



# CREST's 2024 **World Tourism Day Forum on Tourism, Justice, & Peace**

*Bridging Barriers and Raising the Voices of the  
Unheard in Tourism*

Sponsorship Packet

PRESENTED BY:



CENTER FOR  
RESPONSIBLE TRAVEL



Breaking Barriers and Raising the Voices of the Unheard

# Event Snapshot

2024 World Tourism Day Forum

Each September, the global tourism community turns its attention to the Center for Responsible Travel's (CREST) annual World Tourism Day Forum. This event, known for its unapologetically bold approach, convenes leaders from **industry**, **government**, **civil society**, and **local communities** to ideate solutions that address tourism's most pressing challenges.

This year's theme places tourism at the nexus of justice and peace, urging a deep and reflective examination of tourism's influence on migration, social equity, climate justice, diplomacy, and cultural preservation - among other topics. By disrupting the status quo, the 2024 Forum commits to fostering meaningful dialogue and actions that challenge prevailing norms and encourage cross-sector collaboration.

In a historic first, the 2024 World Tourism Day Forum will venture beyond its usual Washington, DC setting to convene in Atlanta, Georgia. Selected for its pivotal role as a connecting place in global travel and its deep-rooted legacy in civil rights and social justice, Atlanta plays an important role in this year's event. Home to the world's busiest airport for over 25 years and a host city for the 1996 Olympics and the upcoming 2026 World Cup, Atlanta is truly the place where industry and community progress collide. And as the historic bastion of Black civil rights and culture, social justice and peace are ingrained in the city's DNA.



**Atlanta, GA**  
MONDAY NIGHT GARAGE



**Two-Day Event**  
SEPTEMBER 24TH-25TH



Breaking Barriers and Raising the Voices of the Unheard

# Why Justice and Peace?

2024 World Tourism Day Forum Theme



At CREST, we envision a world where travel benefits communities and the environment. So, how do justice and peace fit into this vision? Over more than two decades of dedicated research and advocacy, we have identified a fundamental truth: sustainable, regenerative, or responsible travel—regardless of the term—is unattainable without a foundational commitment to peace and justice.

Tourism's influence extends beyond mere economic benefits; it intersects with critical issues such as human rights, migration, gentrification, community empowerment, and access to justice. Without addressing these areas, tourism risks perpetuating inequality and conflict rather than fostering harmony and development. Consequently, tourism can either promote peace or serve as a vehicle for turmoil, depending on its management.

By examining tourism's role in these broader contexts and its impact on the most marginalized groups, we can better understand its capacity to either uphold or undermine justice and peace. It's time for the tourism sector to engage more deeply with these pressing issues, ensuring that travel acts as a force for good, supporting sustainable development and equitable opportunities for all.

Why ATL?

# Welcome to Atlanta, Where...



## The World Connects

- Busiest airport in the world since '98
- '96 Olympics host and venue
- Set to host 5 World Cup matches in 2026



## Peace, Civil Rights, Social Justice & Progress are Ingrained in the City's DNA

- Birthplace of Dr. Martin Luther King Jr.
- Center of the civil rights movement



## Travel industry, Corporate America, Culture, and Community Development Collide

- 3rd most Fortune 500 companies in USA
- 4th fastest growing foreign-born metro population

# Atlanta's Historic West End Place & Venue

## The Neighborhood

The 2024 Forum will take place in [Atlanta's historic West End](#), a neighborhood steeped in Black culture, community, and a diverse arts scene. The West End neighborhood and the development of the non-motorized beltline trail provide an important backdrop to frame discussions on justice, peace, and the complex role tourism plays in both exacerbating and addressing complex community issues.



## The Venue

This year's Forum will be held at [Monday Night Garage](#), a brewery with roots in Atlanta that epitomizes the city's entrepreneurial spirit and progress. Known for crafting unique brews in a space where community and creativity thrive, Monday Night Garage offers an inspiring setting for our discussions and solutions-centered sessions.



