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FOR IMMEDIATE RELEASE

**A COLLABORATIVE PARTNERSHIP AROUND CULTURE, CLIMATE, AND
COMMUNITY ANNOUNCED FOR 2023**

The Cultural Heritage Economic Alliance, Inc., Tourism Cares, The Travel Foundation and the U.S. Cultural & Heritage Marketing Council announce Power of Partnership Stewardship Summit

RICHMOND, VA – September 22, 2022 – The Cultural Heritage Economic Alliance, Inc., Tourism Cares, The Travel Foundation, and the U.S. Cultural & Heritage Marketing Council are pleased to announce a collaborative partnership through the launch of the Power of Partnership Stewardship Summit, a program dedicated to exploring the intersections of culture, climate, and community in travel and tourism .

The Power of Partnership Stewardship Summit, to be held in Richmond, VA October 15 - 18, 2023, represents an opportunity to bring the travel and tourism industry together to envision a collaborative, cross-sectoral, and inclusive future. As travel and tourism continue to crawl out from the pandemic, there is a need to radically change how the industry manages its stewardship of destinations and the people who live there.

“Our organizations are working to ensure that good tourism is manifested and sustainable through good stewardship of people, places and our planet. That’s why this collaboration makes sense,” says Stephanie M. Jones, Founder & CEO, Cultural Heritage Economic Alliance, Inc., and Blacks in Travel & Tourism. “The Summit creates an opportunity to bring a diverse group of industry stakeholders together to ensure that the future of tourism is accessible and equitable for all.”

The partnership of the four organizations was born out of a mutual goal to create an inclusive and action-driven industry, united in solving some of the world's most pressing issues. It continues to be a challenging time for businesses and individuals as they find themselves entering an era of considerable uncertainty and change. To prepare for what lies ahead, travel-based companies must embrace the three big issues of the time - communities, culture, and climate - and find the points where these intersect.

The Summit will provide travel professionals and BIPOC (Black, Indigenous, People of Color) suppliers with broader knowledge and strategy for leveraging cultural heritage and community-based tourism to enhance existing multicultural products, and create and market new products to attract inbound travelers seeking authentic experiences.

“Coming together in partnership not only shows the commitment of our four organizations to the future, but is also reflected in the participation of attendees, who will build relationships with locally-owned cultural, social, and environmental organizations through facilitated education sessions, business-building, and community experiences,” said Greg Takehara, CEO, Tourism Cares. “We’ve taken what are traditionally education ‘tracks’ within tradeshows and made them the focal point. We need to unite, aligned in our strategies that center people and planet over profit and disrupt the way things have always been.”

Richmond, Virginia was chosen as the inaugural destination to host the Summit for its rich cultural heritage and its ability to leverage tourism as an economic driver for fueling its local BIPOC businesses and communities. The City of Richmond and Richmond Tourism both actively invest in supporting Black-owned businesses and creating equitable opportunities for them to thrive and scale. Engaging BIPOC stakeholders in its local tourism ecosystem was a key requirement in choosing the destination to host the Summit.

“Being selected as the host destination for the 2023 Power of Partnership Stewardship Summit is a huge source of pride for the entire region and aligns seamlessly with our commitment to highlight, elevate and celebrate Black history, businesses and culture,” said Katherine O’Donnell, Visit Richmond. “The Richmond region is a diverse cultural and historical gateway with an undeniable resilience and enduring legacy that continues to move us forward as a vibrant, thriving community. We look forward to welcoming cultural heritage partners from across the country next year to continue this impactful work.”

The Power of Partnership Stewardship Summit invites attendees to engage in meaningful conversations, gain best practices on intersecting culture, community, and climate for business entities and communities, explore strategic partnerships, amplify and access multicultural assets, and more. To learn more about attendance, exhibitor, speaker, and sponsorship opportunities, visit www.powerofpartnershipsummit.com.

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About Cultural Heritage Economic Alliance, Inc.

Cultural Heritage Economic Alliance, Inc. (CHEA) is a 501(c)3 nonprofit that strives to create broader diversity, inclusion and equitable opportunity for local businesses to fully participate and profit in the global tourism industry. CHEA works to create inclusive and equitable opportunities for underrepresented and underserved small BIPOC tourism businesses to actively participate and

profit in local tourism ecosystems. We facilitate tourism marketing and development, local stakeholder engagement and sustainable tourism initiatives to best position destinations to become more inclusive in their marketing and outreach to diverse travelers. Learn more at www.cheaglobal.org.

About Tourism Cares

Tourism Cares, Inc., a US 501(c)(3) nonprofit that advances the travel industry's positive impact to help people and places thrive. We believe it's in all our best interest to support the destinations our industry depends on so that communities, travelers and businesses can prosper. We mobilize the entire industry to use its business as a force for good by uniting, activating and inspiring all sectors to make a positive impact through travel. Learn more TourismCares.org and [@TourismCares](https://www.instagram.com/TourismCares).

About The Travel Foundation

The Travel Foundation is a leading global NGO that works in partnership with governments, businesses, and communities to develop and manage tourism in a way that maximises the benefits for communities and the environment. Founded in 2003, it has since worked in over 30 countries around the world. Learn more at www.thetravelfoundation.org.uk

About the U.S. Cultural + Heritage Marketing Council

The U.S. Cultural + Heritage Marketing Council collaborates with our partners to execute bespoke tourism curated marketing solutions, business insights, product development and strategic engagement programs that are crafted for destinations, cultural partners, non-profits, business districts and their diverse constituents. Learn more at www.uschmc.com