



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

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

Sponsorship Deck

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



Monday Night Garage

Conference 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.



West End

Venue 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.



Darwin Hotel

Host Hotel

A boutique hotel located in Atlanta's historic Old 4th Ward neighborhood, offering a blend of comfort, luxury, and local flavor, making it the perfect place to unwind after a day of engaging discussions and networking. Enjoy a coffee or cocktail in their open courtyard, view local art that lines the walls of their stairwells, or enjoy their free e-bike rentals to explore Atlanta's non-motorize Eastside Beltline Trail.



Old 4th Ward

Host Hotel Neighborhood

Atlanta's O4W is one of the most historic pockets of the city. The neighborhood is the birthplace of Dr. Martin Luther King Jr, home to the Sweet Auburn Historic District, and the location of Ebenezer Baptist Church. Today, Old Fourth Ward gives visitors the opportunity to engage with its storied history, provides easy access to the Eastside Beltline Trail, and brings together visitors and locals alike at Ponce City Market.

Learning - Collaboration - Networking

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 @ Mejdī Tours



Jill Savitt

President & CEO of the
National Center for Civil and
Human Rights



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



**Efraín Quispe
Juarez**

Jiliri Mallku Pamaru [Chief
Elder] of the Autonomous
Indigenous Government of
Marka Tahua, Bolivia



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



Lebo Lukewarm

Director & Photographer
Travel Noire



Greg Takehara

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



Sophia Hyder-Hock

Chief Inclusion Officer at
Destinations International



**Dr. Gada
Mahrouse**

Founder of MT
Sobek, author, and television
personality

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 pink, orange, and purple. The water is dark, and the reflection is clear. The text "Sponsorship Opportunities" is overlaid in white, bold, sans-serif font.

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

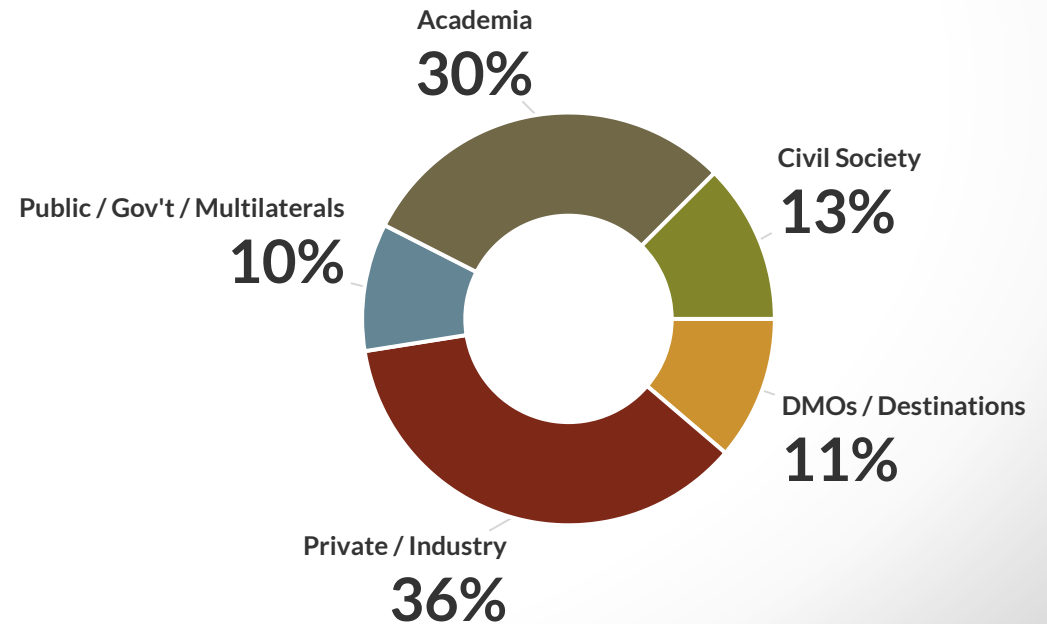


Individuals from **74 countries** attended the 2023 virtual Forum



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

2023 WTD Forum



Expected 2024 Attendees: 200-250

Why Sponsor?

