

# CREST's 2025 **World Tourism Forum** on **Sustainable Transformation**

*Where Knowledge Sparks Impact, from the Cape to the World*

November 4th - 6th, 2025

Sponsorship Deck

PRESENTED BY:



CENTER FOR  
RESPONSIBLE TRAVEL



November 4th - 6th, 2025

# Conference Snapshot

2025 World Tourism Forum on Sustainable Transformation

## How can we both sustain and transform at the same time?

Such is tourism's predicament: a global economic driver built on movement, yet that very movement skirts the edge of collapse. The weight of tourism - environmental, cultural, infrastructural - threatens to erode the very ground on which it stands. That's not sustainable. It demands transformation. At the Center for Responsible Travel's (CREST's) 2025 World Tourism Forum on Sustainable Transformation, we invite you to take on this challenge - but in reverse. So, we ask:

## How can we transform tourism - so that we can sustain it, and ensure its benefits protect the places we love and the people that live there?

This year's theme, Sustainable Transformation, and tagline, "Where Knowledge Sparks Impact" reflect what CREST stands for: turning insight, research, and local knowledge into action. CREST's Forum is not a typical tourism conference. Stakeholders don't work in silos - they co-create. Our 2025 Forum is curated to foster deep collaboration between researchers, practitioners, local nonprofits, global brands, government agencies, and destination leaders that results in action.

One of the most iconic and fragile destinations on the eastern seaboard, the Cape & Islands destination is a living case study - where rising visitor demand intersects with marine conservation, development collides with climate realities, and centuries-old culture aims to be inclusive without sacrificing heritage. Presented in partnership with local nonprofit CARE for the Cape & Islands, our Forum will take a three-day deep dive into tourism's most urgent challenges and boldest opportunities:

- ***Curious about the latest tourism research?*** Our peer-reviewed Ideas Exchange connects you with academics and grad students tackling real-world challenges - through posters, main-stage talks, and honest dialogue on how to turn research into impact.
- ***Eager to see the Cape & Islands through a different lens?*** CARE's Experience Day takes you into the field with local nonprofits addressing climate, development, and cultural pressures through hands-on solutions.
- ***Tired of the same old conference model?*** CREST's keynotes and panels dive into tough, timely topics that reshape how we think about tourism. Our workshops are built for action - co-creating tools and frameworks for more resilient destinations.

We invite you to join us - not just as a sponsor, but as a co-creator in shaping what comes next. Let's build knowledge that sparks impact, from the Cape to the world.



Come Explore Cape Cod

# Destination & Venue

November 4th - 6th, 2025

## The Cape & Islands

The 2025 Forum will take place in the Dennis Port Community on Cape Cod. In collaboration with our co-presenter, CARE for the Cape & Islands, this event will showcase the region's rich cultural heritage, local innovation, and the diverse stakeholders leading the way in sustainable transformation. Our goal is not to simply host a conference on Cape Cod, but to co-create an impactful experience *with* the Cape & Islands. Get ready to experience an incredible coastline, unique biodiversity, and warm community.

## The Venue - Pelham House Resort

Pelham House Resort, our host venue and a Marquee Sponsor of the 2025 Forum, embodies community-rooted tourism. This boutique resort along the scenic Cape Cod coastline offers both a jaw-dropping backdrop and a values-aligned hospitality team that supports the ambitions of an action oriented event. Whether this is your first time visiting the Cape or your tenth, their team is ready to help you experience the best of the region while advancing meaningful dialogue in partnership with CREST and CARE.



# Event Impacts

Looking back at 2024's World Tourism Forum on Tourism, Justice, and Peace in Atlanta, GA



CREST's World Tourism Forum brings together a diverse set of people from around the world, supports local businesses and creates a space for academics and industry to collaborate. 2024 Forum impacts include:

- **Estimated Total Economic Impact: \$120,554**
- **Over 100 Attendees from 16 Countries**
- **Event directly involved 8+ local businesses including hotels, restaurants, venues & caterers**
- **Brought together academics & industry for cross-sector collaboration and action**
- **Testimonials from Attendees**
  - "The 2024 World Tourism Day Forum was the most unique and impactful tourism conference I've ever attended"
  - "The subject matter at most tourism conferences only scratches the surface. CREST's Atlanta event went deeper, bolder, and took a more rigorous look at issues than I could have imagined. It was truly transformative."
  - "The event felt global and intimate. I felt like I learned from so many people outside of my bubble, but walked away from the event feeling connected to just about everybody in attendance."



CREST's Involvement in the Region Runs Deep

# CREST & CARE for the Cape & Islands

Co-Presenting the Event for Global & Local Perspectives



**CREST is proud to introduce our 2025 World Tourism Forum presenting partner as CARE for the Cape & Islands, a local nonprofit whose mission is to inspire stewardship to preserve and protect the natural, cultural, and historical treasures of Cape Cod, Martha's Vineyard and Nantucket.**

- In addition to the two-day conference, a third 'Experience Day' will be included in the ticket package for attendees to support one of three local nonprofit initiatives somewhere on the Cape. Proceeds from each ticket sale will be sent to CARE to cover the cost of the experience day and provide additional donated funds.
- CARE and CREST will host a joint fundraising dinner on the final evening of the event with distinguished delegates and invited partners.
- CARE partners, volunteers, and team members will work with CREST on event sustainability, planning, production, and link community leaders to the event.

# About CARE for the Cape & Islands



## Use Less Plastic Coalition

- A movement supporting sustainable shifts by tourism and hospitality businesses to reduce single-use plastic and its impact on marine debris.



## CARE Foundation

- Philanthropy that preserves our past, stewards our present, and champions a sustainable future for the Cape and Islands. Since 2012, over \$100,000 in micro-grant funding has supported nearly 70 unique projects and programs across the region.



## CARE Day

An annual event that activates volunteers in a half day of service and education to benefit a local nonprofit tourism attraction.



## Take Care Cape Cod

An evidence-based environmental stewardship campaign that integrates friendly messaging with commonsense solutions.



Learning - Collaboration - Networking - Action

# What's on the Agenda?

## Big Ideas & Expert Dialogue

1. **Keynotes and Fireside Chats** with Thought Leaders
2. Panels on climate resilience, destination stewardship, community development, conservation, and creating welcoming tourism destinations
3. **Tech & innovation solutions** for tourism's next chapter
4. Deep-dive into the severity and complexity of the challenges facing tourism.

## Action-driven Collaboration

1. **Mock scenario workshops** led by academic and policy experts
2. **Peer-reviewed "Ideas Exchange" and poster session** featuring researchers and practitioners from leading universities
3. **Development of a regional framework** to address climate challenges and sustainable transformation in the lead up to COP 30.

## CAPE Culture, Community & Connection

1. **Hands-on "Experience Day"** in partnership with CARE to connect with local leaders and give back to the region
2. **Local exhibits and showcases** from innovators across the Cape
3. Cocktail reception and optional **VIP fundraising dinner**



# Speakers, Facilitators, and Panelists from 2024

Just SOME of the Voices from our 2024 Forum in Atlanta



**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 Pasmaru [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



**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



CREST Convenes International Stakeholders to Create Action and Engagement

# 2025 Forum Objectives

Here's What Your Sponsorship will Support



**Convene cross-sector stakeholders** from industry, government, civil society, and academia to foster learning, relationship-building, and collective action on the most pressing challenges facing tourism today.

**Define clear, actionable strategies for the sustainable transformation of:**

- **Destinations:** resilient planning, risk management, and community-centered governance
- **Tourism Businesses:** operational innovation, equity, and environmental leadership
- **Knowledge Sectors:** advancing the role of research, education, and civil society in shaping future tourism systems

**Identify enabling conditions** including policies, partnerships, and investments that support transformation at scale.

**Collectively incubate solutions and work through mock-scenarios with cross-sector stakeholders** on tourism's role in sustainable transformation and how the Cape & Islands can better prepare for social and environmental obstacles.

**Host a peer-reviewed Ideas Exchange & Poster Session**, showcasing emerging academic research and practical innovations that are leading sustainable change across the sector.

**Deepen regional engagement with the Cape & Islands** through locally rooted programming, culminating in a collaborative Experience Day in partnership with CARE to support on-the-ground conservation and stewardship efforts.

**Celebrate connection and creativity** through meaningful networking, cultural programming, and opportunities for bold, values-aligned exchange.





