



THE CONSCIOUS
TRAVEL FOUNDATION

NAVIGATING THE
LANDSCAPE: MODELS OF
PHILANTHROPY IN TRAVEL
AND TOURISM

CALIOPY GLAROS
PHILANTHROPY WITHOUT BORDERS

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FOREWORD

Dear Reader,

Early in their careers, many travel professionals come to realize two fundamental truths: first, that the world is a boundless source of wonder, and second, that it is equally rife with inequity and pressing needs. It should come as no surprise that an increasing number of travel companies are now grappling with profound questions such as, "How can we give back to the people and places that have enriched the lives of our guests?" and "How can we responsibly share our abundance to foster greater global equity?" The tourism sector, with its exceptional ability to connect people across cultures and deliver life-changing experiences, has a profound responsibility to ensure our impact is positive, equitable, and enduring.

It is with great enthusiasm that I introduce to you the report "Navigating the Landscape: Models of Philanthropy in Travel and Tourism." Philanthropy is the act of giving, donating, or providing resources to support social causes aimed at bettering life on Earth. Our aim is to illuminate the diversity of philanthropic models within our industry, and to provide you with the ideals and tools to navigate this landscape with purpose and conviction.

There is no one right way to do the right thing. Philanthropy can take various forms and is shaped by the unique context and circumstances of each organisation. Within the pages of this report, you will encounter stories of organizations who have chosen different routes, each aligning with their values and objectives, to make a positive impact on the world.

Perusing this report will enable you to:

- Explore various philanthropic models, from program structures to funding distribution and project selection.
- Assess where your philanthropic efforts stand in comparison to those of other organisations in our industry.
- Discover gaps and opportunities in your philanthropic strategies that can lead to meaningful change.
- Align your efforts with priorities and areas of impact that resonate with your travelers and stakeholders.
- Explore the pros and cons of different philanthropic structures, both within for-profit companies and nonprofits.
- Tailor your philanthropic initiatives to align with the areas most relevant to your brand and mission.
- Learn how some organisations integrate travel and tourism into their philanthropic missions.
- Confront the challenges faced by organizations in our industry, such as the lack of clear impact measurement and diverse application processes.
- Discover strategies to address these challenges in your philanthropic initiatives.

In these pages, we hope you will not only find a wealth of information but also the seeds of inspiration to embark or enhance on your own philanthropic initiatives within your company.

Warm regards,

Caliopy Glaros
Philanthropy without Borders

EXECUTIVE SUMMARY

The purpose of this Peer Analysis is to provide an overview of philanthropic models within the travel and tourism sector. This study aims to illuminate the diverse ways in which companies engaged in travel and tourism approach philanthropy, from program structures to funding distribution, project selection, and impact assessment.

A sample size of 45 organisations was included in this study, offering a nuanced understanding of philanthropic endeavours in the industry. Notably, the study focuses on corporate philanthropy within companies, distinct from individual traveller contributions.

The organisations span different categories, including for-profit tour companies actively engaged in philanthropy programs (27%), those with established charitable arms (49%), tourism-related nonprofits (24%), and membership-based nonprofits within the tourism domain. The study delves into the various avenues through which nonprofits raise funds, with a primary emphasis on corporate partnerships and the sale of goods and services.

Across the board, a significant 84% of the programs had a strong focus on enhancing the well-being of people and communities. The power of education emerged as a central theme, with 76% of interventions centred on educating individuals, ranging from adults acquiring skills for employment or environmental stewardship to upskilling professionals in the tourism sector.

A third of the profiled organisations integrate travel and tourism directly into their missions, while 25% direct their philanthropic efforts toward organisations within the same industry, particularly favouring small grassroots initiatives like Community-Based Tourism (CBT).

Throughout the analysis, a compelling trend surfaces, revealing organisations' inclination to contribute to causes and projects they deeply understand and trust. This underscores the personal connection inherent in philanthropy. However, the analysis also highlights a common challenge within the sector: a lack of clear impact measurement or a robust theory of change associated with philanthropic initiatives.

The report concludes with detailed profiles of five organisations whose models resonate most with the Conscious Travel Foundation. It also provides a comprehensive list of all organisations included in the study.

PURPOSE

The fundamental objective of conducting the peer analysis was to comprehensively engage with the market landscape. This entailed a strategic exploration to gain an understanding of the contextual intricacies, prevailing trends, and dynamics that shape the market environment.

Furthermore, the assessment aimed to discern the strategic positioning of our approach within this intricate framework, with a dual focus on identifying the specific voids our strategy adeptly addresses and the ways in which it capitalises on the accomplishments of predecessors. By doing so, the assessment unveiled pivotal insights that guided the determination of gaps our strategy adeptly fills and opportunities it ingeniously seizes.

METHODOLOGY

This section outlines the methodology employed to conduct the Peer Analysis, which aimed to explore the intersection of tourism and philanthropy within various organisations. The analysis involved the identification of 45 distinct entities operating within the realms of tourism and philanthropy. These steps were undertaken to achieve a comprehensive understanding of the landscape and its various facets.

1. IDENTIFICATION OF ORGANISATIONS

To initiate the Peer Analysis, a process was employed to identify and select organisations relevant to the study. The following types of organisations were included in the selection criteria:

- For-profit companies that actively engaged in philanthropy by contributing financial resources to charitable projects or establishing their own nonprofits
- Nonprofit organisations operating within the tourism sector that generated revenue through the sale of tourism-related products or services, or relied significantly on funding from for-profit travel entities to support their own philanthropic initiatives.
- Membership-based organisations within the tourism domain that maintained philanthropy programs and actively allocated funds to philanthropic projects.

