

# Stop Trafficking!

# Awareness Advocacy Action

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*FOCUS: This issue highlights human trafficking in the travel industry.*

## Human Trafficking and the Travel Industry

Human trafficking may not be something you think about happening next door in your luxury hotel, while on a popular commercial airline, or during a “pit stop” at a highway travel center. We know that human trafficking can occur anywhere; however, the travel industry is on the front lines.

The travel and tourism industry is affected by trafficking daily as traffickers transport victims on airplanes, taxis, trains, and buses, even more so during major sporting events, conventions, and at vacation destinations. In addition, hotels may unknowingly, and sometimes knowingly, sell rooms to sex traffickers for exploitation or may hire labor-trafficked individuals to work in their operations.

Over the last decade, transportation, tourism, and hotel professionals have recognized the role they can play on the front lines of identifying potential trafficking victims. As a result, many organizations work alongside NGOs and the Departments of Homeland Security and Transportation to ensure that their employees are ready to respond to victims in plain sight rather than look away from them.

The Commission on Security and Cooperation in Europe, in a joint briefing with the United States’ Congressional Caucus on Human Trafficking, reported in May 2018 that although transportation and hotel professionals may recognize the role they can play in identifying potential trafficking victims, some companies have been slow to join the fight.

The European Commission pointed out that legislation still pending in Congress will require hotels and airlines to train their employees to spot and report signs of trafficking before the companies can become eligible to win government contracts, and noted that more decentralized systems of travel and tourism — such as Airbnb and Uber — may need new frameworks to ensure that their systems do not become the preference of traffickers on the move.

Over sixty travel organizations have agreed to a code of conduct designed to protect children from sexual exploitation in the travel and tourism industries. Members agree to train employees, providing information to travelers and annually reporting their efforts.

Click [here](#) to learn more.

*Recently, Jessica Chapman, a Sapp Brothers Travel Center cashier in Junction City, Kansas, noticed a woman in the travel center who seemed distressed. Chapman caught the woman’s eye and asked her if she was all right when she saw a man near her. The woman approached Chapman and acknowledged that she wasn’t. Because the man was in the store, and so as not to arouse suspicion, Chapman took down a rewards application and acted like she was helping the woman fill it out, all the while gathering information about the situation so to call law enforcement.*

*Her quick and very intelligent response led to the man’s arrest and allowed the woman, who had been sexually exploited, to get to a safe place.*

*Sapp Brothers, Inc. is a collection of 17 full-service, friendly travel centers, primarily located on Interstate-80 from as far west as Salt Lake City, Utah to Clearfield, Pennsylvania in the east. Sapp Brothers has worked with law enforcement and Truckers against Trafficking to raise awareness through training offered to their customer base and their employees and develop protocols for how to respond to this crime and its victims. Additionally, through their Help Now campaign, they have created signage found around their properties that raise awareness about human trafficking and that Sapp Bros is committed to helping end it.*

# Awareness

## In the travel industry, technology can serve as an ally to prevent and stop human trafficking.

Sabre developed a QIK Analysis tool that helps customs, immigration, and police officers uncover criminal activity. QIK Analysis is based on the idea that perpetrators, including human traffickers, fall into specific, predictable patterns when they travel, and these patterns can be detected through automation.

Patterns of repetitive travel and unusual combinations of passenger name records (PNRs) are instant flags within a data set. By identifying suspicious behaviors, such as one man traveling with many younger females on one-way tickets, technology helps orient law enforcement resources.

TraffickCam allows anyone with a smartphone to fight sex trafficking when they travel by uploading photos of hotel rooms to a law enforcement database. Sex traffickers regularly post pictures of victims posed in hotel rooms in their online advertisements. Investigators can use these ads as evidence to find victims and prosecute perpetrators by determining where the photos were taken.

Photos uploaded to the free TraffickCam app are added to an enormous database of hotel room images. Federal, state, and local law enforcement securely submit pictures of hotel rooms used to advertise sex trafficking victims to TraffickCam.

Features such as patterns in the carpeting, furniture, room accessories, and window views are matched against the database of traveler images to provide law enforcement with a list of potential hotels where the photo may have been taken.

TraffickCam is 85% accurate in identifying the correct hotel in the top 20 matches, according to early testing. More than 2.9 million photos of more than 250,000 hotels in every major metropolitan area of the U.S. have been uploaded. In addition, more than 152,000 TraffickCam apps have been downloaded.

Another technology, PhotoDNA, is used by social networks to flag potentially abusive photos.

Click [here](#) to learn more.

## Truckers Against Trafficking (TAT)

is a nonprofit organization that trains truck drivers to recognize and report instances of human trafficking. Initially formed in Oklahoma in 2009, it is currently based in Colorado.

TAT produces anti-trafficking materials, which are commonly seen throughout the trucking industry. Through their efforts, they have freed human trafficking victims, and according to the National Human Trafficking Resource Center, the majority of truck drivers who report tips learned about them through TAT.

As the eyes and ears of our nation's highways, truckers are in a unique position to make a difference and close loopholes to traffickers who seek to exploit the transportation system for their gain. TAT raises awareness of human trafficking throughout the transportation industry through various programs, some of which are listed below.

### Industry Training Program

TAT's core program is the Industry Training Program. Through the program, thousands of industry members are trained on the realities of sex trafficking and how the trucking industry can combat it. Through nationwide presentations, using industry-specific materials, TAT partners with trucking schools, carriers, truck stops,

shippers, manufacturers, and state and national trucking associations, to spread the word about human trafficking.