# What's on the Agenda



## Keynotes and Fireside Chats with Thought Leaders

Tourism & peace  
Decolonizing travel  
Finding hope through tourism  
Transitioning from an unjust history to finding justice through tourism



## Networking

Ample opportunities for networking across sectors  
Cocktail hour  
Optional VIP dinner



## Engaging Panel Discussions

Leveraging tourism as a force for **community resilience**, peace-building, and justice  
Extractive economies, indigenous communities, and **climate justice** in tourism  
**Atlanta and The South** as case studies for tourism resilience and community building

**Tourism and human mobility:** Integrating refugees and migrants into the fabric of a destination and interpretation of local heritage  
Authentic Storytelling for Just and Equitable Travel



## Local Music, Arts, & Products

Performance and conversation with the Gullah Geechee Ring Shouters  
Performances and displays from local Atlanta artists



## Collaboration & Action

Mock scenarios workshop facilitated by academic collaborators  
Ideas incubator and poster session with researchers and practitioners from prominent universities  
Post-event white paper on tourism, justice, and peace to be developed and produced by CREST and Rise

# Speakers, Facilitators, and Panelists

Just a Few of the Voices of Progress in Travel, Tourism, & Cultural Heritage



**Aziz Abu Sarah**

Palestinian author, peacemaker and entrepreneur  
Founder @ Mejdi Tours



**Dr. Vincie Ho**

Humane educator, social justice advocate, and Founder of RISE Travel Institute



**Sasha Vosk**

President of Rebuild Ukraine Travel  
Acclaimed Writer, Director, and Muralist



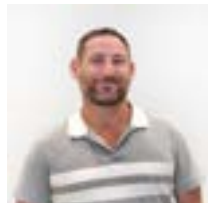
**Griffin Lotson**

Manager of the Gullah Geechee Ring Shouters  
Mayor Pro Tem of Darien, GA



**Dr. Bobbie Chew-Bigby**

Member of Cherokee Nation  
Post-Doctoral Fellow at University of Waterloo



**Jeremy Sampson**

CEO at the Travel Foundation  
Co-Founder of the Future of Tourism Coalition



**Dr. Brooke Hansen**

Professor at the University of South Florida  
Director of the SDG Action Alliance



**Michael Luongo**

Award-Winning Journalist  
TEDx speaker on Travel, Culture, and Human Rights



**Dr. Jonathon Day**

Purdue University  
Associate Professor, White Lodging-J.W. Marriott, Jr. School of Hospitality and Tourism Management



**Greg Takehara**

CEO of Tourism Cares  
Co-Founder of the Future of Tourism Coalition



**Richard Bangs**

Founder of MT Sobek, author, and television personality  
CREST Board Member

Tourism, Justice, & Peace

# 2024 WTD Forum Objectives

Here's What Your Sponsorship will Support



- 1 | Foster Meaningful Collaboration** between the tourism industry, civil society, academia, and public sector tourism stakeholders.
- 2 | Break down barriers around complicated topics in tourism** by generating dialogue and learning opportunities, particularly relating to tourism as an avenue for peace, diplomacy, justice, and community empowerment.
- 3 | Provide a platform for diverse tourism stakeholders in Atlanta** to highlight the city's diversity, resilience, unique product offer, and history.
- 4 | Collectively incubate solutions** on tourism's role in areas affected by conflict, injustices, or natural disaster.  
Work through mock scenarios with cross-sector stakeholders.  
Participate in an academic-led ideas incubator and poster session.
- 5 | Share adoptable positive practices** from tourism practitioners, researchers, and community leaders.
- 6 | Produce a white paper** that details practical, actionable steps that practitioners and policy-makers can take to promote tourism through a lens that considers equity, diplomacy, justice, peace, and support for local communities.



A photograph of a city skyline at sunset, with the buildings and sky reflected in a body of water. The sky is a mix of orange, pink, and purple. The water is dark, and the reflection is clear. The text "Sponsorship Opportunities" is overlaid in white.

# Sponsorship Opportunities

Global Leaders - Connectors - Destination Perspectives

# Audience Snapshot

CREST believes in taking an approach to sustainable tourism development, knowledge sharing, and capacity-building that is inclusive of many voices. Unifying C-suite executives, community leaders, marginalized voices, and practitioners, CREST's World Tourism Day Forum is a place where tourism stakeholders gather and learn from each other.