2. CONTENT ANALYSIS

A content analysis was performed on the publicly available materials of the identified 45 organisations. This approach facilitated the examination of textual and visual content, enabling insights into the organisations' missions, goals, philanthropic efforts, and strategies. The content analysis also helped to uncover specific examples of philanthropic projects, collaborations, and the overall integration of philanthropy within the organisations' core activities.

3. INTERVIEWS FOR DEEPER INSIGHTS

To gain a more profound understanding of the organisations and their philanthropic endeavours, confidential interviews were conducted with representatives from select entities. These interviews were structured to gather detailed information about the organisations' motivations for engaging in philanthropy, the nature of their projects, the impact they aimed to achieve, the challenges they encountered, and their perceptions of the relationship between tourism and philanthropy.

4. IDENTIFICATION OF TRENDS AND PATTERNS

Upon completing the content analysis and interviews, the collected data were systematically analysed to identify recurring trends and patterns. By examining commonalities and differences across the organisations, the research sought to uncover prevailing strategies, approaches, and philosophies regarding the integration of philanthropy within the tourism sector.

5. MAPPING PHILANTHROPIC STRUCTURES

To present a comprehensive landscape of philanthropic efforts within the tourism industry, the study involved mapping out the various philanthropic structures adopted by the organisations. This mapping exercise aimed to provide a holistic view of the diversity of approaches used by entities to engage in philanthropy and contribute to societal well-being.

LIMITATIONS

While the Peer Analysis encompassed a substantial sample size of 45 organisations, it is acknowledged that this sample does not fully encapsulate the entirety of travel organisations engaged in philanthropy within the tourism domain. The study's sample was drawn from organisations that were publicly visible and had established online presences. This might lead to sampling bias, as smaller or more localised organisations with limited online presence could have been excluded, potentially affecting the representativeness of the findings. Nonetheless, the analysis sought to deliver valuable insights by examining the selected organisations, their practices, and their philanthropic engagements.



PHILANTHROPY OVERVIEW

Philanthropy refers to the act of giving resources, often including money, time, expertise, or other assets, to support social or charitable causes with the aim of improving the well-being of individuals or communities. It involves voluntary efforts to promote positive change, address societal issues, and contribute to the common good. Philanthropy can be carried out by individuals, families, foundations, corporations, and other entities.

In travel and tourism, we see that individuals, families, foundations, corporations, and other entities, engage in philanthropy, however, this report will only focus on the philanthropic activity of organisations, which include for-profits and nonprofits.

For-profit organisations generate revenue by selling products, services, or goods in the market. They aim to earn more revenue than their expenses, resulting in profits. The primary goal of for-profit organisations is to generate profit and financial returns for their owners or shareholders.

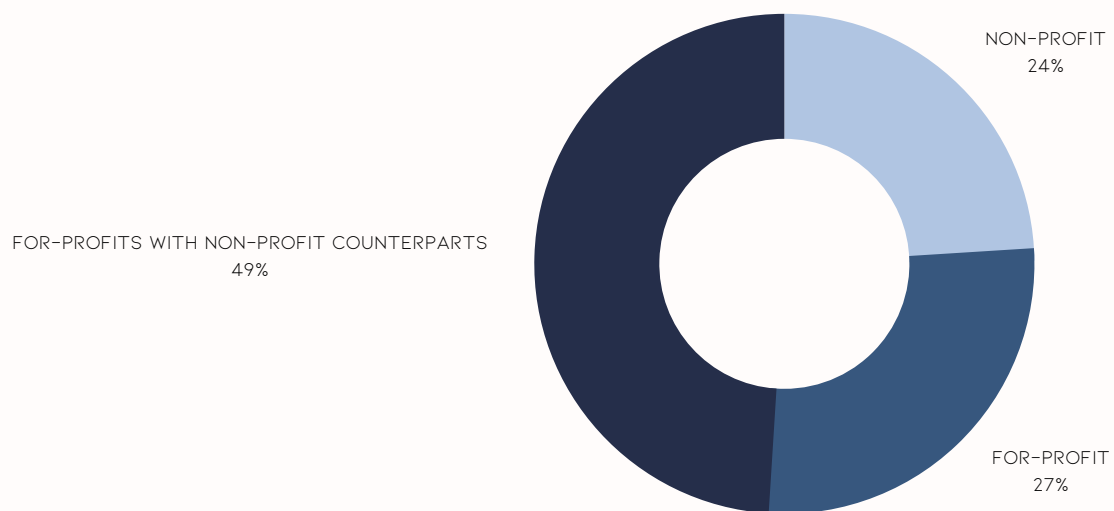
Nonprofits (also known as not-for-profit organisations or NPOs) generate revenue through various means, such as donations, grants, membership fees, program fees, and fundraising events. However, their surplus revenue is reinvested in the organisation's mission rather than distributed as profits. The primary purpose of nonprofit organisations is to serve the public interest, advance a social mission, and provide a benefit to society. They focus on addressing specific social, cultural, educational, or charitable needs.

STRUCTURES

Among the cohort of 45 examined organisations, 11 entities, constituting 24% of the cohort, were autonomous nonprofits with no affiliations to for-profit entities. This subset comprised membership-based organisations, as well as a few consultancies and operators that had legal recognition as nonprofits.

A total of 12 organisations, 27% of the comprehensive cohort, were for-profit entities, with no direct affiliations to nonprofit partners. This category predominantly encompassed lodges and travel operators.

22 organisations, 49% segment of the overall cohort, included for-profits organisations that created a nonprofit counterpart, which was set up as an independent entity, and was the primary mechanism through which the for-profit conducted charitable giving.



