



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



**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

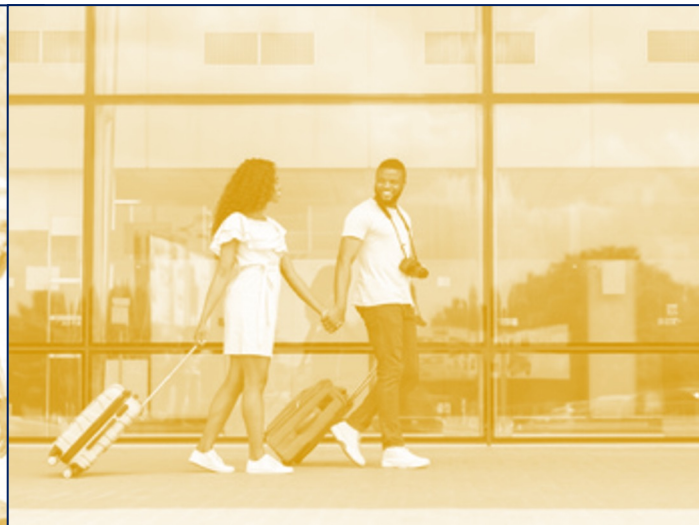
### *Our Pillars*

SERVE AS AN INDUSTRY  
RESOURCE

PROVIDE RESEARCH +  
EDUCATION

CREATE EQUITABLE  
OPPORTUNITIES

INCREASE REPRESENTATION  
+ AMPLIFICATION



# CHEA's Signature Initiatives



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

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](http://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](http://www.diversitytourismacademy.com).



**Power of Partnership**  
Stewardship Summit

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](http://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](http://www.futureofblacktourism.com)



**NEXTGEN TRAVEL**  
**ABROAD AFRICA**

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*

# MANY THANKS TO OUR PARTNERS

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

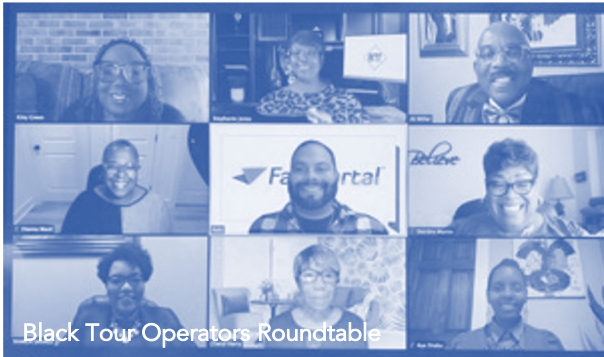
CheapOAir Miles Away Blog  
Northstar Travel Group  
Multicultural Media Resources

## 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.

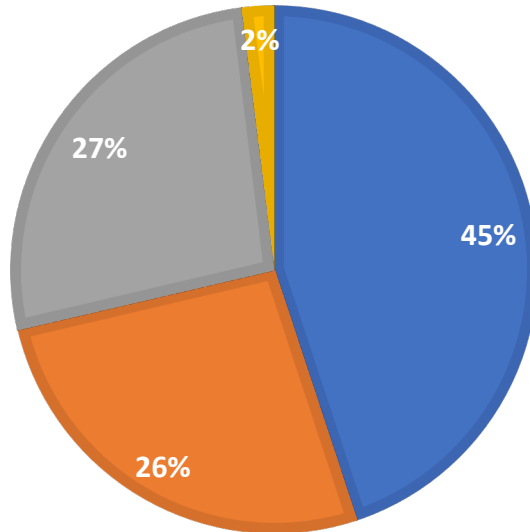
## AMPLIFICATION

- 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.

# Capital Resources

## 2022 CAPITAL RESOURCES

■ Grants ■ Program Income ■ Memberships ■ Donors





### **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



## 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

*Value Proposition*



# Cultural Heritage Economic Alliance

Cultural Stewardship. Sustainable Tourism.

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[www.blacksintourism.org](http://www.blacksintourism.org)

CHEA is a tax-exempt 501(c)3 non-profit organization