

TOPIC: Race and Equity

POSITION STATEMENT

This work is a change process for some. Start where you are on this journey to create a more authentic and equitable experience for Black travelers.

SUGGESTED USE

- How do I bring my team along in this direction?
- How can I begin to build an authentic relationship with Black travelers when we don't have a diverse community?

CORE MESSAGES

- We recognize that some people are less familiar with the history and impact of racism, racial injustice, and racial inequity. Events of the past year have highlighted the need for more inclusive and equitable solutions across our society.
- The change of becoming more inclusive presents a significant growth opportunity for sites and destinations that decide to advance in this direction.
- We understand that viewing and analyzing your work through this lens may be new or unfamiliar and therefore there is a process. We're ready to help those who want to navigate this journey but don't yet know how.
- A great way to start analyzing your site or destination is by looking inward at the diversity, equity and inclusion within your organization. Improving internally will help your organization gain the perspectives needed to help create authentic and equitable experiences for Black travelers.
- Even if your site or destination doesn't currently attract many Black travelers, you can still make sure your site or destination is welcoming to the Black travelers who do visit.

PROOF POINTS

- Black leisure travelers spent \$109.4 billion on travel in 2019 and their overnight stays — which totaled over 458 million last year — account for more than 13% of the U.S. leisure travel market (*The Black Traveler: Insights, Opportunities & Priorities* by MMGY Global).

- Virginia Tourism Corporation (VTC) sponsored a study by Wilkening Consulting, *Americans, Our History and the 250th*, which found that there is a growing population segment that values inclusive experiences and has an additive approach to history.
- If you're ready to begin this journey:
 - As part of VTC's research around the Black traveler experience, a workbook was created that is designed to help sites and destinations analyze their organizations through the lens of diversity and begin taking steps toward connecting and engaging with Black travelers in a more authentic and equitable way.
 - VTC will connect sites and destinations with its research and diversity, equity and inclusion partner, JMI + Share More Stories, if interested in investing further in this effort with a consultant.

AUDIENCE SEGMENTS

- Industry