TYPES OF ORGANISATIONS

FOR-PROFIT ORGANISATIONS

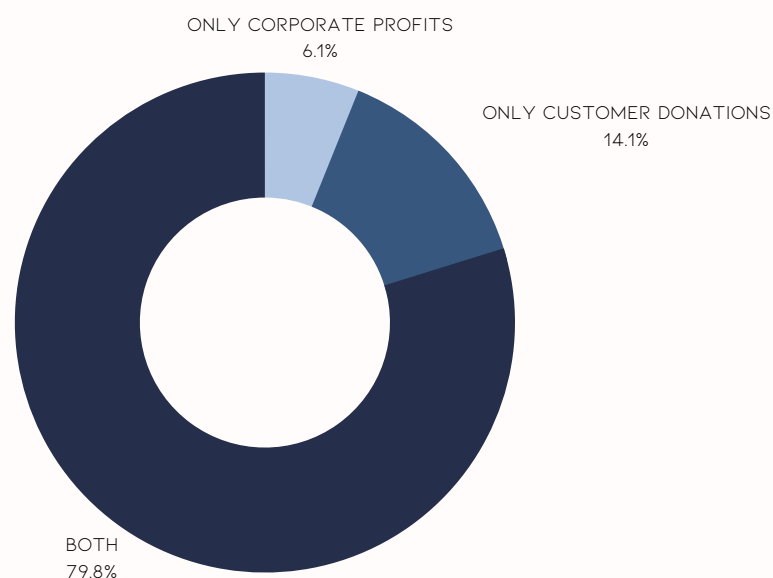
A diverse range of philanthropic models was observed among for-profit organisations. Approximately 6% of these organisations directly contributed a portion of their profits, often ranging between 0.5% and 1% (or more) of their profits or net revenue. Organisations that disclosed specific amounts typically did so over extended period of time, such as 5, years, 10 years, or more.

15% of organisations gave exclusively donations from their travellers, either through optional contributions at the time of booking or post-trip donations.

The majority, comprising 79% of the organisations, engaged in a dual approach. They not only allocated a portion of their company's profits but also facilitated traveller donations, combining both models to maximise their philanthropic impact.

Of the 22 for-profits that established a nonprofit charitable entity, 50% (11 organisations) functioned as a grantmaking or fund-disbursing nonprofit. This type of organisation didn't directly engage in implementing social impact projects, but rather channelled the raised funds towards nonprofit partners who took charge of project implementation.

The other 50% (11 organisations) established implementing nonprofits, dedicated to seeking, designing, and directly executing social benefit projects.



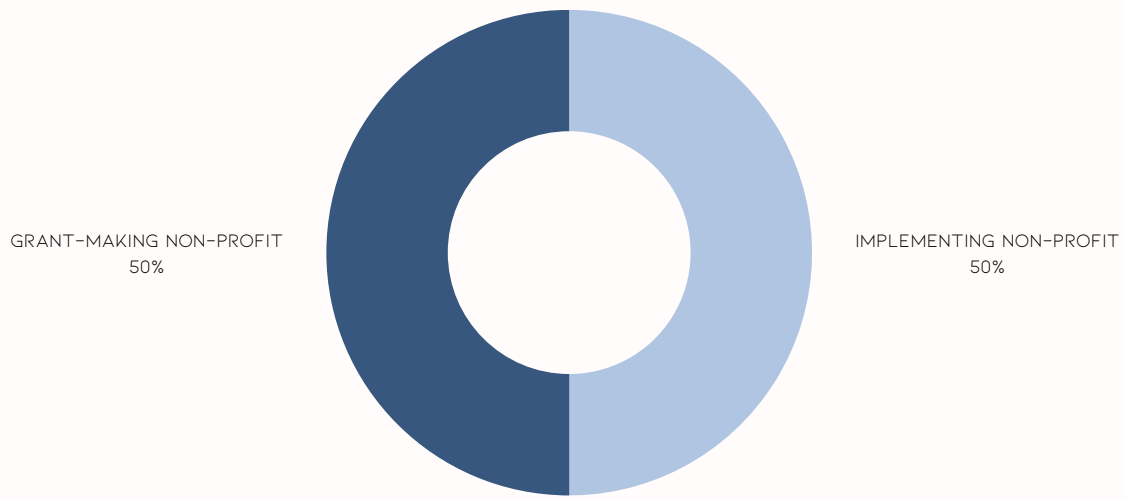
TYPES OF FOR-PROFIT GIVING

When it comes to supporting charitable projects, for-profit organisations have multiple options. Among the 22 for-profit entities that established their own philanthropic entities, all directed their giving principally through their philanthropic arm.

Conversely, the remaining 12 for-profits dispersed their donations across multiple nonprofit partners. This range included supporting as few as 4 and, in some cases, more than 30 nonprofit organisations, ranging from small grassroots entities to large multinational charities.

42% of these companies allowed their customers to choose which NGO to support.

The remaining 58% of for-profits did not provide customers a choice in the recipient of their funds



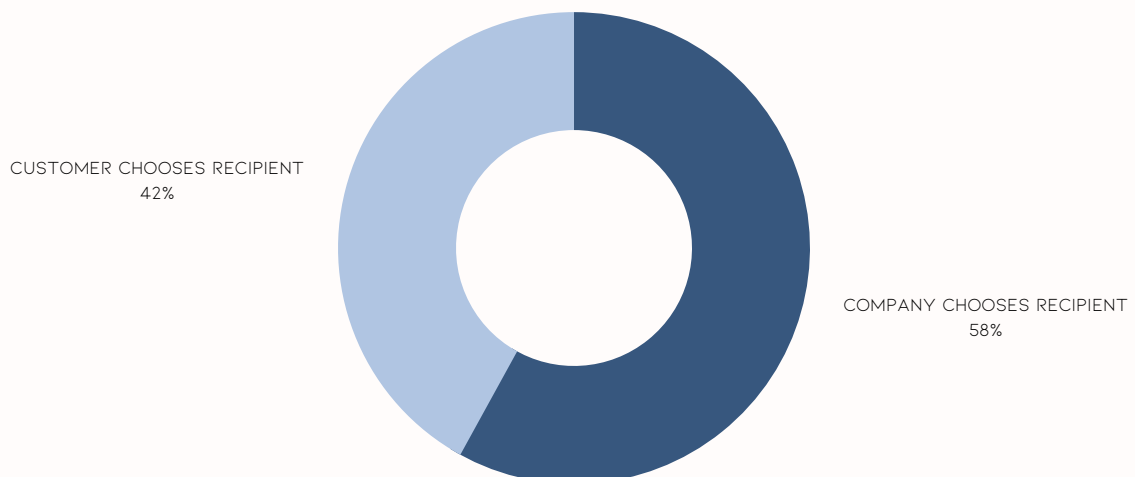
NON-PROFIT COUNTERPARTS
OF FOR-PROFIT COMPANIES