**Diverse perspectives, influential shakers, leading researchers, and doers -- CREST Forum attendees are bold thought-leaders.**

## Notable Past Attendees & Participants

### Tourism Industry / Private Sector / DMOs

Patagonia, Hilton, Marriott International, Booking.com, Royal Caribbean Group, Intrepid Travel, Visit Nuuk, Visit Sweden, Tourism New Zealand.

### Public Sector / Government

Bureau of Indian Affairs, Embassy of Mexico, Embassy of Grenada, Embassy of Iceland, NOAA, National Park Service, U.S. Fish & Wildlife Service, Parks Canada, Arizona Office of Tourism, Colorado Tourism Office, USDA Forest Service, USAID, Inter-American Foundation

### Multilaterals

UN Environment - North America Office, United Nations Foundation, World Bank Group, UNESCO, IMF

### Civil Society

World Wildlife Fund, The Nature Conservancy, Environmental Defense Fund, National Park Foundation, National Geographic Society, Museum of Modern Art (DC)

### Academia

George Washington University, Harvard University, Princeton University, University of California, Duke University, Purdue University, University of Central Florida, Virginia Tech University

### Media

The New York Times, National Geographic Society, Chicago Public Media, Skift



# Audience Breakdown

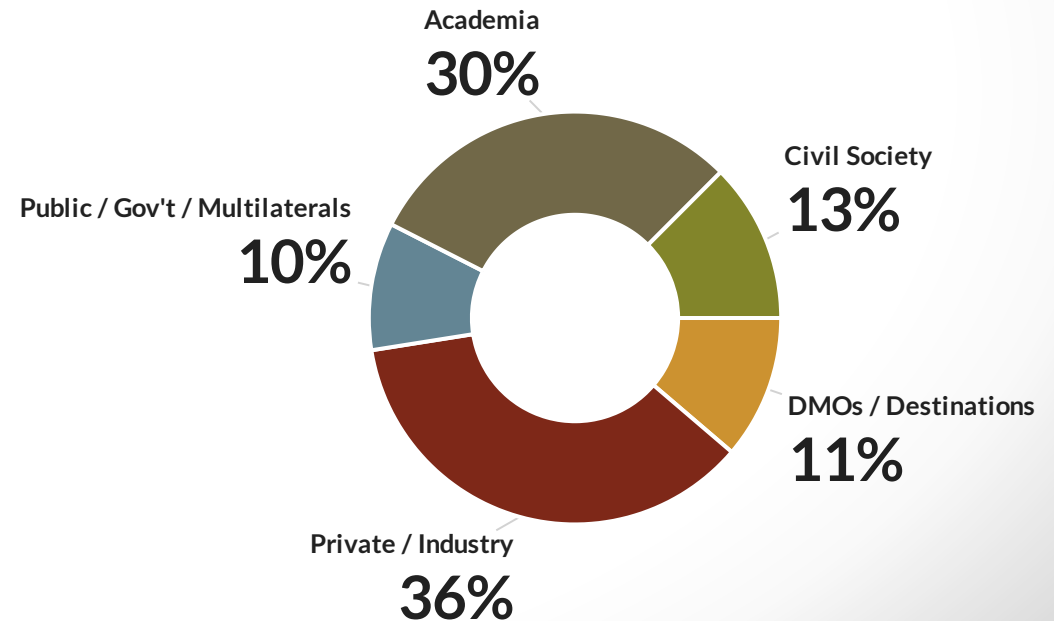


Individuals from **74 countries** attended the 2023 virtual Forum



**1,680 participants** since the inaugural World Tourism Day Forum in 2017

## 2023 WTD Forum



Expected 2024 Attendees: 200-250

## Why Sponsor?

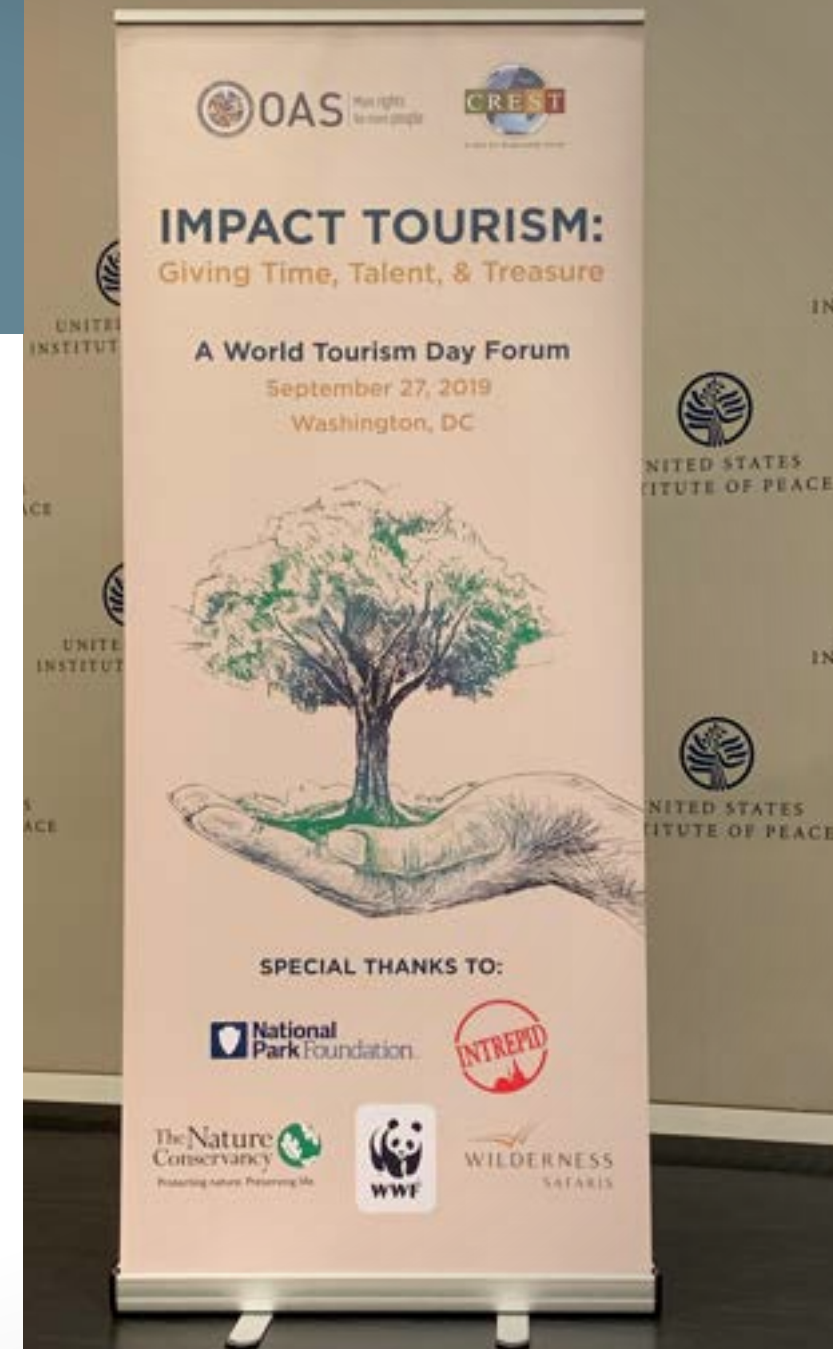
# Inspire Dialogue & Drive Change

Aligning with CREST's 2024 World Tourism Day Forum elevates your brand's presence in transformative dialogues that surpass conventional industry events. Your partnership with CREST's 21-year tourism expertise signifies your company's role as a catalyst for progress.

