

Travel Forward Connect

Bringing global businesses & destinations together to take action

Tourism's biggest challenges - overtourism, community value distribution, climate resilience - cannot be solved by destinations or the global travel industry alone. They need each other in the same room. Yet most networks keep these two communities separate. Destinations talk to destinations. Industry talks to industry. The decisions that shape tourism happen without both groups being present.

Travel Forward Connect is designed to close that gap.

What is Travel Forward (TF) Connect?

TF Connect is Travel Forward's global membership community – a unique space where destination organisations and international tourism businesses work together on shared challenges.

It's a purpose-led network focused on systems change, practical action and shared responsibility: not shying away from what needs to be said, prioritising what matters, and mobilising opportunities for collaboration. The focus is on future-proofing tourism, covering issues such as climate risk, destination resilience and resident satisfaction. So this is an opportunity for your organisation to connect with others working on the priority issues that matter most to you.

Who it's for

TF Connect is open to organisations that recognise destination wellbeing as a shared responsibility and want to act on it.

Destinations

DMOs, NTAs, city and regional authorities that:

- > Are actively engaged in advancing sustainable and responsible tourism development
- > Demonstrate commitment to climate action, destination resilience and community benefit
- > Are seeking to collaborate internationally and share learning

Tourism businesses

Operators, hotel brands and OTAs that:

- > Operate internationally or across multiple destinations
- > Recognise destination health as a material business issue
- > Are committed to supporting long-term destination resilience and equitable tourism models

What membership includes

Monthly online convenings - Structured peer exchange between destinations and global businesses on real-world challenges, with guest speakers and masterclasses.
Monthly newsletter - Curated trends, research and insights direct to your inbox.
Global case study database - Coming soon: a library of good practice examples from around the world
Advocacy input - Shape Travel Forward's independent research agenda, policy positions and convening priorities.
Annual <i>Resilient Destinations</i> report - Joint sponsorship with your logo and the opportunity to contribute to the content.
Visibility and member mark - Your logo on Travel Forward's website, annual report and newsletter (4,000+ subscribers). Display the TF Connect member mark on your own materials.
Priority access - Early sight of selected Travel Forward campaigns, projects and reports, with opportunities to engage where relevant.
Community network - Connect with fellow members across thematic and regional sub-groups within Travel Forward's global network.

Annual membership fee

Bands are self-selected based on the size and capacity of your organisation. **Membership benefits are the same across all bands.** For more information, see FAQs.

Member type	Band 1	Band 2	Band 3
Destinations Including DMOs, NTAs, city and regional authorities	£2,000	£4,000	£7,500
Tourism businesses Including tour operators, OTAs, international operators <i>*Tourism businesses can add an optional 20% top-up to fund a destination's membership.</i>	£5,000	£10,000	£15,000

Enhanced membership (optional)

Enhanced membership provides organisations with a more direct and structured level of engagement with the Travel Forward team alongside participation in Travel Forward Connect.

It is designed for organisations seeking additional strategic input, facilitation and organisational support connected to destination resilience, climate action and wider tourism transition challenges, while remaining connected to the collaborative and peer-learning benefits of the wider Travel Forward Connect community.

Enhanced memberships is available for an additional £7,500 per year and includes:

- A dedicated Travel Forward relationship contact and regular strategic check-ins
- Two structured advisory or planning sessions per year with the Travel Forward team
- One defined support activity (such as a facilitated workshop, training session, leadership insight presentation or light-touch diagnostic)
- Earlier visibility of relevant initiatives, collaboration opportunities and emerging themes across the community

The programme is designed to be flexible: if a particular format or focus does not suit your organisation, we are happy to discuss what would work best for you within the Enhanced Membership fee.

As Enhanced Membership relationships develop, organisations may also choose to extend their level of engagement through additional collaboration, tailored support or membership-related activity linked to shared priorities.

Further information on the enhanced membership offer can be found after the FAQ section below.

Ready to join Travel Forward Connect?

Contact us at connect@travel-forward.org to get started. We're happy to arrange a short conversation to answer any questions and talk through how TF Connect could work for your organisation, or proceed directly to onboarding if you're ready to join.

Frequently Asked Questions

Is there an application or selection process?

