We Accomplished a Lot in 2021, but the Work Must Continue!

WHAT AN INCREDIBLE YEAR IN REVIEW
WE ROCKED 2021!

PARTNER WITH US IN 2022!

SUSTAINABILITY
REPRESENTATION

EQUITABLE
OPPORTUNITIES
When a small group of people are drawn together by a shared vision and passionate purpose, magic happens! Working together in the spirit of collaboration with intentionality can manifest change and growth. Powered by the Cultural Heritage Economic Alliance, Inc., the National Blacks in Travel and Tourism Collaborative (BTT) worked continuously throughout 2021 to disrupt the status quo of the travel and tourism industry. Game changing initiatives were launched, new strategic partnerships were formed, new allies stepped forward to lend support, and most importantly, equitable opportunities to advance and amplify small, Black minority suppliers were created. We accomplished a lot in 2021, but we’re just getting started.

Many thanks to our talented team, our National Advisory Committee members, industry partners, allies, funders and program supporters for helping us to advance Blacks in travel and tourism.

The work continues in 2022 and we invite you to join us and to help us build back a more equitable industry for all!

Stephanie M. Jones, MBA
Founder & CEO, Cultural Heritage Economic Alliance, Inc. and Founder, National Blacks in Travel and Tourism Collaborative

A Shared Vision Can Manifest Change + Growth
We’re leading by example and practicing what we preach. As an organization advocating for broader diversity, equity and inclusion in the travel and tourism industry, we do not expect others to do what we are not willing to do ourselves. Yes, we work to advance Blacks in travel and tourism, and no, it is not a requirement to be Black to work with us.

In fact, we strongly encourage diversity within our team and have been extremely fortunate to attract a very diverse team of talented, passionate women who are trailblazers leading change in our industry through our efforts.

We represent new faces and voices for the industry, positioning more women and people of color at the helm of a global travel and tourism institution.
Our team was everywhere in 2021 ensuring that Blacks in travel and tourism were represented at key industry events where there has never been diverse representation. In partnership with the Cultural Heritage Alliance for Tourism, Inc., a Black-owned receptive tour operator, we were the first to participate in several industry buyer events.

In addition, our founder & CEO, Stephanie M. Jones, served on several industry boards as well as spoke at several key industry events. She traveled safely and COVID-free to 41 meetings and events in 33 U.S. destinations in 2021 representing Blacks in travel and tourism and speaking on important topics such as:

- Diversity, equity and inclusion
- Local stakeholder engagement
- Understanding and engaging multicultural audiences
- Creating local, authentic Black cultural heritage tour experiences
- Aligning corporate social responsibility with community sustainability
A RESOURCE FOR THE INDUSTRY

We consider it an honor when representatives of the industry reach out to BTT for advice and guidance for thought leadership or implementing DEI strategies both internally and externally. Here’s how we served as a resource for the industry in 2021:

• Advised Brand USA on the development of its new Multicultural Content Strategy
• Advised and consulted with more than 30 DMOs
• More than 120 employees of six (6) DMOs enrolled and completed our DEI Deep Dive Masterclass through the Diversity Tourism Academy
• Worked directly with the leadership and staff of Meet Minneapolis to facilitate our “Common Ground Conversations” group sessions via Zoom as a continuation of the DEI masterclass
• Partnered with the American Society of Travel Advisors (ASTA) to offer our DEI Deep Dive Masterclass to its more than 13,000 members
• Worked with Visit Lauderdale providing multicultural marketing consulting services. Planned and executed the Culture365 Live program amplifying Visit Lauderdale’s small, Black businesses and rich Black history and culture. Achieved more than one million impressions for the destination
• Launched the Black Tourism Talent Directory as a matchmaking tool to help minority suppliers, professionals and students connect with industry contracting, employment, internship, speaker and media opportunities. More than 250 member profiles created by Black talent
• Provided education and thought leadership speaking at 19 key national and global events, online and in person
• Served on seven (7) national and global advisory boards and panels providing thought leadership and nominations for industry awards
• Created a bridge of communication between DMOs and local Black minority suppliers during the U.S. Black Cultural Heritage Road Trip
LEVELING THE PLAYING FIELD

BTT’s innovative programs and initiatives created and introduced to the industry are designed to level the playing field for Blacks in travel and tourism with a priority focus on Black travel and tourism businesses. These minority suppliers include tour operators, food and beverage providers, hotel and B&B owners, transportation operators, attractions and retail businesses.

