

ALLBRIGHT. | CITIZEN FEMME

Passport 10

ALLBRIGHT. | CITIZEN FEMME

An immersive travel summit redefining the way we explore



AllBright and Citizen Femme's **first-ever Passport To Summit**, in partnership with **Discover Puerto Rico, Antler Luggage, Klira Skin, Intrepid Travel and Scott Dunn**, took place at Old Sessions House on Thursday, 15th May 2025.

Our inspiring day of exploration featured exclusive **industry insights, thought-provoking panels, and immersive brand experiences**, enabling attendees to leave with fresh perspectives, new connections, and a bold vision for the future of travel.

Highlights included the launch of **Globetrender Travel Trends Report** at an exclusive breakfast with Scott Dunn and vibrant conversations spanning **hospitality, design, fashion, beauty, and wellness** all through a **distinctly female lens**.



Passport To Reach

Across AllBright and Citizen Femme channels, our community kept up with all the action via non-stop content featuring our brand partners at Passport To 2025.

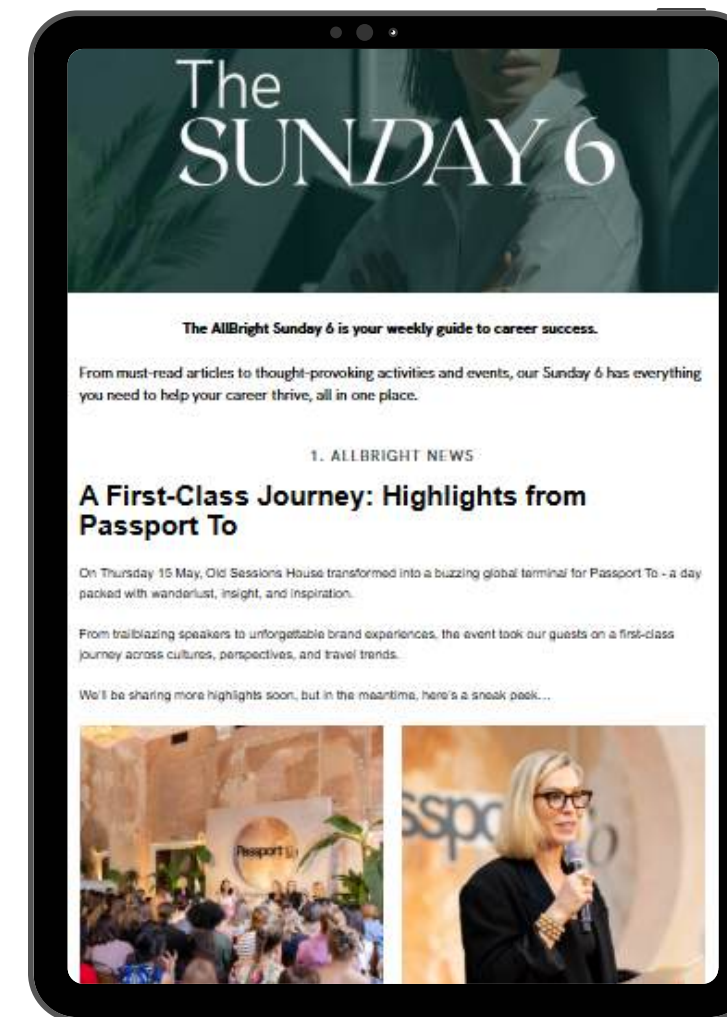
5.83M
REACH ACROSS
ALL PLATFORMS

4M
ENGAGEMENT
ON EDITORIAL

212
ATTENDEES AT EVENT

Passport To had an incredible range of speakers and brand experiences

Positive energy, lots of really good and inspiring speakers, the venue was beautiful, and a good atmosphere





