



DESTINATION MEMBERSHIP ADD-ONS

Membership Brochure / 2023

Tourism
 **Cares**

TOURISM CARES' MEANINGFUL TRAVEL MAPS

A helpful tool to support sustainable tourism

What are the Meaningful Travel Maps?

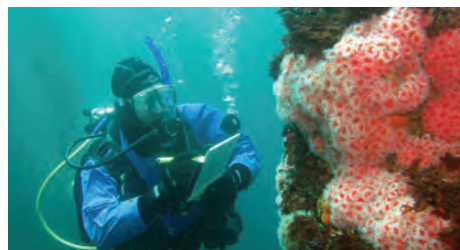
The Meaningful Travel Maps highlight authentic, community-led experiences, products, and tours. They are B2B tools, meant to connect travel professionals to impact-based organizations with the potential for greater involvement in the tourism value chain.

The Maps invite users to explore social enterprises and organizations that offer unique and hands-on experiences for travelers. Each enterprise has been vetted for its social or environmental impact. Being on the platform offers a greater opportunity for marketing sustainable products and services. The Maps are valuable resources for Tour Operators, Travel Advisors, sustainable enterprises, and sustainability-minded travelers.

Sustainable tourism, referencing the UNWTO's definition, takes into full account its current and future economic, social, and environmental impacts – equally addressing the needs of visitors, industry, environment, and host communities, which the Maps promote. It is the travel industry's responsibility to look for more meaningful and sustainable options to leave a destination better than they found it, especially by including community-based product in supply chains, which benefits the destinations and the visitor experience.

The Maps highlight organizations' missions and unique value-adds and provide them the opportunity to market their business by sharing images, videos, and brochures. Visitors to the maps can contact organizations directly through information on their profiles.

Visit 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
- 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
- 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 117,000)
 - Promotional/marketing toolkit developed for your team

+ \$15,000

- Your destination added to the Tourism Cares Meaningful Travel Map
- 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 117,000)
 - 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
- 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 117,000)
 - 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.