



Membership

2024

Tourism
 **Cares**

Travel moves people, and we can move travel.

Welcome to **Tourism Cares**, the global non-profit focused on empowering travel and tourism companies in their sustainability journeys. In order for travel to be a force for good, travel companies need to be equipped with the tools, best practices, connections and resources to make it so. Tourism Cares provides that for our membership.

At Tourism Cares, we bridge the “why” and “how” of meaningful travel to create actionable, positive change in communities around the world. We deliver this through our mission-driven programming, including:

- Cross-sector networking + relationship-building
- Thought leadership in Sustainable Tourism Development
- Professional development + training for tourism professionals
- Global product development support
- Non-profit + social enterprise capacity-building
- Immersive experiences & volunteering

Exclusive engagements + opportunities

Members receive first access to signature events, like our Global and North American Meaningful Travel Summits, virtual engagements and exclusive educational content on our Meaningful Travel Platform. And, we show off your commitment with high-visibility marketing opportunities.

Professional development for your team

We make sustainable tourism topics more comprehensive through our library of tools, training and resources, webinars, and personalized 1:1 meaningful travel consultation through our “Sustainability Help Desk” appointments.

A community of champions

There is no stronger community than the tourism industry. We are built on relationships, on friendships and on the foundation that we are better together. Through virtual and in-person events, directories and facilitated connections, you have access to like-minded tourism professionals to help build your business.



@TourismCares

Building your Membership Package

We know your work in sustainability is a journey, and every company in the Tourism Cares community has different goals and priorities. That's why we've created a membership packet that gives the option for members to fund specific programs and initiatives.

Tourism Cares Members are recognized throughout the year by their "total giving." By contributing to membership and adding on options like sponsorship or general grant funding support, companies will see their membership levels - and benefits - rise throughout the year.

Strategic Partners and Chairman's Circle Members have the option to allocate 100% of their contribution to membership or spread your benefits out by allocating a percentage of your overall contribution to specific programs or initiatives.

A Tourism Cares team member will ensure this process is personalized, so that you may maximize your benefits this year.

We truly believe the Tourism Cares community can change the world through travel. Thank you for your support.


Stories of Impact with our Members

The Globus family of brands and Tourism Cares Partner on Grants



Tourism Cares has supported conservation efforts in many of our public lands and spaces. As part of our grant fund with The Globus family of brands, Tourism Cares supported a grant to the Vital Ground Foundation to support permanent protection of 10 acres adjacent to Glacier National Park in an area of high priority grizzly bear habitat. More than 3 million visitors traveled to Glacier in 2019, many of them passing through the now protected area to hike, float, fish or view wildlife. Beyond tourist pressure, Montana's booming housing market poses an additional risk to open space and wildlife habitat, but land conservation projects like Glacier Gateway and waterway protections are helping to protect and conserve the natural ecosystems.

Supporting people of the Galapagos with Lindblad



Tourism Cares supported Lindblad Expeditions to provide matching grants that directly benefit the communities of the Galápagos Islands. The people of Galápagos, where 80% of the economy depends on tourism, were plunged into crisis when COVID-19 abruptly halted travel in March 2020. And now, a year later, the slow and protracted recovery has left families, businesses and the community at large struggling with profound and sustained hardship. With this economic devastation, conservation is threatened.

Learn more at www.tourismcares.org/places-and-impact

Membership Levels + Base Benefits

Access to exclusive content on Meaningful Travel Platform

Monthly communications with member spotlights, meaningful travel articles + stories

Use of Tourism Cares logo on website, social media

Recognition on the Tourism Cares website, annual report, social media

Early, discounted access to events and educational programs

Inclusion in Tourism Cares networking directory

Access to consulting through Sustainability Help Desk

Use of special member badge on website

Recognition at key industry tradeshows

Logo feature in trade advertisement

Spotlight in Tourism Cares community-facing communication

Co-created cause marketing campaign

1:1 consulting with Tourism Cares leadership

Invitation to Global Summit (additional fee applies)

Co-branded learning opportunity/webinar for your team

GENERAL \$1,500

SUPPORTING \$5,000

LEADERSHIP CIRCLE \$10,000

CHAIRMAN'S CIRCLE \$20,000

STRATEGIC PARTNER \$40,000

Tourism Cares by the numbers

Tourism Cares members are part of a greater mission to create positive social, environmental and economic impact for the people and places of travel around the world. **Here's a snapshot in numbers.**

160 MEMBER COMPANIES

who represent every sector of travel unite around the same end goal - to use tourism to change the world.