BRONTE KING



RABEA ROGGE, SPACEX



SOPHIE GALVAGON



TABITHA MORTON, UN WOMEN

We gave the stage to some of the
most influential women



GEORGIANA HUDDART, HUNZA G



ALICE CASELY-HAYFORD, NAP



TESSA GORMAN, ROSEWOOD LONDON



TAMARA LOHAN MBE, MR & MRS SMITH

Engaging Audiences & *Driving* results

91%

Rated the experiences as
9/10 or above

79%

Rated the panels
7/10 or above

89%

Rated the event 4 or 5 out of
5 and would attend in 2026

79%

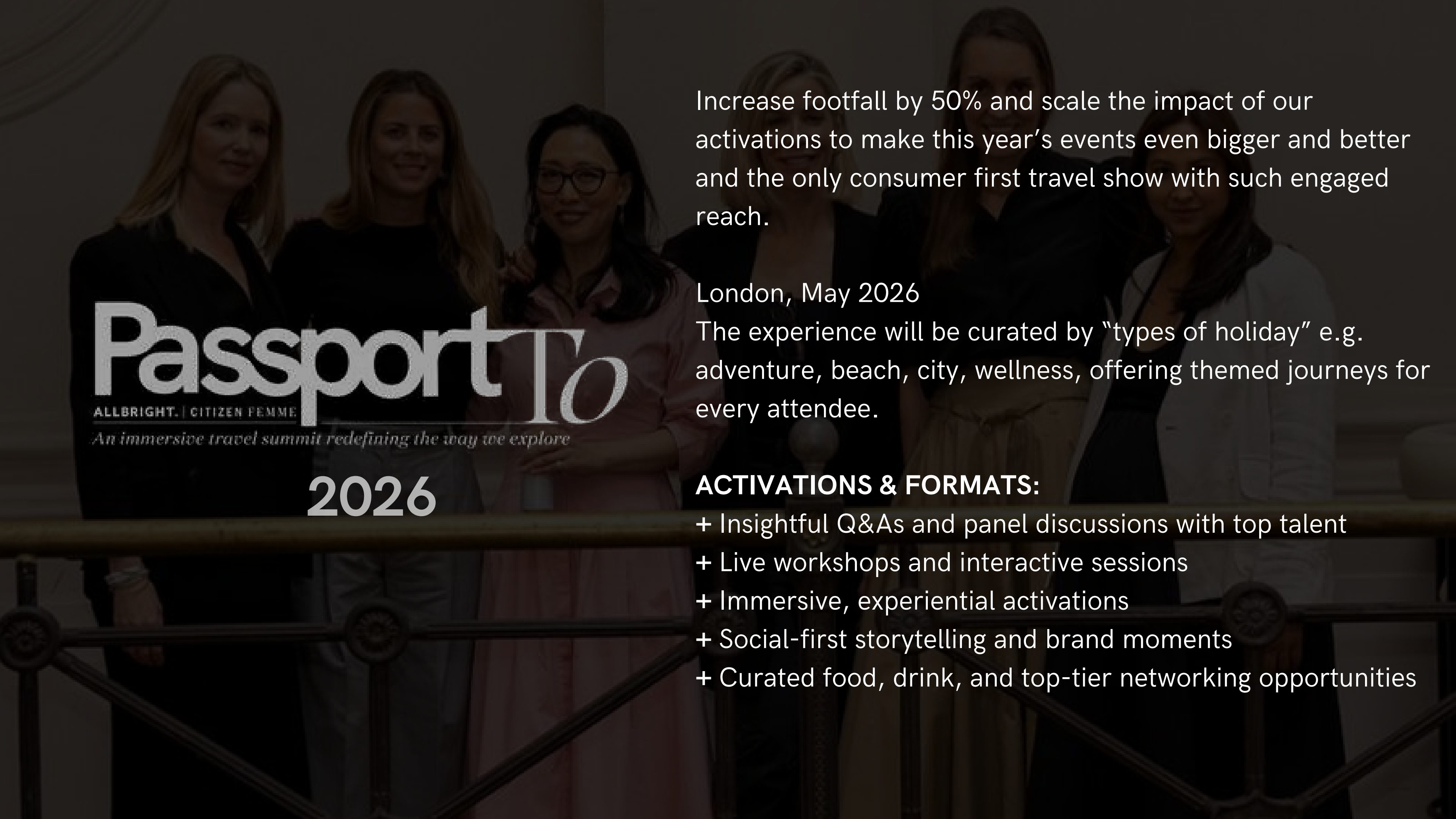
Senior Female Audience
(C-Suite/Senior)

90%

Uplift in intent to engage
with brand partner

>50%

Over 50% opt-in rate for
competition brands



Passport To

ALLBRIGHT. | CITIZEN FEMME

An immersive travel summit redefining the way we explore

2026

Increase footfall by 50% and scale the impact of our activations to make this year's events even bigger and better and the only consumer first travel show with such engaged reach.

London, May 2026

The experience will be curated by "types of holiday" e.g. adventure, beach, city, wellness, offering themed journeys for every attendee.

ACTIVATIONS & FORMATS:

- + Insightful Q&As and panel discussions with top talent
- + Live workshops and interactive sessions
- + Immersive, experiential activations
- + Social-first storytelling and brand moments
- + Curated food, drink, and top-tier networking opportunities

A Multi-Channel *campaign*



Live Summit

Passport To Summit will welcome 300 influential tastemakers in London for a day of panels, brand pop-ups, entertainment, and networking, transporting attendees through themed worlds of ski, beach, wellness and more.



Content Series

Citizen Femme will produce an editorial content series rooted in our 2026 Passport pillars, seamlessly weaving in brand partner narratives with authenticity.



Marketing

A 360° social and marketing plan will drive anticipation of the summit and amplify the content series to our global audience, before and after the Passport To summit to achieve scale and reach .

Ways for brand partners to get involved



Panel Discussions & *speaker integration*

Co-curate a panel with AllBright & Citizen Femme, designed to hit both our messaging and yours. Together we'll workshop a panel concept that aligns seamlessly with the Passport to Summit experience and resonates with our audience.

We can also integrate an ambassador or spokesperson into the main stage line-up, subject to editorial approval.

**brand ambassador representation on panels are subject to AllBright approval*



Workshop or *keynote*

Own an immersive and intimate stage session at the Passport To... Summit.

This opportunity allows your brand ambassador(s) to lead an interactive workshop that delivers real value and energy, or a talk that offers attendees fresh insight, actionable advice, or a new perspective with - subject and format subject to editorial approval.

**brand ambassador representation on panels are subject to AllBright approval*



Bespoke *experiential activations*

We will work with you to create a tailored on-site activation that offers attendees a fun, immersive travel experience, placing them in 121 sessions with your brand talent or experts. Examples include:

- Themed AR/VR photo studios inspired by ski, beach, city or wellness destinations
- Interactive “passport” stations where attendees collect stamps or share travel wishes
- Social video booths capturing attendees’ dream trips or travel stories.
- Culinary adventures
- Style or wellness consultations

Experiential moments are flexible based on the client and can be co-developed directly with both AllBright and Citizen Femme teams.

