

METHODOLOGY

In this report, Shared Hope International (SHI) employs an interdisciplinary approach to the analysis of the marketplace of sex tourism and trafficking using a variety of primary and secondary sources. Most prominent and valuable are the field reports written by field researchers and SHI staff researching the sex markets in four target countries: Jamaica, Japan, the Netherlands, and the United States. The report draws from conversations with victims and survivors of sex trafficking, “players” in the sex markets and sex trafficking syndicates, investigative journalists, non-governmental organization (NGO) representatives, and legal analysts. Key secondary sources include criminological and sociological studies, official governmental reports and statistics, reports by NGOs in the areas of anti-trafficking, victim protection, human rights and women’s rights, websites pertaining to sex markets, bank records, deeds, property owners, financial statements, and other documentation that assisted in identifying the key operators and buyers in these sex markets.

SHI chose to study Jamaica, Japan, the Netherlands, and the United States because each of these countries has major markets of commercial sexual services, and each country is a destination for sex tourists and buyers. Moreover, each country has a distinctly different culture, economy, political system, and history of prostitution and slavery. This allowed SHI to analyze the function and structure of sex tourism and sex trafficking through the lens of demand objectively, using a microeconomic and macroeconomic perspective. To address the microeconomic qualities of sex tourism and trafficking as part of the commercial sex industry, this report applied a “business model” of investigation into the markets for commercial sexual services. Therefore, the terminology is market-based. The “johns” or “clients” of commercial sex are referred to as buyers. The pimps, traffickers, and individual beneficiaries of the commercial sex market are addressed as individual facilitators and hotel chains, local governments, and local cultures as institutional facilitators. The victims are viewed by the buyer as “product,” a label which represents the dehumanization of the victims and survivors of sex tourism and sex trafficking. Marketing strategies are used to describe what drives these markets. From a macroeconomic perspective, this report observes how institutions and organizations operate within the marketplace, including organized crime syndicates, corporations, and governments. These institutional facilitators are often some of the largest-scale economic beneficiaries in the marketplace of commercial sexual exploitation.

To better understand the nature of demand in the sex tourism markets and the role of sex trafficking of women and children, SHI profiled the commercial sex services available, the venues in which they are sold, the marketing methods employed, and profiles of the buyers, facilitators and victims. For each area observed, the following questions were asked:

- **Profiles of Services and Venues:** What sexual services are being offered in the market? Where are these activities taking place?
- **Profiles of Marketing Methods:** How do commercial sex industries and establishments market their product? How are sexual services advertised on the Internet, in magazines, newspapers, television, and radio? How is word-of-mouth advertising used to promote sexual services? How does marketing legitimize or cover-up illegal sexual services? How is demand generated through marketing?
- **Profiles of Buyers:** How do buyers seek out sexual services? Of what gender, age, and ethnicity are the buyers? Where do they live?
- **Profiles of Traffickers:** How do they operate and where? How do they move and/or launder their profits? What are their investments? Are they involved with politicians or law enforcement?
- **Profiles of Victims:** How do they enter the sex markets? What gender, age, and ethnicity are victims? What is their country of origin? Are they citizens, documented migrants, or undocumented persons?
- **Recommendations:** What concrete recommendations can we make to policymakers, police, non-governmental groups, and citizens in order to reduce demand by revealing the trafficking and sex tourism markets?

KEY DEFINITIONS

Sex tourism is defined in this report as travel by buyers of sexual services for the purpose of procuring sexual services from another person in exchange for money and/or goods. Sex tourism is most often discussed in terms of “child sex tourism”; indeed a great deal of legislation and civil society response has been directed at preventing child sex tourism and prosecuting offenders.¹ In this report, both child sex tourism and adult sex tourism were researched. Sex tourism is one market which uses victims of sex trafficking to satisfy the demand of buyers of children and adults.

¹Prosecutorial Remedies and other Tools to End the Exploitation of Children Today Act of 2003 (PROTECT Act 2003), 117 STAT. 650, Public Law 108-21, 18 U.S.C. § 2423. <<http://judiciary.senate.gov/special/S151CONF.pdf>>. The PROTECT Act criminalizes child sex tourism in Sec. 105: Penalties Against Sex Tourism: “(b) TRAVEL WITH INTENT TO ENGAGE IN ILLICIT SEXUAL CONDUCT.—A person who travels in interstate commerce or travels into the United States, or a United States citizen or an alien admitted for permanent residence in the United States who travels in foreign commerce, for the purpose of engaging in any illicit sexual conduct with another person shall be fined under this title or imprisoned not more than 30 years, or both.

