

BLACKS IN TRAVEL
AND TOURISM ECOSYSTEM
COLLABORATIVE
LEVELING THE PLAYING FIELD
DIVERSITY. INCLUSION. EQUITY.



BLACKS IN TRAVEL AND TOURISM
BUILDING BETTER TOGETHER



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We Should Be in this Together!

In a world experiencing a global pandemic, every person, every business and every industry including travel and tourism are feeling the painful impact of shared losses. Loss of jobs, income, customers, revenue and more painful, losing people we know is devastating for all!

As the global tourism industry has been turned upside down, small and large companies are vying for dollars from the stimulus plan to sustain businesses and most importantly, our employees. And worse, most Black businesses and nonprofits are not receiving their fair share or have been reduced to receiving very small financial relief from the federal government's SBA Disaster Loan and PPP programs.

The Cultural Heritage Alliance for Tourism, Inc. (CHAT) and Cultural Heritage Economic Alliance, Inc. (CHEA) in partnership with Black Meetings & Tourism and Visit Tampa Bay are working to convene top Black travel and tourism thought leaders to collaborate in support of sustaining and strengthening the Black travel and tourism ecosystem. Small Black travel and tourism businesses and cultural institutions are seeking guidance, resources and leadership. We must work together to ensure the Black travel and tourism ecosystem survives during and thrives beyond COVID-19.



**CLOSED DUE TO
CORONAVIRUS**



The National Black Travel and Tourism Ecosystem's (BTT) mission aligns with the United Nations Sustainable Development Goals #8 and #10.



#8

DECENT WORK & ECONOMIC GROWTH

BTT works to create sustainable growth facilitating conditions that support quality jobs and business development.

#10

REDUCE INEQUALITIES

BTT works to reduce inequalities, universal policies that address the needs of underserved and marginalized communities and populations.



A Pathway Forward.

REASSESS

RESEARCH

REPOSITION

RECOVER



Why a Black Travel and Tourism Collaborative?

Provide solutions and resources for business continuity, sustainability and recovery during and beyond COVID-19 for small Black tourism businesses, cultural institutions and other stakeholders.

Leverage Black travel & tourism leadership to strengthen economic equity and create broader inclusion, diversity and opportunities for Black travel and tourism stakeholders.

Assess the economic impact on Black travel & tourism due to COVID-19. Conduct research to identify disparities in travel and tourism; and gaps in business ownership and executive leadership.

Build and strengthen collaboration among Black travel & tourism thought leaders, national Black civic, community and political organization, media as well as mainstream national travel & tourism entities.

Mentor and prepare millennials and Generation Z for business ownership and executive management careers in the travel & tourism industry instead of prepping them for underpaid hospitality jobs.

Define the role of the Black travel & tourism ecosystem in the national tourism recovery efforts and expand leadership roles for future engagement in the industry.

Advocate on behalf of Black travel & tourism businesses and cultural institutions supporting existing and introducing new public policy impacting stakeholders.

Interpret, share and/or create standards and guidelines for Black travel and tourism businesses and cultural institutions to help them navigate and operate efficiently and safely in our new normal.

Top Black Travel & Tourism Thought Leaders to Collaborate in Support of Helping Black Travel & Tourism Businesses and Cultural Institutions Survive During and Thrive Beyond COVID-19

The Economics of the Black Travel & Tourism Ecosystem: Dollars & Sense Webinar Series Addresses Leveling the Playing Field and Advancing Black Travel & Tourism Stakeholders in the U.S. and Global Tourism Industry

Washington, DC | June 12, 2020 - The Cultural Heritage Economic Alliance, Inc. (CHEA) is bringing together top Black travel and tourism thought leaders to collaborate in support of helping Black travel and tourism businesses and cultural institutions survive during and thrive beyond COVID-19. **The Economics of the Black Travel & Tourism Ecosystem: Dollars & Sense Webinar Series** kicks off Thursday, June 11, 2020 at 1pm EDT via Zoom. Confirmed panelists include **Elliott Ferguson, president, Destination DC & board chair, U.S. Travel Association; Dr. Erinn Tucker, co-founder, DMV Black Restaurant Week; Jason Dunn, Sr., chairman, National Coalition of Black Meeting Professionals (NCBMP) and GVP, Cincinnati USA CVB; and Betty Jones, founder, Travel Professionals of Color (TPOC).** Moderated by **Solomon Herbert, publisher & editor-in-chief, Black Meetings & Tourism**, the virtual webinar will address leveling the playing field and advancing Black travel and tourism stakeholders in the U.S. and global tourism industry.

CHEA, a 501(c)3 non-profit organization based in Washington, DC, in partnership with Cultural Heritage Alliance for Tourism, Inc., Black Meetings & Tourism and Visit Tampa Bay are leading this effort with support from collaborative members of the **National Black Travel & Tourism Ecosystem Collaborative**.