1.2 MILLION PEOPLE

receive the message of sustainability through media and association partnerships



HUNDREDS OF COMMUNITIES

benefit from our members prioritizing sustainability

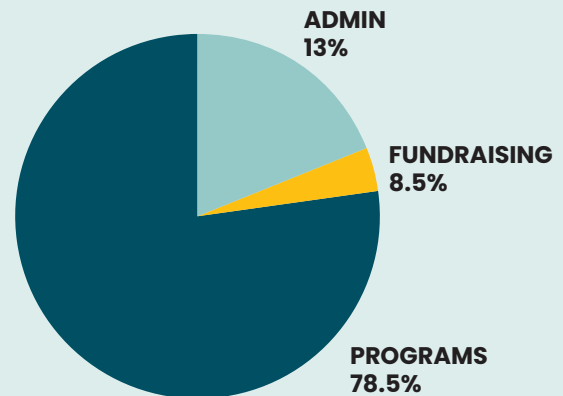


40+ DESTINATIONS

served by Tourism Cares through events and partnerships

WHERE YOUR MONEY GOES

we prioritize exceeding non-profit standards, working to ensure as much funding as possible goes directly to programs that serve the people and places of travel.



THE STUFF YOU CAN'T PUT A NUMBER ON.

Supporting Tourism Cares directly impacts tourism's greatest assets - people and places.

Tourism Cares has a long history of bringing our industry together and mobilizing it to create change. What started with relief and revitalization efforts has grown into greater involvement and investment in social and environmental impact organizations. The work we are doing today provides real and sustainable change and many direct economic benefits for communities around the world.

ADD-ON TO YOUR MEMBERSHIP

Membership Brochure / 2024

**Tourism
Cares**



Choose your add-on

08 Meaningful Travel Summit: Willamette Valley

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10 Meaningful Travel Map

11 Meaningful Travel Platform

12 Meaningful Travel Experience with IPW

13 Grants

14 Pathways Project

15 Bob Whitley Memorial Golf Tournament

16 Auction at USTOA

17 Grant Funding

18 For Destinations

MEANINGFUL TRAVEL SUMMIT

Sponsorship: North America

Willamette Valley, Oregon | Sept. 30 – Oct. 2, 2024

Our Meaningful Travel Summit is our legacy event connecting industry professionals with local changemakers in places around North America. By coming together in-destination, we actualize the power of travel. Our goal is to learn from one another, infuse more sustainability into our businesses with the knowledge we've gained and roll up our sleeves to volunteer in and with the local community.

A dedication to industry advancement + commitment to destination stewardship

The event is all about education on global topics impacting us all – climate change, sustainability, equity and inclusion – giving attendees the tools and resources to take what they've learned and apply it to their business. When we conclude on day 3, we solicit calls to action and work with attendees to realize their commitments long-term. Meaningful Travel Summits are **hands-on**, incorporating volunteer projects organized with local partners with local needs in mind. Projects are largely centered around conservation efforts – tree planting, trail maintenance, building and restoration – all projects that largely depend on volunteer support.

All sponsors receive the following base benefits package:

- +Complimentary registrations to attend+Logo inclusion on program t-shirt
- +Listing in press release and media communications+Form press release to share
- +Individual recognition as a sponsor on-site
- +Logo/listing recognition on-site at the program, Tourism Cares website, event app and event communications

+ PLATINUM / \$30,000

- Top level branding throughout program
- Speaking opportunity
- Six complimentary registrations
- Feature in Tourism Cares newsletter
- Logo placement at industry trade shows where Tourism Cares has a presence over the year
- Logo included in trade publication ad
- Opportunity to purchase an additional 12 registrations

+ GOLD / \$20,000

- Top level branding throughout program
- Speaking opportunity
- Four complimentary registrations
- Logo placement at industry trade shows where Tourism Cares has a presence in 2024
- Logo included in trade publication ad
- Opportunity to purchase an additional 8 registrations

