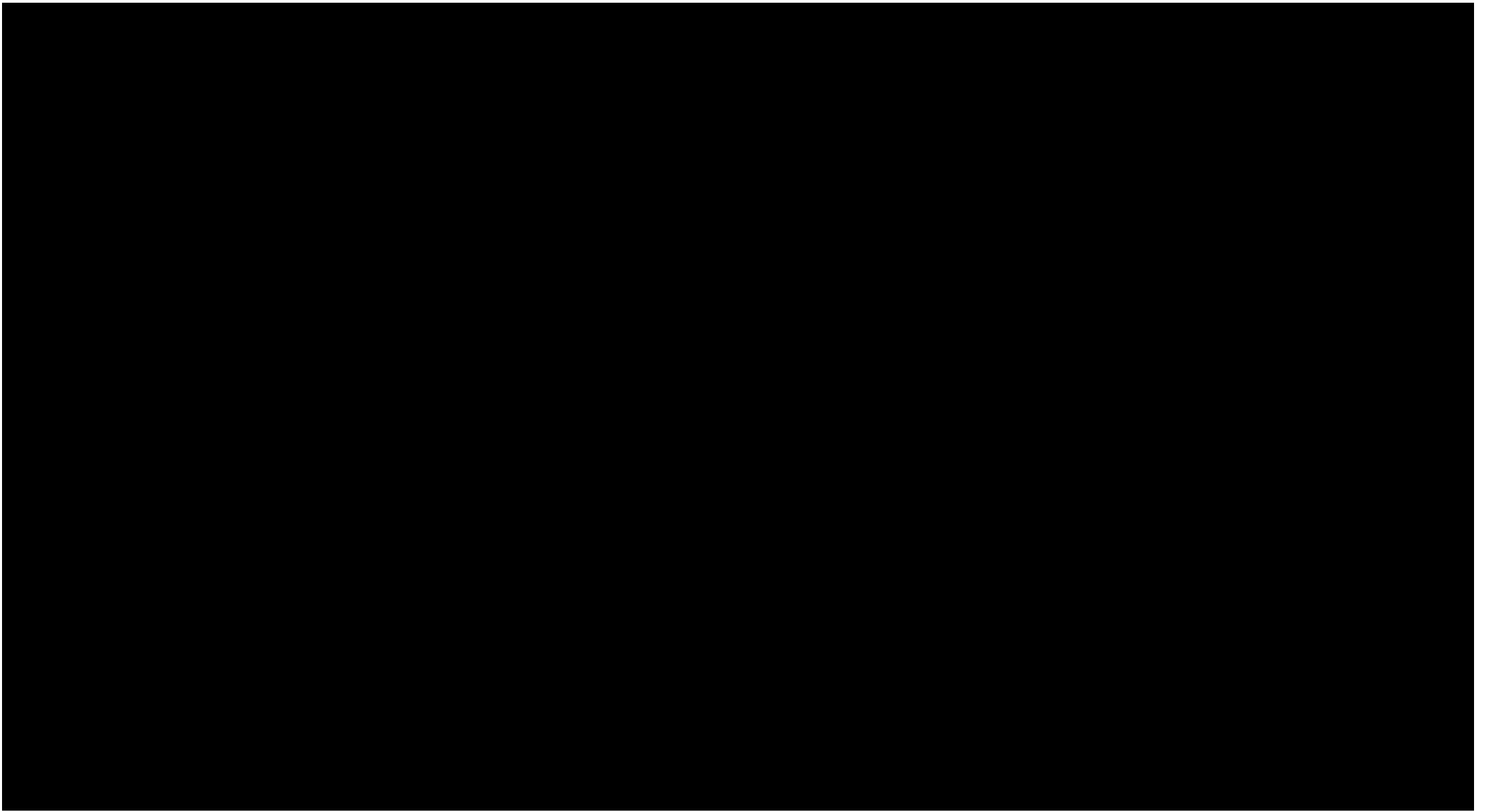
Meaningful Travel Provider Guide

A RESOURCE FOR THE
GOOD TRAVELS ADVISORS COMMUNITY



GOOD TRAVELS
ADVISOR





Even the smallest actions can have a major impact if multiplied by one billion.

- Taleb Rifai, former Secretary-General of the United Nations' World Tourism Organization

7 **MILLION
VISITORS**

45%

RECORD TOURIST NUMBERS

- 2017 was a record year, close to matching 2010's 7 million visitors
- 45 percent in the number of visitors as well as tourism receipts in first half of 2018.

WHY RECORD TOURIST NUMBERS?

Featured in all big publications as place to be in 2018





MORE AIR ACCESS



- **Ryan Air** opening up 15 new routes this year.
- **King Hussein International Airport in Aqaba** welcomed 200,000 passengers in 2017, marking a 27.1 per cent increase.
- New direct flight routes from Aqaba to different destinations including Brussels, Helsinki, Stockholm, Copenhagen, Cairo, and Dubai.



Best Trips 2018

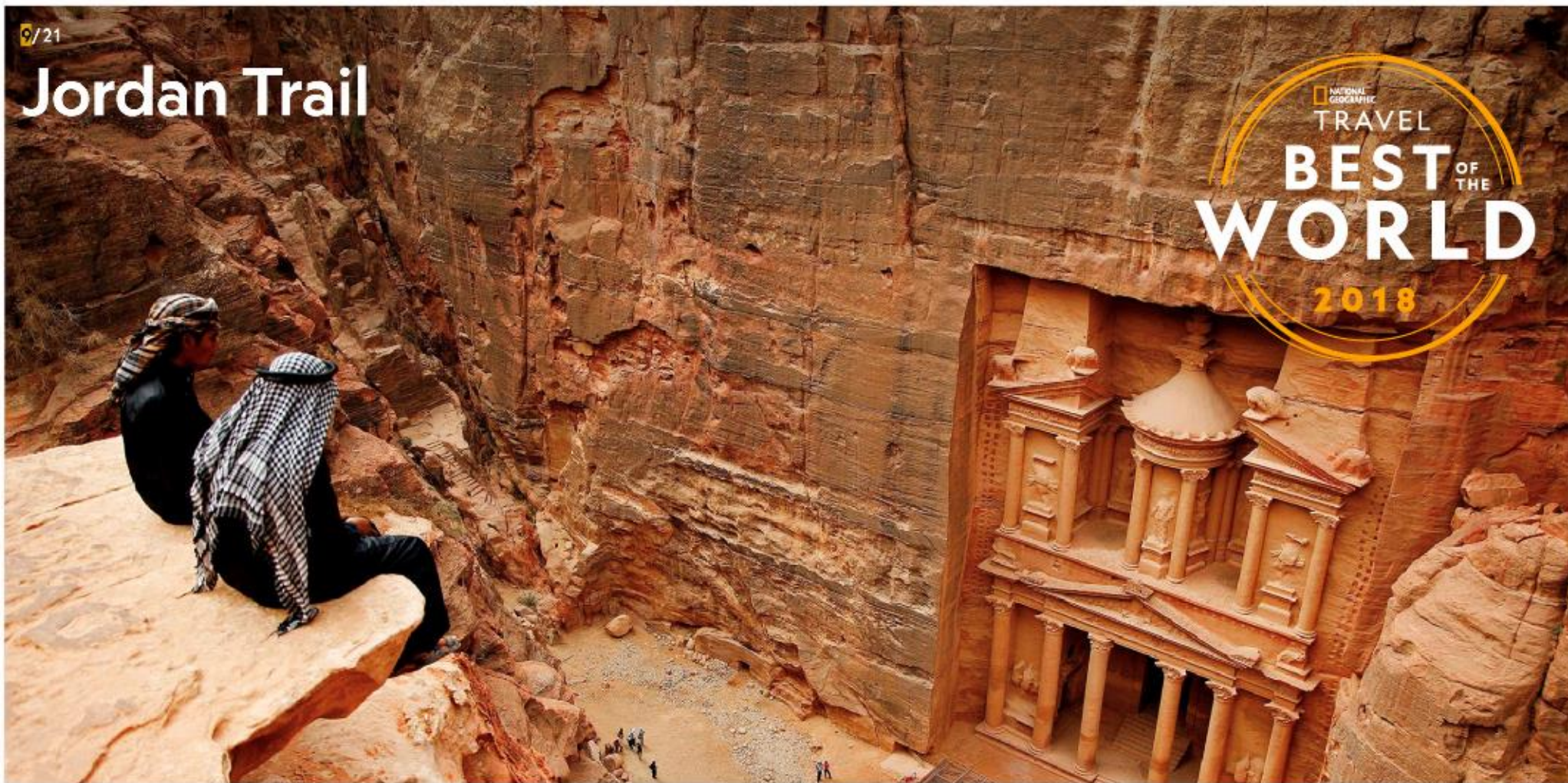
Share:



9/21

Jordan Trail

 NATIONAL
GEOGRAPHIC
TRAVEL
BEST OF THE
WORLD
2018





Celebrities including

Elon Musk, Will Smith, Ellie Goulding,
Andrea Bocelli



Wadi Rum popularity

New film destination in 2017 – Aladdin,
Star Wars

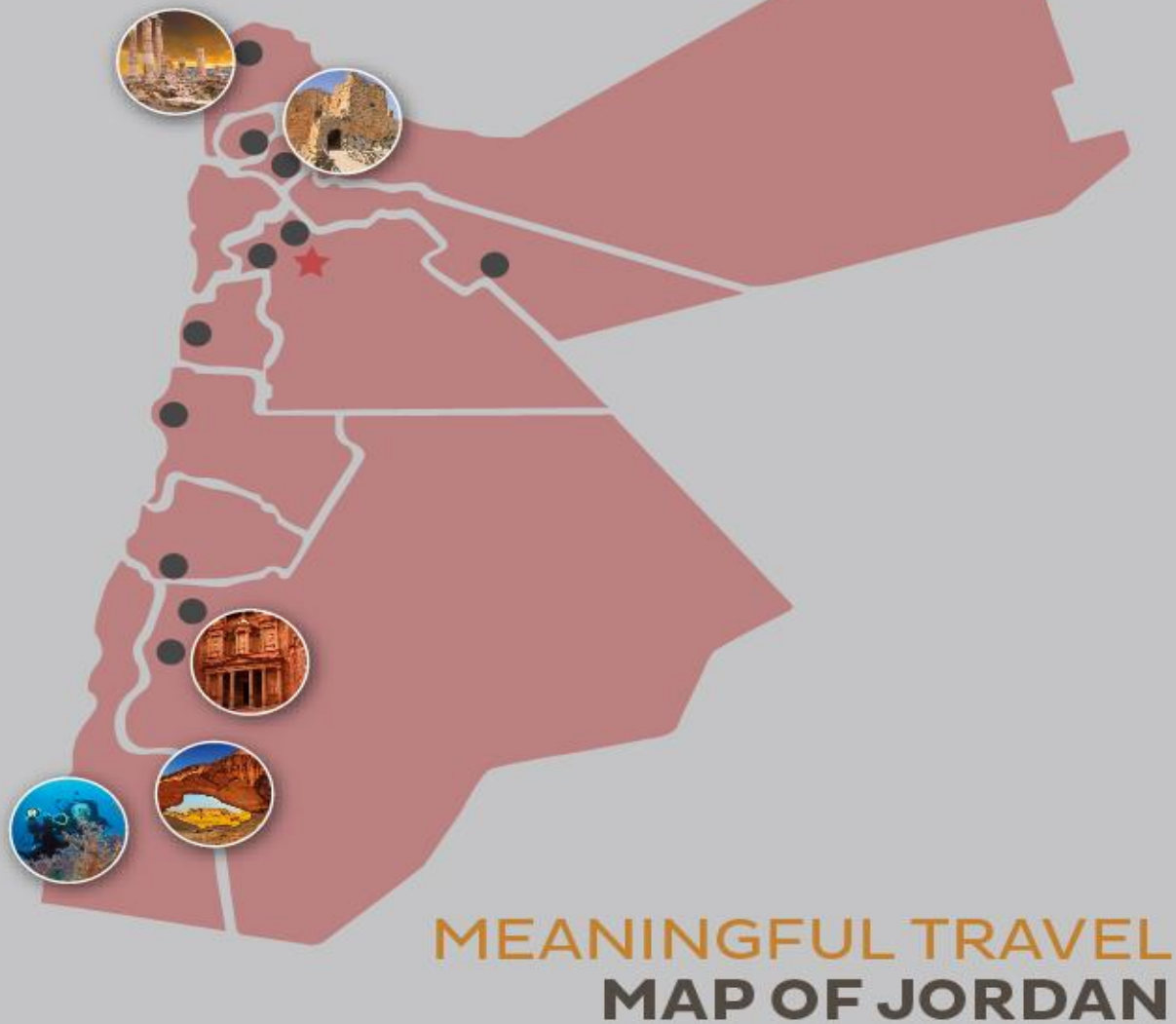
Visitation to the UNESCO World Heritage site jumped by 97 percent during 2017 compared to the previous year, and had almost reached 1 million visitors!

MEANINGFUL TRAVEL MAP OF JORDAN



DEBUT OF MEANINGFUL **TRAVEL MAP OF JORDAN**

- The map, officially launched feb 25th was released following 2017's International Year of Sustainable Tourism for Development and addresses two overlapping trends for tourism today: demand from travelers for authentic, sustainable experiences that make a difference, and the need to use the power of travel to help people and places thrive.



Explore the map and add special meaning to your trip in Jordan

● Jordania Social Company

★ Amman, Capital City

 Um Qais

 Ajloun Castle

 Petra

 Wadi Rum

 Aqaba

www.GoLocalJordan.com

JORDAN TRAIL

درب الاردن
JORDAN
TRAIL



DISCOVER THE **JORDAN TRAIL**

The Jordan Trail is a continuous route crossing the entire country of Jordan, offering over 650 kilometers of trail and 36 days of beautiful hiking through diverse terrains and landscapes.

Explore the eight regions along the trail and start mapping out your own adventure.



- Trekkers can tackle the 36-day hike in one go or choose one of eight 50-mile-long sections.



1 Um Qais
(4 Days, 80 km)

2 Ajloun
(4 Days, 59.1 km)

3 Fuhais
(4 Days, 73.2 km)

4 Three Wadis
(4 Days, 75 km)

5 Karak
(4 Days, 84.5 km)

6 Dana
(4 Days, 72.6 km)

7 Petra
(5 Days, 90.6 km)

8 Wadi Rum
(6 Days, 112 km)

Red Sea

9

ITINERARIES

SAMPLE ITINERARIES CAN BE FOUND ON WEBSITE



JORDAN

THE LAND OF HOSPITALITY



MyJordanJourney.com | VisitaJordania.com.mx



US & CANADA



My Jordan Journey



VisitJordan_NA



MyJordanJourney

MEXICO & LATIN AMERICA



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