The collaborative consists of Black travel and tourism thought leaders, business owners, association founders and CEOs, destination marketing executives, Black travel media, educators and others who support or influence Black travel and tourism working collaboratively to level the playing field and create broader diversity, inclusion and equity in the travel and tourism industry.

Stephanie M. Jones, founder & CEO, Cultural Heritage Economic Alliance, Inc. says, "Lack of broad collaboration among local, state and national Black travel and tourism organizations and influencers has limited economic equality, sustainability and opportunities for Black travel and tourism businesses and cultural institutions within the tourism industry both nationally and globally. Advancing economic equity, diversity and inclusion in the industry is now even more imperative as our nation is compelled to address disparities and racial injustices across the board."

The pathway forward and outcome for the **National Black Travel & Tourism Ecosystem Collaborative** will result in a comprehensive five-year strategic plan that will serve as a roadmap for repositioning and advancing the ecosystem to access greater industry opportunities, national and global influence and economic equality for Black travel and tourism businesses and cultural institutions.

"This collaborative is all about people working together to leverage their collective power and influence for the common purpose of strengthening and broadening the economic impact of the Black travel and tourism ecosystem," says **Solomon Herbert, publisher & editor-in-chief, Black Meetings & Tourism**.

Corporations, organizations, nonprofits, and other entities whose work supports or influences Black travel and tourism in the U.S. and Caribbean on local, state and national levels are encouraged to join the **National Black Travel & Tourism Ecosystem Collaborative**. Learn more and join at www.blacksintourism.org.

Visit Tampa Bay is proud to be part of this collaborative and a presenting partner for **"The Economics of the Black Travel & Tourism Ecosystem: Dollars and Sense Webinar Series."** Considering the impact of COVID-19 on the tourism industry and on Black travel and tourism businesses and cultural institution, the timing could not be better to bring Black travel and tourism stakeholder together," says **Sherri Brown, VP of multicultural business development, Visit Tampa Bay**. Register for webinars at www.blacksintourism.org.



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UPCOMING WEBINARS

JULY 9, 2020

Industry Peers Share Tangible Tools & Tactics for Black Tour Operators, Meeting & Event Planners, Travel Advisors, Lodging and Restaurant Owners to Pivot, Survive & Thrive during COVID-19

JULY 23, 2020

Black Tourism and Hospitality Educators and The Next Generation of Black Industry Leaders

AUGUST 6, 2020

The Caribbean's Come Back: Tourism Boards Discuss Plans to Sustain their Small Businesses and Destination?

AUGUST 20, 2020

Black Media Travel Insights and Perspectives on the Future of Black Travel

SEPTEMBER 3, 2020

Are Black Dollars Devalued by Destinations? The Economic Impact of Black Meetings + Events & the African American Leisure Travel Market



Frequently Asked Questions

► What is the National Black Travel & Tourism Collaborative?

The Collaborative consist of Black travel and tourism thought leaders, business owners, association founders and leaders, destination marketing executives, Black travel media, educators and others who support or influence Black travel and tourism working collaboratively to level the playing field through initiatives designed to broaden diversity, inclusion and equity for Blacks in travel and tourism.

► What are the challenges that National Black Travel & Tourism Collaborative aims to address?

Lack of broad collaboration among local, state and national Black travel and tourism organizations and influencers has limited economic equality, sustainability and public policy in support of Black travel and tourism businesses and cultural institutions in the national and global travel industry.

► What is the goal of Strategic Plan?

The Pathway Forward for the Black Travel & Tourism Ecosystem will provide a comprehensive plan collaboratively developed by Black Travel & Tourism thought leaders and stakeholders designed as a roadmap for repositioning the ecosystem to access greater opportunities, national and global influence and economic equality for small businesses and cultural institutions.

► What is the Ecosystem Building Collaborative (EBC)?

The Ecosystem Building Collaborative represents people working collaboratively to leverage their collective power and influence for the common purpose of strengthening and broadening the economic impact of the Black Travel and Tourism Ecosystem.

► Who can join the Ecosystem Building Collaborative?

Corporations, organizations, nonprofits, and other entities whose work supports or influences Black travel and tourism in the U.S. and Caribbean local, state and national levels.

► What efforts has the collaborative accomplished?

Collaborative members are working in partnership to present "The Economics of the Black Travel & Tourism Ecosystem: Dollars and Sense Webinar Series" kicking off June 2020. Learn more and register at www.blacksintourism.org.

► Who is leading this effort?

The Cultural Heritage Economic Alliance, Inc. in partnership with Cultural Heritage Alliance for Tourism, Inc., Black Meetings & Tourism and Visit Tampa Bay are leading this effort. We welcome supporting collaborative partners to join our efforts in leadership for the building the National Black Travel & Tourism Ecosystem.

► What can I do to help?

First, please join if your corporation, organization or group works in support of Black travel and tourism, multicultural tourism or cultural heritage tourism. Second, tell other corporations and organizations about the collaborative and invite them to [join](#). And third, be prepared to answer our call for support of the efforts and initiatives rolled out by the collaborative.



Powered by

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[Join the Collaborative](#)



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