“(c) ENGAGING IN ILLICIT SEXUAL CONDUCT IN FOREIGN PLACES.—Any United States citizen or alien admitted for permanent residence who travels in foreign commerce, and engages in any illicit sexual conduct with another person shall be fined under this title or imprisoned not more than 30 years, or both.

“(d) ANCILLARY OFFENSES.—Whoever, for the purpose of commercial advantage or private financial gain, arranges, induces, procures, or facilitates the travel of a person knowing that such a person is traveling in interstate commerce or foreign commerce for the purpose of engaging in illicit sexual conduct shall be fined under this title, imprisoned not more than 30 years, or both.

“(e) ATTEMPT AND CONSPIRACY.—Whoever attempts or conspires to violate subsection (a), (b), (c), or (d) shall be punishable in the same manner as a completed violation of that subsection.

Sex trafficking is defined in this report as the recruitment, harboring, obtaining, and transporting of persons by use of force, fraud, or coercion for the purpose of subjecting them to commercial sexual exploitation. If the victim is less than 18 years of age, no force, fraud or coercion is required to prove trafficking. The United Nations Protocol, Article 3 (b) explains that the consent of a victim of trafficking in persons to the intended exploitation is irrelevant where force, fraud or coercion are used when the victim is under 18 years of age.² The TVPA 2000 states that severe forms of trafficking include sex trafficking—recruitment, harboring, transportation, provision, or obtaining of a person for purposes of commercial sexual activities in which a commercial sex act is induced by force, fraud, or coercion, or in which the person induced to perform such act has not attained 18 years of age.³

The marketplace of commercial sexual exploitation is defined in this report as the buying and selling of individuals for the purposes of sexual exploitation in exchange for anything of value.

PRIMARY SOURCES

In carrying out many anti-trafficking initiatives around the world, SHI has established strong ties in several countries plagued by human trafficking: Indonesia, Singapore, Japan, Jamaica, the Netherlands, the United States, the Dominican Republic, Australia, India, South Africa, Fiji and Moldova. Also, in 2003, SHI implemented the Predator Project in South Africa, Singapore, Indonesia, the Dominican Republic, Australia, and Jamaica which documented on film many of the sex trade's perpetrators, thereby assisting in their arrest and prosecution by local law enforcement officials. This successful approach to revealing the markets of sex tourism and trafficking led to concrete changes in those countries and established the foundation for our approach to the research for this report.

In January 2006, SHI deployed research teams to the four target countries. Using the intelligence grading matrix on the next page, the teams performed field research and interviewed and engaged people with knowledge of sex trafficking and sex tourism in their geographic region.

“(f) DEFINITION.—As used in this section, the term ‘illicit sexual conduct’ means (1) a sexual act (as defined in section 2246) with a person under 18 years of age that would be in violation of chapter 109A if the sexual act occurred in the special maritime and territorial jurisdiction of the United States; or (2) any commercial sex act (as defined in section 1591) with a person under 18 years of age.

See also, ECPAT International's definition of child sex tourism: “It takes various forms, but generally it is about adult men who, in the course of traveling away from home, pay in cash or kind for sex with children. While some women engage in such violations, they represent less than 5% of sexual offenders.”

<http://www.ecpat.net/eng/CSEC/definitions/Child_sex_tourism.htm>; Code of Conduct for the Protection of Children from Sexual Exploitation in Travel and Tourism, available at <<http://www.thecode.org>>.

² Protocol to Prevent, Suppress and Punish Trafficking in Persons, Especially Women And Children, Supplementing the United Nations Convention Against Transnational Organized Crime, U.N. General Assembly (55th sess. : 2000-2001) <http://www.uncjin.org/Documents/Conventions/dcatoc/final_documents_2/convention_%20traff_eng.pdf>.