### The Freedom Drivers Project

The Freedom Drivers Project (FDP) is a first-of-its-kind, mobile exhibit used as a tool to educate members of the trucking industry, law enforcement, and the general public about domestic sex trafficking and how the trucking industry is combating it. From the compelling exterior imagery on this 48-foot trailer to the interior's video monitors and actual trafficking artifacts from women and children who traffickers had enslaved, this trailer serves as a powerful education tool for many. It also celebrates the real Truckers Against Trafficking who are working to drive



change in this area. It raises awareness about the problems and provides simple actions anyone can take to help.

## Shipping Partners Program

The Shipping Partners Program seeks to engage major purchasers of shipping to encourage their carriers to implement TAT materials as a regular part of training and orientation. Building on the corporate social responsibility movement and leveraging purchasing power, TAT uses pre-existing relationships between shippers and their carriers to train even more drivers.

Ground transportation continues to be an efficient and reliable way to transport your product and merchandise. Yet, realities exist along those roads that demand our attention. Victims of all ages and genders are being forced into prostitution and exploited at locations transportation professionals frequent, including rest areas, hotels/motels, truck stops, and even places where drivers deliver their loads. Moreover, victims are regularly moved from point to point, just like your product and merchandise.

Therefore, each person can help put an end to domestic sex trafficking along North American roadways.

## State-Based Initiatives

The State-Based Initiatives build on the groundbreaking work done by the Iowa Motor Vehicle Enforcement agency with TAT materials by activating the appropriate government agencies in outreach work to the trucking industry. The Iowa MVE Model organizes the state patrol and other law enforcement entities to utilize entry points into the trucking industry to spread the TAT anti-trafficking message.

Key components of the State-Based Initiative include training state patrol and other law enforcement agencies on the crime of human trafficking, using weigh stations, rest stops, safety compliance meetings, and ports of entry to spread the anti-trafficking message.

For more information on Truckers Against Trafficking, please go to the website by clicking [here](#).

*In January of 2018, Taylor pulled into a California business to make a delivery at 3:30 am. Shortly after that, he received a knock on his cab door from a 19-year-old woman. He learned from her that her friend's older boyfriend was trying to force her into prostitution. After she had refused and argued with him, he dumped her in the parking lot and sped off. She was cold, exhausted, had no money or identification, carried everything she owned in her arms, and was desperate to get back home to a neighboring state.*

*Taylor assured her of his help. After getting her warm and giving her water to drink, he looked at one of the two TAT stickers prominently displayed on his windows (which the victim had been eye-level with when she knocked on his door) and called the National Human Trafficking Hotline. They worked with him to secure the woman shelter for the night, a pre-paid cab ride to get her to that shelter, and a chaperoned train ride back to her home the next day, where she was reunited with a family member. Taylor took care of the young woman until she was placed in the cab and even gave her his cell phone number if she needed anything else.*

## Busing on the Lookout (BOTL)

The bus industry has a crucial role in combating human trafficking, mainly as frontline employees may be coming into contact with victims of human trafficking in the course of their everyday jobs. In addition, everyone from school bus drivers to bus station employees may receive training through Truckers Against Trafficking programs specific to their industry.

Traffickers recruit victims at bus stops or bus stations and utilize buses in transporting them, either following initial online recruitment, when they are using a bus to bring their victims to them or using a bus to take their victims to and from places where they will be sold. When victims can get out, a bus or bus station may be the first place they'll go to find safety or escape.

BOTL's free industry-specific training materials are designed to train bus drivers, terminal workers, maintenance staff, dispatch operators, ticket counter personnel, security guards, etc., on how to recognize and report signs of human trafficking they may be seeing in the course of their everyday jobs.

# Awareness

## Busing on the Lookout

Busing on the Lookout (BOTL) equips members of the busing industry (both commercial and school) to recognize and report potential human trafficking situations. Traffickers often utilize buses to transport their victims; they recruit potential victims from bus terminals and bus stops. At times, school is one of the last places children, who are being trafficked, are seen before disappearing entirely. If every bus driver and bus station employee could be trained to identify the signs of human trafficking and how to report it effectively, more victims would receive assistance, and more traffickers will be arrested.

## Busing on the Lookout: School Transportation

Thousands of school-age children in the United States and Canada are vulnerable to being trafficked. Some victims

will continue attending school during the day and riding the school bus, even while being trafficked or groomed at night and on weekends.

School transportation professionals may observe red flags that a child on their bus is being exploited or can play a preventative role by noticing signs that a child may be at risk of being trafficked or groomed for the sex trade.

School transportation can play a crucial role in identifying and responding to potential cases of child trafficking, especially as it is an integral component of the school environment. Click [here](#) to watch the school transportation training video.



# Advocacy



## Uber drivers play a vital role in stopping human trafficking

Uber drivers encounter many different people every day. Their unique perspective allows drivers to play a vital role in stopping situations of human trafficking if they can recognize the signs.

The McCain Institute, End Child Prostitution and Trafficking (ECPAT), and the National Center for Missing & Exploited Children (NCMEC) have collaborated with Uber to create resources and training tools to educate drivers nationwide on human trafficking. Specifically, resources outlined what human trafficking is, indicators on how to spot it, and what drivers should do when they suspect someone is being trafficked. The training was so successful that it led Uber to sign with the ECPAT's Code of Conduct.

