



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



**BECOME A  
PROUD MEMBER**



**SUSTAINABILITY  
IN TRAVEL &  
TOURISM**

**2022-2023  
MEMBERSHIP  
BROCHURE**



# *From the Desk of Stephanie M. Jones*



Dear Industry Ally,

When minority suppliers and BIPOC professionals have full and equal access to opportunities, then there will be tangible, equitable opportunities manifested through the travel and tourism industry for all to participate and thrive!

As founder of the National Blacks in Travel & Tourism Collaborative (BTT), it is my pleasure to invite you to join us as a member in support BTT's many innovative initiatives to help build back better and sustain a more diverse, equitable and inclusive industry.

What if an organization existed that:

- helps DMOs and Tourism Boards create and implement tangible outreach strategies and solutions to match Black talent with employment and minority supplier contracting opportunities?
- provides minority suppliers broader access to business and media opportunities in the global travel and tourism industry?
- provides the expertise to support implementation of local stakeholder engagement strategies to include cultural assets in destination marketing programs?
- provides consistent thought leadership on diversity, equity and inclusion and the Black travel movement in support of DMOs and Tourism Office's marketing to the Black leisure travel market?
- offers a pipeline of Black speakers and travel influencers to add value on topics inclusive of, but beyond DEI for events and your destination?
- provides thought leadership and product development expertise for existing and new cultural heritage tour products to attract inbound cultural travelers to destinations?
- assists with diversifying industry memberships and trade show participation?

Well, BTT provides all of the above and more! Become a member today, and tap into our vast network -- and access education, consulting, marketing opportunities, resources, and more!

Thank you!

A handwritten signature in cursive script that reads "Stephanie M. Jones".

Founder & CEO



# Who We Are

The National Blacks in Travel & Tourism Collaborative (BTT) is powered by the Cultural Heritage Economic Alliance, Inc., a 501c3 non-profit organization based in Washington, DC. Working in collaboration with global and national travel & tourism organizations, travel brands, small businesses, educators, media and influencers, DMOs and other industry leaders -- we curate and implement signature initiatives designed to increase diversity, equity and inclusion, eliminate racial inequalities, level the playing field and create economic opportunity for advancing Blacks in travel and tourism.

Driven by an incredibly talented team of business and marketing strategists, tourism marketers, tour product developers, meeting + events planners, and community and economic development professionals-- the BTT team delivers innovative, game changing programs and initiatives that support sustainability of DEI for our industry.

As a collaborative, we have alliances with 13 Black travel and tourism-related organizations and access to more than 500,000 Black travelers globally through our Black travel group affiliates. In addition, we currently have more than 1,300 Black minority suppliers in our global network.

## VISION

To serve as a global diversity equalizer and facilitator for inclusive, equitable and sustainable tourism

## MISSION

To ensure that Black travel and tourism suppliers and professionals have access to equitable opportunities and to help build more diverse and inclusive destinations, travel brands and associations.

## Our Pillars

SERVE AS AN INDUSTRY  
RESOURCE

PROVIDE RESEARCH +  
EDUCATION

CREATE EQUITABLE  
OPPORTUNITIES

INCREASE REPRESENTATION  
+ AMPLIFICATION



Team Photos: Stephanie M. Jones, Founder & CEO; Amit Ariel, VP of Operations; Kelly McCoy, Tourism Development Consultant; Margie Miranda, Regional Tour Director, Danielle Jones, Community Outreach Consultant; Deirdre Martin, Executive Assistant; and LaToya Williams, Event Production Consultant; Juliet Vercelli, Director of Affiliate Partnerships



**First Row:** Melissa Cherry, Chief Diversity & Inclusion Officer, Miles Partnership; Robert Sullivan, President, Northstar Travel Group; Dawn Drew, President & CEO, MOSTE + DawnDrew Productions

**Second Row:** Sean Graber, GM & Product Leader, Mapbox; Dr. Nicole King-Smith, NK Enterprise Consulting, LLC; Helen Marano, President, Marano Perspectives; Donald Richards, Chief Financial, Diversity & Inclusion Officer, Brand USA

**Third Row:** Shannon Stowell, CEO, Adventure Travel Trade Association; Denella Ri'chard, TV Host & Producer, Traveling with Denella Ri'chard; Dan Flores, VP of Business Development, Maverick Helicopters

**Fourth Row:** DeAnna Taylor, Travel Writer/Editor; Matt Berna, Managing Director, Intrepid North America; Gregory DeShields, Executive Director, Tourism Diversity Matters

## *2022-2023 National Advisory Board*

# Making a Broader Impact



Through our efforts, we are helping minority suppliers from underserved urban and rural communities become tourism and market ready to do business with our industry members. BTT's efforts are amplifying minority suppliers and destinations through national and global media and creating equitable opportunities. Here are some ways we are creating impact, increasing and sustaining diversity, inclusion and equity in the travel and tourism industry.

## TOURISM READINESS

- More than 30 Black suppliers including Black-owned tour and transportation operators, B&B and restaurant owners, cultural attractions and retailers have enrolled in the Diversity Tourism Academy's Tourism Readiness + Business Enhancement Masterclass.
- Through the Diversity Tourism Academy, more than twenty (20) Black suppliers are participants in the Black Cultural Heritage Tours Certification program which is a requirement to be featured partners in multi-day Black cultural heritage tour itineraries. The certification includes tourism readiness training, vetting of operations, and capacity building to prepare and position minority suppliers to actively participate and profit in the global travel and tourism industry.

## AMPLIFICATION

- BTT in partnership with Fareportal hosted a Black Tour Operators roundtable featuring six (6) of BTT's Black Cultural Heritage Tours' partners. Through Fareportal's CheapOAir "Miles Away" blog, tour operators will be featured and showcased to a global travel audience.
- USA Today published a cover feature story on BTT and our Black Cultural Heritage Tours online and in print for Black History Month. Several minority supplier partners and DMOs were featured in the article.
- BTT in partnership with the U.S. Department of Commerce's International Trade Administration launched a social media campaign amplifying Black history and culture featured on our Black Cultural Heritage Tours throughout Black History Month. The campaign was shared globally through eight (8) U.S. Embassy's Commercial Services divisions amplifying +12 minority suppliers and destinations achieving +40 million impressions via Twitter, Weibo and WeChat.
- BTT in partnership with the World Tourism Association for Culture and Heritage is featuring several minority suppliers during its weeklong 5in5 Interview Series: Black History Month edition.

## EQUITABLE OPPORTUNITIES

- We are leveling the playing field and creating equitable opportunities for Black suppliers through our single and multi-day Black Cultural Heritage Tours. These new tour products are designed to drive consistently tourists' foot traffic and revenue to small minority businesses in underserved communities. The Black Cultural Heritage Tours Collection of tour products are designed to ensure a maximum number of Black suppliers are prepared and positioned to actively participate and profit in the industry.
- We have partnered with U.S. Travel Association to provide access for seven (7) Black-owned minority suppliers to participate in IPW this year to promote and sell their products and services to international buyers and press.
- Minority suppliers will have access to exhibit and meet with buyers and press at the 2023 Cultural Heritage Educational Summit and BIPOC Means Business Global Multicultural Marketplace



\*[Read more](#) about our impact in our 2021 Year in Review

# Timeline: The Birth of an Essential Movement

## MARCH 2020

Powered by Cultural Heritage Economic Alliance, Inc., a 501c3 DC-based non-profit, the National Blacks in Travel & Tourism Collaborative (BTT) was created in response to the lack of Black representation during the industry's response to the global pandemic and recovery

## OCTOBER 2020

BTT's National Advisory Committee was established with a diverse group of ten top travel and tourism leaders committed to helping to build and support our mission to advance Blacks in travel and tourism

