

FUTURE OF BLACK TOURISM



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Response to the NAACP's Florida Travel Advisory

By the [Future of Black Tourism](#), [Blacks in Travel & Tourism](#) and [Black Travel Alliance](#)

The [Future of Black Tourism](#), [Blacks in Travel & Tourism](#) and the [Black Travel Alliance](#) issues the following statement in response to the [NAACP's Florida travel advisory](#) to African Americans, and other people of color regarding the hostility towards African Americans in Florida. DeSantis' attack on Black history studies and undermining of diversity, equity and inclusion efforts for political gain is not a representation of everyone in the state of Florida, especially Black businesses and marginalized communities who stand to be most negatively impacted by the NAACP's call to action.

The question we all must ask ourselves is, "Who does the Florida Travel Advisory really hurt?"

While we recognize that the Florida NAACP Conference and the national office of the NAACP feel it is their responsibility to take a stance, where is the consideration that the travel advisory can become damaging to small Black travel and tourism businesses and underserved communities in Florida that rely heavily on tourism?

How much or little does the NAACP know about the travel and tourism industry and the lack of diversity, equity and inclusion that Black businesses have endured up until the Black Lives Matters Movement only three years ago? Does the NAACP understand how small Black businesses in our industry have had to work extremely hard to become better positioned to be sought out by Black travelers and others seeking diverse, authentic local experiences (i.e., food, tours, cultural museums, accommodations, etc.)?

Furthermore, the [NAACP's travel advisory](#) contradicts with the efforts of industry organizations and initiatives such as the Future of Black Tourism, Blacks in Travel & Tourism, Black Travel Alliance, and others that have been intentionally working to level the playing field for small Black businesses in Florida and across the country. The efforts of these organizations have led more Black travelers and others to be intentional in seeking out and doing business with Black businesses in the industry to help sustain and scale this underrepresented segment of travel and tourism.

Perhaps the NAACP should have been intentional in meeting with the leaders of these Black travel & tourism entities to gain a broader perspective on the plight of small Black travel and tourism businesses and how any disruption of visitors patronizing their businesses can cause devastating financial losses considering that many Black businesses are still trying to fully recover from the impact of the global pandemic.

If Black businesses that rely on tourists' foot traffic and dollars are expected to take one for the team, what options to help sustain these businesses does the NAACP offer to ensure they are not impacted negatively or go out of business due to lack of cash flow derived by visitors? How will the NAACP ensure local Black-owned restaurants, tour operators and guides, boutique hotels/B&B, cultural museums, transportation providers and other businesses in Florida that rely on tourism dollars are not impacted by its travel advisory? If they are impacted, what plans are in place by the NAACP to help these businesses recover and sustain operations? How will the NAACP measure the economic impact of the Florida travel advisory on small Black businesses and communities?

We believe there is a better way to make a statement to Governor DeSantis beyond a travel advisory petitioning African Americans and people of color to stay away from Florida. Small Black businesses and marginalized communities certainly should not be the sacrificial lamb.

Traditionally, we have looked to the NAACP to provide proactive leadership and solution-based strategies that fight against social and racial injustices that do not seek to further set back Black businesses and marginalized communities. [Future of Black Tourism](#), [Blacks in Travel & Tourism](#) and the [Black Travel Alliance](#) stand ready to work alongside the NAACP to find alternative solutions that do not impede the sustainability, scalability or profitability of underserved small Black travel and tourism businesses as a result of its travel advisory.

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