Possible signs of human trafficking that Uber drivers may encounter:

- ◆ Requesting to be dropped off at hidden entrances
- ◆ A rider or customer who specifically asks to be dropped off or receive food at a discreet entrance could be a potential victim or trafficker.
- ◆ Insisting on cash payments
- ◆ Someone insisting on paying in cash from a large stack of bills or with prepaid credit cards
- ◆ Someone is coaching another person on how to lie about their age or identity. The person speaking could be another potential victim or trafficker.
- ◆ A person seems disoriented, lost, or fearful of their situation. Or if a person acts controlling over another person, who is often unable to move or speak freely. Potential victims, especially younger riders, may share that they don't know what town or city they are in.
- ◆ Bruises, cuts, burns, or other injuries at various stages of healing could be a sign of human trafficking. The person may appear to have been denied food, water, sleep, adequate clothing, or medical care; or given food or water based on conditions they must meet. You may also witness a violent act.
- ◆ Tattoos such as "Daddy," cash or money signs, "Property of..." "For Sale," etc., can also indicate signs of "ownership."

- ◆ Exerting power over the potential victim
- ◆ Signs of a controlling interaction. It could be a gesture or look from the potential controller that provokes fear. It could also be a person forcefully guided by the arm, shoved into a car, or delivered to another person who then escorts the potential victim to a different location or vehicle.
- ◆ Pickups and drop-offs occurring at places that generally seem unsafe for children or vulnerable individuals, including children who are homeless or who have run away, LGBTQ+ youth, and minors in the foster care system, could be at increased risk for human trafficking.
- ◆ A person has multiple phones that they are using concurrently.
- ◆ A restaurant employee appears to be heavily monitored, mistreated, or threatened by their managers.

## Uber Driver Saves 16-year-old Trafficking Victim

*An Uber driver picked up two women and a teen and drove them to a Holiday Inn near Elk Grove, California. While in the car, the women openly talked about delivering the girl to a “John” and getting money from him.*

*Once the driver dropped them off at the hotel, he called the police.*

*“The worst thing I thought would happen when driving Uber is that I would be getting drunk passengers, and I would have to handle them,” said the driver. “All my life, I thought about people throwing up in the car as the worst scenario.”*

*The driver started streaming to Facebook LIVE once the police arrived.*

*Elk Grove public information officer Chris Trim told NBC Latino that police immediately detained Destiny Pettway, 25, and Maria Westley, 31 when they arrived at the scene. Police found the teen trafficking victim with Disney Vang, 20, in a hotel room. Pettway and Westley were arrested and charged with pimping and pandering, and their bail was set to \$500,000. Vang was arrested on suspicions of sexual activity with a minor and has since been released.*

*The victim was discovered to be a runaway, and she was sent to stay in an “alternative housing situation” until her parents or guardians could be located, police said.*

*A member of the Uber Safety Team reached out to the driver to congratulate him for his work and inform him that all three people involved in the incident have been permanently banned from Uber. Click [here](#) to learn more.*

## ECPAT’s Code of Conduct

The Code of Conduct, short for “The Code of Conduct for the Protection of Children from Sexual Exploitation in Travel and Tourism,” is a multi-stakeholder initiative designed to provide awareness, tools, and support to the tourism industry to prevent the sexual exploitation of children. The Code is a joint venture between the private tourism sector and ECPAT-USA, a member of ECPAT International, a network of organizations in 95 countries. When a company signs The Code, it commits to doing what it can to end the commercial sexual exploitation of children.

Signatories pay annual fees based on their revenues each year and agree to six principles that include establishing policies and procedures against the sexual exploitation of children. Contracts require a zero-tolerance approach throughout the signatories’ supply chains. Employees are trained on signs of trafficking, and the signatory reports annually on implementing Code-related activities.

More hospitality companies have signed on with at least 64 members in the U.S. in recent years, including Sabre, Maritz Global Events, Accor, Choice Hotels, Hilton Hotels, Hyatt, Marriott International, Wyndham Hotels & Resorts, American Airlines, and Delta Airlines.





# Advocacy



## United Parcel Service (UPS) began a partnership with Truckers Against Trafficking

in 2016 and has repeatedly proven its commitment to be a leader in the transportation sector fighting against human trafficking. UPS educates employees about human trafficking and also adopted an enterprise-wide anti-trafficking-in-persons policy, which strictly prohibits the use of any UPS assets or resources for any purpose that would enable the trafficking of persons. In addition, they partnered with the DHS Blue Campaign and teamed up with Wellspring, a Georgia-based survivor's advocacy program, to provide employment opportunities to survivors of human trafficking.

UPS has also invested in organizations like the United Way Worldwide's Center on Human Trafficking and Slavery and the Leadership Conference on Civil and Human Rights. This partnership employs a comprehensive and ground-breaking approach that convenes community leaders – including relief and human service agencies, medical providers, local government, employers, advocates, citizens, and more – around the issue of fighting local human trafficking. Through this collaboration, they're identifying needs and gaps at the community level, including housing, services, training, and policy.

## According to the National Human Trafficking Resource Center (NHTRC), hotels and motels were the fourth-most common locations for sex trafficking in the United States in 2019.

A 2018 Polaris report showed 75 percent of victims surveyed reported using hotels at some point during their trafficking. Additionally, research estimates that there are 1.14 million victims of human trafficking in the European hospitality industry. Approximately 80% of these are victims of sexual exploitation and 20% of forced labor in restaurants, bars, and hotels.

Hotels may be used for sex trafficking where victims are forced to provide commercial sex to paying customers. Victims may be forced to stay at a hotel where customers come to them (in-call), or they must go to rooms rented out by the customers (out-call). Victims may also stay in hotels with their traffickers while moving to locations.

