

TRAVEL INDUSTRY TAKING ACTION

23 - 24 Oct 2024
Seville, Spain

IN PARTNERSHIP WITH:



in collaboration with



aworldfortravel.org



The **international thought leadership forum** that brings together all industries that touch the traveller with the goal of ensuring sustainability is addressed by all. The davos-style format allows public and private sector players to discuss and collaborate on important projects of benefit.

2021 > 2024

After our virtual version, Evora (Portugal), Nîmes, (France), Seville (Spain), A World For Travel reaches maturity. In addition to sustainability, the previous destinations were selected to show that travel and tourism must focus on meaningful experiences, all of them provided their estimated heritage. All our social events, the welcome party, official dinner, pre and post event tours will allow you to experience their rich culture in all their glory.

**TAKE INITIATIVE.
BUILD PARTNERSHIPS.**

**RESHAPE TOURISM
OFFERINGS TO MEET
CLIMATE, DIGITAL &
SOCIAL REQUIREMENTS
OF SUSTAINABILITY.**

**FURTHER DEVELOP THE
POSITIVE IMAGE OF
TOURISM.**

**ENCOURAGE CROSS
SECTOR
COLLABORATION
AND COMMITMENT.**

**CREATE A COMMON
PLATFORM TO SHARE
BEST PRACTICES AND
PERSPECTIVES.**

**INVOLVE ALL
STAKEHOLDERS WITH
MIXED INTERESTS.**



2024 > 5th edition.



2024
to be continued...

SOLUTIONS

2023
Seville, Spain

TRANSPARENCY

2022
Nîmes, France

AWARENESS

2021
Évora, Portugal

RECOVERY

2020
Virtual meeting



Format.

This year, the AWFT format will continue its successful Davos-style design with global dignitaries and industry stars to provide thought leadership that ensures “deployment” and “milestones” to achieve sustainable transformation of their businesses. We will still address regenerative tourism, human capital and financial issues, energy transitions and technological challenges that are emerging with AI. The major challenge is how to renew the value proposition and therefore the economic models.

→ Opening keynotes

→ Press conference

→ 10 Case Studies

→ 2 roundtables

The roundtables will bring together speaker and audience engagement to determine best course of action on the selected topic.

→ 2 side events

WHERE?



SEVILLE

Seville is a city that leaves its mark, and many people define it as special. It might be because of the grandeur of its monuments. Or perhaps the charm of areas such as Triana.

It may possibly be the scent of jasmine in its squares or the Spanish guitar music of its streets. Some say that it's the tradition of its festivals, and many are convinced its tapas are the real reason.

Why Seville ?

- Antique heritage
- Cultural beacon
- Accessibility
- Spectacular gala dinner and entertainment event
- A city committed to being one of the first sustainable destinations in Europe

The Forum adds **value** to your organization

INFLUENCE

NETWORKING

BRAND POSITIONING

- Worldwide Influence and Exposure
- International Network (elite yet personal)
- Global Brand positioning
- New audiences
- Inclusion in the Industry transformation through action
- Access to on site media
- Stay Current, Relevant and Up-To-Date



THEY ATTENDED TO AWFT



Groupe



PERFORMANCE

Our Year over Year achievements

400

in-person delegates/year

70 000

Virtual delegates (2020-2022)

150

journalists mobilized around the world

40

Dignitaries/year

150

C-level speakers from public and private sectors

25M

Media audience (2020-2023)



The most renowned speakers.



MIKE HORN
PROFESSIONAL EXPLORER



ELIZA REID
FIRST LADY OF ICELAND



PETER GREENBERG
TRAVEL EDITOR, CBS NEWS



ISABELL HILL
ADVISOR, BOARD MEMBER,
ENVOY, SUSTAINABLE
TOURISM GLOBAL CENTER;
FORMER DIRECTOR,
NATIONAL TRAVEL AND
TOURISM OFFICE AT U.S.
DEPARTMENT OF COMMERCE