We will speak with prospective members and ask them to share a brief overview of their organisation and their interest in joining, so we can ensure the community is well-matched and that members are genuinely committed to the purpose. Travel Forward reserves the right to accept or decline membership.

How do I choose the right pricing band?

The three bands - for both destinations and tourism businesses - are self-selected based on the size, role, influence and capacity of your organisation. Membership benefits are the same across all bands. We trust members to select the band that is proportionate and appropriate for them, and we're happy to provide further guidance if helpful. As a guide:

Destinations

Band 1: Local / Regional - Smaller or regional destinations, typically with more limited resource and a primarily local or regional focus. This is the right fit for most DMOs.

Band 2: National / Established - National tourism organisations and larger destinations with established teams and dedicated capacity for sustainability, strategy or partnerships.

Band 3: Global / High-Exposure - Major destinations and national bodies with significant international visibility, influence and resource, and a role in shaping wider tourism practice.

Tourism Businesses

Band 1: Regional / Specialist - Businesses operating across multiple destinations, but primarily regional or niche in scale or focus.

Band 2: Global Operators - Established businesses operating across multiple markets, with dedicated teams and active engagement in destination or sustainability strategy. This is the right fit for many of the businesses we work with.

Band 3: System Shapers / Global Platforms - Large-scale or global businesses with significant reach, influence and resource, and a role in shaping industry practice or systems.

If you're unsure which band is most appropriate, we're very happy to advise.

What does the optional destination sponsorship top-up involve?

Tourism businesses can add a 20% top-up to their annual fee to fund a destination's membership. This is an opportunity to help bring a specific destination into the community - one that is relevant to your operations or strategy - while deepening that relationship within a structured, neutral setting. The destination remains an independent member; the sponsorship is a contribution to access, not a commercial arrangement.

What does Travel Forward use the funds from TF Connect for?

Membership fees cover the cost of running the community - the convenings, research, publications and the Travel Forward team time that makes it all happen. They also contribute to Travel Forward's wider work as a charity, helping to sustain our independent research, advocacy and public-interest convening.

In short, joining TF Connect is not only a benefit to you, but also a direct way to support Travel Forward's mission and sustain our independence as a charity.

Is there a minimum commitment period?

Membership is annual, but you can join at any time. We ask members to commit to a full year, which allows the convenings and community relationships to develop properly. The programme is designed to deliver increasing value over time as the community grows and relationships deepen.

I'm midway through my budget cycle. Can you help?

If budget cycles mean funds aren't available immediately, please get in touch to explore options. For instance, you can pay for part of an annual membership in your first year to help align your budget cycle to renewal.

How do the convenings work?

Convenings are held online once a month. They will be a mix of structured peer exchanges and guest speakers with opportunities to engage and ask questions, designed to facilitate genuine conversation between destinations and operators on a shared challenge or theme. Topics are shaped with member input. Up to three employees of a member organisation may attend at any one time, and recordings and notes will be shared with members who cannot attend live.

Can TF Connect support Glasgow Declaration signatories?

Yes. TF Connect supports destinations and tourism businesses to collaborate, share learning and explore practical responses to climate and destination resilience challenges.

For organisations that are Glasgow Declaration signatories, participation in the community may also support peer learning, collaboration and knowledge-sharing relevant to their own commitments and priorities.

What is the *Resilient Destinations* report?

The annual *Resilient Destinations* report is a new flagship Travel Forward publication covering the state of destination wellbeing globally. All TF Connect members are joint sponsors of the report, with their logo included and the opportunity to contribute insights or case studies to the content. Members receive the report ahead of public release.

Does TF Connect welcome member input on its programming?

Yes! Member input and co-creation are central to TF Connect. This ensures TF Connect remains relevant, practitioner-led and grounded in real-world destination and business challenges. Members are invited to:

- Propose themes, topics and speakers for convenings
- Contribute case studies, insight and learning to the community
- Participate in thematic and regional sub-groups
- Provide feedback on priorities and future direction of Travel Forward

What does “priority access” mean in practice?

Members receive early sight of selected Travel Forward initiatives, research, destination projects, reports and services, along with opportunities to engage where relevant. This does not extend to exclusive rights over public interest work.

Can organisations still engage with Travel Forward without joining TF Connect?