Victims of labor trafficking may also work in hotels, as the employment structure of the industry is fragmented and often includes outsourced workers for such services as housekeeping and cleaning. The industry relies heavily on low-skilled, migrant, and outsourced workers, particularly for temporary and seasonal labor, all at risk for exploitation. Moreover, products and services supplied to the hotel may be produced by forced or bonded labor, labor exploitation, and unethical labor practices within the supply chain.

Hotels are vulnerable to human trafficking because their revenue streams and operations are increasingly being

automated. For example, automatic check-ins/check-outs, third-party reservation systems, non-mandatory registration and identification, guest privacy, and anonymity prevent hoteliers and staff members from knowing the real identity of their customers or what they are doing behind closed doors.

Employment practices and corporate culture also facilitate human trafficking, including priority of meeting customers' requests that exceed ethical boundaries, lack of background checks on new employees, lack of awareness of employees and lack of training to spot signs, fear of retribution by staff if they report suspected incidents, and lack of straightforward measures to address human trafficking.

### Potential signs of sex trafficking include:

- ◆ An individual has no personal possessions or few carried in a small or plastic bag.
- ◆ Individual checking in to the room appears distressed, coerced, or injured.
- ◆ The individual does not have freedom of movement or is constantly monitored and avoids interactions with others.
- ◆ Individual averts their eyes or does not make eye contact, especially with the individual accompanying them.

- ◆ Individual shows signs of physical abuse, fear or malnourishment.
- ◆ Individual shows signs of poor hygiene, fatigue, and sleep deprivation.
- ◆ The individual appears to be with a significantly older “boyfriend” or in the company of older males.
- ◆ The individual is treated in a demeaning or aggressive manner or is verbally abused.
- ◆ The individual is not forthcoming about full names, home addresses, or vehicle information when checking in.
- ◆ The individual appears with a minor they did not initially come in with.
- ◆ Individuals are dropped off or picked up at the hotel over a period of time.
- ◆ The individual does not have identification.
- ◆ The individual is not aware of the time, or their whereabouts, and destination.
- ◆ The individual is unable or unwilling to speak on their own.
- ◆ The individual is dressed inappropriately for age or weather conditions.
- ◆ The individual pays for the room with cash or a rechargeable credit card and has excessive money in their room.

*At a Tacoma, Washington hotel, a housekeeper standing in a hallway saw a man turn back into a hotel room and tell an unseen person: Keep the blinds closed; should anyone come to the door, do not answer; and if anyone calls, do not answer. He said he'd return at 2 to bring food.*

*The employee thought the situation was strange and told the hotel manager, who then talked to other employees about what they had seen or noticed about that room and guests. Management decided to send someone to the door, saying they were maintenance and needed to fix the air conditioning. When a young woman answered, they asked if she was OK or if she needed help. She replied she needed help. Management called the police, and the man, who was already a person of interest to authorities, was detained. The young woman returned to her family.*

Click [here](#) to learn more.