ROBERTO MARTINOLI
PRESIDENT & CEO,
SILVERSEA



DR. MISA LABARILE
POLICY OFFICER,
EUROPEAN COMMISSION



JAMES THORNTON
CEO, INTREPID TRAVEL



RAJAN DATAR
HOST, JOURNALIST BBC



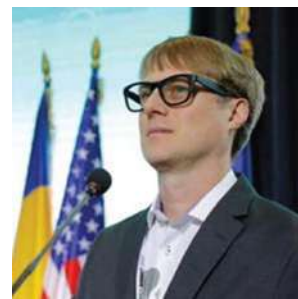
MARYANGELS FORTUNY
HEAD OF UNIT,
FORESTRY, AGRICULTURE,
CONSTRUCTION AND
TOURISM SECTORAL
POLICIES DEPARTMENT
INTERNATIONAL LABOUR
OFFICE, GENEVA



LUCAS BOBES
SUSTAINABILITY AND ESG
OFFICER, AMADEUS



INGE HUIJBRECHTS
GLOBAL SENIOR
VICE-PRESIDENT,
SUSTAINABILITY,
RADISSON HOTEL GROUP



DR. KARL WURSTER
DIRECTOR OF USAID/BIH'S
ECONOMIC
DEVELOPMENT OFFICE



CATHERINE LOGAN
VICE PRESIDENT, EMEA,
GBTA



NICOLAS BRUMELOT
CEO & CO-FOUNDER,
DIGITRIPS

MEDIA

Some media coverage

The New York Times

CBS NEWS

BBC NEWS
UK



ALJAZEERA

Forbes

CNN

Le Monde

The Telegraph

REUTERS

MANSA



ALJAZEERA

TRAVELWEEKLY

LE FIGARO

AFP

LA NACION

DW Deutsche Welle



MEDIA PERFORMANCE

Since the 1st edition in 2020.

Achievements during the 2023 edition:

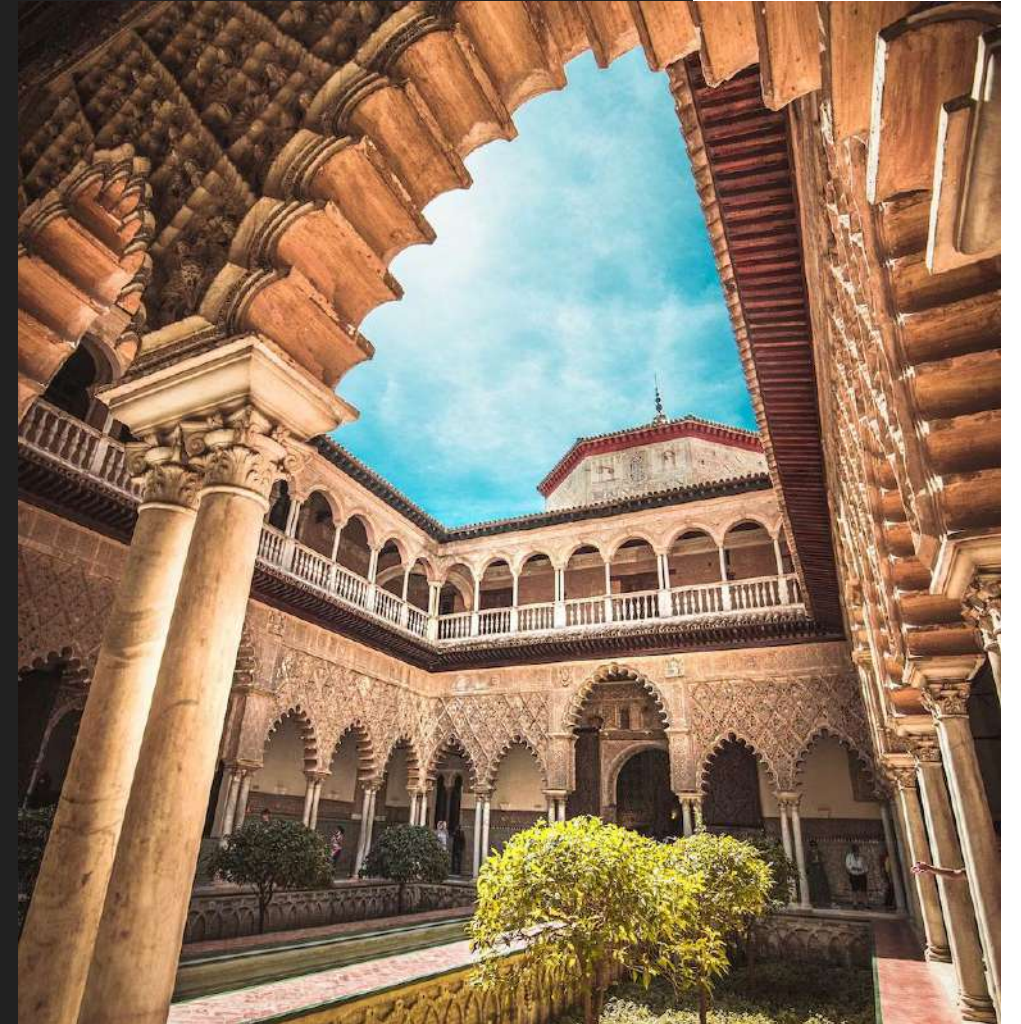
1. 1688: Number of press coverage (TV, radio, written press) generated by AWFT and the TIS on (America, Europe, Middle East, Oceania)
2. +20: Video interviews conducted in the A World For Travel TV Studio
3. +25: ITW one-to-one organized between a journalist and a speaker
4. 20: fully filmed conferences
5. The national and international press was mobilized as well as numerous specialized media: Tourism, Economy, Aeronautics, Business Travel, Marketing/Communication, Catering, Technology, etc.

