

A photograph of Stephanie M. Jones, a Black woman with short blonde hair and glasses, wearing a black coat with a large gold floral pattern. She is standing in a European-style city square with ornate buildings and street lamps in the background. She is leaning her right hand on a decorative black metal post. Two gold starburst shapes are overlaid on the image, containing text about her achievements.

**Voted 1 of 24
2024 Most
Influential
Women in Travel
by TravelPulse**

**2024 Journey
Woman Bessie
Awards Lifetime
Achievement
Award Winner**

Stephanie
M. JONES

MEDIA KIT

Meet Stephanie

GLOBAL EQUITY STRATEGIST. SOCIAL
SUSTAINABILITY ADVOCATE + SOCIAL IMPACT
LEADER. TOURISM EDUCATION INNOVATOR.



Are you ready to be inspired and challenged to dive deeper?

Stephanie M. Jones is a charismatic, engaging transformational speaker who has been inspiring audiences for over two decades.

Stephanie connects with her audiences through impactful and relevant content, challenging and transforming minds through her thought leadership, perspectives and insights shared.

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Award-Winning Innovator

Stephanie is a dynamic global thought leader, tourism development strategist, and equity champion transforming the way the global travel industry engages underserved communities.

She is the former CEO of the Cultural Heritage Economic Alliance and Blacks in Travel & Tourism. She now leads as CEO of Disrupt for Change and founder of the Diversity Tourism Academy. Stephanie brings more than two decades of experience developing inclusive tourism strategies that center cultural heritage, economic equity, and social sustainability.

BOOK STEPHANIE FOR YOUR NEXT EVENT!

Stephanie's signature speaking style blends data-driven insights with practical strategies, offering audiences—ranging from tourism boards to corporate brands to business schools—actionable tools to embed equity, destination stewardship, and ESG alignment into their work. With recognitions from Travel + Leisure, UNWTO, and TravelPulse, she is a trusted voice shaping the future of sustainable and inclusive tourism.

Global Servant Leader

Stephanie serves on national and international advisory boards including:

- Appointed member of the U.S. Department of Commerce's Travel and Tourism Advisory Board (Two-appointed terms)
- Northstar Travel Group's Black Travel Advisory Board
- Hurtigruten Expeditions Black Travel Advisory Board Chair





Past Clients

No Event Size is Too Large or Small!

Partial Client List of International Tourist Boards and Brands



"Visit South Africa was privileged to be able to host Stephanie Jones at the Travel Indaba 2023, Africa's premier travel market which boasts 7,000 plus delegates. Stephanie presented research and insights into the African American travel market, this audience segment being a high growth opportunity for South Africa and the rest of the African continent.

Stephanie's presentation was met with great excitement, huge enthusiasm and a high level of engagement by all participants. She demonstrated a passionate display of knowledge about the African American traveller, and lucidly shared her passion for sector transformation in a very infectious manner. We recommend Stephanie very highly as a speaker and advocate for an inclusive, diverse, equitable and accessible global tourism industry."

South African Tourism



Signature Keynotes

- How to Leverage Social Sustainability to Build Inclusive Destinations and Supply Chains
- Understanding & Attracting the U.S. Black Leisure Traveler Market to Your Destination
- How to Discover & Tap into Your Disruptor DNA (Divine Natural Abilities) to Change the Status Quo in Your Industry, Workplace or Community
- Customized Keynotes for all industries and targeted audiences
- Available to serve as a University's Guest Lecturer + Tourism Development Consulting Opportunities



Testimonials

Stephanie is a dynamic speaker, and she was able to navigate a complex topic with our attendees. She was insightful and spoke candidly and eloquently about the issues being faced within the industry with diversity and equity. She engaged the audience and they left with great resources and information to take into their businesses.

