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Destinations International and Tourism Cares Partner

Washington, D.C. (February 14, 2023) – Destinations International, the world’s largest resource for official destination organizations and convention and visitors bureaus (CVBs), announced a partnership with Tourism Cares, a non-profit organization dedicated to the long-term survival of the travel and tourism industry that inspires travel leaders to make travel a force for good.

Tourism Cares unites the industry and is a catalyst for positive social, environmental and economic impact for the people and places of travel. Since its inception, Tourism Cares has been committed to mobilizing the industry to create meaningful change through education and action.

The partnership will establish cross-promoted special programs benefitting destination organizations globally including:

- The collaboration of inclusions to the Meaningful Travel Map to drive awareness of and highlight social and environmental impact experiences and opportunities.
- A jointly produced volunteerism project in conjunction with a Destinations International event in 2023 – 2024.
- The development of a disaster relief program focusing on long-term recovery, supported by Destinations International and destination organization stakeholders.

“We are at a significant time in the travel industry where we need to authentically reconnect with people and respect the places we choose to visit,” said Don Welsh, president and CEO of Destinations International. “Greg and the team at Tourism Cares have been making great strides to advance our industry and we are thrilled to partner with them on their many impactful initiatives for our industry and the communities our members represent.”

“Tourism Cares was the 2022 recipient of Destinations International’s Spirit of Hospitality Award, and that great honor propelled us to deepen our partnership with Destinations International to strategically engage on more thoughtful destination stewardship and shared values” said Greg Takehara, CEO of Tourism Cares. “Our organizations mirror each other in that we look to inform, connect, inspire and educate our members. We see no better time than the present to collaborate and partner on initiatives that will build sustainability and bring tools and learnings to destination communities.”

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About Destinations International:

Destinations International is the world’s largest resource for official destination organizations, convention and visitors bureaus (CVBs) and tourism boards. With more than 6,000 members and partners from over 600 destinations, the association represents a powerful forward-thinking and collaborative community around the world. For more information, visit www.destinationsinternational.org.

About Tourism Cares:

Tourism Cares, Inc., a US 501(c)(3) nonprofit that advances the travel industry’s positive impact to help people and places thrive. We believe it’s in all our best interest to support the destinations our industry depends on so that communities, travelers, and businesses can prosper. We mobilize the entire industry to use its business as a force for good by uniting, activating, and inspiring all sectors to make a positive impact through travel. Learn more at TourismCares.org and [@TourismCares](https://twitter.com/TourismCares).