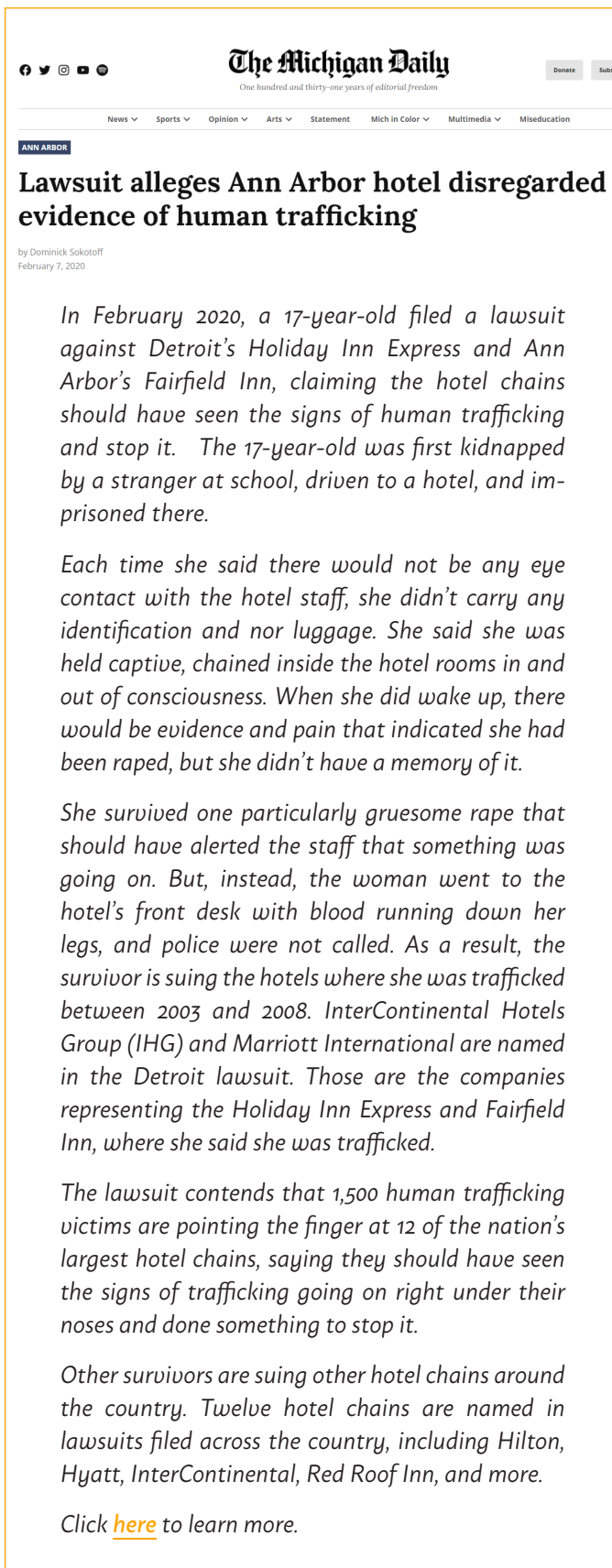
# Trafficking MATTERS

- ◆ Individual's room has multiple computers, cell phones, credit card swipes, or other technology.
- ◆ A room has excessive amounts of alcohol, illegal drugs, sex paraphernalia, and condoms.
- ◆ Excessive foot traffic in and out of a room or rooms, through the day and during off-hours, rented by the same person.
- ◆ There is the presence of photography equipment, such as cameras and lighting, in the room.
- ◆ A room is consistently requesting linens or amenities but refuses cleaning for multiple days.
- ◆ A minor exhibits adult roles or behaves older than actual age, such as paying the bills or requesting services.
- ◆ A minor is with a patron late at night or during school hours.
- ◆ A group of girls are traveling with an older male or female.
- ◆ There is evidence of pornography rentals when children are staying in the room.
- ◆ A room is rented hourly, less than a day, or for an abnormal long-term stay where the visit is extended day-to-day.
- ◆ Individuals staying in the room far exceed the number of beds in the room.
- ◆ Individual hangs around the lobby, hallways, or outside of rooms to monitor the area.
- ◆ Individual loiters and solicits male customers.
- ◆ Individual waits at restaurant table or bar to be picked up by a male.
- ◆ Individuals request rooms that have a “sight” advantage (such as on the second floor and to see cars coming in and out of the parking lot and on the main street).

## Potential signs of labor trafficking include:

- ◆ Bank account is not in the employee's name or one bank account for several staff members.
- ◆ Individual sells items or begs from patrons and staff.
- ◆ The employee is heard discussing wages and

# Advocacy



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**ANN ARBOR**

## Lawsuit alleges Ann Arbor hotel disregarded evidence of human trafficking

by Dominick Sokoroff  
February 7, 2020

*In February 2020, a 17-year-old filed a lawsuit against Detroit's Holiday Inn Express and Ann Arbor's Fairfield Inn, claiming the hotel chains should have seen the signs of human trafficking and stop it. The 17-year-old was first kidnapped by a stranger at school, driven to a hotel, and imprisoned there.*

*Each time she said there would not be any eye contact with the hotel staff, she didn't carry any identification and nor luggage. She said she was held captive, chained inside the hotel rooms in and out of consciousness. When she did wake up, there would be evidence and pain that indicated she had been raped, but she didn't have a memory of it.*

*She survived one particularly gruesome rape that should have alerted the staff that something was going on. But, instead, the woman went to the hotel's front desk with blood running down her legs, and police were not called. As a result, the survivor is suing the hotels where she was trafficked between 2003 and 2008. InterContinental Hotels Group (IHG) and Marriott International are named in the Detroit lawsuit. Those are the companies representing the Holiday Inn Express and Fairfield Inn, where she said she was trafficked.*

*The lawsuit contends that 1,500 human trafficking victims are pointing the finger at 12 of the nation's largest hotel chains, saying they should have seen the signs of trafficking going on right under their noses and done something to stop it.*

*Other survivors are suing other hotel chains around the country. Twelve hotel chains are named in lawsuits filed across the country, including Hilton, Hyatt, InterContinental, Red Roof Inn, and more.*

Click [here](#) to learn more.

destinations different than advertised initially or promised.

- The employee is seen sleeping on the hotel premises or in a car.
- The employee is dropped off or accompanied by another employee or individual.
- The employee is unable or unwilling to speak on their own.
- An individual has no personal possessions, or few carried in small or plastic bags.
- An individual does not have freedom of movement or is constantly monitored and avoids interactions with others.
- Individual averts their eyes or does not make eye contact, especially with individual accompanying them.
- An employee does not carry identification documents or money.

Legislation was brought to Congress in 2018 that would require hotels to teach employees how to recognize signs of trafficking to be eligible to win government contracts. Fortunately, some hotels aren't waiting for the government to step up.

Four states — California, Connecticut, Minnesota, and New Jersey — require sex exploitation training for hotel workers according to the American Hotel & Lodging Association Educational Foundation, according to the Eagle-Tribune. Eleven states recommend training. At least 13 states, including Maine and New York, also require hotels to post signs about sex trafficking hotlines and other information.

Guests who stay in hotels may want to report something suspicious as well. It is recommended the key contact be listed on the Public Statement in lobbies.

Human trafficking in hotels is associated with legal risks, including complicity, operational risks such as business disruption, reputational risks linked to financial implications, and most importantly to ethical and moral risk, as human trafficking is a crime against humanity.

For hotels, the shift toward training and awareness is driven partially by corporate social responsibility initiatives—it's the right thing to do—but also by the legislative policy. Cities and states have begun to pass laws that require lodging facilities to display signage calling



attention to the problem or that mandate employee training on human trafficking indicators. Others, while not requiring training, have made training available on public agency websites.

Here are a few ways some major hotels are working to stop human trafficking.

Almost 20 years ago, in 2004, Carlson Cos., then the owner of Radisson Hotels and other brands, signed the Tourism Child-Protection Code of Conduct.

By January 2019, Marriott International had taught half a million employees how to recognize early warning signs such as minimal luggage, multiple men in a single room, individuals who seem disoriented, and refuse housekeeping. Training materials have since been translated into 16 languages to account for the 130 countries in which Marriott operates. The chain also donated training materials to the industry through the American Hotel and Lodging Association Education Foundation. According to the company, this staff education has already resulted in several successful rescues.

