

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



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

**WHAT AN INCREDIBLE  
YEAR IN REVIEW  
WE ROCKED 2021!**

**SUSTAINABILITY  
REPRESENTATION**

**EQUITABLE  
OPPORTUNITIES**

**PARTNER WITH US IN  
2022!**

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





(L-R): Stephanie M. Jones, Founder & CEO; Amit Ariel, VP of Operations; Kelly McCoy, Tourism Development Consultant; Margie Miranda, Regional Tour Director; Danielle Lewis-Jones, MTA, Community Outreach Consultant; and Deirdre Martin, Executive Assistant

## DIVERSIFYING FACES OF THE INDUSTRY

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.





ASTA CHICAGO



IPW LAS VEGAS



CRUISEWORLD MIAMI



NTA CLEVELAND

# REPRESENTATION MATTERS!

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](#)

# OUR PROGRAMS



# 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!



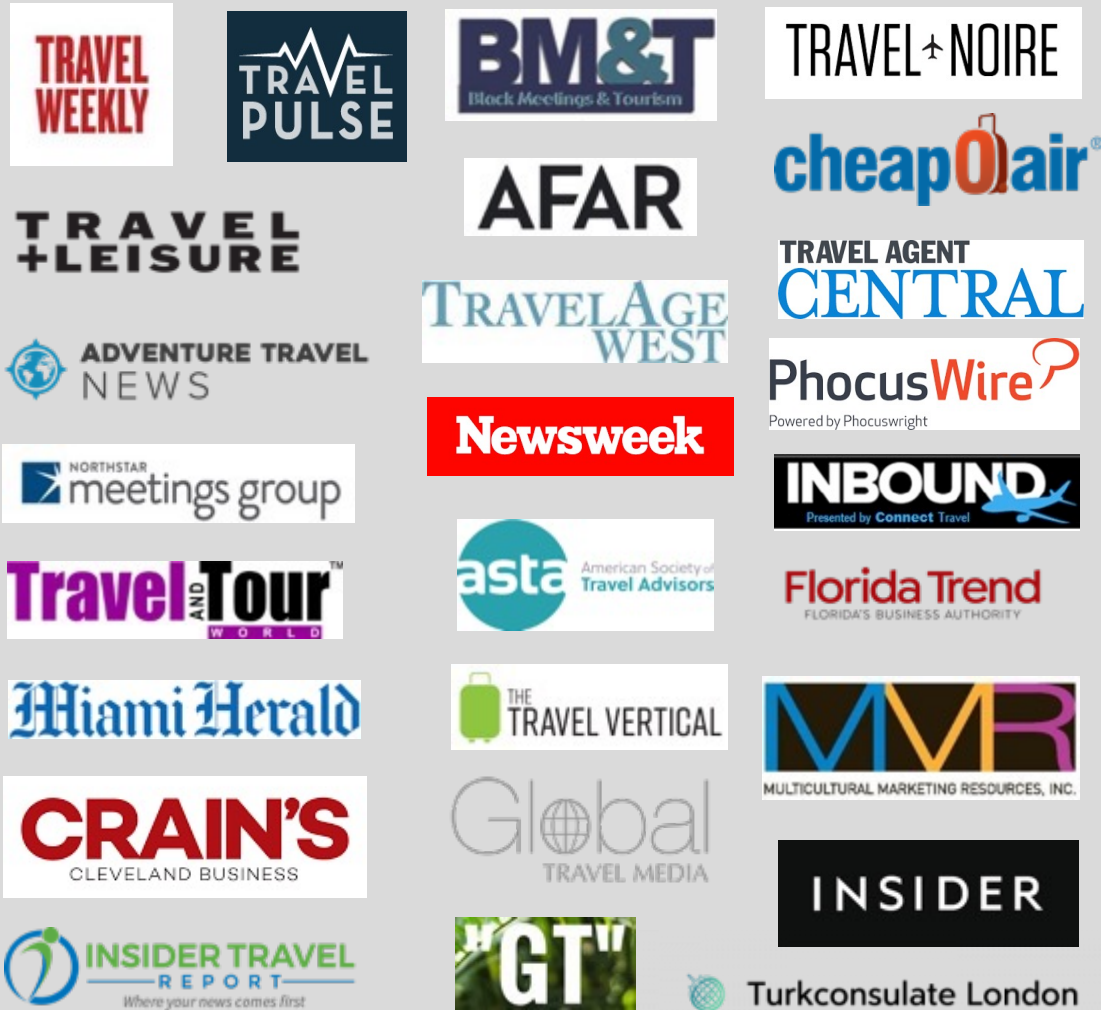
# CREATING EQUITABLE OPPORTUNITIES + IMPACT

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

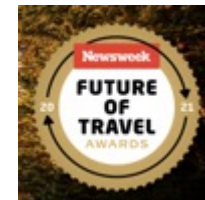


# PRESS & RECOGNITION



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

AGENT ISSUES

## ASTA offering an online diversity and inclusion master class

By Jamie Bielski | 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.

AGENT ISSUES

## Experts discuss keys to reaching Black travelers

By Annie Weissmann | Aug 30, 2021



Stephanie Jones of the Cultural Heritage Alliance and the National Blacks in Travel & Tourism Collaborative (left) with Sherree Mitchell of Immensa Global. Photo Credit: Annie Weissmann

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

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

By Dana Schwartz

February 12, 2021



Dr. M. Jones, founder and CEO of the National Blacks in Travel and Tourism Collaborative

Efforts to diversify the travel industry have ramped up over the past year, but it is clear there is still a long way to go. According to [research from Travel Weekly](#), only 15 percent of Black travel professionals polled in a November survey said they believe the industry is diverse. But a new [Black Tourism Talent Directory](#) aims to address this gap and make the industry more inclusive.

TOUR OPERATORS

## Road trip will develop Black culture and heritage tours

By Jeri Clausing | May 16, 2021



Stephanie Jones, second from right, with fellow tour guides. Photo Credit: Black Cultural Heritage Tours

The National Blacks in Travel and Tourism Collaborative (BTT) and the Cultural Heritage Alliance for Tourism (CHAT), a Black-owned tour operator based in Miami, are launching a national road trip to develop more Black culture- and heritage-focused tours and promote minority travel 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

## 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

## 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**



BRAND USA



NORTHSTAR MEETINGS GROUP



VISIT LAUDERDALE



AMERICAN SOCIETY OF TRAVEL ADVISORS



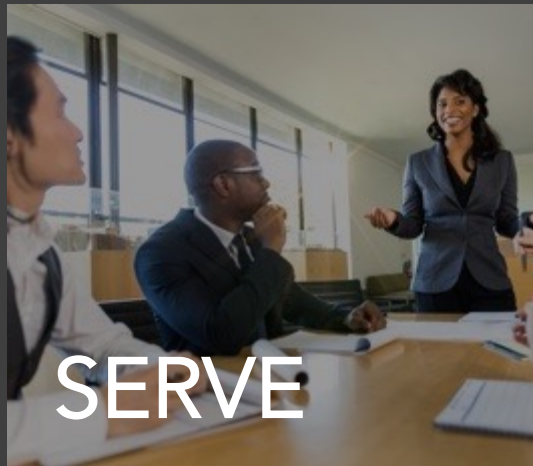
**PARTNER**



**PARTICIPATE**



**JOIN**



**SERVE**



**VOLUNTEER**



**DONATE**

# 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](http://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](#)