³ Trafficking Victims Protection Act 2000, PUBLIC LAW 106-386—OCTOBER 28, 2000, 114 Stat. 1466 <<http://www.state.gov/documents/organization/10492.pdf>>.

Research teams were able to pursue leads and provide accurate and useful information with maximum flexibility. Research teams operated fully within the guidelines of the United Nations Manual on the Effective Investigation and Documentation of Torture and Other Cruel, Inhuman or Degrading Treatment or Punishment, also known as the Istanbul Protocol.* Most sources cited in the body of this report were corroborated, that is, they were A—or B—rated sources. Where a source is uncorroborated, mention and explanation appears in the text.

Intelligence Grading Matrix

Source	Rating Code	Rating Code	Intelligence
Reliable source with previously tried and tested operational intelligence	A	1	Corroborated, operational, strong intelligence—capable of being developed further
Regular source—mainly strategic, accurate intelligence	B	2	Corroborated strategic level intelligence—could be used for operational targeting
Single contact untested source—intelligence at operational level	C	3	Uncorroborated operational intelligence—possibility of development
Single contact untested source—intelligence at strategic level	D	4	Uncorroborated strategic intelligence—no further development opportunity

Confidentiality: Many names have been changed and identifying details have been altered to protect the confidentiality of the sources and victims who have provided the information used in this report.

Interviews: SHI interviewed many actors in the sex trafficking industry, including buyers, traffickers, pimps, victims, etc. In addition, interviews with law enforcement investigators, journalists, attorneys, and others were conducted. Anti-trafficking policies and procedures in each country, as expressed by political players and NGO staff who deal with sex tourism and trafficking, were also examined.

Maps of Countries and Markets: SHI identifies the location of the primary commercial sex markets in each country discovered through field research and provides maps in the report that illustrate where the activity occurs.

Internet: The Internet is a key source for understanding how the commercial sex markets operate. Numerous advertisements for sexual services are available, as is detailed information about destination sites: brothels, resorts, strip clubs, and other venues. In addition to advertising venues for commercial sexual exploitation, the viewing of pornography on the Internet can be a gateway to the purchase of commercial sex services.

* The United Nations' Istanbul Protocol serves as a set of international guidelines for the assessment of persons who allege torture and ill treatment, for investigating cases of alleged torture, and for reporting such findings to the judiciary and any other investigative body. It is the most current set of international ethical guidelines for the investigation and documentation for victims of torture and victims of sex tourism and sexual violence through trafficking. The guidelines include respect for confidential professional relationships, including doctor-patient and attorney-client, informed consent procedures, confidentiality of identity, especially in regard to minors, acceptable techniques of questioning, including not forcing the victim to speak if he or she is reluctant, and gender sensitivity in sexual issues.

Statistics: Statistics were not derived by SHI; rather research of the most current, reliable statistics related to the issues presented in the report was performed and used in relation to the field research done for the report. Combinations of reliable sources—official and unofficial—were used and cited to provide the approximate size and geographic scope of the market in each target location and related areas. The wide statistical range uncovered illustrates the difficulty of obtaining an accurate estimate.

Newspapers: Advertisements for work in the sex industry are often found in newspapers, therefore we examined their contents and followed up on leads provided in local papers. Frequently the advertisements hide the sexual aspects of the work and thereby deceive women about the true nature of the work. Oftentimes the advertising also deceives the buyers into thinking they are purchasing something that in reality does not exist. The theme of deception is prevalent in all aspects of the trafficking markets.

Broadcast and Other Visual Media: Television, documentaries and movies were reviewed for their educational value and for the promotion and/or discouragement of prostitution and sex trafficking. Photographs taken in the field and photocopies of advertisements for commercial sex services were gathered to demonstrate the nature of the culture in each market.

SECONDARY SOURCES

Criminological Studies: Criminology is an influential academic field that examines the motivations and expressions of criminal behavior. Many excellent studies have been completed on criminal networks, sex trafficking, and sex tourism by key criminologists in Australia, the Netherlands, and Canada. SHI drew on this research to gather an understanding of criminal networks and markets, especially in the Netherlands.

Doctoral Dissertations: Few secondary sources on human trafficking and the sex trade by Japanese authors are available. Therefore, dissertations written by Japanese nationals at western, especially American, universities helped to fill this void and were critical to understanding the sex trade from a scholarly Japanese perspective.

