



For Black Travel and Tourism Businesses and New Entrepreneurs

Through the Black Tourism Training Academy, small businesses will enhance businesses and become tourism ready and new entrepreneurs will be trained and coached to start new travel and tourism businesses:

- ▶ Building a Better Business Boot Camps
- ▶ New Travel Entrepreneurs Masterclasses
- ▶ Small Business Mentoring Program
- ▶ Access to business growth opportunities

For DMOs, CVBs and tourist boards

As BTT partners, DMOs, CVBs and tourist boards have access to the following partner possibilities including, but not limited to:

- ▶ Local Stakeholder Engagement within Black heritage neighborhoods
- ▶ Cultural heritage tour product development
- ▶ Black Lives Matter Position Statement development
- ▶ Black media buys
- ▶ DEI Deep Dive Masterclass Series
- ▶ Job Board posting
- ▶ Black market data research
- ▶ Multicultural tourism development
- ▶ Black travel leaders to serve on DEI or multicultural advisory boards or committees
- ▶ Content creation for multicultural audiences

For youth and college students

- ▶ Access to industry mentors
- ▶ Access to industry internships
- ▶ Access to entrepreneurial and career management opportunities

For domestic and international tourists

- ▶ Gain an awareness about Black businesses and cultural institutions in destinations
- ▶ Gain access to local cultural heritage experiences in destinations