Why Sponsor?



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

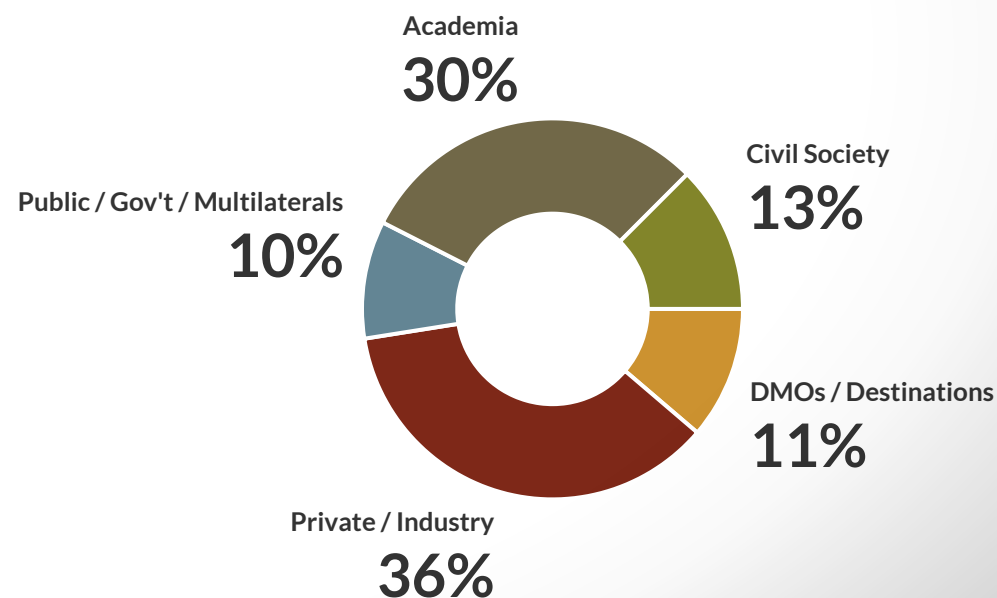


Individuals from **16 countries** attended



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

## 2024 World Tourism Forum



Expected 2025 Attendees: 150-200



## Why Sponsor?

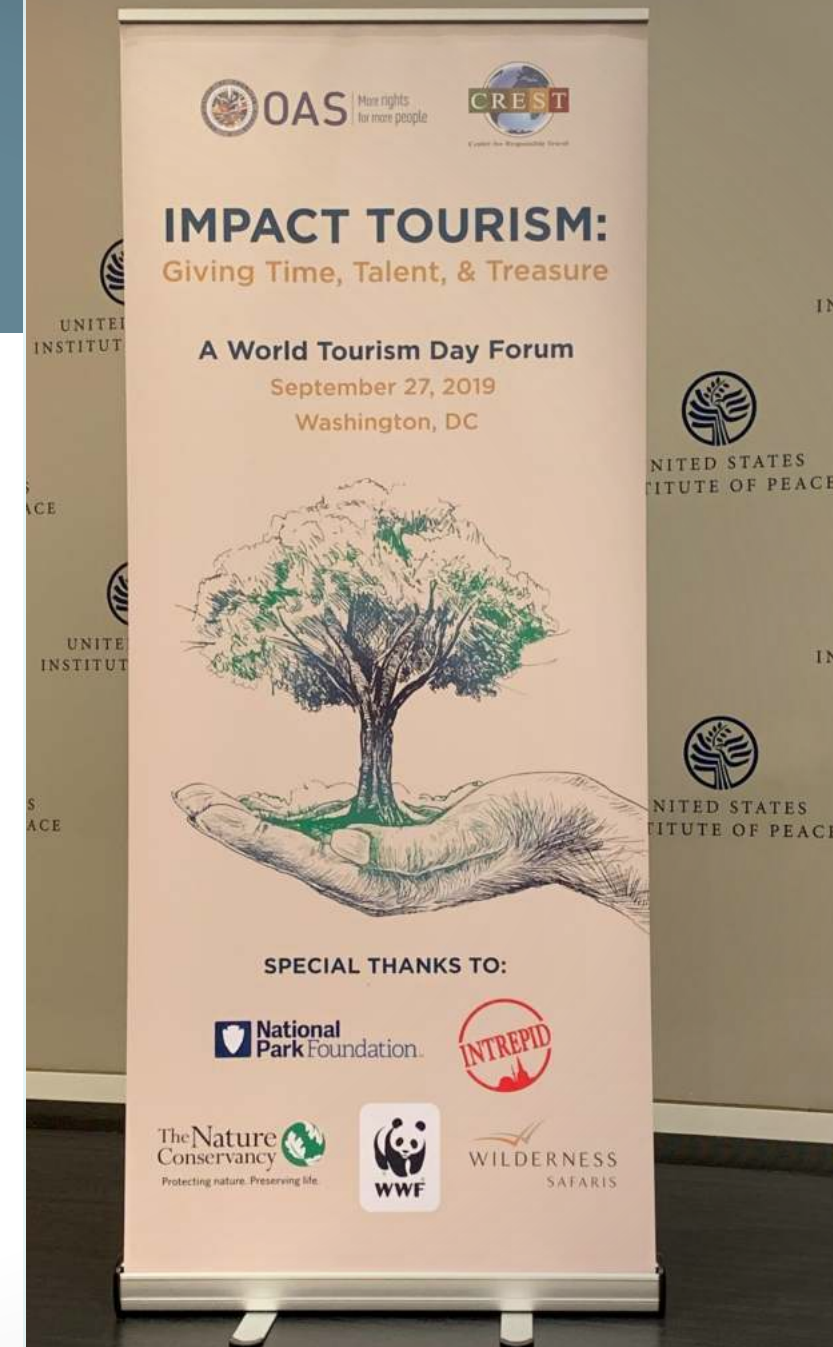
# Inspire Dialogue & Drive Change

Aligning with CREST's 2025 World Tourism Forum elevates your brand's presence in transformative dialogue that surpasses conventional industry events. Your partnership with CREST's 22-year tourism expertise signifies your company's role as a catalyst for progress.

**At the World Tourism 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 Sponsor CREST's Forum?

- **Tourism Industry and Business:** Show your clients and competitors that you're a changemaker and a pioneer. Sponsoring CREST's World Tourism 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 Forum Sponsorship (By Level)

|   | Marquee Sponsor | Diamond Sponsor | Platinum Sponsor | Gold Sponsor          | Silver Sponsor        | Bronze Sponsor        | Community Sponsor     |
|---|-----------------|-----------------|------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Sponsorship Amount                                    | \$30,000        | \$25,000        | \$20,000         | \$15,000              | \$10,000              | \$5,000               | \$2,500               |
| Complimentary Event Registrations                     | 6               | 6               | 5                | 4                     | 3                     | 2                     | 1                     |
| Logo/Marketing Recognition<br>(Detailed on Next Page) | ✓               | ✓               | ✓                | ✓                     | ✓                     | ✓                     | ✓                     |
| Naming Rights to a Session                            | ✓               | ✓               | ✓                |                       |                       |                       |                       |