Since its 1st edition in 2020, A World For Travel:

- generated more than 3,000 press reports
- mobilized more than 150 journalists around the world
- reached more than 25 million readers and viewers
- reached more than 70,000 spectators via its livestreams (2020-2022)



Partnership Opportunities



Partnership Packs*

Starter pack

5 000€

- Standard size logo throughout the event
- 2 invitations to non attending AWFT persons to join the Gala dinner
- Logo in the « Support AWFT » area (digital and print)

Bronze Pack

10 000€

Starter pack items plus:

- Dedicated, named table (10 seats) at Gala dinner + 3 invitations for Gala Dinner
- Enlarged logo throughout the event, mention in press releases, branding on pre/post communications.
 - 1 interview with available media
 - 3 nominations for award
- Logo in the “Bronze partners” area

Silver Pack

15 000€

Bronze pack items plus:

- Logo integrated in the TV studio
- Key positioning during Welcome event Oct 17
- 1 additional pre-scheduled interview with media
 - 5 invitations for Gala Dinner
- Logo in the “Silver partners” area (digital and print)
- Acknowledgement by the master of ceremony
 - Social media activities

Gold Pack

30 000€

Silver Pack items plus:

- Interview in the TV studio
- Key Brand Positioning on the day
 - Master of Ceremony’s Special Recognition
- Additional session sponsorship [total 2]
 - 5 Separate Photo requests
 - Sponsorship of a session
- Logo in the “Gold partners” area (digital and print)
 - 5 nominations for the award

Strategic Partner Pack

40 000€

- Gold pack
- Supporting partner in selected thematic “shift” (climate, environmental, technological, economic, social)
- Announce thematic discussion of selected “shift”
 - speaker at the press conference
 - Logo associated to the Forum’s logo
 - Selected meeting coordination
- Trophy presentation for the shift selected



Partnership Opportunities (2/2)

WI-FI SPONSOR

**MEETING
COORDINATION**

PRIVATE MEETING ROOM

**CENTER STAGE
RECEPTION SPONSOR**

**COFFEE BREAK
SPONSORSHIP
EXCLUSIVE**

**COFFEE BREAK
SPONSORSHIP
NON EXCLUSIVE**

**NETWORKING LUNCH:
THURSDAY (EXCLUSIVE)**

**NETWORKING LUNCH:
FRIDAY (EXCLUSIVE)**

**LEGACY SELECTION
SPONSORSHIP**

Contact us !
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**AWARD
PRESENTATION**

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See you in Seville.

