

Tourism Cares



Brand Compass

OUR MISSION

We are the people and places of travel dedicated to the people and places of travel.

Tourism Cares unites the travel industry and is a catalyst for positive social, environmental and economic impact for the people and places of travel. To achieve this, we need to enact lasting change in the way we do business for the people and places we serve. By doing what's right for travel, we create opportunities, empower communities, amplify culture and protect the environment while fostering diverse perspectives and building inclusivity and understanding.

Together, we can change individuals, communities and, sometimes, even the world.



+ Brand Promise

We believe that travel can make positive change for the long haul. By doing what's right for the travel industry, we will do what's right for so many more.

Travel opens our eyes to new ideas and new ways of seeing things. As the leaders of the travel industry, we have the ability to create lasting change. There has never been a more challenging time in our industry than now. By focusing on the long-term survival of our industry, we must do what is needed to protect the people and places on which we rely. This is the promise our brand can deliver each and every day.

BRAND EXPERIENCE

We Unite

Since its inception, Tourism Cares has been known for bringing the biggest names and companies in the travel industry together. Whether it's been helping in disaster relief efforts or planning for the future of our industry, when Tourism Cares calls, the travel industry has always responded. From valuable networking opportunities to creating connections to solve specific challenges, we bring travel together.

Examples of how We Unite include:

- ▶ *Industry Networking*
- ▶ *Virtual & In-Person Events*
- ▶ *Future of Tourism Coalition*



BRAND EXPERIENCE

We Inspire

Whether an individual or company is just beginning their sustainability journey or taking the next step, Tourism Cares is there with ideas and resources to urge them on. If they don't know where to start, we can show them the way. If they don't know where to go next, we have options. We want to be the catalysts for change in our industry.

Examples of how We Inspire include:

- ▶ *Meaningful Travel Platform*
Education & Thought Leadership
- ▶ *Meaningful Map*
- ▶ *UN Sustainable Development Goals*



BRAND EXPERIENCE

We Activate

Not only does Tourism Cares have a long history of bringing our industry together but also mobilizing it to create change. What started with relief and revitalization efforts has grown into involvement and investment in social and environmental impact organizations that provide real and sustainable change—and many direct economic benefits—for communities around the world. Because doing what's right for our industry is what's right for travelers and the places they visit.

Examples of how We Activate include:

- ▶ *Meaningful Travel Summits*
- ▶ *Sustainability Working Groups*
- ▶ *Impact, Recovery & Diversity Grants*

