

## PURPOSE

- ▶ To advance Blacks in travel and tourism and to build better destinations.

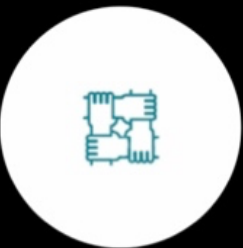
## PRINCIPLES

- Leading by example is at the core of our mission. We will strive to raise the bar and set standards for advancing Blacks in travel and tourism.
- Exhibiting integrity through our words, actions, and working in the spirit of excellence are key to building our black tourism ecosystem.
- Our intentional focus on diversity, equity, and inclusion defines the culture of our organization and our work.



### PILLAR #1: WE BUILD WITH PEOPLE

We need a diverse team to build a black tourism ecosystem. We need people that will bring their passion, talents and connections to help carry out our mission. We need people that want to help us build something that will be game changing for the industry long-term.



### PILLAR #2 : WE BUILD WITH POWER

We are even more powerful when we work collaboratively in support of a common cause. Our collective voices, talents and experiences will change this industry and create a path forward that advances Blacks in travel and tourism as well as our allies.



### PILLAR #3: WE BUILD WITH PURPOSE

We will always be intentional about building with purpose and will be mindful about who we serve and why we are building this black tourism ecosystem. We will be purposeful about fostering an environment where all feel welcomed, respected, appreciated and included in our work.