

NEW RELEASE

For Immediate Release

Media Contact:

Tonja Ray-Smith, TMP, FEP

VP of Marketing & Communications

Email: tonja@southeasttourism.org

Phone: (770) 355-4002

Tourism Cares Becomes Affiliate Partner of Southeast Tourism Society

ROSWELL, GA – October 16, 2023: Earlier this month, Tourism Cares became an Affiliate Partner of Southeast Tourism Society (STS). Tourism Cares is widely known for bringing together all sectors of the tourism industry for positive change, from helping in times of disaster to future planning for the industry.

"We are excited to partner with the Southeast Tourism Society and further support destinations across the southeast in their sustainability journeys," shared Greg Takehara, CEO, Tourism Cares. "STS has a strong reputation of providing high-caliber programming for its members, and we look forward to providing them with additional resources to create positive, lasting impacts for their local communities."

Tourism Cares, once known as "Tourism Cares for America" began after a call for all Americans to volunteer service to their country as a result of September 11, 2001.

"STS has a longstanding relationship with Tourism Cares, and we look forward to growing in our support of their efforts in the tourism industry," says Veronica Frazier, Vice President of Member Development, Southeast Tourism Society. "We encourage our members to participate in their group tour industry projects, Meaningful Travel Map and Pathways programs, as they both positively impact the Southeast and provide growth opportunities within our communities."

The Meaningful Travel Map and Pathways is an opportunity to showcase diverse social and impact driven entrepreneurs and suppliers for B2B interaction; more specifically, for tour operators and travel advisors to incorporate into their clients' itineraries. The Pathways program is a training program for new and potential operators for underserved communities and historically black universities.

To gain more insight into the mission and vision of Tourism Cares, visit their website at www.tourismcares.org.

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