LEVELING THE PLAYING FIELD + ADVANCING BLACKS IN TRAVEL + TOURISM

INCREASING ACCESS TO TRAVEL + TOURISM FOR UNDERREPRESENTED SMALL BUSINESSES + STUDENTS

INCREASING DIVERSITY, INCLUSION + EQUITABLE OPPORTUNITIES FOR SMALL BUSINESSES FROM UNDERSERVED COMMUNITIES

2022 Impact Report
About CHEA

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

MISSION
To ensure that underrepresented small travel and tourism businesses and students from underserved communities have access to equitable opportunities in the global travel and tourism industry

Our Pillars

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<th>SERVE AS AN INDUSTRY RESOURCE</th>
<th>PROVIDE RESEARCH + EDUCATION</th>
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<td>CREATE EQUITABLE OPPORTUNITIES</td>
<td>INCREASE REPRESENTATION + AMPLIFICATION</td>
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Working in collaboration with global and national travel & tourism organizations, travel brands, small businesses, educators, media and influencers, DMOs and other industry leaders, our Blacks in Travel + Tourism initiative curates and implements solutions 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. Blacks in Travel & Tourism is strategically aligned with 20 Black travel and tourism-related organizations and networks with access to more than one million Black travelers globally. In addition, we currently have more than 1,300 small Black suppliers in our global network. Learn more at www.blacksintourism.org.

Diversity Tourism Academy (DTA) offers a hybrid training model that provides technical assistance and capacity building to prepare small scale travel and tourism businesses to become tourism and market ready to achieve sustainability, scalability and profitability. Through DTA, small suppliers from underserved communities become better positioned for business growth opportunities in the travel and tourism industry. Learn more at www.diversitytourismacademy.com.

In partnership with Tourism Cares, The Travel Foundation and U.S. Cultural Heritage Marketing Council, the 2023 Power of Partnership Stewardship Summit is a professional development program providing that helps industry professionals and suppliers gain a broader knowledge on the intersections of culture, community and climate. The first-of-its-kind multicultural marketplace is designed to provide DMOs an opportunity to showcase their diverse tourism products + experiences while leveling the playing field and increasing industry access through meetings between DMOs and their small suppliers from multicultural communities and domestic and international buyers and press. Learn more at www.powerofpartnershipsummit.com.

Over the next 5 years, the Future of Black Tourism Coalition will recruit, train and position Black founders of travel, tourism and hospitality organizations, networks and entrepreneurs to grow and scale sustainable organizations and to assume leadership roles throughout the global travel and tourism industry. Working collaboratively, the Coalition will pursue and attract support to fund, and sustain member signatories and grow our Black tourism ecosystem through advocacy, capacity building, professional development and research about and driven by Blacks in travel and tourism! Learn more at www.futureofblacktourism.com.

In partnership with the Africa Tourism Association, our NextGen Travel Abroad Africa program is designed to create access and opportunities for students 18-24 from underserved communities to explore their cultural and ancestral heritage and become exposed to global business and career opportunities in travel and tourism throughout the African continent. Through annual cohorts, college/university students will receive scholarships to travel to South Africa, Ghana and Kenya on a fully guided experience. Working in partnership with universities in Accra, Ghana, Nairobi, Kenya and Port Elizabeth, South Africa, students will be matched with university students for cultural exchange and as local guides. Learn more at https://cheaglobal.org/nextgen-travel-abroad.
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, Influencer + Content Creator; Matt Berna, President, Intrepid North America; Kathi Moore, VP, Branding & Communications, Fareportal

2022-2023 National Advisory Board
We are thankful for the many industry partners and members that supported our mission and were intentional about working with us in various capacities to help us accomplish impactful work in 2022. We look forward to expanding our partnerships to make a broader impact for advancing Blacks in travel and tourism and sustaining diversity, equity and inclusion in our industry.

