

World HOST 2015 Convenors:

*National Tourism Council Malaysia
The Malaysia Homestay Cooperative Berhad*

*In Cooperation with:
Malaysia Ministry of Tourism and Culture
Tourism Malaysia
Community Homestay Tourism Network (HQ Melbourne, Australia)*



WORLD HOMESTAY ORGANISATIONS SUMMIT FOR TOURISM

Request for Support and Sponsorship

To Whom It May Concern:

The convenors of the World Homestay Organisations Summit for Tourism (World HOST 2015) proudly announce the program of the inaugural event.

We cordially invite your participation and support for **World HOST 2015 on 28 November – 2 December 2015 to be held in Kuala Lumpur Malaysia.**

The Summit engages industries that directly participate in tourism and travel, and those enterprises that serve the sector.

This may include travel and tourism organisations, homestay and community tourism providers, as well as the hospitality, culture, arts, business and educational institutions, and those who undertake tourism for responsible social engagement.

The Summit will look at the operations of community homestays, learning experiences and immersion activities, as well as market and target demographics for tourism.

Opportunities for expansion, collaboration and partnerships will be facilitated through active workshops and round-table forums.

The theme for The Summit will be “Achieving Global Impact Together”.

We are grateful for your consideration in supporting World HOST 2015, and the possibility to become actively involved through sponsorship and other support mechanisms.

In anticipation, we look forward to working with you. Please find attached draft program.

Sincerely,

A handwritten signature in black ink, appearing to read "Dato Haji Sahariman B. Hamdan".

Dato Haji Sahariman B. Hamdan
Summit Director | World HOST 2015
President | Malaysia Homestay Association

For all inquiries on partnerships and sponsorship, please contact:

Dr. Rowee Delgado
Chairperson | World HOST 2015
Program Director | Community Homestay Tourism Network
Email: rowee@communityhomestay.org
Phone: +61 1564 0352

World HOST 2015 Convenors:

*National Tourism Council Malaysia
The Malaysia Homestay Cooperative Berhad*

*In Cooperation with:
Malaysia Ministry of Tourism and Culture
Tourism Malaysia
Community Homestay Tourism Network (HQ Melbourne, Australia)*



WORLD HOMESTAY ORGANISATIONS SUMMIT FOR TOURISM

Introduction

World HOST 2015 brings together for the first time, the global movement in community and homestay networks and initiatives.

Emphasising that tourism markets continually look for interesting new experiences, bespoke itineraries, and immersive activities, this Summit provides the platform for individuals, organised groups, travel and tourism planners and promoters to access locally-nuanced, culturally-engaged, individually-styled travel experiences. The breadth of opportunities is seemingly endless.

At the same time, accessing community and homestay locations provides wonderful support to local enterprises and economic development for communities and to the less accessible regions.

What will World HOST 2015 provide?

- Opportunities to meet representatives from community and homestay operators.
- Opportunities to present new destinations and those rarely promoted.
- Opportunities to share knowledge and ideas.
- Presentations by experts in local tourism, culture, service learning and micro-enterprise.
- Engagement with an active distribution list of 10,000 (and growing) active providers.
- Forums for positive social impact on a global scale.

Who else can be involved in World HOST 2015?

- Localised travel service operators.
- Travel writers and magazines.
- Civil organisations and special interest groups.
- Corporate social engagement executives and planners.
- Education institutions, students and academics.
- State tourist boards.
- Local economic development executives.

Outcomes

World HOST 2015 will build on the recently established and growing collaboration with community and homestay in networks around the world. The Summit looks to achieve the following:

- Shared knowledge in design, activities and operations.
- Structured initiatives for market development.
- Establishment of a common platform for governance.
- Ongoing forum to develop the sector.
- Ideas to develop local nuance and authentic cultural experiences.
- Initiatives to educate traveller markets about "the value of local".
- Feedback mechanisms to actively engage all affiliated industry sectors.

World HOST 2015 Convenors:

National Tourism Council Malaysia
The Malaysia Homestay Cooperative Berhad

In Cooperation with:
Malaysia Ministry of Tourism and Culture
Tourism Malaysia
Community Homestay Tourism Network (HQ Melbourne, Australia)



WORLD HOMESTAY ORGANISATIONS SUMMIT FOR TOURISM

Reach

World HOST 2015 will utilise existing networks across the sector, and is developing new networks and partnerships with like-minded organisations and media groups. World HOST 2015 will be exposed to markets throughout South-East Asia, Oceania, North Asia, South Asia, Western, Eastern and Northern Europe, The Middle East, Africa, and The Americas.

This ongoing business development program will have estimated reach targets designed for the specific promotional activity or output:

PR	a. 10,000 direct mail - email, social media platforms, immediate network lists b. engagement with media groups and industry publications.
Marketing	a. 1,0000 community and homestay hosts and host organisations c. engagement with local government sectors in tourism and development
Attendance	a. delegate representatives from community and homestay hosts b. sector and cross-sector representatives
Follow-up	a. full report to attending participants b. summary publication for interested parties and general public

Categories

**Lead Supporter
US\$5,000**

- Recognition across all World HOST 2015 platforms
- Primary placement on collateral and media releases
- Directly supporting the participation of upto 8 community homestay operators to attend World HOST 2015
- Acknowledgement in targeted media release
- Continuing, direct engagement with Community Homestay networks

**Collaborating Supporters
US\$2,500**

- Recognition across all World HOST 2015 platforms
- Secondary placement on collateral
- Directly supporting the participation of upto 6 community homestay operators to attend World HOST 2015
- Acknowledgement in targeted media release
- Continuing communication engagement with Community Homestay

**Community Sponsors
US\$1,500**

- Directly supporting the participation of upto 4 community homestay operators to attend World HOST 2015
- Acknowledgement in targeted media release
- Facilitated engagement with sponsored community
- Recognition on World HOST 2015 program booklet and selected collateral