Many Black suppliers were not actively participating and profiting in their local tourism ecosystems prior to the global pandemic. Through our efforts, we have been working to identify as well as create equitable opportunities for minority suppliers to recover and become positioned to fully participate and profit in the global travel and tourism industry as we collaboratively work to build back better!
CREATING EQUITABLE OPPORTUNITIES + IMPACT

Making impact requires being intentional! During the summer of 2021, we launched the first-of-its-kind U.S. Black Cultural Heritage Road Trip, an initiative designed to drive more consistent tourists’ foot traffic and dollars to minority suppliers in underserved communities within U.S. destinations. Here are some outcomes our team achieved from our SE region road trip:

• Met with more than 200 minority suppliers in 17 destinations throughout the southeast region to identify potential partners for new multi-day Black cultural heritage tour products

• More than 75 Black-owned businesses submitted a request to partner with us for our itineraries

• Fifty-three (53) businesses completed our business assessment to determine their level of tourism readiness and technical assistance required to enhance their businesses

• Twenty-three (23) minority suppliers are active participants in our first cohort which kicked off in October. Our next cohort begins in February.

• Six (6) new multi-day Black cultural heritage tour itineraries covering the SE region were introduced at IPW, the largest international buyer show in the U.S.

• Confirmed partnerships with several domestic and international tour operators committed to helping us level the playing field through sustainable tourism.
PRESS & RECOGNITION

While our team was traveling across the country working to make an impact, others were noticing and finding our efforts newsworthy and worthy of recognition. We are extremely grateful to be acknowledged by our industry peers both nationally and globally.

- 2021 Social Entrepreneurship Competition in Tourism Finalist (Only U.S. Based Finalist)
- 2021 Newsweek Future of Travel Visionaries Finalist
- 2021 Newsweek Black Cultural Heritage Tour Operator Finalist
- 2021 Fifteen Event Professionals Making an Industry Impact
PEOPLE ARE TALKING!

IN THE NEWS

ASTA offering an online diversity and inclusion master class
By Jamie Briesoda | Jul 26, 2021

ASTA’s Diversity, Equity and Inclusion Master Class gives members a chance to gain greater understanding of multicultural audiences and issues. Photo Credit: Courtesy of ASTA

ASTA has partnered with the National Blacks in Travel and Tourism Collaborative (BTT) to create online Diversity, Equity and Inclusion Master Class.

Experts discuss keys to reaching Black travelers
By Arne Weissman | Aug 30, 2021

CHICAGO – Successfully tapping into the $109 billion Black travel market requires “a deeper dive into words and their meaning,” said Stephanie Jones, founder and CEO of the Cultural Heritage Alliance and the National Blacks in Travel & Tourism Collaborative.

New Black Talent Directory Aims to Diversify Travel Industry
By Arne Weissman | May 18, 2021

The online resource is designed to help CVBs, travel brands, event companies and more hire Black professionals and partner with Black-owned businesses.
OUR COMMITMENT TO SUSTAINABILITY

Through our efforts in 2021, BTT has worked to provide long-term value for industry stakeholders without compromising people, the planet or the economy. We have been intentional about aligning our value proposition with the following U.N. Sustainable Development Goals:

Environment: BTT is a proud signatory and launch partner of the Glasgow Climate Action in Tourism Declaration.

