Black Travel Alliance
Alliance. Amplification. Accountability.
THE BLACK TRAVEL ALLIANCE

The Black Travel Alliance is a professional organization created in 2020 to encourage, educate, equip and excel Black travel professionals in education, media and corporate positions.

With professional resources and a vast network, the Black travel Alliance is positioned as the organization that is trusted by the industry to directly connect brands with black travel media, conduct and report research that supports insights and analysis on the black traveler and the state of the industry in relation to black travel professionals. As well as provide knowledge and training to the industry to help brands connect with black travelers online and through traditional marketing.
OUR STORY

In the wake of social unrest from George Floyd’s publicized murder and pronouncements of “Black Lives Matter” support by destination management organizations and travel brands, a group of Black Travel Content Creators from across the globe formed the Black Travel Alliance (BTA) in June 2020. The main objective of the alliance is to hold travel brands accountable and advocate for meaningful representation of Black voices across the travel industry.

WWW.BLACKTRAVELALLIANCE.ORG
WHAT WE DO EVERY DAY

The mission of the Black Travel Alliance is to support Black content creators around the world and increase their representation in the travel industry, including but not limited to employment, conferences, and media.
OUR VISION

**Alliance:** A global community created to strengthen and support each other.

**Amplification:** Our voices matter, and we will continue to support that narrative with awareness campaigns and strategy to ensure members in our network feel seen and heard.

**Accountability:** So you posted a black square, now what? We are committed to holding the industry accountable.

WHAT WE WANT TO ACCOMPLISH

With our three pillars of alliance, amplification, and accountability, we strive to create a world where Black people are supported and accurately represented in the travel industry.
2500+ Members

- 32% Black creators
- 20% Black traveler/supporter
- 10% Black travel agent
- 7% Travel Business
- 7% non Black creator
- 24% other (travel pr, non Black supporter, DMO/tourism board, media, hr professional)
54 COUNTRIES
BLACK TRAVEL IS NOT A MONOLITH

Our members represent 52 travel niches:

Luxury, birding, property, art, military, battlefield, weddings, gen Z, responsible, agrotourism.
Pull up for Travel Campaign

Annually the Black Travel alliance presents the #pullupfortravelcampaign which gives direct insights on how travel brands are incorporating diversity and inclusion internally to support Black industry professionals.

History of Black Travel timeline

The first of its kind, the History of Black Travel timeline is a compilation of Black Travel events that amplify Black travel explorers, groundbreakers, major migration movements, and leisure travel developments of the African diaspora globally.

Wavelength Networking event

Wavelength is the premiere networking event that connects Black travel professionals with travel brands to build partnerships, amplify Black voices, and bridge the gap that has previously prevented them from receiving the same opportunities as their colleagues.
In the wake of social unrest from George Floyd’s publicized murder and pronouncements of “Black Lives Matter” support by destination management organizations and travel brands, a group of Black Travel Content Creators from across the globe formed the Black Travel Alliance (BTA) and launched the #PullUpForTravel campaign in June 2020. The main objective of the campaign was to hold travel brands accountable and advocate for meaningful representation of Black voices across the travel industry. Specifically, the campaign evaluated destination management organizations and travel brands in five major areas:
EMPLOYMENT
Current number and percentage of Black people in management and on staff

CONFERENCES & TRADESHOWS
Black representation (number and percentage) on speaker panels, workshops, sessions, etc. in 2019

PAID ADVERTISING/MARKETING CAMPAIGNS
Black representation (number and percentage) in TV, radio, print and digital channels including social media in 2019

PRESS
Black representation (number and percentage) on media/press trips in 2019

PHILANTHROPY
Presentations are communication tools that can be used as demonstrations, lectures, speeches, reports, and more.
KEY TAKEAWAYS

Black travel content creators are under-represented in the travel industry and there is a great need to address the imbalance.

There is, for the most part, lip service paid to diversity and inclusion and it is time for allies in the travel industry to join forces with organizations like the BTA and push for the positive change the travel industry – and the world at large - needs.

The importance of formalizing subsequent campaigns with a structured survey, as well as expanding KPIs to include vendor selection for future editions of the Black Travel Alliance Industry Scorecard.
A timeline featuring Black travel explorers and groundbreakers, major migration movements and leisure travel developments of the African diaspora globally.
Black people have been traveling the globe for exploration and leisure for centuries. Yet, most people are unfamiliar with the early explorers and groundbreakers. This is due to the lack of documentation and written records of these major milestone events. Consequently, most stories about Black people traveling to explore or for leisure were passed down primarily through word of mouth or oral histories for generations.