+ SILVER / \$10,000

- Two complimentary registrations
- Logo placement at industry trade shows where Tourism Cares has a presence in 2024
- Logo included in trade publication ad
- Opportunity to purchase an additional 4 registrations

+ BRONZE / \$5,000

- One complimentary registration
- Opportunity to purchase an additional 2 registrations

Learn More

www.tourismcares.org/willamette-summit

MEANINGFUL TRAVEL SUMMIT

Sponsorship: Global Panama | June 1-6, 2024

Our Global Meaningful Travel Summit is a program connecting industry professionals with local changemakers in places around the world. By coming together in-destination, we action and actualize the power of travel. Our goal is to learn from one another and infuse more sustainability into our businesses through the experiences and knowledge we've gained from immersive exchanges with local communities.

Panama was chosen because of the strong commitment by its tourism sector to prioritize sustainable livelihoods through community tourism initiatives. Tourism Cares with Panama will provide:

- Connections to vetted non-profits and social enterprises for new product development
- Education sessions around universal topics in sustainability and meaningful travel
- Networking opportunities with other travel and tourism professionals
- Actionable best practices in destination stewardship

+ PLATINUM / \$30,000

- Top level branding throughout program
- Three complimentary registrations
- Speaking opportunity
- Early preview of the Meaningful Travel Map of Panama
- Feature in Tourism Cares newsletter
- Logo inclusion on event video, on trade publication ad, at industry tradeshows where TC has a presence in 2024, on the Tourism Cares website, signage on-site
- Recognition in Press and Tourism Cares communications
- Opportunity to purchase an additional three registrations at the member rate

+ SILVER / \$10,000

- One complimentary registration
- Logo inclusion in event video, on trade publication ad, at industry tradeshows where TC has a presence, on the Tourism Cares website, signage on-site
- Recognition in Press and Tourism Cares communications
- Opportunity to purchase an additional registration at the member rate

+ GOLD / \$20,000

- Two complimentary registrations
- Speaking opportunity
- Feature in Tourism Cares newsletter
- Logo inclusion on event video, on trade publication ad, at industry tradeshows where TC has a presence in 2024, on the Tourism Cares website, signage on-site
- Recognition in Press and Tourism Cares communications
- Opportunity to purchase two additional registrations at the member rate

+ BRONZE / \$5,000

- Logo inclusion in trade publication ad, on the Tourism Cares website, signage on-site
- Recognition in Press and Tourism Cares communications
- Opportunity to purchase registration at the member rate

Learn More

www.tourismcares.org/panama-summit

MEANINGFUL TRAVEL MAP

As the way we travel continues to evolve, we have seen the demand for more authentic sustainable travel experiences continue to grow. As a direct call to action, Tourism Cares has created a tool for travel professionals that satisfies that demand and actualizes the power of travel.

The Tourism Cares Meaningful Travel Map is a B2B tool that helps the travel trade and sustainably-minded travelers easily source organizations making positive social and environmental impacts in destinations. This interactive global map directly connects travel professionals with sustainable, community-led enterprises, products, services, accommodations and tours, creating a competitive advantage to the growing consumer demand of sustainable travel and providing direct impact on the people and places of travel.

Your support of the Meaningful Travel Map helps the platform to grow, engaging more global organizations and building connections to the travel trade.



\$5,000

- Top level profile in the Partner Section of the Meaningful Map website including pictures, brochures and more information on your organization's sustainability efforts
- Logo recognition on the Tourism Cares website
- Partner toolkit for marketing + promotion
- Recognition in the Tourism Cares Annual Report
- Mention in Tourism Cares newsletter as top level supporter of Meaningful Map
- Form press release to share with your community



\$2,500

- Profile inclusion in the Partner Section of the Meaningful Map website including pictures, brochures and more information on your organization's sustainability efforts
- Logo recognition on the Tourism Cares website
- Partner toolkit for marketing + promotion
- Form press release to share with your community
- Recognition in Tourism Cares Annual Report



\$1,000

- Listing on the Tourism Cares website and Meaningful Map webpage
- Mention in any program related communications, press and in Tourism Cares Annual Report

To support at a higher sponsorship level, please contact the Tourism Cares team to review any additional benefits available.

