

# Travel with Meaning

Greg Takehara, Tourism Cares, CEO



Tourism Cares<sup>®</sup>

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travel with meaning

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# MY JOURNEY

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Fan &  
Volunteer



Team  
Leader



Board  
Member



CEO



# WHO WE ARE

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a 501(c)3 nonprofit organization\*, Tourism Cares unites the travel and tourism industry and uses its positive impact to help people and places thrive. We believe it's in our best interest to support the destinations we all depend on so that communities, travelers and businesses can prosper.

# WHAT WE DO

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We leverage the power of the travel and tourism industry to drive the sustainability of destinations, who are the people and places the industry relies upon.



# HOW WE DO IT

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We work with mass tourism businesses, motivating them to create change and positive impact through convenings, educational resources and opportunities to mobilize.

Using the 17 United Nations Sustainable Development Goals as a guidepost, we inspire the industry to make global change.



# WHY IT MATTERS

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Investing in the communities we (the travel and tourism industry) depend on will benefit the future of both our industry and local communities, as well as the planet.



A symbiotic relationship forms,  
when collectively focusing on social & environmental impact ...

local communities feel  
the benefit of connecting  
to the tourism market

companies offer  
differentiated product  
offerings, which motivates the  
competition, stimulates the  
market, and addresses  
consumer demand

the travel and tourism  
industry stays  
strong

people and  
planet thrive





# let's face it.

our world is changing. so too must our industry.

> BY 2030, THERE WILL BE 800 MILLION PEOPLE TRAVELING.

> 63% OF TRAVELERS ARE WILLING TO DO IT MORE SUSTAINABLY.