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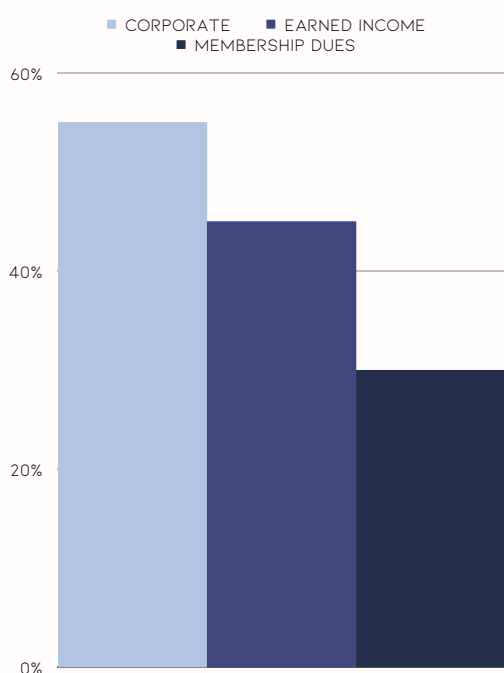
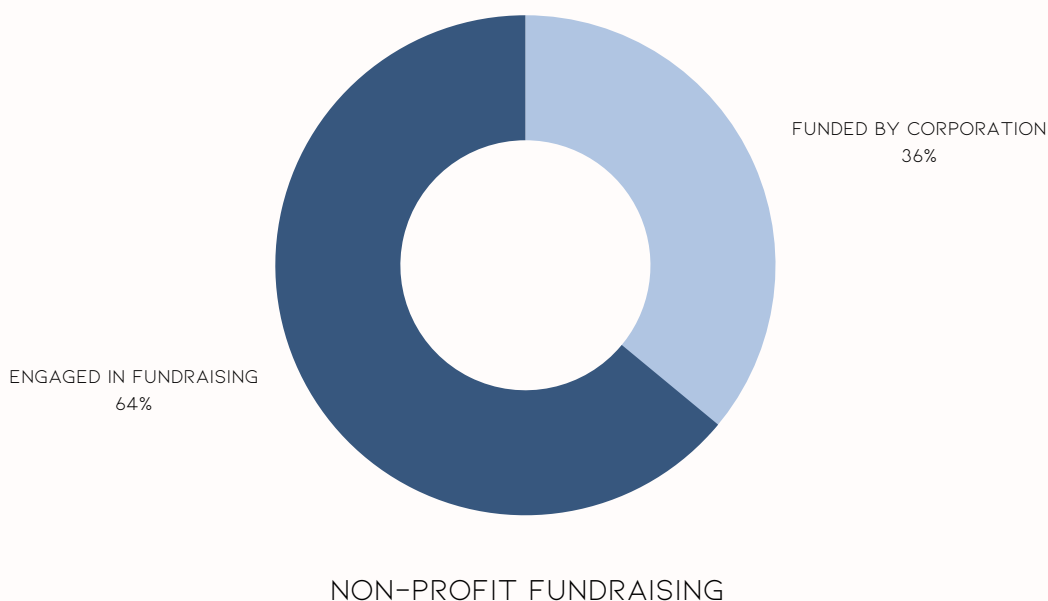
NON-PROFIT RECIPIENT CHOICE

NON-PROFIT ORGANISATIONS

While all for-profit organisations raised money for philanthropy through revenue derived from their services and travel product sales, nonprofit entities employed a range of funding strategies to sustain their operations.

Out of the nonprofit organisations examined, 64% were actively engaged in efforts. Among these, 55% strategically garnered financial support from corporate partners

Additionally, 45% of these nonprofits diversified their revenue streams by earning income through exchanges of goods or services for payment. Predominantly, consulting services and the sale of tourism-related products emerged as the most common sources of earned revenue.



30% of the nonprofit organisations received funding from membership dues. While these memberships contributed significantly to financial stability, no nonprofit entity relied exclusively on membership dues. These organisations also pursued additional funding avenues, such as corporate sponsorships, fundraising campaigns, and earned income generation.

The remaining 36% of nonprofits did not engage in fundraising activities. Instead, their operational budgets were fully underwritten by their for-profit partners. Additional funds were secured through direct contributions from travellers.

