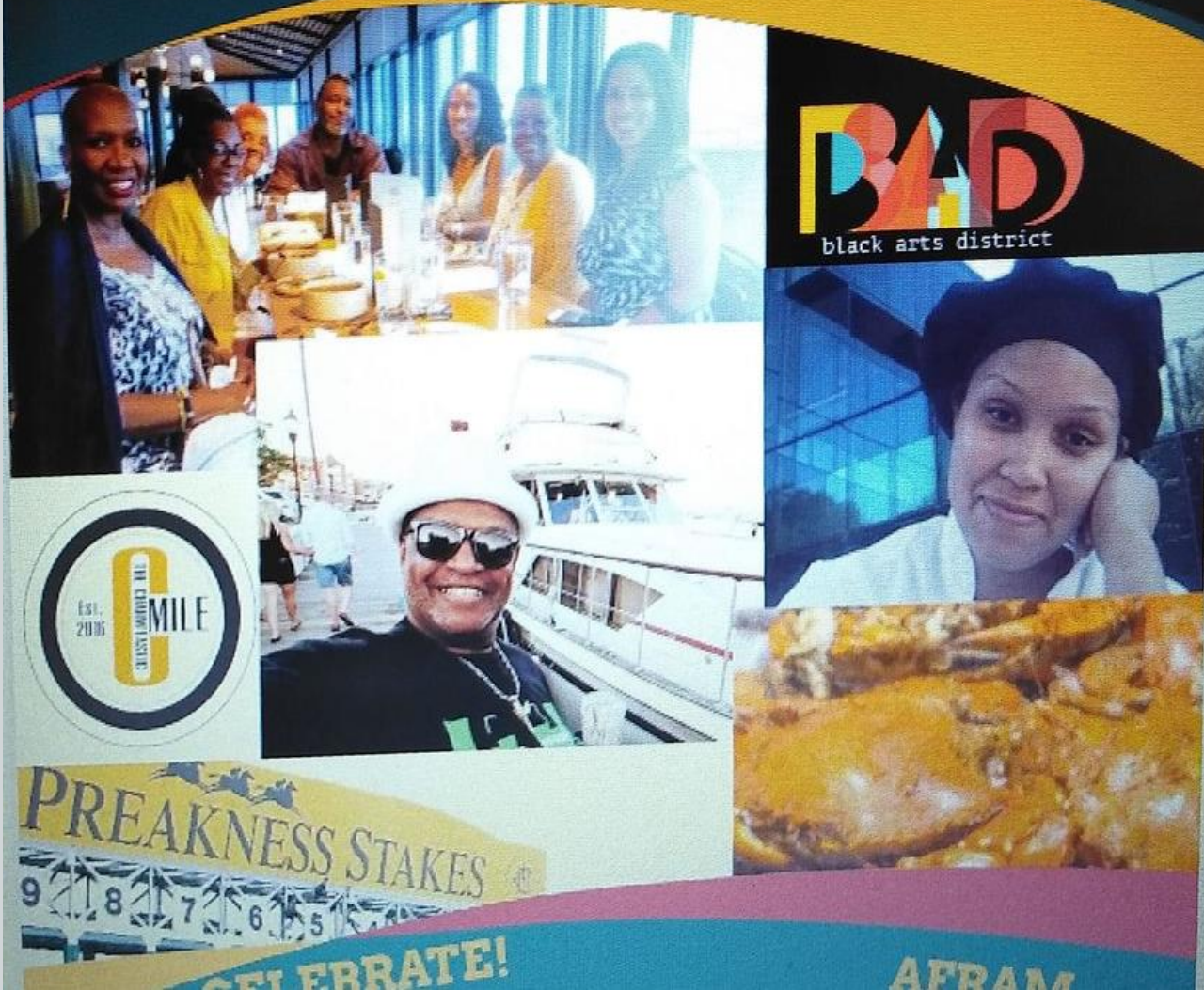


# A TASTE OF SOUL

Restaurant, Retail & Entertainment Guide



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Corporate Advertisers, Small Businesses

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## A TASTE OF SOUL

A TASTE OF SOUL is a charm city culinary tourism initiative created to stimulate, attract and increase tourism in Baltimore City and throughout the State of Maryland.

Culinary Tourism is exciting, engaging and extremely enjoyable and critically important to destinations seeking to increase their tourism revenue.

A Food Tour, aka a Culinary Tour, is a guided tour designed to introduce travelers to the history, culture and traditions of a people and place through their food culture, involving a mix of history, context and flavors.







#### ECONOMIC IMPACT

Food Tourists Spend over 25% of their Travel Budget on Food & Beverages, increasing profits for the local business community as well as the local government's budget due to the taxes imposed on the goods purchased by tourists. Source. World Food Travel Association(WFTA)



# TARGETING THE BLACK TRAVELER MARKET

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USA Population: 47.8 Million African Americans

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Direct Buying Power: \$1.3 Trillion annually

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Texas: 3.96 Million Blacks

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Florida: 3.70 Million Blacks

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Georgia: 3.54 Million Blacks

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New York: 3.53 Million Blacks

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California: 2.83 Million Blacks

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Maryland: \$1.13 million Blacks

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Source: US Census

## CURRENT RESEARCH ON THE BLACK TRAVEL MARKET

<https://www.nytimes.com/2021/07/27/travel/black-travelers-diversity-inclusion.html>

<https://blacktravelalliance.org/the-black-traveler/>

<https://www.travelandleisure.com/travel-tips/travel-trends/black-travel-movement>

<https://www.travelagentcentral.com/your-business/stats-black-u-s-leisure-travelers-spent-109-4-billion-2019#:~:text=The%20spend%20was%20generated%20by,13.1%20nights%20in%20paid%20accommodations>

<https://www.visithersheyharrisburg.org/articles/post/vhh-introduces-new-cultural-guide-the-black-travel-experience/>

<https://www.globenewswire.com/news-release/2018/12/20/1670310/0/en/African-American-Travel-Represents-63-Billion-Opportunity.html>

<https://www.virginia.org/plan-your-trip/black-travel/>

<https://www.virginia.org/plan-your-trip/black-travel/>

<https://www.adventuretravelnews.com/black-travel-trends-covid-how-an-underserved-market-is-transforming-travel>



# A TASTE OF SOUL



17<sup>TH</sup> ANNUAL  
A TASTE OF SOUL LA



Los Angeles Sentinel Visit

A TASTE OF SOUL LA  
300,000 Attendees



A TASTE OF SOUL  
CHICAGO



A CULINARY EXPERIENCE  
16<sup>th</sup> Floor, Hotel Revival,  
Baltimore

# CITIES & PLACES

## USA CITIES -FOOD FESTIVALS

- Buffalo, NY, 2 day festival
- Atlanta
- New York City
- Charlotte, NC
- Mytle Beach, SC
- Memphis, Tn
- WDC
- Bowie, Bethesda, Pikesville, Howard Cty (Asian Food Fest), Bmore-Vegan Food Festival, Artscape, Towson

## INTERNATIONAL CITIES-FOOD FESTIVALS

- London
- Dubai
- Sydney, Melbourne
- Paris
- Jamaica,
- WDC Embassies
- Dublin
- Amsterdam

# ATOS POINTS OF DISTRIBUTION

## DIGITAL DISTRIBUTION

- Worldwide, Unlimited in Reach
- Social Media Outlets –Instagram, Twitter, Linked IN, Facebook
- Email Blasts (reaches over 50k people)
- Mobile App
- Website Links, VB, OTD, DMOs
- Local, Regional, National, International

## PRINT DISTRIBUTION

- WELCOME CENTERS
- HOTELS, ATOS customers
- FESTIVALS
- TOURISM EVENTS, Conferences
- SIGNATURE EVENTS, CBC, NCBMP, TPOC
- REUNIONS, Meeting Planners, Tour Leaders
- DMV, Select cities-Memphis, Miami, Chicago, Vegas, LA, NYC, Carolinas, Columbus



# ATOS -CURRENT CORPORATE ADVERTISERS



**VISIT BALTIMORE**

Al Hutchinson, VB, CEO  
Trish McLain, VB, CMO



**STATE OF MARYLAND**

Office of Tourism



**WORCESTER COUNTY**

TOURISM OFFICE



**GREAT BLACKS**

In Wax Museum

# A TASTE OF SOUL SUPPORTS & PROMOTES MD SMALL BUSINESSES!



CHEF ANGELIQUE

Top Chef



MELBA'S PLACE

Dancing & Dining



DINING @ FISHNET

Bmore Marketplace



TOURISTS @ AVE BAKERY

Pennsylvania Avenue



FOOD & MUSIC FEST

Cherry Hill



CHARM'TASTIC MILE

Derreck Vaughn, creator



BERRIES BY QUICHA

Federal Hill



LAND OF KUSH VEGAN CAFE

Niljah & Greg Brown



# ATOS - TIMELINE

## SPACE RESERVATION DEADLINES

- Soft date: October 21, 2022
- Tracking: Use a Coupon or Code
- Guide Book Size: 5.5x8.5
- Full Page Size Preferred

## CAMERA-READY ARTWORK

- November 21, 2022
- Please submit in JPEG & PDF
- AD also posted on BDXLIVE.BIZ
- Release 10k 4x6 Cover Postcards

## RELEASE PRINT COPIES

- January 15, 2023
- QTY: 10,000 copies
- Shelf Life: December 2023

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Lou Fields

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