**Global and National Partners**
- Intrepid Travel
- The Travel Foundation
- Tourism Cares
- World Tourism Association for Cultural Heritage
- International Trade Administration, U.S. Department of Commerce Commercial Services
- U.S. Travel Association
- Adventure Travel Trade Association
- National Tour Association
- UNICOMM Travel Shows
- U.S. Cultural & Heritage Marketing Council
- South African Tourism
- Hurtigruten Group

**Media Partners**
- CheapOAir
- Miles Away Blog
- Northstar Travel Group
- Multicultural Media Resources

**Supporting Partners**
- Expedia Group
- U.S. Travel Association
- Northstar Travel Group
- Black Travel Alliance
- Africa Tourism Association
- Visit North Carolina
- Charlotte Regional Visitors Authority
- Visit Winston Salem
- Discover Durham
- Visit Raleigh
- Visit Lauderdale
- LA Tourism
- Visit Sarasota
- St. Johns Cultural Council
- St. Augustine Ponte Verde CVB
- Visit Savannah
- Visit Beaufort
- Explore Charleston

**Starline Tours**
- Black Travel Expo, LLC
- Jana Carter
- Xhibition PR
- Visit Sarasota County
- Big City Tourism
- Nostalgia Black Group parent company of Soul of DFW Tours
- TRI SIJ Travel LLC
- Mays Family Travels
- Travel With Toya
- Visit Buffalo Niagara
- Los Angeles Tourism & Convention Board
- Experience Scottsdale
- Belle Vue Tours
- Visit Hershey & Harrisburg
- Richmond Region Tourism
- Global Village Travels, Inc.
- The Happy Valley Adventure Bureau
- 7 C’s Travel
- Visit Annapolis and Anne Arundel County
- Discover The Palm Beaches
- WanderWomxn Travels
- Explore Asheville
- Markly Wilson
- Explore JAX Core
- Culinary Adventure Tours
- Brittany Jeter
- SYTA
- The Pack Roadtrip Travel Club
- Charlotte NC Tours, LLC
- A Tour of Possibilities, LLC
- Inside Out Tours LLC
- Legacy Travel & Tours LLC
- CRVA/Charlotte
- Melanated Safaris Limited
- Louisville Tourism
- Tracey Friley Travel
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. We amplify small 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 200 small minority suppliers including tour and transportation operators, B&B and restaurant owners, cultural attractions and retailers have participated in the Diversity Tourism Academy’s Tourism Readiness + Business Enhancement Masterclass. We equip small suppliers with education and tools to become positioned to do business with the global travel and tourism industry.

• Through the Diversity Tourism Academy, small minority 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.

ACCESS + EQUITABLE OPPORTUNITIES

• In partnership with U.S. Travel Association, small Black tour operators are provided access to participate in IPW to promote and sell their products and services to international buyers and press.

• In partnership with the Africa Tourism Association, HBCU students from underserved communities will have access to travel abroad through the NextGen Travel Abroad Africa program.

• In partnership with Tourism Cares, The Travel Foundation and U.S. Cultural Heritage Marketing Council, we are creating access for small BIPOC suppliers to exhibit and meet with buyers and press at the 2023 Power of Partnership Stewardship Summit and Multicultural Marketplace.

• In partnership with South African Tourism, small Black tour operators access global business opportunities at Travel Indaba.

• In partnership with Intrepid Travel, small Black suppliers access tourists’ foot traffic and revenue through Black cultural heritage tour itineraries.

AMPLIFICATION

• In partnerships with Fareportal, Northstar Travel Group and several other travel media, small Black suppliers gain national and international exposure to a global travel audience.

• In partnership with the U.S. Department of Commerce’s International Trade Administration, we co-present an annual social media campaign amplifying Black history and culture featured on our Black Cultural Heritage Tours throughout Black History Month. The campaign has been shared globally through all U.S. Embassy’s Commercial Services divisions including several minority suppliers and DMOs.
For Global Travel & Tourism Industry

- Serve as an industry resource providing education and DEI, local stakeholder engagement, and multicultural marketing services through the Diversity Tourism Academy, industry and signature events
- Conduct and provide industry research on small 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 vendor contracting and speaker opportunities for meetings and events
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, tourism and hospitality 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 for HBCU students from underserved communities to travel globally and to explore careers and business opportunities in travel and tourism

• Create access to industry 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

• Through our Diversity Tourism Academy, 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

• 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
Value Proposition

For Domestic & International Travelers

• Create opportunities for visitors to travel responsibly and to support sustainable tourism through supporting small Black businesses
• Educate and encourage visitors to become environmentally aware and friendly during their participation in our programs and events
• Provide access to diverse tour products and experiences through Black cultural heritage itineraries