[Learn More](#)

www.tourismcares.org/meaningful-map

MEANINGFUL TRAVEL PLATFORM

Tourism Cares strives to do the right thing today before it becomes a requirement tomorrow. The Meaningful Travel Platform is an online learning platform that covers topics and implementation strategies to tackle some of the most challenging issues in our industry. From animal welfare in tourism to human-trafficking in our value chains, to climate action planning, this Platform is a clearing house for training, tools and resources in our industry to be proactive in providing more meaningful ways to do business.

Access to the Meaningful Travel Platform contains three components:

- Meaningful Education: Modular digital learning on topics addressing human trafficking, sustainability, animal welfare, responsible consumption, child welfare, to name a few.
- Meaningful Research: Industry in-depth thought leadership, research and whitepapers.
- The Meaningful Travel Map: Social enterprises, non-profit organizations, and community-led experiences, product, and tours that have been developed, invested in, or vetted by Tourism Cares.



\$5,000

- Logo displayed on Meaningful Travel Platform site
- Logo displayed on chapter education segment of your choosing
- Opportunity to guest author content or branded case study or content inclusion
- Mention in any program related communications, press and in Tourism Cares Annual Report



\$2,500

- Logo displayed on Meaningful Travel Platform site
- Branded case study or content inclusion
- Mention in any program related communications, press and in Tourism Cares Annual Report



\$1,000

- Listing on the Tourism Cares website
- Mention in any program related communications, press and in Tourism Cares Annual Report

To support at a higher sponsorship level, please contact the Tourism Cares team to review any additional benefits available.

Learn More

www.meaningfultavelplatform.org

MEANINGFUL TRAVEL EXPERIENCE WITH IPW

Sponsorship

Los Angeles, CA | May 4, 2024

Over the last six years, Tourism Cares has worked with U.S. Travel Association's IPW and its host destination in activating conference attendees to make a difference in the communities where they're visiting.

In 2024, IPW will bring travel professionals from around the world together to conduct business and renew relationships globally. As the leading inbound travel trade show, past IPWs have generated more than \$5.5 billion in future travel by connecting U.S. travel exhibitors with travel buyers and media to promote their product and negotiate future business, securing America's position as a foremost global travel destination and showcasing the best of what the U.S. has to offer.

By reaching out to local stakeholders in the IPW host community of Los Angeles, CA, Tourism Cares will design an event tailored to the needs of their specific community - whether that be focused on conservation, food security, homelessness, or other pressing issues, we prioritize giving the local community a voice in how we "give back".



GOLD / \$10,000

- Top level branding at Tourism Cares booth
- Three complimentary registrations to attend the event
- Speaking opportunity at event
- Form press release to share with your community
- Recognition on Tourism Cares website, social media and in all event communications to community database of 13,000+
- Logo prominence on event communications



SILVER / \$5,000

- Logo recognition at Tourism Cares booth on the show floor
- Two complimentary registrations to attend the event
- Recognition on Tourism Cares website, social media and in all event communications to community database of 13,000+
- Logo recognition on event communications,



BRONZE / \$2,500

- Recognition at Tourism Cares booth on the show-floor
- One complimentary registration to attend the event
- Recognition on Tourism Cares website, social media and in all event communications to community database of 12,000+
- Listing on event communications

Learn More and Join Us
www.tourismcares.org/ipw

GRANT PROGRAMS

A vital part of the Tourism Cares mission is to award capacity-building and infrastructure grants to nonprofit organizations and social enterprises for projects/programs at tourism-related cultural, historic, and natural sites around the world. Members can allocate funding in any amount to a grant fund of their choosing, but we also offer the following benefits at the levels outlined below.

We currently offer three grant funds to support our mission-driven work:

The **Destination Disaster Recovery Fund** focuses on restoring and rebuilding tourism resources and infrastructure that have been impacted by disasters. Our strategy revolves around recovery investments to rebuild tourism assets and help bring back quality of life at a destination once tourism begins to recover.

The **Impact Tourism Fund** focuses on investing in the resiliency of destinations through community-level tourism initiatives. This fund creates a sustainable value chain by investing in organizations that create social and environmental impact around tourism destinations.

