

# Human Trafficking Prevention for Hospitality



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# 2026 World Cup

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## 2026 World Cup

- 3 countries
- 16 host cities
- 6.5 million people expected to attend in-stadium
- 78 matches in the U.S.

## California

- 2 Host Cities: LA & San Francisco
- 13 matches across CA
- Projected to bring revenue to CA in 2026! *California Insider News 2024*



# Sporting Events and Human Trafficking

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An influx of travelers are expected across North America!

Unfortunately, wherever there is an increase in crowds, there is a higher risk of human trafficking.



# Ways that Human Trafficking Creates Risk for Hotels

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- Hotels are used by traffickers to provide sex buyers access to victims of commercial sexual exploitation.
- Hotels are also used by traffickers to house victims of forced labor across industries.
- Properties are coopted as meeting places for traffickers, their victims, and clients.

# What is human trafficking?

U.S. DEFINITION:

- (a) Using **force, fraud, or coercion** to compel a person into work or prostitution
- (b) Involving a minor in a commercial sex act

TWO TYPES:

- 1) Labor Trafficking
- 2) Sex Trafficking

*If someone solicits or patronizes a sex trafficking victim, that's human trafficking.*

**ANYONE** can experience trafficking.  
However, certain groups are particularly  
vulnerable to exploitation:

People  
Experiencing  
Poverty

People  
Experiencing  
Homelessness

People  
Marginalized by  
Race or  
Disability

People Who  
Identify as  
LGBTQ2IA+

People Who  
Have  
Immigrated  
Recently

People Who  
Don't Know  
Their Legal  
Rights

People  
With Unmet  
Core Needs

# Who are the traffickers and consumers?

Traffickers and consumers come from **all** racial, ethnic, and gender demographics.

- Some use their **wealth** and **power**
- Some are experiencing the same **socio-economic oppression** as their victims

Traffickers and consumers can be business owners, members of a gang, parents or family members of a victim, intimate partners, and powerful corporate execs and government representatives.

**ANYONE** can cause harm.

# Human Trafficking in the Workplace (2021)

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- **27.6 million** people are in forced labor worldwide (including forced commercial sexual exploitation)
- Of the 27.6 million people in forced labor:
  - **17.3 million** are exploited in the **private sector**;
  - **3.9 million** in forced labor **imposed by governments**;
  - **6.3 million** in forced commercial sexual exploitation.
  - **12%** are children. **More than half** of these children are in commercial sexual exploitation.

(Source: The International Labor Organisation: <https://www.ilo.org/global/topics/forced-labour/lang--en/index.htm>)

# Forced Labor Cases in US Industries

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- Agriculture
- Arts & Entertainment
- Bars, Strip Clubs, and Cantinas
- Carnivals
- Commercial Cleaning Services
- Construction
- Domestic work
- Escort Services
- Factories & Manufacturing
- Fishing & Aquaculture
- Forestry & Logging
- Health and Beauty Services
- Health Care
- Hotels & Hospitality
- Illicit Activities (ex. drug trafficking)
- Illicit Massage
- Landscaping
- Outdoor Solicitation
- Peddling & Begging
- Personal Sexual Servitude
- Pornography Production
- Professional, Scientific, & Tech Services
- Recreational Facilities
- Remote Interactive Sexual Acts
- Residence-Based Commercial Sex
- Restaurants & Food Service
- Traveling Sales Crews

# California Data

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## Signals Received in 2024

- 3,378 signals were received by the Hotline in 2024 from CA -- > 1,298 signals received were from victims/survivors of human trafficking

## Cases Identified in 2024

- 1,733 cases were identified in 2024 --> 3,603 victims were involved in these cases

### Types of Trafficking



Sex	1,064
Labor	245
Sex and Labor	197

# Indicators of Human Trafficking

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**FORCE**



**FRAUD**



**COERCION**



# Interpreting Indicators Ahead of the World Cup

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- As you keep these indicators in mind, please remember that the presence of one indicator does not confirm human trafficking. Instead, there will typically be **multiple indicators** in a human trafficking situation. Evaluate any behavioral indicators you observe in relation to each other and the context of the situation.
- It is vitally important not to confuse personal characteristics such as nationality, race, gender, or sexual orientation with indicators of human trafficking. Instead, **look for behaviors** that demonstrate or suggest control, abuse, and coercion.

# Why Businesses Should Be Proactive Against Human Trafficking

- Prevent exploitation
- Prevent the use of your premises for profiteering by traffickers
- Enact your business's values of integrity and duty of care
- Protect your business's reputation
- Reduce losses
- Increase safety for your staff and customers
- Improve staff morale
- Reduce turnover
- Help connect victims with services

# How Businesses Prevent Human Trafficking

## STRATEGIZE



Develop policies, practices, and communications to prevent human trafficking.