# guideposts for global impact:





# IN 2019, TOURISM CARES FOCUSED ON AND FURTHERED

**1** NO  
POVERTY



**9** INDUSTRY, INNOVATION  
AND INFRASTRUCTURE



**11** SUSTAINABLE CITIES  
AND COMMUNITIES



**12** RESPONSIBLE  
CONSUMPTION  
AND PRODUCTION



**17** PARTNERSHIPS  
FOR THE GOALS







# OUR FOCUS IN 2020

**10** REDUCED  
INEQUALITIES



**11** SUSTAINABLE CITIES  
AND COMMUNITIES



**13** CLIMATE  
ACTION



**16** PEACE, JUSTICE  
AND STRONG  
INSTITUTIONS



**17** PARTNERSHIPS  
FOR THE GOALS



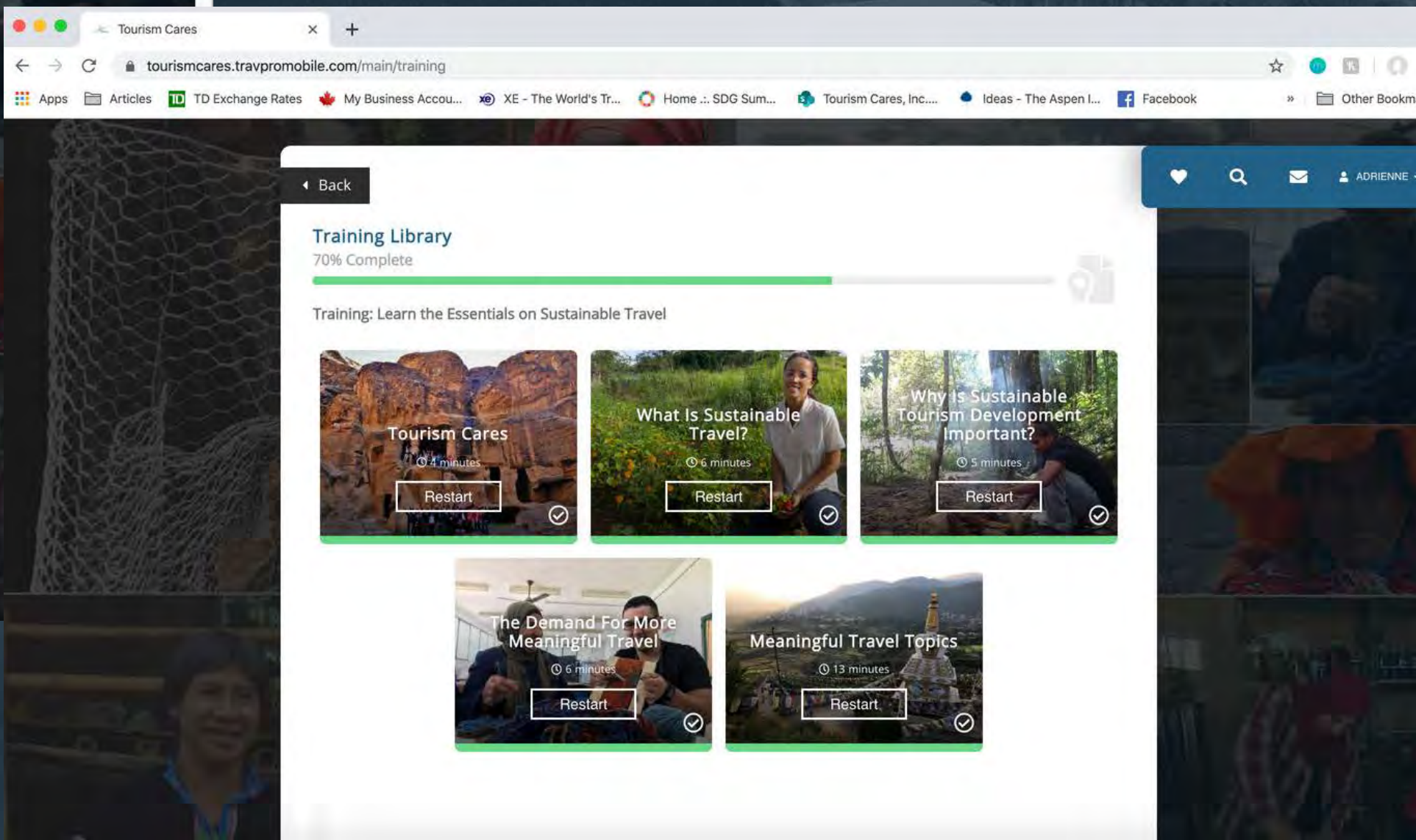
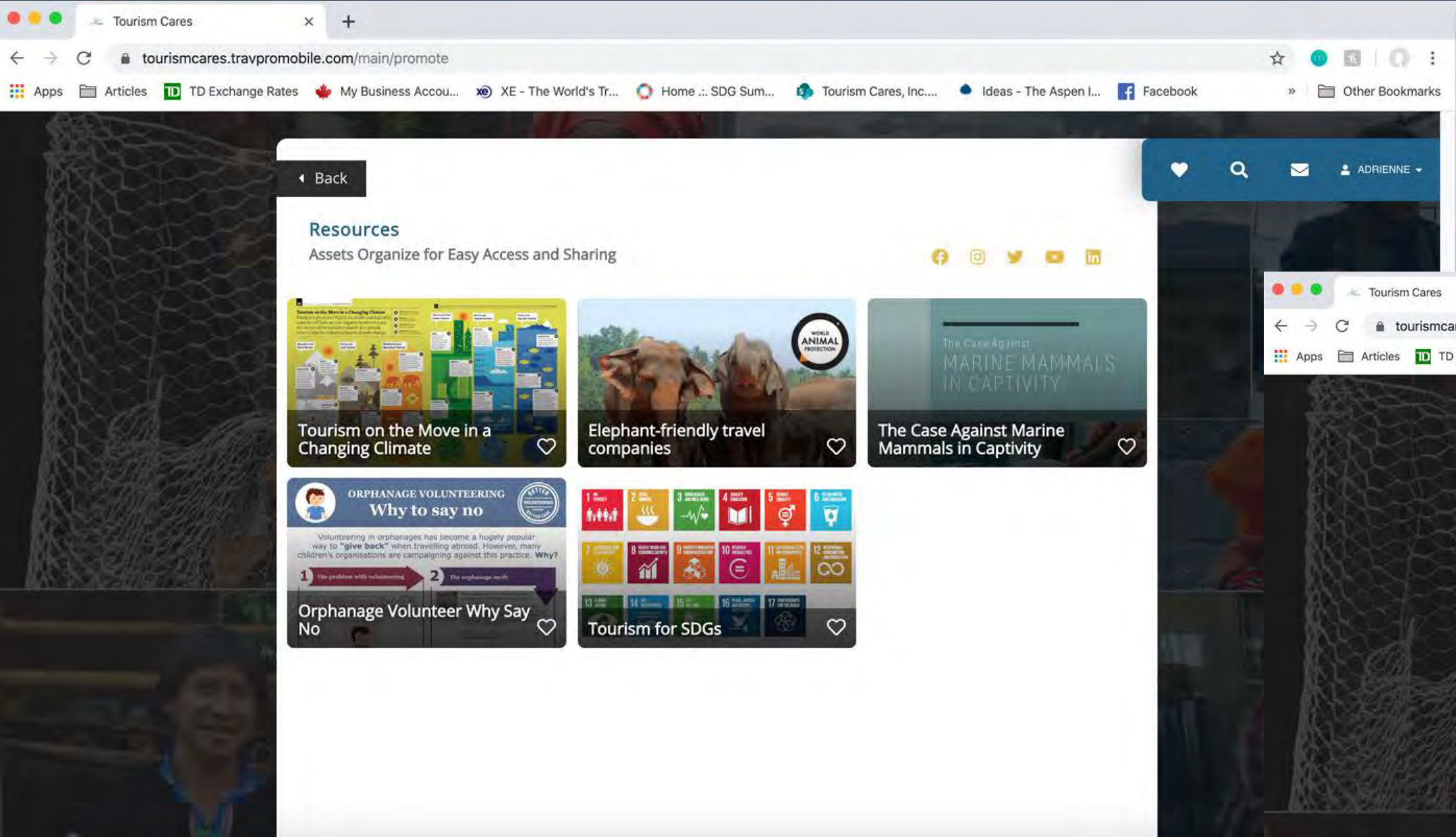
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# ATTEND AN EVENT

Meaningful Travel Summits  
Education | Community | Inspiration  
North Lake Tahoe | May 13 - 15  
Colombia | September 13 - 17 (by application)



# EDUCATIONAL RESOURCES: MEANINGFUL TRAVEL PROVIDER





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