In January 2020, Wyndham leadership announced the company donated one million Wyndham Rewards points to Polaris, a nonprofit that systemically disrupts human trafficking. Wyndham also committed to donating 10 million points by 2021. The points would go towards Polaris' effort of providing short-term stays for survivors waiting for housing.

Hilton has provided training on human trafficking to its staff since 2011 after signing the ECPAT Code to combat sexual exploitation in the travel industry. Its annual Code of Conduct training is mandatory for all Hilton team members. The company is also committed to analyzing its global operations and supply chain to ensure they only work with suppliers committed to combating human trafficking. Hilton also co-founded the Global Freedom Exchange (GFE) program that supports female leaders working to prevent and respond to human trafficking.

In addition to making human trafficking training a standard for all Hyatt hotels and franchisees, Hyatt also supports programs such as the Youth Career Initiative (YCI), which provides trafficking survivors with classroom and on-the-job training. Hyatt also helped write the International Tourism Partnership's 2030 Goals to raise awareness of human rights risks, embed human rights into corporate governance and address risks arising in the labor supply chain and during construction.

The Washington, D.C.-based American Hotel & Lodging Association, which represents more than 54,000 U.S. hotels, raise awareness by its "No Room For Trafficking" campaign. As part of that initiative, AH&LA developed an action plan for hoteliers to implement that included staff training on what signs to look for, implementing a company-wide policy, coordinating with law enforcement, and the importance of sharing best practices and success stories.

Click [here](#) to learn more.

## Traffickers often use commercial air travel to transport their victims.

According to the International Organization for Migration (IOM), Over 80 percent of international human-trafficking journeys cross through official border points, including national and international airports. In the United States, the Department of Transportation recently reported 60% of trafficking survivors they have heard from were trafficked through airports.

Trafficking victims travel through airports either alone or with their traffickers. Traffickers can quickly take victims out of the area to lessen the victim's ability to return home and send victims long distances without accompanying them. Victims remain anonymous. They avoid detection by Amber Alert, and TSA does not require children under 18 to provide identification when traveling with a companion within the United States.

In the last ten years, there has been an increase in the aviation industry's conscious effort to combat human trafficking. In the United States, the federal government passed legislation in 2016 that mandated United States-based airlines train flight attendants to spot suspected instances of human trafficking. In addition, in 2018, a resolution denouncing human



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*In 2019, a customer service agent who works for American Airlines in Sacramento thought it suspicious when two teenage girls, ages 15 and 17, and traveling alone, booked one-way, first-class tickets to New York. The girls said that a man they met through Instagram invited them to New York for a weekend to model and appear in music videos. The agent called the Sheriff's Department and did not let the girls board the plane.*

*The Sheriff's Department found that a stolen credit card paid for the tickets and believes the girls were victims of attempted human trafficking.*

trafficking was passed by The International Air Transport Association (IATA). The resolution affirms airlines' commitment to several actions to fight human trafficking: sharing of best practices, staff training, and reporting.

Once trained, airline, airport, ground handling, security screening, and customs staff can provide an important intelligence source to prevent human trafficking. They can recognize signs of potential trafficking situations and report their observations to the authorities both at airports and during flights. In the words of Airports Council International (ACI) World, "Airports around the world are determined to assist authorities by reporting suspected human trafficking cases and making it as difficult as possible for the global air transport network to be exploited for this trade."

Customs and Border Protection, the Department of Transportation, and the Department of Homeland Security developed the Blue Lightning Initiative to raise awareness and train airline personnel to identify potential traffickers and human trafficking victims. As a result, we have seen anti-human trafficking awareness campaigns at airports, increased employee training, and even new technology used as reporting tools (e.g., e-alerts and facial recognition software).

Face-to-face training of frontline staff is key. Although everyone can be a victim of trafficking, knowing the profiles, the routes, the physical, emotional, and non-verbal signs is the only way to detect potential victims. Victims will rarely self-identify due to fear, manipulation, or ignorance. Some common indicators of a victim may include:

- ◆ Few or no personal items
- ◆ Clothing that does not fit their travel destination
- ◆ Visibly upset, fearful, or anxious
- ◆ In the airport for a long time
- ◆ Anxious around uniformed security

- ◆ Unsure of destination, the reason for travel, or who will be meeting them
- ◆ Scripted or inconsistent stories
- ◆ They claim to be adult but look like a minor

Flight attendants, pilots, security screeners, and all other actors potentially in contact with passengers should have the means to refer immediately, in each country, any potential victims to professional support services.

Posting literature and signage accessible to airport and airline staff is a means to raise awareness and stop traffickers. Moreover, ensuring that all outside contractors hired take a stand against human trafficking allows for a culture where all staff feels safe and comfortable reporting suspicious activities.

Some of the ways major airlines are working to stop human trafficking are listed below.

Following a \$2.5 million contribution towards combating human trafficking, Delta Air Lines is now the leading airline in the fight against exploitation. Delta's investment was given to Polaris, the National Human Trafficking Hotline operator, which has seen a 36 percent increase in contacts from survivors and a 25 percent increase in cases handled. In addition, Delta Air Lines has provided more than 100 flights to help transport trafficking survivors through SkyWish, a mileage donation program.

SkyMiles members can donate miles to Polaris to help transport survivors, connect them to safety, or provide critical care. Over six million miles have been donated thus far, and this must continue across the aviation industry. Delta has also created an apprenticeship program for survivors through Wellspring Living. Four apprenticeships have occurred, and Delta has hired one of those people full-time.