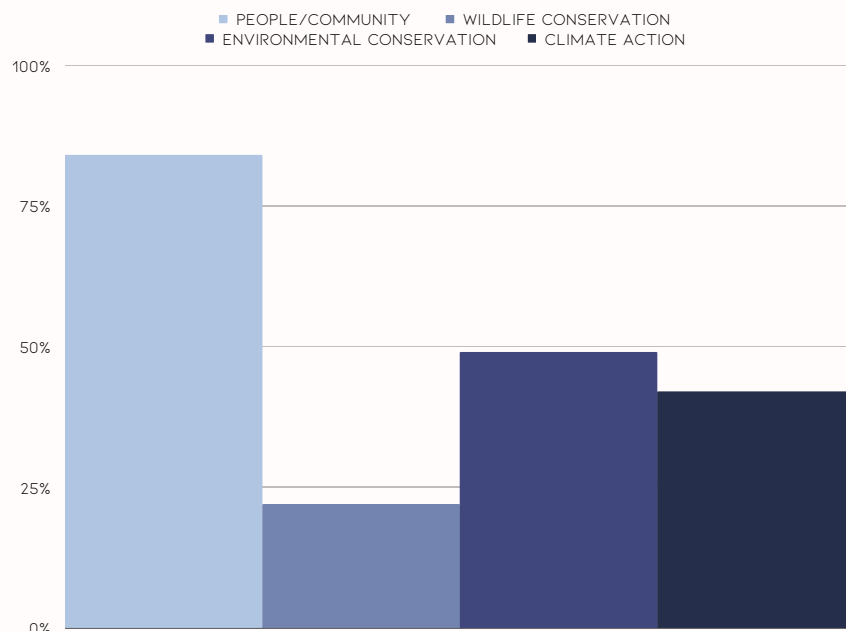


IMPACT AREAS

The philanthropic efforts of these organisations spanned a diverse array of social impact areas.

84% of these organisations directed their philanthropy towards initiatives that impacted people and communities.

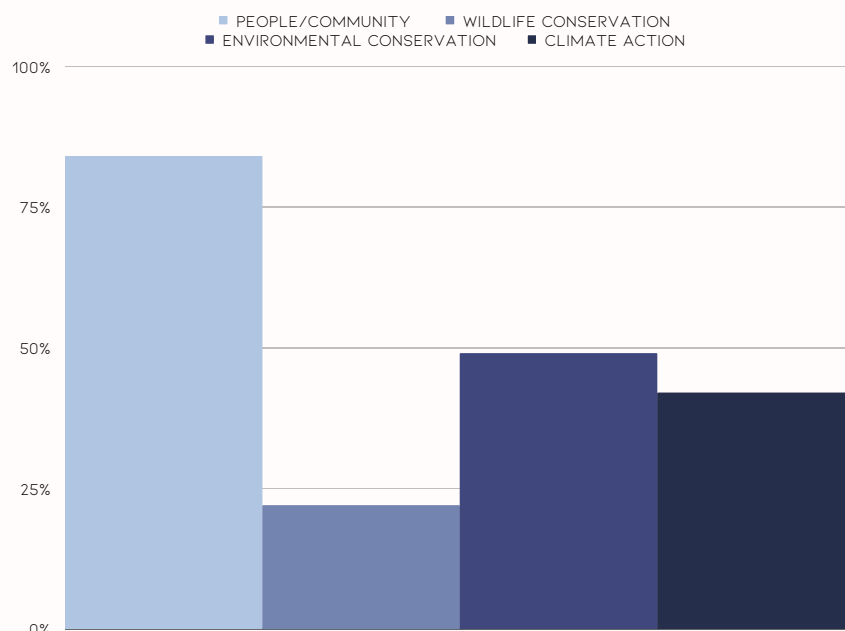
Meanwhile, nearly half of these entities (49%) extended their support towards environmental and conservation endeavors. 42% of these organisations prioritise initiatives related to climate action, underscoring their role in addressing one of the most pressing global challenges. 22% of these entities directed their efforts towards wildlife conservation, showcasing their dedication to protecting and preserving Earth's diverse and delicate ecosystems. It is important to note that the percentages provided do not sum up to 100%, as many of these organisations chose to embrace multiple causes, allocating their resources across a spectrum of impactful areas.



PROGRAMME METHODS

The strategies for making a positive impact showcased a remarkable diversity among these organisations.

76% of these entities were driven by an emphasis on educating people as their chosen intervention method. This educational focus encompassed a wide range of initiatives, from equipping adults with essential employment skills, particularly within the travel and tourism industry, to extending educational opportunities beyond conventional schooling for children. Furthermore, these efforts extended to comprehensive community-wide education, empowering members with practical skills like gardening, traditional arts, and crafts that could significantly enhance their quality of life, bolster their communities, and generate sustainable income sources.



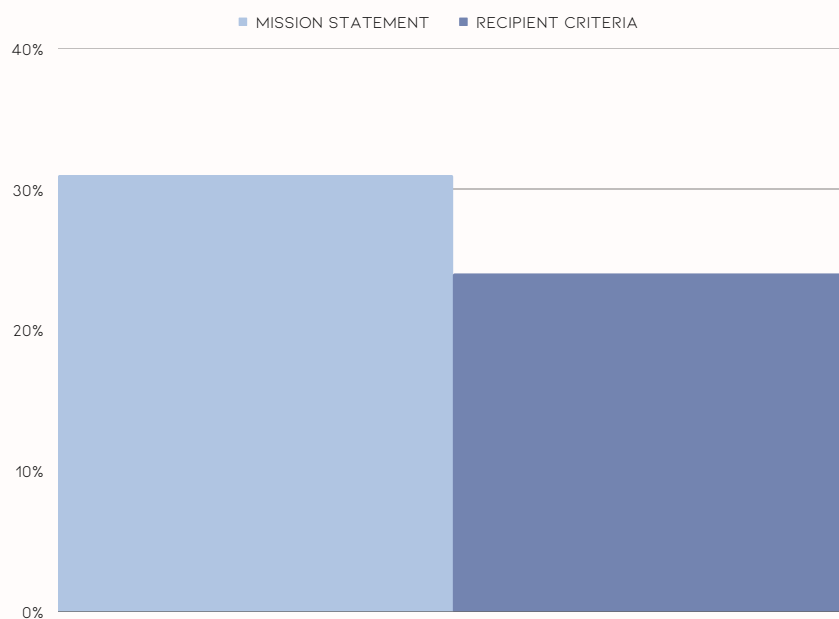
42% channelled their philanthropic endeavours into providing essential services, with a notable emphasis on healthcare provisions, alongside the establishment of clubs and enriching activities for children. 36% directed their efforts toward land protection, including the preservation of acreage against commercial development. 24% of these organisations invested in construction projects, with a focus on pivotal infrastructure like wells, water systems, schools, and community centres. Additionally, 22% of these entities dedicated their efforts to wildlife preservation, spanning anti-poaching initiatives, animal welfare programs, and habitat protection measures. 16% directed resources towards research endeavours, particularly in scientific domains linked to conservation, climate action, and environmental protection.

LINKS TO TOURISM

31% of these organisations underscored the significance of travel and tourism within their core mission statements. 24% of these entities strategically integrated travel and tourism as pivotal criteria in their project selection and grant recipient evaluation processes.

Illustrating distinct philanthropic models, G Adventures through its nonprofit arm, Planeterra, and Intrepid via the Intrepid Foundation, concentrate their giving efforts on nurturing Community-Based Tourism enterprises. A cornerstone of their approach is education, encompassing comprehensive training programs and equitable access to vital resources. Likewise, the Adventure Travel Conservation Fund and the LATA Foundation align their philanthropic endeavours with the tourism industry's dynamics and influence.

Within the LATA Foundation's purview, direct service funding takes precedence, often spanning extensive durations. Conversely, The Adventure Travel Conservation Fund champions time-bound grants, typically lasting a year, with well-defined commencement and culmination phases. This multifaceted landscape of strategic giving demonstrates the diverse and dynamic ways in which organisations within the travel sector engage in philanthropy.



TRENDS

The analysis of the 45 profiled organisations illuminates both converging trends and notable divergences in their approaches to philanthropy within the nexus of tourism.

IDENTIFICATION OF ORGANISATIONS

To initiate the Peer Analysis, a process was employed to identify and select organisations relevant to the study. The following types of organisations were included in the selection criteria:

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IDENTIFICATION OF ORGANISATIONS

Foundation of Trust and Familiarity: Many organisations exclusively contribute to organisations and initiatives they intimately know and trust. This approach, characterised by a personalised connection, is prevalent in philanthropy. While some organisations did have open applications, many required that the entity be nominated by a member or somehow connected to a current community where the organisation operated. The maxim "All philanthropy is personal" finds resonance in the practices of these organisations.

1

Ground-Level Engagement: A robust commonality emerges in the practice of organisations engaging with philanthropic projects within locations where they possess experience. Often, their desire to participate in philanthropy was initially ignited by tangible experiences early in their business journey. The early projects and partners were typically members of the communities where they had direct experience. As their operations expanded, they leaned on the networks of pre-established connections to identify opportunities and suitable partners

1. Tierney, T. J., & Fleishman, J. L. (2012). Give smart: Philanthropy that gets results. PublicAffairs.



Results, Impact, and Theory of Change: Most organisations did not present a cohesive and well-defined theory of change. Indeed, as previously mentioned, their giving was personal and not rooted in a systemic approach to changing the world. A few organisations mentioned the results of the project beyond the initial activities undertaken. This underscores the challenge that the social impact sector faces in quantifying impact.

DIVERGENT APPROACHES

Diverse Application Processes: Noteworthy disparities arise in the mechanisms employed for facilitating philanthropy. While some organisations gave without formal applications, others adopt stringent and prolonged application processes.

Varied Geographic Focus: Some organisations exhibited a distinct inclinations towards a geographic focus. While some entities concentrate their philanthropic endeavours on specific singular projects in distinct locales, others opted for a broader approach, scattering their interests and contributions among diverse organisations and causes across the global landscape.

Range of Beneficiary Channels: Notably differing paths are evident in the avenues through which organisations channel their support. While some contribute through established charities, spanning from direct grassroots initiatives to large multinational NGOs, others bypass intermediaries to directly impact beneficiaries.

PEER ORGANISATION PROFILES

Among the 45 organisations examined in this study, a curated selection of five are showcased in more comprehensive profiles presented here. These entities were deliberately chosen due to their resonance with The Conscious Travel Foundation's ethos and approach.



PLANETERRA BY G ADVENTURES

Organisation Structure: Planeterra is the nonprofit counterpart to G Adventures. Their mission is to “utilise tourism as a catalyst for enhancing lives, conserving natural environments, and celebrating cultures.”

Revenue Structure: Planeterra's financial sustainability relies on a diverse revenue structure, including fundraising efforts, fees collected from travellers, and significant support from its parent company, G Adventures.

Programme Structure: At the core of Planeterra's philosophy lies community-based tourism, defined as travel experiences led and operated by communities themselves. “Planeterra helped funnel over US\$10 million into local communities through integrating 85 community tourism enterprises into the itineraries of three tour company partners.” The organisation recognizes that hurdles faced by community tourism enterprises encompass a lack of resources, tools, experience, and market access. To address these challenges, Planeterra collaborates with community-based enterprises and strategic partners.

Philanthropic Focus: Planeterra's philanthropic focus encompasses several key areas:

- “Empowering Women”: Planeterra helps women redefine their roles in society by providing life-changing access to education and job-training.
- “New Paths for Youth”: Planeterra supports programs that help at-risk youth develop skills to work in tourism and hospitality, and provides them with a chance to create positive life paths.
- “Environmental Protection”: Planeterra supports programs that to positively impact their communities by conserving the natural environment for future generations to enjoy.
- “Considering Cultures”: Planeterra supports programs that recognize the unique offerings that indigenous and rural communities have for tourism.

