

TOURISM CARES MEANINGFUL TRAVEL SUMMIT

A Hosting Guide – Global

What is the Meaningful Travel Summit?

The Meaningful Travel Summit is Tourism Cares' signature program held annually in the spring or fall, that connects industry professionals with local changemakers in places around the world. What started with volunteer efforts largely in the United States, the Summit has grown into global investment in social and environmental impact organizations that create lasting change for communities worldwide.

The goal of the Meaningful Travel Summit is to create immersive exchanges that lead to product development, new opportunities for local businesses, and professional development for industry professionals through in-person connection and hands-on education.

The Summit provides:

- Connections to experiences (including tours, hands-on activities) with vetted non-profits and social enterprises in the local host community
- Education sessions around universal topics in sustainability and meaningful travel
- Networking opportunities with other travel and tourism professionals
- Actionable best practices in destination stewardship
- An opportunity for the host destination to share their unique story – including sustainability practices, future plans, challenges, and opportunities

Why is the Summit relevant?

There is extensive evidence that global travelers want more sustainable travel options, want tourism revenue to boost the local economy, and that they are yearning for authentic, unique experiences that help them connect with a destination on a deeper level. Community-owned tourism opportunities that exist through cooperatives, nonprofit organizations, and social enterprises are found all over the world and can be a win for all stakeholders when integrated into the tourism economy. Through partnerships with local destination management organizations, Tourism Cares introduces diverse and locally-led social enterprises, non-profits, and small businesses to the trade with the greater goal of spreading the wealth of tourism. By inviting more changemakers to participate in the tourism supply chain, we can strengthen our destination communities and our tourism product overall – making the best places to visit the best places to live (and sell!).



Host Requirements:

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

- Join as a member of the Tourism Cares community
- Collaborate on programmatic theme based on greatest needs of the destination, challenges and successes
- Secure venues and F+B for education, opening reception
- Secure ground transportation and lead coordination of logistics
- Support RFP process for local hotels
- Host an "Information Desk" drive attendees to local changemakers
- Coordinate on education sessions - topics, speakers, themes
- Develop a Meaningful Map of the host destination, introducing the greater Tourism Cares community to impact organizations

For a full breakdown of roles, a more detailed document can be provided. Based on event history, we anticipate an investment of an estimated \$60,000USD (not inclusive of membership) from our host destination.

Sample Schedule

1	Arrivals Optional Tours Registration + Check-in
2	Education Sessions Welcome Reception
3	Community Visits Dine-Around (free evening)
4	Community Visits Closing Reception
5	Closing Breakfast Departures for post-tour (optional)

How is it different?

The Meaningful Travel Summit is a vehicle to create more inclusion and representation in travel - highlighting destinations in a unique way by inviting community members and changemakers to sit center stage and tell their stories. The goals of the Summit include:

- To introduce the travel industry at large to a pressing need or challenge that tourism can use to solve - and call them to act.
- To introduce local experiences for the purpose of product development and introduction to changemakers actioning social, and environmental impact during in-person Summit and day of volunteering/tours
- To increase economic impact for the local host community by supporting capacity-building through grant funding, product development, and marketing support

Who attends?

The Meaningful Travel Summit is a B2B event for travel and tourism professionals from all segments of the industry, with 50% of attendees representing international tour operator brands. Generating an estimated 50 attendees, the event is designed to be intimate and emphasizes impact over size. Attendees represent Executives and decision-makers at major travel brands, trade and consumer media, industry associations, and more.

Who benefits?

Local Communities | By driving economic investment into local communities, they 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 Summit 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 Tourism Cares Meaningful Map) experience firsthand 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 Summit 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.

IMPACT OVER THE YEARS

Two decades of connecting the industry with communities

150+

SMALL BUSINESSES AND NON-PROFITS CONNECTED TO TRAVEL TRADE

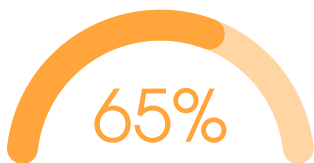
8,000 

TRAVEL PROFESSIONALS INVESTED IN DESTINATION COMMUNITIES SINCE 2003

\$1.3 mil

INVESTED IN COMMUNITIES THROUGH GRANTS, SWEAT EQUITY + SMALL BUSINESS SUPPORT

117,000 FOLLOWERS REACHED ON SOCIAL MEDIA INTRODUCED TO IMPACT ORGANIZATIONS AROUND THE WORLD



65%

OF MONEY BUDGETED GETS REINVESTED INTO THE COMMUNITY



60%

OF ATTENDEES HAVE BUYING POWER TO BRING COMMUNITY ENTERPRISES TO TRAVELERS



100+ COMMITMENTS MADE BY ATTENDEES TO ADVANCE THEIR SUSTAINABILITY EFFORTS AT THE CONCLUSION OF EACH SUMMIT



1.2 mil

PEOPLE REACHED THROUGH MEDIA PARTNERSHIPS, SPOTLIGHTING DESTINATION SUSTAINABILITY EFFORTS

Summit Spotlight: Tourism Cares with Jordan



Tourism Cares with Jordan represented a turning point for Tourism Cares. This extraordinary event in the world of travel and social impact brought together an accomplished group of industry leaders to explore the power of tourism to drive positive social change.

Our goal for the program was to introduce delegates to a Jordan beyond Petra, connecting them with authentic market-ready experiences through 4 days of exploration through the country. Those experiences were added to the Meaningful Map of Jordan, an interactive tool for travel providers to connect directly with changemakers on the ground.

More resources:

Videos



Case Study



Press



History



Event Policies

