

# The Economics of the Black Travel & Tourism Ecosystem

## Dollars & Sense Webinar Series

### Join Top Black Multicultural Tourism Executives Destination Marketing Organizations Virtual Roundtable

Hear how DMOs will position local multicultural businesses and attractions to access the domestic drive tourism market, and how destinations are preparing for travelers during the new normal

Thursday, June 25, 2020  
1-2:15pm EDT

Moderated by  
**Gloria Herbert**  
Associate Publisher & Editor  
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**Sherri Brown**  
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VP, Multicultural  
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**Connie Kinnard**  
GREATER MIAMI CVB  
VP, Multicultural  
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**Greg DeShields**  
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**Karin Aaron**  
GREATER NEWARK CVB  
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