Diversity in Tourism Grants directly support programs and activities that increase diversity, equity and inclusion within travel, build capacity for underrepresented markets and amplify voices representative of the entire travel and tourism industry. The industry's greatest asset remains the cultural diversity of the destinations and communities it visits



\$5,000

- Logo recognition in support of project/fund
- Opportunity to consult with grantee through 1:1 session
- Form press release to share with your community
- Recognition on Tourism Cares website, social media and in grant-related communications
- Recognition in Tourism Cares newsletter
- Logo presence on program communications, and mention in Annual Report
- Top level logo inclusion in Grant Report



\$2,500

- Recognition in support of project/fund
- Form press release to share with your community
- Recognition on Tourism Cares website, social media and in grant-related communications
- Listing in program communications, and mention in Annual Report
- Logo inclusion in Grant Report



\$1,000

- Listing on the Tourism Cares website
- Mention in any program related communications, press and in Tourism Cares Annual Report

To support at a higher sponsorship level, please contact the Tourism Cares team to review any additional benefits available.

Learn More

www.tourismcares.org/support-a-grant

PATHWAYS PROJECT

Diversifying voices that deliver authentic and diverse stories is critical for creating greater racial equity, preserving history, increasing cultural understanding and embracing sustainable practices in the tourism industry. Tourism Cares, TripSchool, and the Media Arts Institute of Alabama have joined together to launch the Tourism Pathways Project, a workforce development initiative designed to recruit, train and place individuals from under-represented communities and diverse cultural backgrounds in positions as Tour Directors, Tour Guides, Cultural Heritage Interpreters, Storytellers, and Tourism Entrepreneurs.

We are developing guide and entrepreneurship training programs that will specifically recruit, train, and place BIPOC (Black, Indigenous, People of Color) candidates with tour operators to lead authentic escorted group experiences. This workforce development program is designed to align with core fundamental thinking of many large and small tour companies to promote diversity, equity and inclusion in our industry.



PLATINUM / \$20,000

- Top level branding
- Speaking opportunity at training trip
- Feature in Tourism Cares newsletter and Annual Report
- Logo recognition on program website
- Form press release to share with your community
- Top level mentions in press release and media communications
- Program logo usage



GOLD / \$10,000

- Feature in Tourism Cares newsletter
- Mention in Tourism Cares newsletter and Annual Report
- Form press release to share with your community
- Logo recognition on program website
- Program logo usage



SILVER / \$5,000

- Form press release to share with your community
- Logo recognition on program website
- Mention in press release and media communications
- Program logo usage



BRONZE / \$1,000

- Listing on program website
- Mention in press release and media communications
- Program logo usage

Learn More and Join Us

www.tourismcares.org/support-a-grant

Tourism Cares Golf Tournament to Benefit the Bob Whitley Memorial Fund

Sponsorship

Hammock Bay // Marco Island, Florida | December 9, 2024

The Tourism Cares Golf Tournament to benefit the Bob Whitley Memorial Fund is an opportunity for USTOA attendees to come together – and have some fun – to support the future of travel. Proceeds from the tournament will not only help to fund programs that promote responsible tourism and impact destination communities directly, it will also serve as a tribute to Bob Whitley, long-time USTOA President and founding Board Member of Tourism Cares. Our day on the course will recognize his contributions to the tourism industry, allowing USTOA members to honor his legacy and contribute to the continuation of his work in a meaningful way.

+ GRAND SLAM / \$25,000

NOTE: Limit one sponsor at this level

- Presenting Sponsor recognition in all Tourism Cares event promotion and communications
- Two Foursome registrations for the event
- Named Sponsor of the Lunch – speaking opportunity and signage on-site
- Top Level branding at the event – logo on-site, on website, and at the Tourism Cares USTOA booth
- Logo placement at industry trade shows where Tourism Cares has a presence in 2024
- Logo included in trade publication ad
- Hole Sign on Course

+ MASTERS / \$15,000

- One Foursome registration for the event
- Named Sponsor of the Breakfast – speaking opportunity and signage on-site
- Sponsor recognition in all Tourism Cares event promotion and communications
- Logo placement at the event – logo on-site, on website, and at the Tourism Cares USTOA booth
- Logo placement at industry trade shows where Tourism Cares has a presence in 2024
- Logo included in trade publication ad
- Hole Sign on Course