Governmental Reports: The official position on prostitution, sex trafficking, and sex tourism was obtained for each country. Some of this information was derived from the annual “Trafficking in Persons” report by the U.S. State Department that categorizes each country according to its efforts and successes in countering trafficking and the annual assessment of U.S. anti-trafficking initiatives provided by the Department of Justice. In addition, government-funded assessments and analyses in all countries were obtained and reviewed for information and leads.

NGO Reports: Many non-profit and non-governmental organizations working in the anti-trafficking, human rights, and women’s rights arenas have first hand knowledge of the conditions under which men, women, and children work in the sex industry and the extent to which they are exploited. Their documented and verbal reports of their work and encounters assisted in confirming the validity and authority of our primary sources.

Reports of International Organizations: The International Organization of Migration (IOM) has been following human trafficking, irregular migration, and migration trends for many decades. With offices around the world and programs in each of our four target countries, their research reports contain official and timely information. In addition, the International Labor Organization

(ILO) has reports on trends in and victims of labor exploitation in the commercial sex industries that were consulted.

LEGAL AND PUBLIC DOCUMENTS

Laws: Existing and draft laws pertaining to sex tourism, child prostitution, and human trafficking were reviewed, as well as the history of the laws and the cultural context in which the laws were adopted. In the United States, the state laws that protect children and punish traffickers in Nevada, DC and Maryland, and Georgia were examined.

Criminal Cases: Information was gleaned from closed criminal cases against sex offenders in the areas of sex trafficking, prostitution, child exploitation and related crimes. These cases shed light on how the markets operate; who the players are; and how effective the legal tools are. Recent but closed criminal cases involving sex tourism and sex trafficking in each of the target countries were reviewed.

Public Property Records: Publicly available information about the ownership of properties on which sex tourism and trafficking occurs was reviewed for information on the financial beneficiaries and possible ties to the sex industry, where available. In the Netherlands, these records were available and were able to show high ownership concentrations.

WEBSITE ANALYSIS

Custom web research was conducted by an Internet investigation company in order to better identify websites and businesses likely to be facilitating, either directly or indirectly, sex trafficking and tourism. The complex technology employed was more comprehensive in searching and better able to filter out useful responses to keyword searches than conventional Internet search engines. Custom web research uncovered short-lived, unlinked, and hidden web domains, such as those often used to market illegal and exploitive sexual services and/or trafficked persons for sexual slavery. An initial search on Google revealed 2.2 million websites with the search terms “escort service” in English only. Thus, it was necessary to narrow the search greatly in order to result in a manageable amount of data. Several keywords were identified as common in such websites and businesses and those were searched for in the categories of underage sex, sexual services, and ethnicities. The firm utilized a progressive qualification process involving the search for keyword phrases as preliminary qualifiers for each of the five search categories: (1) erotic/sex tours; (2) mail order bride/marriage agencies; (3) international “modeling” agencies; (4) “full service” massage parlor; and (5) escort services. The keyword phrases were as follows:

- **Ethnicities:** Asian, Thai, Korean, Hispanic, Black, African, Ebony, European
- **Under-Age Sex:** Young, Preteen, Barely Legal, First Time, Child Love, Boy Love, Virgin, Innocent, Amateur
- **Services:** Full-service, In-Call, Out-Call, GFE, AMP, BBBJ

Once keyword sites were identified and collected, they were filtered with concept-based scoring and categorization in order to remove false positives. In addition, manual quality control was conducted in each grouping results on a minimum of one third of the total qualifying websites. A 24-hour webcrawl commenced for thirty days resulting in a finely filtered group of 5,096 websites which contained the key words and phrases determined to be associated with sex trafficking and sex tourism markets. Instant archive photos were taken of each identified webpage exhibiting the search terms and stored. Many of these sites were dismantled within weeks or even days to maintain the secrecy on which they thrive. Finally, the data was analyzed, converted into a readable form, and stored in databases. All information was subsequently uploaded into a searchable database and cross-linking specialized software called i2 Analyst linked information gathered in the field research, information obtained through office research and the webcrawl results. The following visual demonstrates the process used in the Internet research:

