

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.