

# BLACKS IN TRAVEL AND TOURISM COLLABORATIVE LEVELING THE PLAYING FIELD



**BLACKS IN TRAVEL AND TOURISM**  
BUILDING BETTER TOGETHER



**BLACKS IN TRAVEL AND TOURISM**  
BUILDING BETTER TOGETHER

## We're on the Road to Recovery Together!

While 2020 proved to be a turbulent and tragic year for many families, businesses, and the travel and tourism industry, we are finally starting to turn the corner as millions of people have resumed domestic and some international travel.

This is indeed a positive sign of our industry's recovery. Some travel businesses including airlines, hotels, restaurants and attractions are now packed with people desiring to resume some sense of normalcy and to escape from their homes to enjoy traveling again.

As our industry begins to recover, it is important that we do not return back to the same hiring practices, supplier contracting, and being unintentional about ensuring our industry continues to move toward broader diversity, equity and inclusion.

The National Blacks in Travel and Tourism Collaborative has worked to become a resource partner for the global travel and tourism industry. Working in partnership with DMOs, tourist boards, travel media and associations, we strive to help build sustainable DEI practices to ensure our industry builds back better by supporting our efforts to advance Blacks in travel and tourism, while creating equitable opportunities for local stakeholders in underserved communities while broadening diversity and inclusion in destinations worldwide.



# MISSION

The National Blacks in Travel & Tourism Collaborative's (BTT) mission is to ensure Black travel and tourism businesses are full participants in the travel industry and to help build more diverse and inclusive destinations.

## OBJECTIVES

- ▶ Work in collaboration with national travel and tourism organizations, small businesses, educators, media and influencers, DMOs and other industry leaders to curate and implement initiatives designed to broaden diversity, equity and inclusion
- ▶ Work to eliminate racial inequalities in travel and tourism
- ▶ Work to create economic growth opportunities to advance Blacks in travel and tourism
- ▶ Work to level the playing field for black and brown businesses and students, and
- ▶ Work with our partners to plan and implement strategies to build better destinations through multicultural programs targeting diverse visitors and engaging local community stakeholders.

Powered by  
Cultural Heritage Economic Alliance, Inc.  
1717 K Street, Ste 900  
Washington, DC 20006  
Phone: 202.991.9600  
[www.cheaglobal.org](http://www.cheaglobal.org)  
[www.blacksintourism.org](http://www.blacksintourism.org)



## ABOUT BLACKS IN TRAVEL AND TOURISM

### THE WORKER: IT'S TIME TO LEVEL THE PLAYING FIELD

Demographic data collected by the for over 630 U.S. hospitality companies, encompassing more than 6,300 executives, provides insight into the dearth of Black representation among the ranks of hospitality executives. Black people make up 17.9% of employees in the hospitality industry and are overrepresented in the hospitality industry overall (compared to being 13.8% of the overall U.S. population). Despite this:

- ▶ Black people hold 0.7% of CEO positions within U.S. hospitality firms
- ▶ Black men hold 0.5% of CEO positions while Black women hold 0.2%
- ▶ At the Director level and above, Black people hold a mere 1.5% of positions (1.0% by Black men and 0.5% by Black women)

*Source: 2020 The Castell Project*

### BLACK SPENDING POWER: TRAVEL IS A PRIORITY!

- ▶ 12% of Black Households have income over \$100,000
- ▶ 9% of Black Households have income between \$75,000- \$99,999
- ▶ 16% of Black Households have income between \$50,000-\$74,999
- ▶ 37% of Black Households have income above \$50,000
- ▶ **Discretionary spending available for travel expenditures.**

*Source: U.S. Bureau of Labor Statistics*

### THE BLACK TRAVELER: DON'T SLEEP ON THIS MARKET

- ▶ As reported in 2019, the Black U.S. leisure travel market spent \$109.4 billion (*Source: MMGY Global 2020 The Black Traveler Insights, Opportunities and Priorities Report*)
- ▶ 63% of black travelers determine which destinations to visit based on the number of cultural heritage experiences available (*Source: Mandala Research*)
- ▶ There are nearly 5 million Black millennial (ages 20-36) travelers in the U.S representing approximately 43% of the 11.5 million U.S. Black millennial population (*Source: 2017 Harris Poll on behalf of DigitasLB*)
- ▶ 94% of Black millennial travelers have taken a personal trip in the past two years and 76% have traveled in the past six months (*Source: 2017 Harris Poll on behalf of DigitasLB*)





## Who Do We Serve?

### Black Travel And Tourism Businesses

Through the BTT's online Travel & Tourism Academy, small businesses and cultural institutions will have access to the following:

- ▶ Tourism Business Enhancement Webinars
- ▶ Building a Better Business Boot Camps & Pitch Competition
- ▶ New Travel Entrepreneurs Masterclasses
- ▶ Peer to Peer Mentoring