## JANUARY 2021

BTT's Founder & CEO appointed to serve on the U.S. Travel & Tourism Advisory by the U.S. Secretary of Commerce

## MAY 2021

BTT launched the U.S. Black Cultural Heritage Road Trip traveling across the SE USA vetting Black suppliers as partners for the Black cultural heritage itineraries

## SEPTEMBER 2021

BTT in partnership with Cultural Heritage Alliance for Tourism, Inc., a Black-owned receptive tour, are the first Black operator to exhibit at IPW and introduce Black cultural heritage tour products

## FEBRUARY 2022

BTT achieved more than 200 million impressions during Black History Month through a global social media campaign and features in several national publications including USA Today, Travel Weekly, Travel Noire and more!

## APRIL 2022

BTT's Black Cultural Heritage Tours Collection receives Travel + Leisure 2022 Global Visions Award as a top five global company setting standards for Responsible Tourism

## JUNE 2020

In response to the murder of George Floyd and the Black Lives Matter movement, BTT launched a series of Blacks in Travel & Tourism webinars bringing together and igniting top Black CEO & VPs of DMO and HBCUs to address the lack of diversity, equity and inclusion in the travel & tourism industry.

## OCTOBER 2020

BTT launched the DEI Deep Dive Masterclass Series, the first course offering through its Diversity Tourism Academy, an online learning resource for industry stakeholders

## APRIL 2021

BTT launched the Black Tourism Talent Directory, an online matchmaking tool connect vetted Black suppliers, professionals and students with industry contracting, employment, speaker and internship opportunities

## JULY 2021

BTT selected as a top 10 finalist and the only U.S.-based organization for the global UNWTO's Social Entrepreneurship in Tourism Competition for its Black Tourism Talent Directory

## DECEMBER 2021

BTT's Founder & CEO wrapped up 41 meetings and events in 33 U.S destinations safely and COVID-free representing Blacks in travel and tourism

## MARCH 2022

BTT's U.S. Black Cultural Heritage Road Trip wins Gold and Silver Anthem Awards for DEI in Collaborations and Innovation





### For Global Travel & Tourism Industry

- Serve as an industry resource providing education and consulting on diversity marketing, DEI, local stakeholder engagement, cultural heritage product development, and sustainable tourism through the Diversity Tourism Academy, industry and signature events
- Conduct and provide industry research on minority suppliers in travel and tourism
- Increase minority supplier participation at domestic industry events
- Increase minority supplier memberships with U.S. trade associations
- Vet and create a pipeline of Black talent to address industry's labor shortage through Black Tourism Talent Directory
- Vet and create a pipeline of minority suppliers for consulting, vendor, and speaker opportunities for meetings and events
- Create new tour products that amplify and sustain Black businesses while offering Black cultural heritage tour products that attract domestic & international visitors to U.S. destinations





### For Blacks in Travel and Tourism

- Provide representation and leadership within the global travel and tourism industry providing a voice and advocacy for advancing Blacks in travel and tourism through public policy, federal funding and industry boards
- Leverage our industry relationships and positioning to create equitable opportunities that drive consistent economic benefits to Blacks in travel and tourism
- Create access to C-suite and management employment and internship opportunities through the Black Tourism Talent Directory
- Create access to speaking and media opportunities through our Diversity in Tourism Speaker's Bureau

### For Minority Suppliers

- Level the playing field by creating access and exposure to industry opportunities and key leadership to facilitate business development and growth for small Black minority suppliers
- Provide tourism readiness training, technical assistance and certification to build capacity and position minority suppliers to actively participate and profit in the global travel and tourism industry through our Diversity Tourism Academy
- Create amplification and matchmaking opportunities for minority suppliers to promote and sell products and services to domestic and international buyers, foreign investors, and media through our strategic partnerships with government agencies, travel brands, travel media, trade associations and DMOs