| Discounted Pricing for Additional Attendees           | 20%             | 15%             | 10%              |                       |                       |                       |                       |
| Speaking Time During Forum                            | 10 Mins         | 5 Mins          |                  |                       |                       |                       |                       |
| Daily Name Mention at the Forum                       | ✓               | ✓               | ✓                |                       |                       |                       |                       |
| Comp Tix to Future World Tourism Forums (2026-2030)   | 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 |
| Small Table to Market at Event                        | ✓               | ✓               | ✓                | ✓                     |                       |                       |                       |

Interested in a **custom sponsorship package** or at an amount not listed? Perhaps you want to sponsor a lunch or a breakout session? Please get in touch [wespinosa@responsibletravel.org](mailto:wespinosa@responsibletravel.org)



# Shining Bright Before, During, and After the Forum

## How We'll Feature your Business

|  | Marquee Sponsor               | Diamond Sponsor               | Platinum Sponsor              | Gold Sponsor                  | Silver Sponsor   | Bronze 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 2025 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        | ✓                             | ✓                             |                               |                               |                  |                  |                   |

The Center for Responsible Travel (CREST)

# 2024 Forum Major Sponsors





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



**CENTER FOR  
RESPONSIBLE TRAVEL**

## 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'.

# 2025 World Tourism 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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