+ US OPEN / \$10,000

- One Foursome registration for the event
- Logo placement on Beverage Cart
- Sponsor recognition in all Tourism Cares event promotion and communications
- Logo placement at the event – logo on-site, on website, and at the Tourism Cares USTOA booth
- Logo placement at industry trade shows where Tourism Cares has a presence in 2024
- Name listing included in trade publication ad
- Hole Sign on Course

+ BRITISH OPEN / \$5,000

- Two player registrations for the event
- Opportunity to underwrite and name a contest hole
- Sponsor recognition in all Tourism Cares event promotion and communications
- Logo placement at the event – logo on-site, on website, and at the Tourism Cares USTOA booth
- Logo placement at industry trade shows where Tourism Cares has a presence in 2024
- Name listing included in trade publication ad
- Hole Sign on Course

+ PGA CHAMPIONSHIP / \$2,500

- One player registration for the event
- Logo placement at the event – logo on-site, on website, and at the Tourism Cares USTOA booth

Learn More www.tourismcares.org

FUNDRAISING AUCTION AT USTOA

Sponsorship

Marco Island, FL | December, 2024

Our Online Auction directly funds Tourism Cares efforts to unite the travel industry and to be a catalyst of positive social, environmental, and economic impact for the people and places of travel. From education and training programs for travel professionals, to grant funding to community organizations on the ground in the destinations we serve, to platforms to build stronger business relationships – Tourism Cares is making every effort to use the power of travel to build back better.

The Auction is held in conjunction with the United States Tour Operator (USTOA) Annual Conference and Marketplace. USTOA is a professional, voluntary trade association created with the primary purpose of promoting integrity within the tour operator industry. Since USTOA's inception in 1972, the USTOA Annual Conference & Marketplace has distinguished itself for being the premier travel industry event in the United States that brings together the leading North American travel companies with tourism suppliers and destinations from around the globe in an intimate and exclusive setting.



\$5,000

- Logo inclusion on-site at the USTOA Annual Conference
- Logo recognition on the Tourism Cares and USTOA websites
- Recognition in a post auction results email
- Recognition in the Tourism Cares Annual Report
- Recognition in auction related communications and in Tourism Cares online newsletter



\$2,500

- Logo recognition on the Tourism Cares and USTOA websites
- Recognition in a post auction results email
- Recognition in auction related communications and in Tourism Cares online newsletter



AUCTION DONATION

Companies may donate an auction package valued at \$3,000 or above and have their brand and product in front of a consumer audience via Charitybuzz, and through Tourism Cares' networks of leading travel associations, including USTOA.

Please note: 50% of the package value will be allocated to membership total.

Learn More

www.tourismcares.org/auction



**FOR
DESTINATIONS**

**Membership Brochure /
2024**

**Tourism
Cares**

MEANINGFUL TRAVEL MAP

A helpful tool to support sustainable tourism

What is the Meaningful Travel Map?

The Tourism Cares Meaningful Travel Map is an interactive B2B tool that directly connects the travel trade and sustainably-minded visitors with vetted, community-led enterprises, products, services, accommodations and tours in destinations around the world.

Meaningful travel ensures direct benefits for host communities, protects cultural and environmental assets, and connects guests with destinations in deeper way. By coming together as a unified industry, we can best serve the people and places of travel in an equitable and sustainable manner

By participating in the Meaningful Travel Map, destinations can:

- Amplify their destination's sustainability journey to the travel trade and local partners
- Expand the economic impact of tourism to diverse and smaller communities
- Create opportunities for local impact organizations to become a part of the tourism supply chain
- Increase their market share of the growing global demand for sustainable travel experiences
- Embed their map on DMO website to connect vetted impact partners to leisure travelers and groups

Being a part of the Meaningful Travel Map can create ripple effects for your community, serving as a destination development tool that can help scale social enterprises and other community-led organizations to benefit from tourism dollars.

Visit www.tourismcares.org/meaningful-map



Meaningful Travel Map User Feedback

"Explore Edmonton is very excited to be participating in the creation of this Meaningful Map as we're a destination focused on encouraging responsible travel. Having an awareness of where and how your dollars are being spent as a traveler is incredibly important, and we're glad to see that this is becoming a more commonly shared value amongst travelers. This map allows tour operators to easily seek out meaningful travel experiences for their clients and hopefully discover opportunities that they didn't know existed."