**At the World Tourism Day Forum, our Sponsors are more than financial backers; they are integral partners and help us shape the event's impact before and after it's held.**

### Who Sponsors CREST?

- **Tourism Industry and Business:** Show your clients and competitors that you're a changemaker and a pioneer. Sponsoring CREST's World Tourism Day Forum demonstrates your sincere commitment to responsible tourism, giving back, and making a difference.
- **DMOs and Government:** CREST's approach to events is all about thinking global but prioritizing local impact. In your own backyard, show residents and prospective visitors that you're welcoming to all, want to positively impact your community, and showcase tourism's intersectionality with what's going on in the world.
- **Local Community and Foundations:** Show impact by giving to an event that positively supports community, drives impact beyond the event, and takes a data-driven approach.



## Opportunities for Collaboration and Impact

# World Tourism Day Forum Sponsorship

	Marquee Sponsor	Diamond Sponsor	Platinum Sponsor	Gold Sponsor	Silver Sponsor	Breakout Sponsor	Community Sponsor
<b>Sponsorship Amount</b>	<b>\$25,000</b>	<b>\$20,000</b>	<b>\$15,000</b>	<b>\$10,000</b>	<b>\$5,000</b>	<b>\$2,500</b>	<b>\$1,000</b>
<b>Complimentary Event Registrations</b>	6	5	5	4	4	2	1
<b>Logo Recognition (Detailed on Next Page)</b>	✓	✓	✓	✓	✓	✓	✓
<b>Sponsor of Specific Event Programming Recognition</b>	✓	✓	✓	✓			
<b>Naming Rights to a Breakout Room</b>						✓	
<b>Discounted Pricing for Additional Attendees</b>	✓	✓	✓				
<b>Speaking Time During Forum</b>	10 Mins	5 Mins					
<b>Daily Name Mention at the Forum</b>	✓	✓	✓				
<b>Complimentary Tickets for Future CREST WTD Forums (2025-2029)</b>	2 / year	1 / year	1 / year	50% off 1 ticket / yr	50% off 1 ticket / yr	25% off 1 ticket / yr	20% off 1 ticket / yr
<b>Post-Event Podcast Speaking Opportunity with CREST</b>	✓						
<b>Small Table to Market at Event</b>	✓	✓	✓	✓			

# Shining Bright Before, During, and After the Forum

## How We'll Feature your Business

	Marquee Sponsor	Diamond Sponsor	Platinum Sponsor	Gold Sponsor	Silver Sponsor	Breakout Sponsor	Community Sponsor
Event Website	Home Page w/ Hyperlink	Home Page	Home Page	Sponsorship Page	Sponsorship Page	Sponsorship Page	Sponsorship Page
Blog Post about Company Post-Forum	✓						
CREST's 2024 Impact Report	Cover Page	Cover page	Credited	Credited	Credited		
Post Event White Paper	Cover Page	Cover Page	Credited	Credited	Credited	Credited	Credited
Pop-Up Banner	Main Stage & Throughout Event	Main Stage & Throughout Event	Main Stage & Throughout Event	Main Stage & Throughout Event	On One	On One	On One
Social Media (All Channels)	✓	✓	✓	✓	✓	✓	✓
Main Stage Screen Prior / After Sessions	✓	✓	✓	✓			
Branded Lanyard Worn By Attendees	✓	✓					

## Presenting Nonprofits

# Who We Are

About the Organizations Behind the 2024 World Tourism Day Forum



CENTER FOR  
RESPONSIBLE TRAVEL

### CREST

CREST's mission is quite simply **to be** a center of tourism **knowledge**, empowerment, and action for destination communities. We envision a world where travel benefits **communities** and the **environment**.



### RISE Travel Institute

RISE's mission is to create a **more just** and **equitable world** through **travel education**, envisioning a world where travelers practice and promote responsible, impactful, sustainable and ethical travel that uplifts global communities and protects natural ecosystems.



Promoting Responsible Travel Practices and Policies

# The Center for Responsible Travel (CREST)

## CREST Addresses 4 Threats,

- 1 | Overtourism
- 2 | Poverty & Inequality
- 3 | Loss of Biodiversity & Cultural Heritage
- 4 | Climate Change



## Through 4 Strategic Pillars,

- 1 | Applied Research
- 2 | Destination Stewardship
- 3 | Advocacy and Systems Change
- 4 | Education

## And We're Driven by 6 CORE VALUES

- 1 | Travel is important and can positively impact destinations.
- 2 | Principles of justice, equity, diversity, and inclusion drive our work.
- 3 | Collaboration, partnership, and dialogue trump competition.
- 4 | We make decisions after listening to all perspectives and examining the evidence.
- 5 | Our approach to tourism work is holistic, with a focus on the natural, cultural, and spiritual elements of place.
- 6 | Destinations and communities are at the core of what we define as 'responsible travel'.