Implementation of Projects: The Global Community Tourism Fund provides small grants and mentorship in the following areas: Creation of new experiences within existing enterprises based on market demand; Improvements to existing experiences based on market demand; Investment in the infrastructure needed to improve the quality or safety of tourism experience; Marketing initiatives based on demand; Necessary training or professional development for staff.

Why they were profiled: Planeterra earned a place in the profiles due to its philanthropic focus, particularly The Global Community Tourism Fund, which mirror the Conscious Travel Foundation's emphasis on education and fostering global connections. Planeterra also focuses on CBTs, which could also be good recipients for the Conscious Travel Foundation's funding.

ADVENTURE TRAVEL CONSERVATION FUND (ATCF) BY ATTA

Organisation Structure: The Adventure Travel Conservation Fund (ATCF) operates as the nonprofit arm of the Adventure Travel Trade Association (ATTA). The ATCF stands as a proactive force in safeguarding the environmental and cultural heritage of destinations impacted by tourism. By focusing on projects that address critical issues, the ATCF seeks to foster a balance between the tourism industry's growth and the preservation of destinations' integrity.

Revenue Structure: The financial sustainability of ATCF is supported by various streams, including membership fees, donations, and substantial contributions from leading members. The leading member's annual contribution of \$25,000 ensures that all membership dues are directed towards the fund, amplifying the impact of their support.

Program Structure: The ATCF is committed to a comprehensive array of projects, encompassing conservation and restoration, research, training, and the preservation of community knowledge. Through these initiatives, the organisation actively contributes to the sustainable development of destinations worldwide.

Philanthropic Focus: The ATCF channels its resources towards projects that share the following goals:

- **Community Engagement for Climate Resilience:** Empowering local communities to actively participate in conservation efforts that enhance climate resilience.
- **Preserving Environmental and Cultural Integrity:** Protecting the fundamental integrity of destinations' environmental and cultural aspects.
- **Mitigating Tourism's Impact:** Addressing threats to sustainability, viability, and integrity brought about by tourism activities.

The ATCF prioritises projects that:

- **Align with Core Focus Areas:** Initiatives that intersect tourism, climate solutions, community engagement, and conservation.
- **Address Root Causes:** Projects that tackle the root causes of issues, fostering long-term impact.
- **Demonstrate Measurable Sustainability:** Projects that showcase measurable and sustainable outcomes.
- **Incorporate Local Community Involvement:** Involvement of local stakeholders, including towns, regional communities, and NGOs, in driving the projects.

Implementation of Projects: The grantee organisations are responsible for project implementation. The ATCF's grant program focuses on grassroots organisations operating in destinations where tourism benefits the community, culture, and landscape. This strategy empowers local communities, leveraging their intimate knowledge to maximise the effectiveness of awarded funds.

Both nonprofit and for-profit organisations, including tour operators, conservation groups, and indigenous people's groups, are eligible to apply. Nomination by an ATCF member is the initial step in the application process. The selection of projects for funding is influenced by donor funding availability and proposed project budgets. Funding amounts range from \$10,000 to \$20,000 based on project size and intended impacts.

- Why they were profiled: ATCF's membership-based structure, dedication to socially-driven organisations within the tourism sector, and its innovative grant nomination and application process make it a compelling model for the Conscious Travel Foundation to consider.



GBTA FOUNDATION BY THE GLOBAL BUSINESS TRAVEL ASSOCIATION

Organisation Structure: GBTA as an association is a member-based, 501c6 not-for-profit industry organisation that elevates the global business travel sector and its professionals by connecting travel buyers and suppliers. It serves its members' interests through community, learning, advocacy, research, events, and membership engagement. In parallel, the GBTA Foundation functions as the cause-support arm of the Association, both raising and disbursing funds for business travel industry-related initiatives that drive progress for People and the Planet.

Revenue Structure: The Foundation requires resources for the programs it conducts fundraising, which can take the form of sponsorships, corporate/individual donations, and other foundation support. In-person and virtual events by the Foundation are important sources of revenue. We are seeking opportunities to fund industry scholarships, career mentorship efforts, educational initiatives, and research projects in sustainability, DEI, and workforce development as they directly relate to global business travel.

Program Structure: The GBTA Foundation is dedicated to fostering a better future for people and the planet within the global business travel industry. Central to its mission is the strategic execution of GBTA's sustainability programs, with a focus on climate action, diversity, equity, inclusion (DEI), and talent development. Through education, research, and advocacy, the GBTA Foundation empowers the industry to make meaningful contributions.

Philanthropic Structure: The GBTA Foundation strategically concentrates on several critical areas:

- **Climate Action:** Driving initiatives that lead to a net positive impact of business travel on the global environment.
- **Women's Empowerment:** Nurturing female leaders at all levels through mentoring, developmental events, and education.
- **Education & Development:** Offering a range of educational events and resources, supporting industry leaders in their professional growth.
- **Community, Networking & Membership:** Fostering a sense of community, networking, and attracting new members to advance the industry's goals.
- **Workforce Development:** Championing diversity, equity, and inclusion through talent development and initiatives.

Implementation of Projects: GBTA Foundation implements its own projects. Nestled under the umbrellas of “People” and “Planet” they encompass educational programming reaching approximately 4,000 people, and raising over \$1.2 million USD each year. Their people initiatives include established mentorship programs like WINiT (whose mission is to empower women to progress in their careers) and Ladders (focused on fostering the next generation of travel professionals). The Sustainability Initiative drives cross-industry collaboration between the users and providers of corporate travel services to support the deployment of solutions that help manage and reduce carbon emissions from travel. Core areas of work include capacity building, industry collaboration, and advocacy.

Why they were profiled: The inclusion of GBTA Foundation is based on its membership-based approach and extensive educational offerings. While its programming is comprehensive and revenue-generating, what stands out is the emphasis on career development. This contrasts intriguingly with the Conscious Travel Foundation's member demographic, primarily consisting of entrepreneurs and individuals from smaller enterprises.



