

96%

Small U.S.-based Black tour operators have never participated in an industry trade show and meetings with buyers

94%

Small U.S.-based Black Tour Operators Have less than (2) full-time employees

96%



Access to the global travel & tourism industry for Black tour operators is essential to achieve sustainability, scalability & profitability

***Source: Cultural Heritage Economic Alliance**

47

Black tour operators survey respondents

93%

In business for more than 5 years

68%

Reported annual revenue of less than \$50K in 2022

63%

Work a part or full-time job including operating business to make ends meet