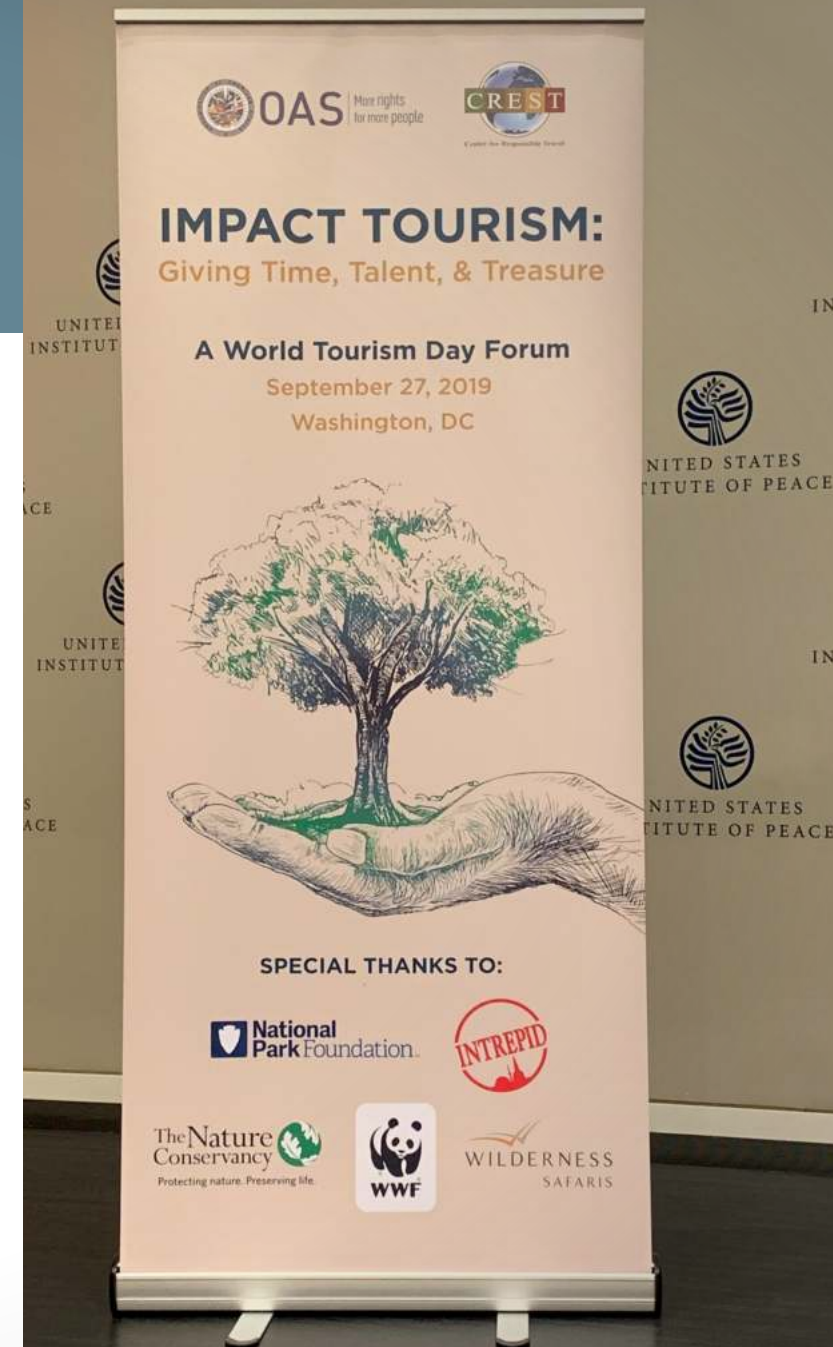
Inspire Dialogue & Drive Change

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

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

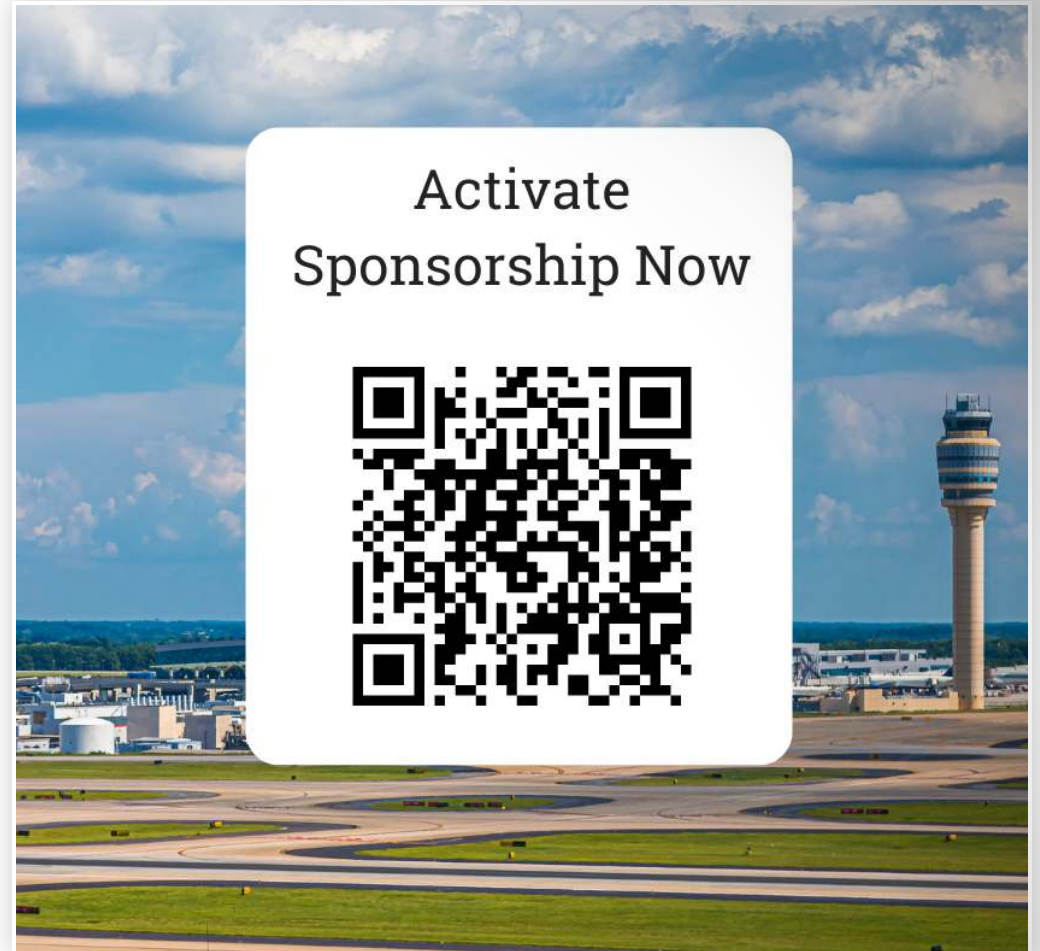
- 1 | Travel is important and can positively impact destinations.
- 2 | Principles of justice, equity, diversity, and inclusion drive our work.
- 3 | Collaboration, partnership, and dialogue trump competition.
- 4 | We make decisions after listening to all perspectives and examining the evidence.
- 5 | 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

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



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