### Destination management organizations (DMOs), CVBs and tourist boards

As BTT partners, DMOs, CVBs and tourist boards will have access to the following services and resources:

- ▶ Local Stakeholder Engagement within Black heritage neighborhoods
- ▶ Cultural heritage tour product development
- ▶ DEI Deep Dive for Destinations Masterclass Series
- ▶ Job Board posting
- ▶ Black market data research
- ▶ Multicultural tourism development
- ▶ Black travel leaders to serve on DEI or multicultural advisory boards or committees

### Youth and college students

- ▶ Access to industry mentors
- ▶ Access to industry internships
- ▶ Access to entrepreneurial and career management opportunities

### Domestic and international tourists

- ▶ Gain an awareness about Black businesses and cultural institutions in destinations
- ▶ Gain access to local cultural heritage experiences in destinations



**Cultural Heritage  
Economic Alliance**

Cultural Stewardship. Sustainable Tourism.

[www.cheaglobal.org](http://www.cheaglobal.org)



**BLACKS IN TRAVEL AND TOURISM**

BUILDING BETTER TOGETHER

[www.blacksintourism.org](http://www.blacksintourism.org)



**BLACK TOURISM  
T A L E N T**

[www.blacktourismtalent.com](http://www.blacktourismtalent.com)



**DIVERSITY TOURISM  
— A C A D E M Y —**

[www.diversitytourismacademy.org](http://www.diversitytourismacademy.org)

**BLACK  
CULTURAL  
HERITAGE TOURS**

[www.experienceblackculture.com](http://www.experienceblackculture.com)

**Culture onShore**

[www.cultureonshore.com](http://www.cultureonshore.com)

We bring innovative & game  
changing DEI solutions to the industry



**BLACKS IN TRAVEL AND TOURISM**  
BUILDING BETTER TOGETHER



**BLACK TOURISM  
T A L E N T**



**DIVERSITY TOURISM  
— A C A D E M Y —**

**BLACK  
CULTURAL  
HERITAGE TOURS**

**Culture onShore**

The **National Blacks in Travel and Tourism Collaborative's** mission to ensure Black travel and tourism businesses are full participants of the travel and tourism industry and to help build more diverse, equitable and inclusive destinations.

The **Black Tourism Talent Directory** is the official matchmaking resource for the travel & tourism industry. The online directory matches Black suppliers, professionals and students with business, employment, speaker and media industry opportunities.

The **Diversity Tourism Academy** is the travel & tourism industry's official learning management system offering access to online trainings in DEI, multicultural marketing, cultural heritage tourism, local stakeholder engagement and tourism business enhancement.

With an emphasis on amplifying Black tourism and travel businesses, through **Black Cultural Heritage Tours'** itineraries, we curate rich cultural heritage experiences that allow guests to have transformative experiences through meeting locals, learning about rich Black history and celebrating Black culture in U.S. destinations.

**Culture onShore** is the world's first global marketplace designed to level the playing for small Black and Brown independent tour operator by marketing their products to international and domestic travelers seeking authentic cultural heritage experiences globally.



# BLACKS IN TRAVEL AND TOURISM

BUILDING BETTER TOGETHER

## Meet Our Team



Stephanie M. Jones  
Chief Executive Officer  
Cultural Heritage Economic  
Alliance, Inc. & Founder,  
National Blacks in Travel &  
Tourism Collaborative



Kelly McCoy  
Tourism Development  
Consultant



Tami Fairweather  
Sr. Communications  
Strategist



Margie Miranda  
Social Media Manager &  
Senior Project Director  
Special Projects



Danielle Jones  
Program Director



Deidre Martin  
Executive Assistant to the  
CEO



# Meet our National Advisory Board



Dawn Drew, President  
MOSTE, Inc.



Tom Garzilli, CMO  
Brand USA



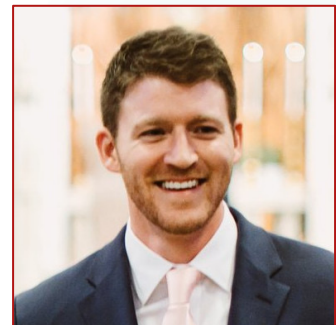
Melissa Cherry, COO  
Destinations International



Helen Marano, President  
Marano Perspectives



Greg DeShields, Executive  
Director, PHL Diversity



Sean Graber, Director  
New Ventures, TripAdvisor



Shannon Stowell, President & CEO  
Adventure Travel Trade Association



Dr. Erinn Tucker, MBA, MS, CDMF  
Faculty Director, Georgetown University



Dr. Nicole Smith-King, CHT, CGSP  
Certified Culture & DEI Strategist  
NK Enterprise Consulting, LLC



Dan Flores  
VP of Business Development  
Maverick Helicopters