



PAULA VLAMINGS

Chief Impact Officer,
Tourism Cares

ABOUT PAULA

For more than a decade, Paula Vlamings has worked at the intersection of tourism and sustainability, and she is the Chief Impact Officer at Tourism Cares. Her more than 10 years in politics prior to moving into the sustainability world provided her with a unique set of skills in diplomacy, fundraising, and cross-sector collaboration. Prior to Tourism Cares, Paula was the Executive Director of The Planeterra Foundation, the nonprofit foundation of the global travel company, G Adventures, where she pioneered incubating social enterprises supporting women, youth, and indigenous communities into the tourism supply chain.

Paula has traveled to over 75 countries on all 7 continents and is an international speaker on sustainable tourism. She has served on numerous nonprofit boards and is currently on the boards of Omprakash and the U.S. Travel Association. Paula's sustainability work includes leading a national multi-stakeholder Food for the Parks initiative at the Institute at the Golden Gate, a program of the Golden Gate National Parks Conservancy. That effort resulted in a national policy change to more sustainable practices in our nation's parks, in collaboration with First Lady Michelle Obama's Council on Environmental Equality.

TOURISM CARES

For nearly 20 years, Tourism Cares has been the travel industry's nonprofit network, convening members from around the globe, creating powerful connections and inspiring them to act. With a mission to unite the travel industry and advance its positive impact to help people and places thrive, Tourism Cares has served its hospitality and tourism members including Marriott, Air Canada, Globus, Trip Advisor, Royal Caribbean Cruises Ltd. and more.

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