The company added a public service video on its planes as part of Get On Board, a program to fight human trafficking.

United trained all personnel and participated in the UN Global Compact, which aims to create “strategies and operations with universal principles on human rights, labor, environment, and anti-corruption.”

After signing the ECPAT-USA’s Tourism Child Protection Code of Conduct, American Airlines trained nearly 60,000 team members, from flight attendants to customer service agents, to spot potential human trafficking. In 2020, the airline partnered with New Friends New Life, a Dallas-based nonprofit organization that helps empower survivors of human trafficking. Through this partnership, American Airlines team members can take awareness training sessions and volunteer directly through the organization.

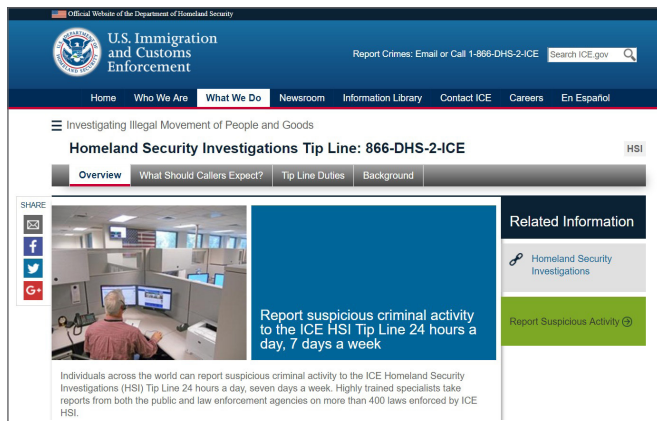
Dallas-based Southwest Airlines joined the ranks of several prominent carriers in ongoing global efforts in stopping trafficking. The airline announced it had launched a mandatory online human-trafficking awareness curriculum for its more than 59,000 employees.

In May 2021, the International Airlines Group (IAG) published a statement on slavery and human trafficking, which outlines training for staff on sex trafficking and labor trafficking in the supply chains.

A statement regarding human trafficking by Israel’s El Al may be accessed by clicking [here](#).



## Action



## What Can You Do

While the travel industry is working to combat human trafficking, you can also do things as a traveler to help.

Next time you make a reservation at a hotel, ask if they have signed the ECPAT Code. You can support the travel industry’s efforts by flying with an airline, taking a bus, or using a travel planning company actively working to end human trafficking.

Donate your miles and rewards points: You can donate your Delta SkyMiles, Marriott Bonvoy points, Wyndham Rewards and Choice Rewards points to the nonprofit Polaris. Miles go

toward purchasing flights for survivors while points get converted to a monetary donation.

Just like airline and hotel employees, you can also look for indications of human trafficking. Signs include people traveling alone and unsure who they are meeting; they don’t know where they are or where they are going; they can’t move freely or are being closely followed; scripted communication; or even a barcode tattoo.

If you’re in an airport, alert airport authorities — or tell a flight attendant if you’re on a plane. If you’re in the U.S., you can also call the Homeland Security Tip Line at 866-347-2423 or, if you’re abroad, contact Crime Stoppers International online.

# Action



Click [here](#) to access the Blue Campaign Hospitality Toolkit

## Blue Lightning Initiative

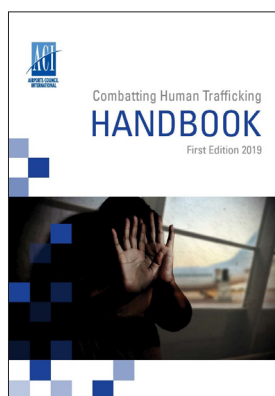
The Blue Lightning Initiative (BLI) is a part of the DHS Blue Campaign, led by the Department of Transportation (DOT) and DHS Component Agency, U.S. Customs and Border Protection (CBP). The BLI trains airline personnel to identify potential traffickers and human trafficking victims, and to report their suspicions to federal law enforcement. To date, more than 100,000 personnel in the aviation industry have been trained through the BLI, and tips continue to be reported to law enforcement. The Department of Homeland Security and the Department of Transportation currently partner with about 30 major airlines and over 25 airports in the United States, along with the Port Authority of New York and New Jersey. To learn more about the Blue Lightning Initiative, please click [here](#).



## ECPAT luggage tags

are made by women at The Regina Center in Nongkai, Thailand which provides income generating skills and opportunities for women and pre-school education for their children. The project enables women to stay in the villages and keep their children in school, which are two major strategies in reducing sex trafficking. All products are made under Fair Trade Federation regulations. To order your luggage tags, please click [here](#).

## The Combating Human Trafficking Handbook



published in 2019 by Airports Council International may be accessed by clicking [here](#). The handbook draws on the experience of airports that have already acted against human trafficking and provides guidance to airports on the options that may be available. It is intended to provide clarity on the

role of airports in combating human trafficking and contains materials to assist them in playing their part to the extent possible. This publication also promotes a comprehensive approach that involves coordination with industry stakeholders, airlines, law enforcement agencies (border-protection and customs agents), and engagement with the community.





