

Travel with Meaning

Greg Takehara, Tourism Cares, CEO



Tourism Cares[®]

travel with meaning

MY JOURNEY



Fan &
Volunteer



Team
Leader



Board
Member



CEO

WHO WE ARE

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

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

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

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

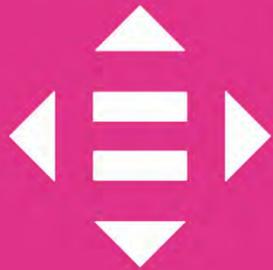


17 PARTNERSHIPS
FOR THE GOALS



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



ATTEND AN EVENT

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

EDUCATIONAL RESOURCES: MEANINGFUL TRAVEL PROVIDER

Resources
Assets Organize for Easy Access and Sharing

- Tourism on the Move in a Changing Climate
- Elephant-friendly travel companies
- The Case Against Marine Mammals in Captivity
- ORPHANAGE VOLUNTEERING Why to say no
- Orphanage Volunteer Why Say No
- Tourism for SDGs

Training Library
70% Complete

Training: Learn the Essentials on Sustainable Travel

- Tourism Cares (4 minutes)
- What Is Sustainable Travel? (6 minutes)
- Why is Sustainable Tourism Development Important? (5 minutes)
- The Demand For More Meaningful Travel (6 minutes)
- Meaningful Travel Topics (13 minutes)



Tourism Cares[®]

Greg Takehara, CEO

greg.takehara@tourismcares.org
