

# TOURISM CARES MEANINGFUL TRAVEL SUMMIT

A Hosting Guide – North America

## What is the Meaningful Travel Summit?

The Meaningful Travel Summit is Tourism Cares' signature program that connects travel industry professionals with local changemakers to actualize the power of travel. There is extensive evidence that global travelers want more sustainable travel options and 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, non-profit organizations, and social enterprises can be a win for all stakeholders when integrated into the tourism economy.

The Meaningful Travel Summit aims to offer immersive experiences that lead to product development, create new opportunities for local businesses, and provide action-oriented education led by industry leaders and host communities. The Summit provides:

- Connections to experiences (including tours, hands-on activities, and volunteering) 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, plans, challenges, and opportunities.

## How is the Summit Different?

The Meaningful Travel Summit serves as a vehicle to create more inclusion and representation in travel – highlighting destinations uniquely by inviting community members and changemakers to sit center stage and tell their stories to the greater travel industry. The goals of the Summit include:

- Introduce the travel industry at large to a pressing need or challenge that tourism can use to solve – and call them to act.
- Showcase local experiences to generate product development and introduce changemakers that are making social and environmental impacts through immersive FAM tours and volunteer projects.
- Increase economic impact for the local host community through grant funding, product development, and marketing support.



# SUMMIT IMPACT BY THE NUMBERS

Connecting the Travel Industry with Local Communities



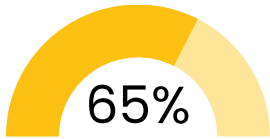
## 4 NIGHTS IN DESTINATION

where spend is prioritized in local shops, accommodations, and restaurants

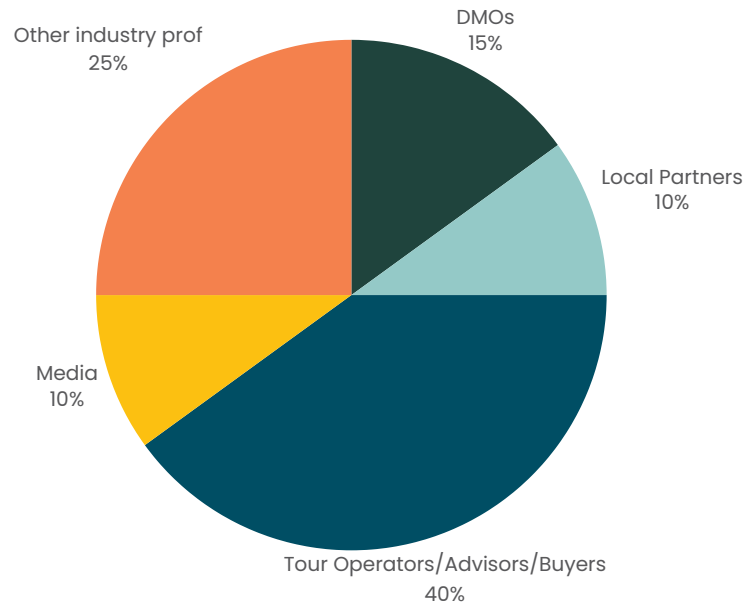
**150+**



**TRAVEL PROFESSIONALS  
IN ATTENDANCE**



**OF SUMMIT BUDGET GETS  
REINVESTED INTO HOST  
COMMUNITY**



**1.2 million**

reached through media partnerships and placements

**650,000**

industry professionals reached through association partnerships

**13,000**

engaged Tourism Cares subscribers

**20,000**

social media followers across four platforms

## Summit Spotlight: Tourism Cares with Victoria



During Tourism Cares with Victoria, attendees met changemakers committed to stewarding a destination dependent on Indigenous lands, healthy marine life, and wild green spaces. Through facilitated education sessions, visits to meaningful travel experiences, and volunteering, attendees learned from local environmental and Indigenous groups to discuss how the travel industry can be better destination stewards for all to thrive.



# HOST REQUIREMENTS

This program is designed in partnership! Tourism Cares asks our hosts to:

- Commit to a three-year cash membership\* totaling \$40,000
- Collaborate on programmatic themes based on the greatest needs of the destination
- Secure the program's A/V, transportation, opening reception, photographer, and the Day 1 Education Session venue and F&B. The estimated total based on previous Summits is \$35K.
  - Note: The host destination has the opportunity to work with local partners to secure sponsorships for any of the needs stated above.
- Support the RFP process for local hotels and help lead coordination of logistics
- Host an "Information Desk" to help 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 the host community's impact organizations

*\*Note: Membership fees can be spread across the three years*

*\*\*A full breakdown of roles can be provided upon request.*

## HOST BENEFITS

### Summit Recognition

- Speaking opportunity at education session and/or host reception
- Five complimentary registrations
- Recognition as Destination Host with logo or name placement in the following:
  - Summit webpage
  - Official program video
  - On-site during the education session and evening receptions
  - Industry trade shows where Tourism Cares has a presence
  - Official program press release
  - Tourism Cares e-newsletter
  - All Summit program e-mail communications

### Membership Recognition

- Will receive Leadership-level benefits for years one and three
- Will receive Chairman-level benefits for year two (Summit year)

*\*Note: Benefits/levels can be customized based on annual giving amount*

# INSPIRING THE TRAVEL INDUSTRY

Tourism Cares has a long history of bringing the industry together and mobilizing it to create change. In 2017, Tourism Cares programs transitioned from pure volunteer events to multi-day programs incorporating education, product development, networking, community experiences, and voluntourism. This snapshot represents the total community impact from Tourism Cares' first Meaningful Travel Summit in Jordan to today.



## 80+ COMMUNITY PARTNERS

introduced to the travel trade through Summit partnerships



## 38,000 VISITORS

to the Meaningful Travel Map impact partners

# 150+

**SMALL BUSINESSES AND  
NON-PROFITS CONNECTED  
TO TRAVEL TRADE**

# \$1.3M

invested in communities through grants, sweat equity + small business support



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



## Who Benefits from the Summit?

**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 Travel 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.

## More Resources:

