

A full-length portrait of Stephanie M. Jones, a Black woman with short blonde hair, wearing large black-rimmed glasses, hoop earrings, a gold chain necklace, and a vibrant blazer with a multi-colored geometric pattern. She has her arms crossed and is standing in front of a dark blue paneled wall. To her right is a potted orchid with white flowers.

2024 JOURNEY  
WOMAN BESSIE  
AWARDS  
LIFETIME  
ACHIEVEMENT  
AWARD WINNER

VOTED 1 OF 24  
2024 MOST  
INFLUENTIAL  
WOMEN IN  
TRAVEL BY  
TRAVELPULSE

Stephanie  
M. JONES

GLOBAL TRAVEL + TOURISM THOUGHT LEADER  
TRANSFORMATIONAL KEYNOTE SPEAKER  
“THE NECESSARY DISRUPTOR” PODCAST HOST

MEDIA KIT



# Meet Stephanie

THE NECESSARY DISRUPTOR. CHANGE AGENT.  
TRANSFORMATIONAL + SOCIAL IMPACT LEADER.  
BLACK TOURISM ECOSYSTEM BUILDER.



SERIAL SOCIAL  
ENTREPRENEUR + 20 YEARS



**Stephanie M. Jones, MBA**, Founder & CEO of the Cultural Heritage Economic Alliance, Inc. (CHEA), is a leading global travel & tourism thought leader and transformational speaker introducing award-winning innovative and sustainable tourism initiatives designed to leverage cultural heritage and community-based tourism as economic drivers for fueling small BIPOC tourism businesses from underserved communities.

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## Award-Winning Innovator

Jones has created award-winning, game changing sustainable tourism initiatives such as the Black Cultural Heritage Tours Collective and Future of Black Tourism.

She is also the founder of Blacks in Travel & Tourism, an initiative leveling the playing field for small black travel & tourism businesses, helping them access equitable opportunities and to become tourism and market ready to do business with the global travel & tourism industry through the Diversity Tourism Academy.

BOOK STEPHANIE FOR YOUR NEXT EVENT!

For the past ten years, Stephanie has been on a mission to disrupt the travel & tourism industry by creating and leading sustainable tourism initiatives designed to broaden and strengthen diversity, equity and inclusion. She works tirelessly advocating for underrepresented small BIPOC businesses and underserved communities to become better positioned to actively participate and profit in the global travel & tourism industry.

## 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 (serving 2nd appointment)
- Northstar Travel Group's Black Travel Advisory Board
- Hurtigruten Expeditions Black Travel Advisory Board Chair





# Signature Keynotes

- How to Discover & Tap into Your Disruptor DNA (Divine Natural Abilities) to Change the Status Quo in Your Industry, Workplace or Community
- Are You Missing the Mark? How to Establish Realistic Metrics for Measuring DEI & Sustainable Social Impact
- Understanding and Engaging Multicultural Audiences to Support an Impact-Driven Marketing Strategy
- How to Create Inclusive + Equitable Destinations through Small Supplier Development and Diverse Tour Products + Experiences
- How to Align Allyship to Form Equitable Partnerships with the Black Travel Movement: Suppliers, Travelers, Professionals, Influencers + Media & Associations



- Customized Keynotes for all industries and targeted audiences
- Available for Educational Guest Lecture + Tourism Development Training Opportunities





A woman with dark hair pulled back, wearing glasses and a colorful geometric patterned jacket over a dark top. She is looking slightly to the right with a gentle smile. The background is a blurred city street scene.

ARE YOU READY TO BE INSPIRED AND  
CHALLENGED TO DIVE DEEPER?  
STEPHANIE IS A DYNAMIC AND  
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.