## EDUCATE



Educate staff, contractors, industry leaders, and partners through anti-human trafficking training.

## RAISE AWARENESS



Outreach potential victims and bystanders with survivor-informed materials.

# Educate: Equip Staff to Recognize & Respond to Human Trafficking

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Inhospitable to Human Trafficking  
Hospitality Training

## Employees will learn:

- What human trafficking is
- How to identify human trafficking
- How to respond to potential incidents of human trafficking
- How to prevent human trafficking in hospitality

Inhospitable to Human Trafficking helps employees learn directly from human trafficking survivors as well as people who work in hospitality—making it practical, relatable, engaging, and memorable.

# Inhospitable to Human Trafficking Toolkit

## INHOSPITABLE TO HUMAN TRAFFICKING TOOL KIT

This toolkit provides resources for people who work in the lodging industry, including hotel staff, vacation rental hosts, and property owners.

The toolkit accompanies Inhospitable to Human Trafficking, a short, online course aimed to protect your guests and your property from human trafficking.

### CONTENT OF THE TOOLKIT

- PRINTABLE INDICATOR LISTS, BY LODGING FUNCTIONS
- PREVENTION TIPS
- PRINTABLE RESOURCES CARDS FOR TRAFFICKING VICTIMS

If your company does not offer the Inhospitable to Human Trafficking course, you can take the training at: [best-training.org](https://best-training.org)

**96%**  
OF TRAINEES  
IMPLEMENTED  
NEW PRACTICES

**97%** OF TRAINEES  
LEARNED TO INCREASE  
THE SAFETY OF THEIR  
PROPERTY

**Thousands** OF HUMAN  
TRAFFICKING VICTIMS HAVE  
RECEIVED ASSISTANCE FROM  
BYSTANDERS.

[BESTALLIANCE.ORG](https://bestalliance.org)



# BEST's Training Impact

Our trainings make a difference through social change

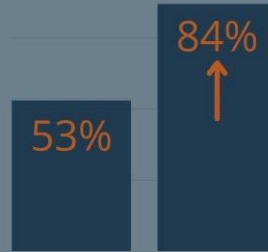
Knowledge about  
sex trafficking



## Knowledge

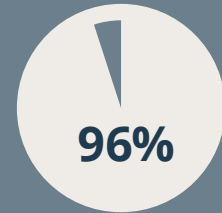
Respondents' knowledge about sex trafficking and labor trafficking increased significantly after taking BEST's training

Knowledge about  
labor trafficking



## Attitudes

After training, respondents' understanding that most prostituted people are forced, coerced, or abused into prostitution increased from 53% to 84%



## Safety at Work

96% of training recipients said that BEST's training will make their workplaces safer

# Raise Awareness to Enable Victims to Connect with Help

**THERE IS A WAY OUT**  
Can't leave your job? Are you being threatened?



**YOU ARE NOT ALONE**  
Call 1-888-373-7888 or Text BeFree (233733)

Existe una salida. ¿No puedes dejar tu trabajo? ¿Estás bajo amenaza? No estás sola. Llama al 1-888-373-7888 o envía BeFree al (233733) Confidencial - Gratis - 24/7


有摆脱困难的方法。无法放弃你的工作？你是否正受到威胁？你并不孤单。请拨打 1-888-373-7888 或发送短信 BeFree (233733) 保密 - 免费 - 24/7

Выход есть. Не можете уйти с работы? Вам угрожают? Вы не одни. Позвоните по номеру 1-888-373-7888 или отправьте сообщение BeFree на номер (233733) Конфиденциально - Бесплатно - 24/7

bestalliance.org



**YOU ARE NOT ALONE**  
Is someone making you have sex for money or shelter?



**WE CAN HELP**  
Call 1-888-373-7888 or Text BeFree (233733)

No estás sola. ¿Alguien te obliga a tener sexo por dinero o albergue? Podemos ayudarte. Llama al 1-888-373-7888 o envía BeFree al (233733) Confidencial - Gratis - 24/7


你并不孤单。是否有人为了钱或住所而迫使你发生性关系？我们可以提供帮助。请拨打 1-888-373-7888 或发送短信 BeFree (233733) 保密 - 免费 - 24/7

Вы не одни. Кто-то принуждает вас к сексу за деньги или убежище? Мы можем помочь. Позвоните по номеру 1-888-373-7888 или отправьте сообщение BeFree на номер (233733) Конфиденциально - Бесплатно - 24/7

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Free Posters



*Join the fight to combat human trafficking and help make California a safe place for all!*

# Questions?



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# Thank you!



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