AT THE END OF JUNE THE BLACK TRAVEL ALLIANCE BOARD VISITED BARBADOS TO EXPLORE, INDULGE, LEARN AND EXPERIENCE THE WONDERFUL ISLAND AND ALL IT OFFERS. WITH A NEW APPRECIATION FOR IT’S HISTORY AND NATURAL BEAUTY, THE TRIP EXPOSED US TO A NEW AND EXCITING NARRATIVE THATS NOT NORMALLY SHARED.
WHAT WE WANTED TO ACCOMPLISH

We wanted to show Barbados in a different lens outside of Crop Over. We additionally wanted to ensure we gave our network options of different Black owned businesses they can support when visiting the island. Pushing the narrative of giving back we were committed to giving back in anyway we could, ultimately resulting in sustainable practices and using our influence for good.
We were elated to meet with the BTMI team and discuss multiple themes, data and solutions to help bring in more Black travelers. Through our initial meeting, we were able to offer suggestions in moving forward and helping BTMI reach their North America and UK marketing goals. Although our meeting was only 2 hours, we look forward to the next session so we can help put plans into action and drive tourism to Barbados. Some of our suggestions included:

- Pushing the welcome stamp to digital nomads in our network
- Showing Barbados on our platforms outside of Crop Over
- Amplifying the Black owned businesses on the island
- Helping to assist with creators to cover events like the Food and Rum Festival, Independence Day, Rally Barbados
- Educating the Black Travel Movement on the Black communities origins in Barbados through History of Black Travel Timeline
TOTAL REACH & DELIVERABLES

Each Board Member provided the following deliverables:

- 2 Static Posts which will highlight Barbados rich history and historical sites
- 2 IG Stories focused on Barbados local cuisine, seafood, and continental cuisine.
- 1 IG Reel which will summarize the cumulative experience in Barbados

In total we submitted 33 posts on Instagram for a total reach of 150,000. And 67,000 impressions (comments, likes, shares, saves)

We also had a total of

- 16 Facebook Posts
- 3 Twitter Posts
- 2 Tik tok posts

Top Performing Content
27,000 views, 898 shares, 526 saves
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Instagram and Facebook plays: 27,198
Instagram Likes and Facebook Reactions: 2,059

**Marty_Sandiego**

**Thatcouplewhotravels**

**Thatcouplewhotravels**

**Marty_Sandiego**

**Blackvoyagers**

5 Post, 77,560 reach, 1,283 shares, 976 saves
Repost culture is extremely important when distributing information amongst the Black Travel Movement.

The Reel showing Golden Square Freedom Park from Marty Lewis was reposted by Black Travel Club who has a community of over 305,000 members. This content received over 116,000 views and peaked great interest.

The story behind this monument has now been seen by travelers who want to know more. We'd like amplify Barbadian History by working with BTMI this February and including this piece in the History of Black Travel Timeline.
NEXT STEPS BETWEEN BTA X BTMI

- WAVELENGTH NETWORKING EVENT 11/22
- BLACK HISTORY MONTH ACTIVATION 2/23
- CONSULTING CALL - TBA

We'd love to further our conversation and collaboration between BTA and BTMI to help drive tourism to this wonderful country.

All edited Photos from the trip can be found here.

We will be posting a Barbados series on our website and social media to help peak interest and show the destination in multiple ways.
THANK YOU FOR HAVING US!