Yes. Organisations can continue to work with Travel Forward in the same way as before – including funding or commissioning projects, collaborating on initiatives, and engaging in research and advisory work – without becoming a member of TF Connect.

TF Connect sits alongside this as an additional offer. It provides members with earlier insight, structured opportunities to engage, and a deeper level of involvement in shaping and participating in our work.

More broadly, Travel Forward will continue to operate as an independent convener, with public-interest research, convenings and policy engagement remaining open and accessible regardless of membership.

Does joining TF Connect give my organisation influence over Travel Forward’s research or advocacy?

TF Connect members have opportunities to shape and inform Travel Forward’s advocacy and research priorities through shared insight, dialogue and collaboration within the community. Travel Forward retains full editorial and strategic independence and does not advocate on behalf of individual members or commercial interests.

I have a question that isn’t answered here. Who should I contact?

Please contact us at connect@travel-forward.org and we’ll get back to you promptly.

Travel Forward Connect, Enhanced Membership

What is Enhanced Membership?

Enhanced Membership provides organisations with a more direct and structured level of engagement with the Travel Forward team alongside participation in Travel Forward Connect.

It is designed for organisations seeking additional strategic input, facilitation and organisational support connected to destination resilience, climate action and wider tourism transition challenges, while remaining connected to the collaborative and peer-learning benefits of the wider Travel Forward Connect community.

What Enhanced Membership Includes

A dedicated relationship and ongoing rhythm of contact

Every Enhanced Member is assigned a dedicated Travel Forward point of contact, who will coordinate their membership activity and serve as a consistent point of relationship throughout the year.

At the start of each membership year, Enhanced Members take part in a short 'get to know your priorities' session with their Travel Forward contact. This helps ensure that advisory sessions and support activities are well-targeted from the outset.

Enhanced Members also benefit from a monthly check-in call of up to one hour to maintain momentum, reflect on emerging priorities and connect relevant Travel Forward Connect themes and activity where useful.

Enhanced Members can also access:

Two structured advisory or planning sessions per year with the Travel Forward team

These 60–90-minute sessions are intended to provide strategic reflection, challenge, facilitation and practical input around a priority area, organisational challenge or emerging opportunity.

Examples may include:

- Climate and destination resilience planning
- Organisational or leadership reflection
- Destination management challenges
- Stakeholder engagement approaches
- Reviewing emerging risks, trends or opportunities

Sessions are typically delivered virtually and scoped collaboratively in advance, subject to scheduling and availability.

One defined support activity per year

Enhanced Membership also includes one additional agreed support activity each year.

This could include, for example:

- A facilitated stakeholder workshop
- Team training or capacity-building

- A leadership insights presentation
- A light-touch diagnostic or review
- A facilitated strategic discussion linked to a Travel Forward Connect theme

The activity is intended to provide focused and practical support around a defined priority area or challenge, with a clearly agreed scope, format and level of input established in advance.

Further benefits

Enhanced Members may also benefit from:

- Earlier visibility of selected initiatives and opportunities
- Facilitated connections and collaboration opportunities where relevant
- Opportunities for closer engagement around relevant Travel Forward Connect themes and discussions

How It Works

Enhanced Membership is designed to provide structured, light touch strategic support connected to participation in Travel Forward Connect. The focus is on critical advisory input, facilitation and reflection, rather than project delivery or technical consultancy.

Support activities are scoped collaboratively at the start of the year and scheduled throughout the membership year according to your priorities and emerging needs. The programme is designed to be flexible: if a particular format or focus does not suit your organisation, we are happy to discuss what would work best for you within the Enhanced Membership fee.

One-to-one sessions can be conducted in English or Spanish. Please get in touch if you have any questions about language accessibility.

Where organisations identify opportunities for wider collaboration or additional support beyond the scope of Enhanced Membership, these can be explored and contracted separately.

Fees

Enhanced Membership is available as an additional £7,500 annual fee alongside standard Travel Forward Connect membership.

As Enhanced Membership relationships develop, some organisations may choose to extend their level of engagement through additional collaboration, tailored support or other membership-related activity linked to shared priorities, reflected through additional membership contributions.

Interested in Enhanced Membership?

We are happy to arrange an informal conversation to explore whether Enhanced Membership is the right fit for your organisation and discuss the types of support that may be most valuable.

Please contact: connect@travel-forward.org