Meaningful

community
sustainable
destination
experiences
impact
organizations
resources

@TourismCares
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. 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.
Meaningful Travel Platform

Move at your own pace through our online educational portal. Based on nearly two decades of mission-driven work and research, our Meaningful Travel Platform is constantly growing and evolving as a one-stop library of resources and chapters around sustainable tourism topics.

Need some information on how to decarbonize your business? Interested in tour operators adopting animal welfare practices? Want to build more diversity and equity into your organization? It's all there.
Tourism Cares Guide to Meaningful Travel Product

- Helps travel companies make more **responsible choices** when building travel product
- Product designers learn how to **generate economic benefits** for local people, enhance well-being in destinations, and create **engaging and innovative experiences** for travelers who want to form a deeper connection
- **Why and How**: It lays out the argument in favor of including Meaningful Travel in product and proceeds to give step-by-step instructions for doing so.
- Uses the **U.N. Sustainable Development Goals** as a framework for impact and offers examples
Meals
Research training or social enterprise restaurants that could be utilized for Welcome and Farewell Meals.

Experiences
Research organizations that are having a societal benefit (cultural preservation, vocation training for under-resourced community members, environmental groups)

Transportation
Research companies that are creating non-traditional livelihoods, disrupting gender norms, and/or investing in renewables or using electric vehicles.

Handicrafts and Souvenirs
Research local artisan groups, workshop spaces you can support.

Accommodation
Research locally-owned, community-owned accommodation, accommodations with strong environmental policies and practices.
Tourism Cares

Meaningful Map Of North America

Explore meaningful travel experiences that can infuse purpose into both your travel product and your travels. Tap ‘Enter’ to view all profiles in each region. Share entire profiles with clients by tapping ‘Share’ at the bottom of each profile page.

Our Partners

- TravPRO Mobile
- WeTravel
- Travel Oregon

- Alaska (9)
- Western (19)
- East Coast (23)
- Midwest + South (22)
- Puerto Rico (8)

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