

# JULY CORPORATE PARTNER SPOTLIGHT



**site** Minnesota

## **Tell us a little about your organization/business and how you got connected to The Link?**

SITE chapters around the world increase awareness of the power of motivational experiences. By building personal, local connections, chapter members develop strong bonds with a group of fellow members right in their own backyard. Chapters are a way to meet other members, build business connections, and have fun in the process.

The Society for Incentive Travel Excellence (SITE) is the only Business Events association dedicated exclusively to the global incentive travel industry.



Founded in 1973, we are a professional association of 2,500 members located in 90 countries, working in corporations, agencies, airlines, cruise companies and across the entire destination supply chain.

## **Working to Eliminate Human Trafficking in Travel & Tourism: SITE & ECPAT Partnership**

Human trafficking is a global issue in the travel and tourism industry. With the use of online, classified ads, human trafficking has moved off the streets and behind the closed doors of hotels rooms. ECPAT International is a global network of organizations working together for the elimination of child prostitution, child pornography and the trafficking of children for sexual purposes.

The Tourism Child-Protection Code of Conduct (The Code) a joint venture between the tourism private sector and ECPAT-USA, is the only voluntary set of business principles travel and tour companies can implement to prevent child sex tourism and trafficking of children. By enacting responsible policies, members of The Code play an essential role in protecting children from the sexual exploitation that is particularly prevalent in the travel and hospitality industry.

SITE has officially joined the efforts of ECPAT to end child exploitation and human trafficking by signing The Code signifying our commitment to speak out against sexual exploitation and our intention to leverage our influence in the industry to help victims become survivors.

## **What has been the collaboration with The Link and was there a favorite part/story?**

Site Minnesota donates every quarter to The Link and also provides donations for new items such as clothing, school supplies and necessities that are needed to move forward in a positive direction.

## **What would be your dream project be with The Link in the future?**

Our dream project would be to STOP sex trafficking and provide the resources and means to help victims get back on track to a productive and fulfilled life.