Even with documented evidence, these stories were purposefully left out of history books and museums. Now is the time to educate the public about how the African Diaspora traveled to every inch of the Earth and how they progressively made, and are making their mark, within the travel industry. We aim to do this starting with the History Of Black Travel timeline by uncovering and amplifying these experiences.
The History of Black Travel timeline is being created by the Black Travel Alliance’s Research Committee in partnership with Tourism RESET. It will provide insight into the early Black travel explorers and groundbreakers, major migration movements, and leisure travel developments of those from the African Diaspora. It will also include major judicial and legislative events as well as cultural events that have inspired Black travel.

For the initial launch in Spring/Summer 2021, the History of Black Travel timeline will have 130+ entries from the Americas, focusing mostly on the United States. We will then continue to build out the timeline to add Black leisure travel stories from all continents and countries across the globe.

This will be an ongoing project, and when complete, will be the most comprehensive and robust recording of Black leisure travel through the centuries! Learn more at Historyofblacktraveltimeline.com
**WAVELENGTH**

_noun:_ wavelength;  
plural noun: wavelengths;  
symbol: λ

a person's ideas and way of thinking, especially as it affects their ability to communicate with others.
THE EXPERIENCE

Wavelength is the premiere networking event that connects Black travel professionals with travel brands to build partnerships, amplify Black voices, and bridge the gap that has previously prevented them from receiving the same opportunities as their colleagues.

The first of its kind, Wavelength highlights Black travel journalists, influencers and creators and makes them reachable to brands like yours. With a versatile roster Wavelength will bring together professionals of every niche, to fit your brand's needs.

Through both group meetings and 1 on 1 sessions you'll have access to incredible storytellers who operate on the same wavelength. With marketing strategies changing overnight this year, Wavelength provides the right contacts to amplify & communicate your key messages to consumers.

We're excited for you to take part, and connect with some incredible talent, to help execute your 2021 marketing campaigns and goals.
WHY WAVELENGTH?

ACCESS

For the first time brands will have direct access to black content creators globally at one event, allowing you to connect with creators from every niche, including luxury, adventure, budget and more.

ALLYSHIP

With brands positioning themselves as allies in the industry Wavelength allows the opportunity for creators and consumers to visibly see how you’re positioning yourself as one.

AMPLIFICATION

Working with black content creators helps amplify black voices and tell black stories. With Black History Month approaching in February and travelers wanting to visibly see themselves reflected, what better time than now to make those connections for innovative and cutting edge campaigns.

"Because diversity takes intent, initiative, and innovation."

Lauren Gay, BTA Co-founder
The Black Traveler Study

DATA & RESEARCH

November 2020

Insights, Opportunities & Priorities

Phase I: DK Shifflet U.S. Black Leisure Segment Profile

Black Travel Alliance
NCBMP
Radford University
MMGY Global
Overview

In both the leisure and group markets, it is vital for travel industry executives to better understand the needs, behaviors and concerns of under-represented traveler communities. Not only is this an essential aspect of an organization’s approach to diversity and understanding, but it is also a substantial business opportunity to create products, experiences, services and marketing communications that connect with the needs of diverse travelers. Understanding leads to progress.

MMGY Travel Intelligence is developing a series of studies that seek to better identify relevant and important issues for the transient and group travel segments. Our goal is to help inform strategies and solutions that better serve these markets.

The Profile of the U.S. Black Traveler study detailed on the following pages is one of these important initiatives.
Methodology

Data for this report comes from Shifflet’s 2019 TRAVEL PERFORMANCE/monitor℠, the most recent, normal travel year prior to COVID-19. Data was collected online using one of the largest managed research panel companies in the world. The survey was conducted on a monthly basis asking about the past three months of overnight travel and past day trips. The respondent sample was drawn as a national probability sample and returns are demographically rebalanced on seven key measures to ensure that it is representative of the U.S. population (origin state, age, gender, household size, household income, ethnicity/race and education) according to the 2019 ASEC supplement to the Current Population Survey.

This report is based on a total U.S. leisure travel sample of 55,880 and a U.S. Black leisure travel sample of 4,805. It focuses primarily on U.S. Black overnight leisure travelers with some references to U.S. Black day leisure travelers.

The error interval of the statistical estimates appearing in this report at the 95% level of confidence are shown on page 5.
Black U.S. Leisure Travelers Spent $129.6 Billion on Domestic and International Travel in 2019.


Black Leisure Travelers in Germany Spent US$8.1 Billion (€7.2 Billion) on Domestic and International Travel in 2019.

Black Leisure Travelers in Canada Spent US$7.8 Billion (C$10.2 Billion) on Domestic and International Travel in 2019.

71% of U.S. & Canadian Black travelers indicated safety was extremely or very influential in deciding whether or not to visit a destination.