### For Domestic & International Travelers

- Create opportunities for visitors to travel responsibly and to support sustainable tourism through our Black cultural heritage tour itineraries
- Educate and encourage visitors to become environmentally aware and friendly during their participation in our activities and events
- Provide a broader narrative, beyond but inclusive, of the Civil Rights movement, to offer new transformative experiences showcasing more than 400 years of Black history and cultures in the United States



*Value Proposition*

# Signature Initiatives



## Diversity Tourism Academy Learning Management System

Diversity Tourism Academy (DTA) was created to help DMOs, travel brands and associations move beyond talking about DEI toward intentional actions that will help build more diverse and inclusive destinations. DTA offers a series of online courses and live Zoom trainings to support DEI, multicultural marketing, local stakeholder engagement and cultural heritage tourism strategic goals.

Also, DTA helps to level the playing field for small travel and tourism minority suppliers by offering cost-efficient trainings to help enhance business operations and tourism readiness. By equipping small businesses with online business education, they will become better positioned for business growth opportunities in the travel and tourism industry.



## U.S. Black Cultural Heritage Road Trip | Black Cultural Heritage Tour Product Development

The first-of-its-kind U.S. Black Cultural Heritage Road Trip was launched in 2021 as an initiative designed to drive more consistent tourists' foot traffic and dollars to minority suppliers in underserved Black communities within U.S. destinations through the development of Black cultural heritage tour products.

Multi-day Black cultural heritage tours offer local and immersive experiences and connections to people and places that have shaped community and culture from the past to the present. The tour products are designed to help scale and sustain local Black businesses and attractions while creating transformative experiences for culturally curious travelers to learn a broader narrative of Black history and culture in the U.S.



**BLACK TOURISM  
TALENT**

## Minority Supplier Development Program + Workforce Development Black Tourism Talent Directory

The Black Tourism Talent Directory is the official matchmaking platform for the travel and tourism industry connecting Black suppliers, travel and tourism professionals and students with contracting, employment, speaker, media and internship opportunities in the industry.

The Black Tourism Talent Directory is an online resource tool designed to help the travel and tourism industry create broader diversity, equity and inclusion in hiring and representation of Black tourism talent for business, employment, speaker, media and internship opportunities. The BTT Directory helps to bridge the gap between Black suppliers, professionals and students with industry stakeholders seeking vetted and qualified Black talent.



## Cultural Heritage Educational Summit + Multicultural Marketplace

The 2023 Cultural Heritage Educational Summit is a continuation and expansion of previous programs held prior to the global pandemic in 2018 and 2019. A professional development program providing that helps industry professionals and suppliers gain a broader knowledge and strategy for leveraging cultural heritage tourism to enhance existing products, create and market new products to attract inbound travelers seeking local, authentic cultural experiences.

The first-of-its-kind BIPOC Mean Business global multicultural marketplace is designed to level the playing field and increase industry access through matching small minority suppliers from multicultural communities with domestic and international buyers and press.





### **COMMUNICATE YOUR COMMITMENT**

Communicate your commitment to helping sustain diversity, equity and inclusion in travel and tourism



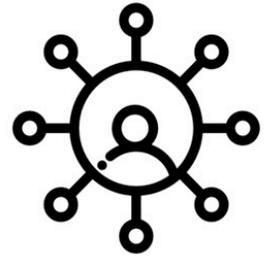
### **PROFESSIONAL DEVELOPMENT**

Access educational opportunities through on-demand, virtual and live trainings and webinars



### **ADVANCEMENT THROUGH ADVOCACY**

Advocate to advance the interests of members through a communications and active engagement



### **NETWORKING + PARTNERSHIPS**

Connect with our diverse membership through virtual, hybrid and in person + events for potential partnerships

## **JOIN A COMMUNITY DEDICATED TO CREATING EQUITABLE OPPORTUNITIES AND A DIVERSE + INCLUSIVE INDUSTRY!**

By uniting with our members, we create sustainable change that benefits small businesses, professionals, and the global travel and tourism industry at large. BTT strives to level the playing field for local suppliers while partnering with industry leaders to create initiatives and programs designed to facilitate a more diverse, equitable, and inclusive industry. We are setting standards for responsible tourism.