# 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**





# Clients

## No Event Size is Too Large or Small!

Partial Client List of International Tourist Boards and Brands

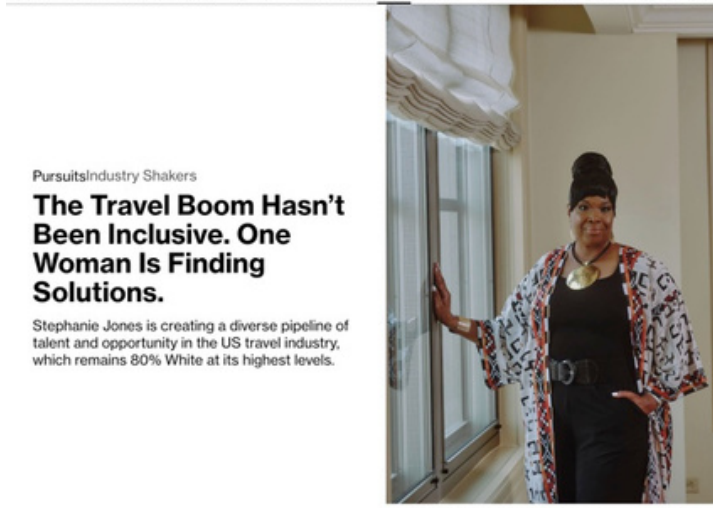


"Visit South Africa was privileged to be able to host Stephanie Jones at the Travel Indaba 2023, Africa's premier travel market which boasts 7,000 plus delegates. Stephanie presented research and insights into the African American travel market, this audience segment being a high growth opportunity for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



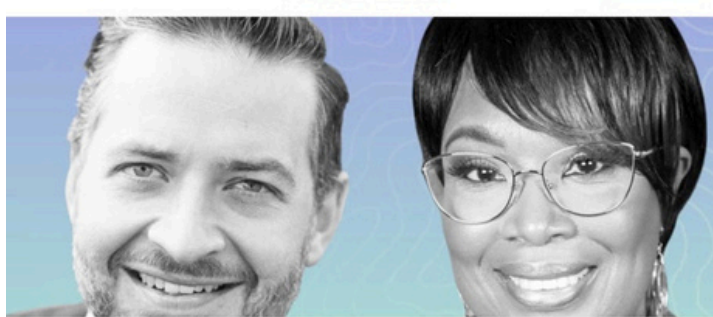


By Lebowitz Lily Girma  
July 19, 2023 at 7:15 AM EDT

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

Equalizing Opportunities in Tourism with Stephanie Jones  
Gather and Go with Brian Jewell

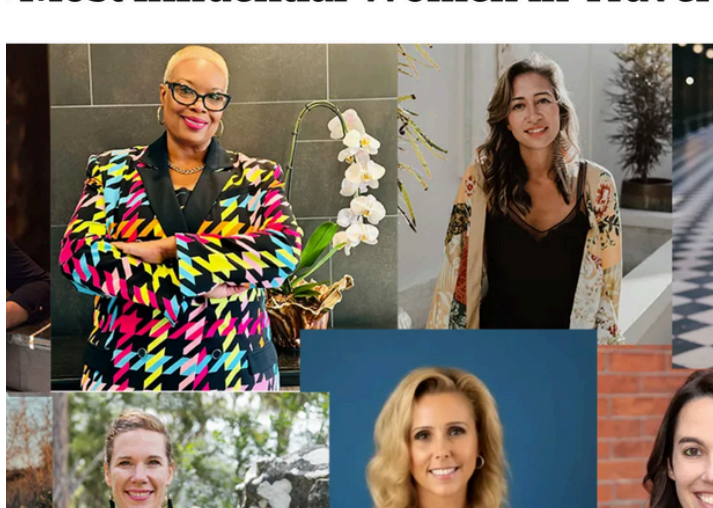
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## Most Influential Women in Travel



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# SPEAKER + LIVE REMOTE + HOST/MC FEES

VIRTUAL CORPORATE OR GOVERNMENT **\$10,000**

- *Online conferences + events up to 60-minute keynote*

LIVE CORPORATE OR GOVERNMENT **\$12,000**

- *In person conference up to 60-minute keynote*
- *Travel expenses not included*

VIRTUAL NON-PROFIT OR COLLEGES/UNIVERSITIES **\$8,000**

- *Online conferences + events up to 60-minute keynote*

LIVE NON-PROFIT OR COLLEGES/UNIVERSITIES **\$10,000**

- *In person conferences up to 60-minute keynote*
- *Travel expenses not included*



EVENT HOST/MC **All starting at \$10,000**

TOWN HALL HOST

FIRESIDE CHAT HOST **All starting at \$7,500**

MODERATOR



EVENT LIVE REMOTE **Starting at \$12,000**

*Host "The Necessary Disruptor with Stephanie M. Jones" Podcast as a unique media activation, programming content or sponsor opportunity for your live meeting or event. Contact Andrea Taylor for information or request a proposal.*

## CONTACT

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🏠 Disrupt for Change Media, Orlando, FL



# Book Stephanie

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## 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](#)



THE  
**NECESSARY  
DISRUPTOR**  
WITH *Stephanie M. Jones*



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





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