- Nancy Gordon at Explore Edmonton



MEANINGFUL MAP OPPORTUNITIES FOR DESTINATIONS

Destinations can choose to add a Meaningful Map package to their membership base contribution to increase overall giving and membership level recognition throughout the year.

+ INCLUDED WITH GENERAL MEMBERSHIP (\$1,500)

- Your destination added to the Tourism Cares Meaningful Travel Map, including a destination-specific profile pin
- Consultation on criteria, objectives and vetting of prospect list
- Introduction to Future of Tourism Coalition's Guiding Principles for sustainable tourism development

+ \$5,000

- Your destination added to the Tourism Cares Meaningful Travel Map, including a destination-specific profile pin
- Consultation on criteria, objectives and vetting of prospect list
- Introduction to Future of Tourism Coalition's Guiding Principles for sustainable tourism development
- Marketing of map to Tourism Cares community and travel trade including:
 - Destination spotlight in Tourism Cares newsletter (circulation 13,000+) and social media channels (combined reach 27,000+)
 - Promotional/marketing toolkit developed for your team

+ \$15,000

- Your destination added to the Tourism Cares Meaningful Travel Map, including a destination-specific profile pin
- Consultation on criteria, objectives and vetting of prospect list
- Introduction to Future of Tourism Coalition's Guiding Principles for sustainable tourism development
- Opportunity to extend Tourism Cares Professional Membership to map site representatives
- Marketing of map to Tourism Cares community and travel trade including:
 - Destination-specific email sent to Tourism Cares subscribers (13,000) and campaign on social media channels (combined reach 27,000+)
 - Promotional/marketing toolkit developed for your team
 - Print and digital travel trade advertisement highlighting your destination's impact organizations (circulation of 1.2 million)

+ DESTINATION FAM TOURS | \$25,000

- Your destination added to the Tourism Cares Meaningful Travel Map, including a destination-specific profile pin
- Consultation on criteria, objectives and vetting of prospect list
- Introduction to Future of Tourism Coalition's Guiding Principles for sustainable tourism development
- Grant funding to a mutually agreed upon organization
- Marketing of map to Tourism Cares community and travel trade including:
- Destination-specific email sent to Tourism Cares subscribers (13,000+) and campaign on social media channels (combined reach 27,000+)
 - Destination featured in Tourism Cares hosted webinar or education session
 - Promotional/marketing toolkit developed for your team
 - Print and digital travel trade advertisement highlighting your destination's impact organizations (circulation of 1.2 million)
- A "Tourism Cares Meaningful Map" branded familiarization tour - includes prospecting and invitation support, optional education session and additional marketing benefits.

+ IMPACT ADD-ONS

- Meaningful Travel Summit: Destinations interested in hosting a Tourism Cares signature Meaningful Travel Summit event are encouraged to reach out to Kati.Hagedorn@tourismcares.org for a hosting packet.
- Destination Consultant: For those who wish to invest in helping more impact organizations and small businesses become "tourism ready", Tourism Cares can recommend a number of talented and well-connected consultants.



MEMBERSHIP INFORMATION FORM

Choose your options below

COMPANY NAME:

PRIMARY CONTACT:

PRIMARY EMAIL:

PRIMARY PHONE:

COMPANY WEBSITE:

MEMBERSHIP LEVEL:

WOULD YOU LIKE TO MAKE AN ADDITIONAL CONTRIBUTION TO ANY OF THE FOLLOWING PROGRAMS?

MEANINGFUL TRAVEL SUMMIT SPONSORSHIP

MEANINGFUL TRAVEL MAP

MEANINGFUL TRAVEL EXPERIENCE WITH IPW

PATHWAYS PROJECT

FUNDRAISING AUCTION AT USTOA
Please indicate sponsorship or item donation

GRANT FUNDING
Please specify fund - Diversity in Tourism Fund, Impact Fund, Disaster Recovery

BOB WHITLEY MEMORIAL GOLF TOURNAMENT

GUIDE TO MEANINGFUL TRAVEL PRODUCT

Total Giving: