

TOPIC: Race and Equity

POSITION STATEMENT

Virginia is the place to help Black travelers connect with their culture.

SUGGESTED USE

- What kind of destinations and experiences have been developed for Black people?

CORE MESSAGES

- Virginia is the place to connect with yourself, your relationships, your roots and your world. In addition to history, Virginia offers authentic experiences to reconnect through vibrant cities, food and drink, outdoor recreation, arts and culture, spas, beaches and more.
- We recognize that Black people are not monolithic, so we want to make sure all sites and destinations make Black travelers feel welcome, a sense of belonging and safe.
- We also know that Black travelers want to be able to connect with their culture, so Virginia has experiences designed to highlight and celebrate Black culture.

PROOF POINTS

- Industry professionals across the state have participated in educational sessions designed to help the industry better understand the Black traveler experience and how to improve it at their locations.
- Virginia Tourism Corporation (VTC) has developed website content that highlights great experiences for connecting with Black culture and tools to help travelers plan those experiences.
- Examples of events/festivals that celebrate Black culture include the 2nd Street Festival, Something in the Water, Hampton Jazz Festival, Richmond Jazz and Music Festival, Shagfest, Afrikana Film Festival, Black Pride RVA, HBCU Homecomings, and others.
- VTC has developed online lists that showcase a variety of Black-owned businesses across different state regions, including the following: Central Virginia, Southern Virginia, Coastal Virginia, Northern Virginia, Shenandoah Valley, Virginia Mountains, and Southwest Virginia.

- As of 2020, Virginia has 339 historical sites that are related to Black culture (*AfroVirginia* by Virginia Humanities).

AUDIENCE SEGMENTS

- Black travelers