## Stop Slavery Blueprint

This toolkit is intended for the internal use of hotels and other stakeholders in the industry. It has been created as guidance with recommended action and templates throughout to set up strong processes and protocols to address risk of

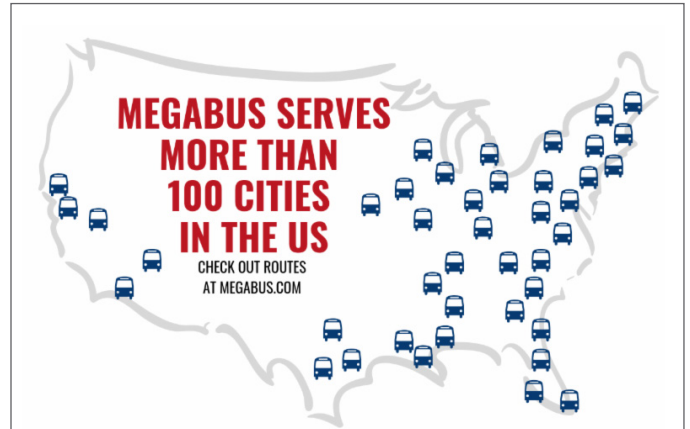
human trafficking within a business and supply chains. To access this guide and toolkit, please click [here](#).



Passport to Freedom is Sabre's signature corporate responsibility program to help fight human trafficking and support victims and survivors. The program's goals are to increase awareness and educate the travel industry on human trafficking issues, advocate for legislative change and provide opportunities for leaders to collaborate. Sabre is a global technology company serving the world's largest industry — travel and tourism — and the first to sign the tourism Code of Conduct.



Please click [here](#) to view the Truckers Against Trafficking training video.



Megabus tickets available to help support trafficking victims

### SERVICE PROVIDERS & LAW ENFORCEMENT:

**Coach USA/Megabus has donated bus tickets to help support trafficking victims**

If a trafficking victim, working with law enforcement or a service provider, needs to travel to another city along a Megabus route to reunify with family, access specialized services, or participate in the prosecution of their trafficker, they may be able to travel on Megabus for free.

To access this resource contact the National Human Trafficking Hotline at 1- 888-3737-888.



Vouchers provided through partnership with **Busing on the Lookout** [www.busingonthelookout.org](http://www.busingonthelookout.org)



# Action

## World Travel & Tourism Council

The World Travel & Tourism Council (WTTC) established a global task force in 2019 to help the industry prevent and combat human trafficking – including children for sexual purposes. The task force is comprised of members of the council and representatives of the travel sector. WTTC states that it is the first global industry-wide initiative to assert zero tolerance for trafficking. It has the following mandate:

**PREVENTION:** To increase industry and consumer awareness of human trafficking. It is proven that awareness is critical to prevention.

**PROTECTION:** To train employees and travelers on how to identify and report suspected cases.

**ACTION:** To encourage governments to enact legislation that recognizes human trafficking as a crime that occurs throughout the travel and tourism chain and develop the resources and support needed – such as national hotlines.

**SUPPORT:** To provide assistance, vocational training, and employment opportunities to survivors.

The founding members of the task force include representatives from Airbnb, Amex GBT, The Bicester Village Shopping Collection, Ctrip.com International, CWT, Emirates, Expedia, Hilton, JTB Corp, Las Vegas Convention and Visitor Authority, Marriott International, Silversea, Thomas Cook, and TUI.

Click [here](#) to learn more.

## Stamping Out Exploitation in Travel

In late 2019, just before the pandemic hit the United States, ECPAT-USA released a benchmarking report on how different sectors in travel and tourism are working to protect children. The report is a comprehensive study of 70 companies in the industry and includes the following findings:

- ◆ The travel industry’s average score on the Stamping out Exploitation in Travel efforts is 38%. The score is based on a comprehensive analysis by ECPAT-USA of all policies and practices that prevent and respond to human trafficking and exploitation.
- ◆ Companies that partner with ECPAT-USA and are members of The Code have an average score of 47%, which is 31% higher than non-Code members who average 16%.
- ◆ The eight industries of Stamping out Exploitation in Travel analyzed by ECPAT-USA were:
  - Associations
  - Aviation (Airlines, Airports)
  - Conferences & Meeting Management
  - Franchised Hospitality (Hotel Brands, Gaming/Casino)
  - Owned & Managed Hospitality (Hotel Management Companies, Single Property Hotels)
  - Sharing Economy (Rideshare, Home-share)
  - Tour Companies
  - Travel Management Companies



On average, the Aviation sector scored the highest, followed closely by Travel Management Companies.

- ◆ 60% of companies actively engage with law enforcement, non-governmental organizations (NGOs), and governments on the issue.
- ◆ Although great strides have also been made in recent years to train employees on human trafficking risks and how to respond, only one-third of companies surveyed provided training to their associates in the last twelve months, and less than half explained their training initiatives directly in policy or procedural documents.
- ◆ Over 70% of companies have an anti-human trafficking policy that has been established, communicated to their associates, and is publicly available. Click [here](#) to read the full report.

## TAT's partner in Mexico releases an industry-specific training film



Consejo Ciudadano, TAT's partner in Mexico, created a program, Guardianes Del Asfalto, which is replicated on TAT's model of working with private industry in the fight against human trafficking. They have just released their first 12-minute, industry-specific training film. Guardianes del Asfalto is a program of Consejo Ciudadano, a Mexican NGO dedicated to serving the citizens of Mexico through a series of socially responsible programs. Guardianes del Asfalto started in December 2017 and consists of online training for members of the Mexican trucking, bus and taxi industries. The training film defines human trafficking and provides red flags to watch out for and actions to take if human trafficking is suspected. They also have wallet cards with red flag indicators of human trafficking available for members of the transportation industry.

## National Human Trafficking Hotline



The National Human Trafficking Hotline is an important resource that can be reached 24 hours a day, seven days a week. Call 1-888-373-7888 or text 'HELP' or 'INFO' to 233733 at any time. The Hotline supports over 200 languages, including English and Spanish.

Click [here](#) to view the National Human Trafficking Hotline website.



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