We pledge to educate our stakeholders to become environmentally conscious and friendly when delivering tourism services and products within their local communities. In addition, we will strive to educate our customers on the importance of protecting local environments while traveling and participating in events and activities.

People: Our goal is to create access, exposure and equitable opportunities for Black minority suppliers to help them achieve sustainability, scalability, profitability and job creation within their businesses. Through our efforts, we strive to create opportunities for the industry and tourists to contribute to sustaining and supporting minority suppliers.

Economy: It is our priority to ensure the sustainability and preservation of underserved heritage neighborhoods that hold the stories of our rich Black history and culture throughout the U.S. Our Black cultural heritage tour products are intentionally designed to leverage tourism as an economic driver to fuel small Black businesses, heritage neighborhoods, historic sites, and cultural institutions.
MANY THANKS TO OUR PARTNERS

We are thankful for the many industry partners that supported our mission and were intentional about working with us in various capacities to help us accomplish impactful work in 2021. We look forward to expanding our partnerships in 2022 to make a broader impact for advancing Blacks in travel and tourism and sustaining diversity, equity and inclusion in our industry.

A special thank you to Tourism Cares, the Carlson Family Foundation, Fareportal and Hurtigruten Expeditions for your donations in support of our mission.

Global and National Partners
The Travel Foundation
Future of Tourism Coalition
World Tourism Association for Cultural Heritage
Brand USA
U.S. Travel Association
Adventure Travel Trade Association
Destinations International
American Society of Travel Advisors
National Tour Association
Impact Travel Alliance
National Association of Motorcoach Operators
UNICOMM Travel Shows
TravPro

More Program Partners
Liquid Spark Media & Marketing
Chicago Convention and Tourism Bureau
Southeast Tourism Society
Visit North Carolina
Charlotte Regional Visitors Authority
Visit Winston Salem
Discover Durham
Visit Raleigh
Visit Lauderdale
Riverside Hotel Las Olas
Visit Sarasota
St. Johns Cultural Council
St. Augustine Ponte Verde CVB
Visit Jacksonville and the Beaches
Discover The Palm Beaches
Atlanta Convention & Visitors Bureau
Discover Albany GA
Visit Savannah
Visit Virginia
Visit High Point
The Westin Sarasota
Visit Beaufort
Explore Charleston
Visit Annapolis
Visit Birmingham
Memphis Tourism

Each of our Black Minority Suppliers who hosted us during the U.S. Black Cultural Heritage Road Trip and our Black Cultural Heritage Tour Itinerary Partners

Media Partners
CheapOAir Miles Away Blog
Northstar Travel Group
Black Meetings & Tourism
Multicultural Media Resources

Program Partners
MMGY Global
Brand USA
U.S. Travel Association
Northstar Travel Group
Wisconsin Department of Tourism
Bannikin Travel & Tourism
NYC & Company
Adventure Travel Trade Association

BRAND USA
NORTHSTAR MEETINGS GROUP
VISIT LAUDERDALE
AMERICAN SOCIETY OF TRAVEL ADVISORS
GET INVOLVED

We are on a mission to level the playing field for Blacks in travel and tourism as well as create and support broader diversity, equity and inclusion in the global travel and tourism industry.

We are inspired everyday by what our industry can become when we work collaboratively and consistently with intentional actions to drive sustainable change that creates and offers equitable opportunities for all who rely on our industry for their livelihood. In addition, we create and expand opportunities for travelers who seek to engage in authentic cultural heritage experiences that reflect the rich diversity of destinations throughout the United States.

Join us in advancing Blacks in travel and tourism and help us sustain our efforts to continue to serve as a global resource for our industry.

Visit www.blacksintourism.org to learn more.

Click links below to get involved today!

To become an industry partner
To serve on our National Advisory Board
To become a member
To volunteer
To donate
To participate in Diversity Tourism Academy
To partner with our Black Cultural Heritage Tour Itineraries or U.S. Black Cultural Heritage Road Trip