LATA FOUNDATION BY THE LATIN AMERICAN TRAVEL ASSOCIATION

Organisation Structure: The LATA Foundation operates as a registered charity, founded in 2007, by the Latin American Travel Association (LATA) united tour operators and hoteliers to express their shared love for the region. This collaborative spirit led to the establishment of the LATA Foundation, showcasing a commitment to giving back to the communities they serve.

Revenue Structure: The LATA Foundation is volunteer-run, reflecting a deep dedication to its cause. It operates in conjunction with the Latin America Travel Association (LATA), which was founded in 1992 as a consortium of various industry players. Funding is sourced through a combination of fundraising efforts and corporate sponsorships.

Program Structure: At the core of the LATA Foundation's approach lies a commitment to ongoing projects with a long-term vision, often spanning up to eight years. This sustained engagement ensures a lasting positive impact within the communities they support.

Philanthropic Focus: The LATA Foundation's philanthropic endeavours are strategically focused on projects closely aligned with the tourism industry's impact. These projects are ideally situated in communities that already maintain a connection to tourism. Moreover, the foundation seeks projects that provide exclusively charitable public benefit. The LATA Foundation prioritises identifying small, grass-roots organisations where their contribution can catalyse significant positive change.

Implementation of Projects: The grantee organisations are responsible for project implementation. The LATA Foundation is equipped with a proficient team that possesses considerable experience in transforming preliminary proposals into practical, manageable, and verifiable projects. This expertise ensures that the initiatives the foundation supports are effectively executed and bring about the desired positive outcomes.

Why they were profiled: The selection of LATA Foundation is rooted in its shared commitment to supporting smaller-scale, grassroots projects with a direct link to the tourism industry. This approach aligns closely with the ethos of the Conscious Travel Foundation.

TUI CARE FOUNDATION BY TOURISTIK UNION INTERNATIONAL

Organisation Structure: The TUI Care Foundation is a General Benefit Institution (ANBI), recognized by the tax authorities in the Netherlands. It operates as the nonprofit arm of TUI Group, a prominent German leisure, travel, and tourism company. The TUI Care Foundation operates under the acronym "TUI," derived from Touristik Union International.

Revenue Structure: The core operations of the TUI Care Foundation are funded by its parent company, TUI Group. Additionally, funds are raised through donations and fundraising efforts, with 100% of these proceeds directly supporting the foundation's projects.

Program Structure: The TUI Care Foundation leverages the transformative potential of tourism to create a positive impact. It supports and initiates projects that cultivate new opportunities and contribute to thriving communities across global tourism destinations. These initiatives connect holidaymakers with meaningful causes, fostering education and training for young individuals, safeguarding natural habitats and marine environments, and promoting sustainable community growth. Collaborating with local and international organisations, the foundation aims to achieve impactful and sustainable change. Based in the Netherlands, it was established by TUI, a leading tourism business.

Philanthropic Focus: The TUI Care Foundation operates under four key pillars:

- Enabling Education: Focusing on education and training opportunities to empower the youth in tourism regions.
- Empowering Communities: Supporting initiatives that foster sustainable community development and cultural conservation.
- Lively Landscapes: Driving environmental protection and preservation of natural landscapes.
- Marine Conservation: Promoting the conservation and protection of marine environments.

The TUI Care Foundation supports initiatives that:

- Have a clear link to tourism and take place in international tourism regions within eligible countries.
- Address education, environmental protection, cultural conservation, community empowerment, and crisis response.
- Align with the needs of communities during emergencies, disasters, and health crises.

Organisations eligible for funding include charitable organisations and social enterprises with a tourism-related social impact mission. Applicants must be legally registered and operational in the listed countries.

Implementation of Projects: The TUI Care Foundation strategically initiates projects in collaboration with partners. It also independently implements selected projects, ensuring their alignment with the foundation's overarching mission.

Why they were profiled: The TUI Care Foundation was selected because of its focus on projects that have a clear link to tourism, and its unusual selection process, which allows organizations to apply for funding without being nominated.



LIST OF ORGANISATIONS

& Beyond and The Africa Foundation
Abercrombie and Kent and AK
Philanthropy
Academic Travel Abroad
Adventure Travel Conservation Fund by
the Adventure Travel Trade Association
APT and One Tomorrow
Audley Travel
Basecamp Explorer and Basecamp
Explorer Foundation
Bodhi Surf and SOMOS Foundation
CARE for Cape Cod
Charitable Travel
Earth Watch
Elevate Destinations
Explorations Company and Philanthropy
Plus
G Adventures and Planeterra
Global Business Travel Association and
the GBTA Foundation
Global Sojourns and the Global Sojourns
Giving Circle
Global Sustainable Tourism Council
Go Philanthropic
Hamanasi and the Education Fund
Holbrook Travel
Intrepid and The Intrepid Foundation
Kind Traveler
Kuoda Travel and the Andean Children's
Learning Center
Laguna Lodge and the Laguna
Community Care Program
Latin American Travel Association and
LATA Foundation
Lindblad Expeditions
Monteverde Community Fund
Myths and Mountains and READ
National Geographic and the National
Geographic Society
National Tour Association and Tourism
Cares
Overseas Adventure Travel and the Grand
Circle Foundation
Pack for a Purpose
Pelorus and Pelorus Foundation
Saira Hospitality
Six Senses
Spirit Bear
Sustainable Travel International
TCS World Travel
The Centre for GOOD Travel
The Conservation Alliance
The Long Run
The Torres del Paine Legacy Fund
The Travel Foundation
TUI Group and TUI Care Foundation
Wildland Adventure and the Travelers
Conservation Trust
World Nomads