Heather Andrews
Discover The Palm Beaches

We hired Stephanie to present both a general session keynote and a breakout session at the 2023 Pure Michigan Governor's Conference on Tourism in Grand Rapids. She delivered on requested talking points, met with the moderator of the breakout in advance of the meeting, was a true professional to work with and received excellent ratings from our attendees. We look forward to working with Stephanie again in the future!

Larisa Davis
**Michigan Association of Convention
+ Visitors Bureaus**

I am one of the college students that had the pleasure of interacting with you at the NOAA Conference. I am reaching out to share how thankful I am that you spoke at the conference and shared your profound wisdom with the students, industry professionals, and me. It transformed my perspective and made me understand how the industry lacks awareness, diversity, and inclusivity. Your panel and conversations genuinely opened my eyes and gave me a stronger sense of awareness that I lacked. Thank you and I hope to see you again and learn more from you in the future.

Kaylin, Graduate Student
**Patel College of Global Sustainability
University of Southern Florida**

Thank you for your excellent panel discussion which was undoubtedly a hit with our audience.

Your sharing of how inclusion of communities offer richness to travel experiences while telling the authentic history of our country and sharing appreciation of our land and natural resources was well received. I truly appreciate you sharing your wisdom and expertise with our attendees. I hope we can continue the conversation for our members going forward and I look forward to seeing you again soon.

Lisa Simon
**International Inbound Travel
Association**

PursuitsIndustry Shakers

The Travel Boom Hasn't Been Inclusive. One Woman Is Finding Solutions.

Stephanie Jones is creating a diverse pipeline of talent and opportunity in the US travel industry, which remains 80% White at its highest levels.



Stephanie Jones is founder and chief executive officer of Cultural Heritage Economic and Blacks in Tourism and Travel. Photographer: Jared Soares for Bloomberg Pursuits

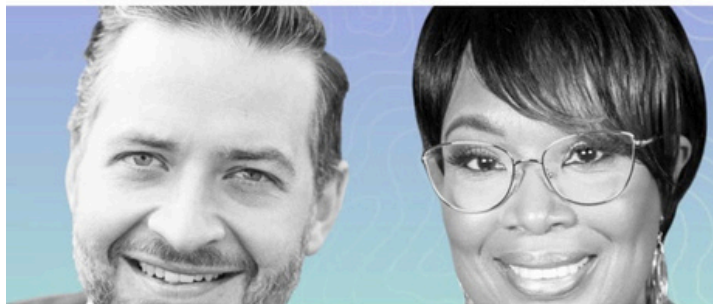
By Leahwit Lily Girma

July 19, 2023 at 7:15 AM EDT

In April 2023, Stephanie Jones delivered a keynote presentation at the Michigan Governor's Conference on Tourism. "I got on stage

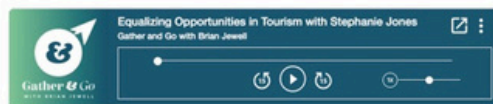
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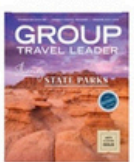
Equalizing Opportunities in Tourism with Stephanie Jones

By Brian Jewell | November 2, 2022



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Book Stephanie

inquire@stephaniemjonesspeaks.com

www.stephaniemjonesspeaks.com



How to Book Stephanie

- [Click here](#) to complete a speaker request form
- Or, [email](#) speaker request including the following information:
 - Event host organization/company
 - Event contact name + phone
 - Event date(s) and time
 - Number of expected attendees
 - Requested speaker topic
 - Virtual or in-person
 - Event location
 - Is event free or paid?

Speaker Requirements

Travel Accommodations:

- Minimum two nights (check-in day before and check-out day after speaking, engagement, unless international)
- Round-trip airfare (if International, business or first class - Delta or American Airlines preferred)
- Ground transportation (private or shuttle)
- Non-smoking hotel room (King)
- One full event registration

[REQUEST SPEAKER PROPOSAL TO BOOK STEPHANIE](#)



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WITH *Stephanie M. Jones*



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**Inspiring Disruption in the
Travel & Tourism Industry**