59% of U.S. Black Travelers want more to see themselves in destination ads.
DUE TO THE SALES OF THIS REPORT THE BLACK TRAVEL ALLIANCE WAS ABLE TO AWARD 30 FINANCIAL GRANTS TOTALING US$70,000 TO BLACK TRAVEL ORGANIZATIONS AND CONTENT CREATORS GLOBALLY!
WHY MARKET TO BLACK TRAVELERS?

Black Travelers are 59% more likely to travel to destinations and purchase from brands where they see themselves reflected.

The Opportunity: Travel brands can diversify their marketing media to be more reflective of the Black travel community!

We know you’ve seen this number but don’t ignore that + sign. Black Americans alone spend over 129.6 billion dollars annually on travel, and that doesn’t include Black travelers in the UK, EU, Australia, Africa, etc.

The Opportunity: Brands can connect with content creators from the BTA who represent multiple countries from the US-EU!

Black U.S. travelers generated 458.2 million leisure stays, which represents 13.1% of the U.S. leisure travel market.

Brands can work with content creators to show that you welcome Black travelers to your destination!
THE POWER OF BLACK STORYTELLING

When brands create opportunities for Black creators to experience their destination or brand, they see an increase in brand awareness, spending, engagement and inquiries.

When Brands acknowledge their Black history and Black Travelers they build loyalty and help Black travelers everywhere feel welcome without judgement. For this reason we have implemented a new opportunity for brands and destinations to connect with Black travelers through social media and peer based recommendations.
CREATORS WEEKEND
THE ULTIMATE CELEBRATION OF BLACK STORYTELLING
 REPRESENTATION MATTERS

59% of U.S. Black travelers agree that they are more likely to visit a destination if they see Black representation in travel advertising. In the U.K./Ireland, 42% agreed and in Canada 40% agreed.
CREATORS WEEKEND

Creators weekend is a three-day interactive and creative mini conference, created to boost attendees' knowledge and skills in photography, creative writing, filming, editing and creating overall content that is industry ready and desirable to destinations. Creators weekend is supported by destinations and travel brands to meet their marketing goals when connecting with Black communities both on and offline.

Creators weekend offers the perfect innovative, practical and business program to help creators grow in their talents while working with destinations and travel brands to create content needed to attract new customers and prepare cutting edge marketing materials.

The content creators who attended focus on a variety of niches including travel, food, family, lifestyle and publish content over their primary platforms of blogs, Instagram and YouTube.
During this event brands have the opportunity to set their content needs and receive an abundance of content from all participants.

The Black travel communities driving factor for spending money with a brand or destination is word of mouth. Recommendations are critical when supporting businesses globally.

Ensuring your destination or business is inclusive and welcoming to Black travelers is essential for growth. All Creator weekend participants have the opportunity to receive consulting and feedback sessions. As well as a booth at our annual Wavelength event.
## LET US HELP YOUR BRAND!

**OTHER WAYS TO PARTNER**

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<th>What we offer</th>
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<td>• Content Creation</td>
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<td>• Branding</td>
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<td>• Strategic Analysis</td>
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<th>Our Objective</th>
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<tr>
<td>• Identify your customer/traveler</td>
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<td>• Create multi-strategy partnerships and campaigns</td>
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<td>• Create diverse press trips, imagery and video</td>
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<th>How we take action</th>
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<td>• Leverage our network of content creators, influencers and creatives + partnerships with research and communications firms</td>
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<td>• Deliver holistic solutions for travel brands which are smart, effective and genuine.</td>
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<th>Other Ways to Partner</th>
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<td>• Engage Black travelers across different digital channels with creative content</td>
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<td>• Raise your brand/destination awareness towards our audience</td>
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<td>• Boost social media engagement and following</td>
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OUR APPROACH

ONE STOP SHOP

- BTA operates in a full service capacity.
- BTA is the SPOC for delivering the campaign
- BTA manages relationships with content creators and other stakeholders
- BTA ensures that Hilton’s objectives & goals are met

METHODOLOGY

- As our partner we agree on scope of work
  - Deliverables
  - Timeline and KPIs
- BTA Sources and pays content creators
- BTA suggests partners to amplify the campaign and maximize exposure

PRINCIPLES

- Payment equity for Black content creators.
  - We make sure that content creators are compensated according to market standards
WE ARE THE CHANGE
WE WANT TO SEE!

THANK YOU FOR YOUR INTEREST IN THE BLACK TRAVEL ALLIANCE, WE LOOK FORWARD TO CREATING OPPORTUNITIES WITH YOU

Blacktravelalliance.org

Feedback@blacktravelalliance.org