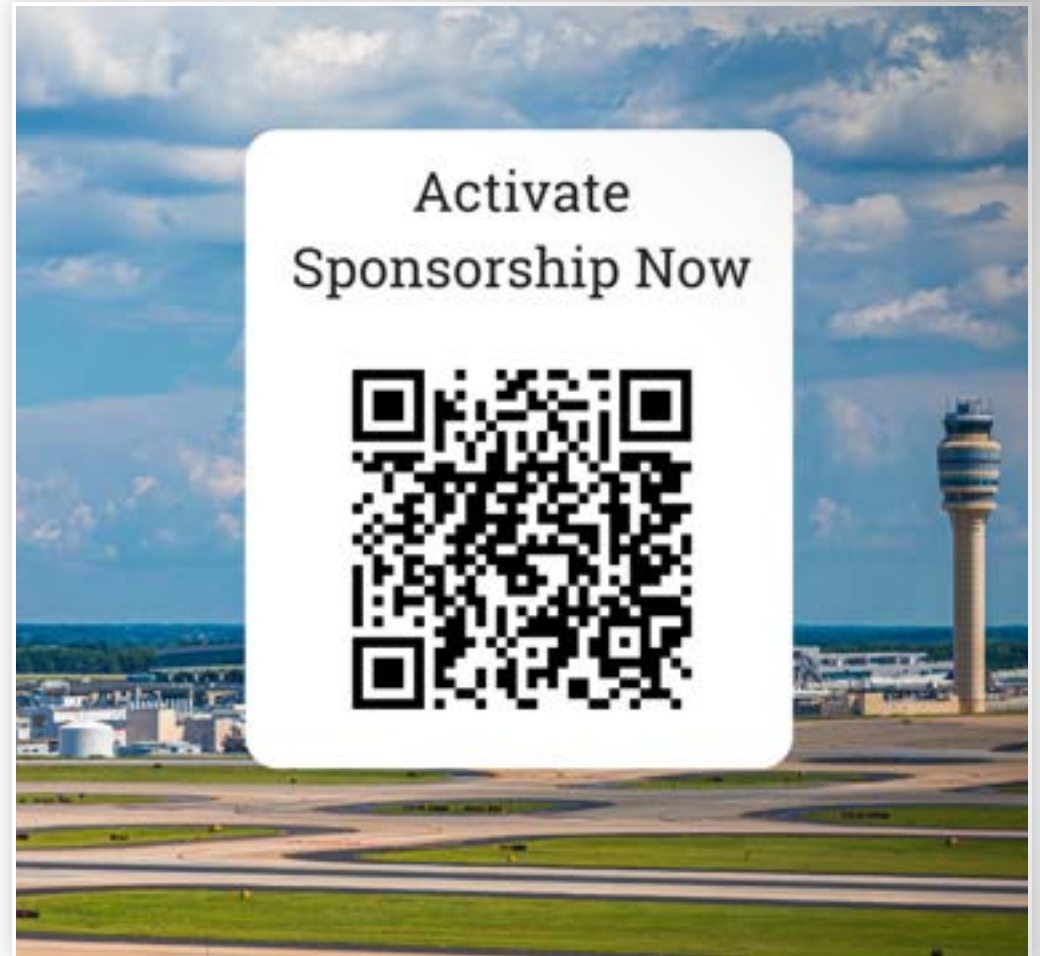
# 2024 World Tourism Day Forum

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Thank you for being a part of our efforts to transform the way the world travels!

Please contact Executive Director, Wesley Espinosa, to discuss sponsorship opportunities.

[wespinosa@responsibletravel.org](mailto:wespinosa@responsibletravel.org)



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