



Present the:

1st Annual International Conference on Sustainable EduTourism

Explore the potential between Education/Cultural Activities and Sustainable Tourism

November 8 & 9, 2010, Melia Cohiba Hotel, Havana, Cuba

Detailed Information Sheet

*What does traveling to Las Vegas for a conference, to Italy to learn culinary skills, and to Havana for language/culture study all have in common? They are examples of innovative ways of combining **learning with traveling** to unique locations.*

This innovative conference has been designed to bring together leading experts from the fields of hospitality/tourism, culture and education to provide insight, stimulate, discussion, and facilitate capacity-building workshops on how to identify and move forward with EduTourism initiatives and capitalize on the potential of this enormous educational tourism market (EduTourism).

By definition, EduTourism is traveling for the purpose of formal or informal learning in a unique local environment. This results in a socially and economically sustainable tourism product that benefits both the region and its visitors.

The affect of this collaboration can result in the rejuvenation of tourism throughout the world, celebrating cultures and the intermingling of residents and visitors. It can provide great support for preservation, conservation and sustainability as well as the creation of more meaningful opportunities for resident and visitors through a deeper engagement and involvement with their surroundings.

The 2010 Conference is being held in Havana, Cuba, a destination well known for its splendid geography, vibrant culture and excellent education system. Cuba has focused heavily on tourism, culture and education over the past few decades and it exemplifies an creative EduTourism destination.

The purpose of this Conference will be to provide an interactive and creative environment in which to explore and discuss:

- Multi-faceted approaches and possibilities of EduTourism;
- Economic and social benefits of the collaboration between hospitality/tourism and the education/learning sectors and;
- to develop individual action plans to move toward creating a capacity building sustainable EduTourism product

EduTourism benefits the geographic region as it:

- offers an additional sustainable source of tourism revenue,
- provides further opportunity to showcase, develop and incorporate local culture
- honors the local people/businesses and involves them in their geographic region in a more cohesive manner. The benefits will be broadly distributed among residents, tourism enterprises, governments, citizens, visitors, educational institutions, tec.

This fast growing sector provides a creative way to combine and promote a region's education/learning opportunities and unique tourism strengths, creating social and economic harmony for its people resulting in a more sustainable tourism product.

With the economic and demographic shifts of the traveler changing rapidly and the many changes within the travel industry, there is a growing need for more creative and sustainable ways to market destinations and to satisfy the traveler.

This is an opportune time to develop new approaches that combine unique aspects of the local environment with learning/education such as:

- cultural activities ie. language, religion, art, music, or history studies
- environmental or eco tourism activities
- medical tourism
- education programs in hotels
- Conference, seminars, incentive programs
- Formal university programs

The conference is a unique partnership spearheaded by Canadian organizers CETA (Canadian EduTourism Associates Cooperative Limited), and is supported by the Ministry of Tourism and other International partnerships. It is designed to attract International participation from industry and individuals within the hospitality, tourism, culture and education sectors including:

- DMOs, tour operators, regional associations, hoteliers, NGO
- event and conference planners
- hospitality and tourism operators, consultants, planners, developers
- national and regional tourism offices, destination management organizations
- training and education organizations, developers, suppliers, coordinators, and
- numerous professionals from heritage, cultural, entertainment, or artist fields

Attendees will benefit from a combination of networking opportunities, keynote speakers, panel discussions, practical interactive workshops and excursions that will:

- explore the longstanding history (and relevance to today) of educational tourism
- showcase what is currently being offered successfully in EduTourism globally and what can be learned from those experiences
- elaborate on key social and economic impacts (Triple Bottom Line) of EduTourism and how to integrate them
- inspire unique and innovative ideas of ways to combine learning and /tourism
- create an opportunity for each attendee to start to work on developing an individual action plan to move toward creating a capacity building, sustainable EduTourism offering.

Most attendees will be at the middle or senior management level, or equivalent, and have decision-making responsibilities and budgets, as well as influence within their organizations. The expected audience is 300-350. A detailed marketing campaign is being designed and it will be promoted globally through an advertising campaign directed towards: industry, associations, government organizations, and NGO's.

Timing Overview

- There are a **limited** number of sponsorship opportunities.
- Informal promotion campaign began in January 2010, and a formal marketing campaign will commence June 26th
- The *1st International Conference on Sustainable EduTourism* will be held in Havana, Cuba on November 8-9, 2010 on the heels of their biggest International Fair FIHAV. A family programme and excursion package will be made available as options by June 26st.

**Sponsorship Inquiries can be directed to the Conference Chair, Lana Wood
info@edutourismconference.org or by calling 902.422.3483**

SPONSORSHIP OPPORTUNITIES(CA\$)

Opportunity	Value	Requirements	Recognition
Presenting Sponsor (exclusive)	\$25,000	Cash and/or similar value of gift-in-kind,	Name and logo on front of all communication materials including website, reminder postcards, promotional emails, conference program, conference attendees' bags and event signage: <i>1st International Conference on EduTourism presented by ...</i> At least two additional promotional pieces plus a 25-word description of the organization and web site link. Six tickets to the full conference. Speaking opportunity/welcome at a major keynote/opening session. Opportunity to attach company name to or gift to two major sessions. Feature article/quote distributed to media

Major, Gold, Silver and Bronze Sponsors:

*Note: Major, Gold, Silver and Bronze gift-in-kind opportunities **could** include: Conference identity/marketing aterials, Printing of conference and awards banquet programs, Onsite photography, Video production, Airline-hotel partner, etc.*

Opportunity	Value	Requirements	Recognition
Major sponsors <i>Max 2</i>	\$15,000	Cash and/or gift-in-kind	Name and logo on front of all communication materials including website, reminder postcards, promotional emails, conference program, conference attendees' bags and event signage: Four tickets to the full conference Speaking opportunity at a keynote or session. Opportunity to attach company name or gift to a major session
Gold sponsors <i>(Max 2)</i>	\$10,000	Cash and/or gift-in-kind	Name and logo on all communication materials including website, reminder postcards, promotional emails, conference program, conference attendees' bags and event signage: Two tickets to the full conference Recognition at a keynote or session. Opportunity to attach company name or gift to one major session
Silver sponsors (Max 5) 3 LEFT	\$7,000	Cash and/or gift-in-kind	Name and logo on all communication materials including website, reminder postcards, promotional emails, conference program, conference attendees' bags and event signage: Two tickets to the full conference. Recognition at a keynote or session. Opportunity to attach company name or gift to a major session .
Bronze sponsors (Max 5) 1 LEFT	\$5,000	Cash and/or gift-in-kind	Name and logo on all communication materials including website, reminder postcards, promotional emails, conference program, conference attendees' bags and event signage: One ticket to the full conference. Recognition at a session.

Sponsorship Opportunities are very limited. To discuss, please contact info@edutourismconference.org