Our unique position connects the travel and tourism industry across all sectors, in companies large and small, allowing every person and organization to find their place in the sustainable and responsible tourism space.

### **MEMBERSHIP BENEFITS**

By supporting Blacks in Travel and Tourism through membership, you exhibit your brand's commitment to creating positive social impact in the industry. Travel and tourism companies and organizations need to be equipped with the tools, best practices, connections, and resources to make our industry a catalyst for change for the people + places of travel. Blacks in Travel and Tourism provides that for our membership.

## **PRIORITY ACCESS TO SIGNATURE EVENTS**

Members receive priority access to signature events, like our Cultural Heritage Educational Summit + Multicultural Marketplace, virtual events, and exclusive educational content available through the Diversity Tourism Academy. Members also receive a registration discount to attend the Summit.

## **A DIVERSE COMMUNITY OF INDUSTRY STAKEHOLDERS**

We guarantee a community of diversity and inclusion for relationship building and exploration for strategic partnerships. We are a stronger industry when the interest of every stakeholder is a priority. Through virtual and in-person events, directories, and facilitated connections, you have access to a diverse community of thought leaders and key tourism entities to help build your business. Access support and resources for corporate and community DEI initiatives.

## **SHOWCASE YOUR SUPPORT**

We appreciate our BTT community of members! We will showcase your commitment to sustaining DEI and advancing Blacks in travel and tourism in our industry. You can proudly display that you are a BTT member through exclusive access and use with our "Proud Member" badge.

## **ACCESS TO INDUSTRY LEADERS + BUSINESS GROWTH OPPORTUNITIES**

Your membership supports Blacks in Travel & Tourism's efforts to help position small businesses to become tourism and market ready, and to access equitable industry opportunities. Meet and learn from top industry thought leaders through the Diversity Tourism Academy's masterclasses.

## **PROFESSIONAL DEVELOPMENT**

Through the Diversity Tourism Academy's webinars and events, we provide access to education and professional development in the areas of DEI, cultural heritage tourism, community-based tourism, local stakeholder engagement, multicultural marketing and tourism business enhancement. Top DEI and marketing experts are accessible for consulting.



# Memberships at a Glance

MEMBERSHIP LEVELS + BENEFITS	CORPORATE \$2,500	DMOS \$1,500	ASSOCIATION \$500	SUPPLIER \$200	PROFESSIONAL \$100
Use of special BTT Member badge on website and marketing materials	X	X	X	X	
Consultation with BTT representative (1 hour)	X				
Monthly newsletters with member spotlights, industry news and resources	X	X	X	X	X
Logo recognition in annual report	X	X	X		
Inclusion in the BTT member directory	X	X	X	X	X
Logo recognition on the BTT website + social media	X	X	X		
Complimentary VIP enrollments in DEI Deep Dive Masterclass	X (3)	X (2)	X 20% discount		
Free Job postings or Profile listing on Black Tourism Talent Directory	X	X	X	X	X
Access to Diversity Tourism Academy professional development and educational programs	X	X	X	X	X
Early discounted access to events	X	X	X	X	





**Cultural Heritage  
Economic Alliance**  
Cultural Stewardship. Sustainable Tourism.

Powered by  
Cultural Heritage Economic Alliance, Inc.  
1717 K Street NW, Suite 900  
Washington, DC 20006  
Office: (202) 991-9600  
[www.cheaglobal.org](http://www.cheaglobal.org)  
[www.blacksintourism.org](http://www.blacksintourism.org)

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