



## Black Travel Checklist

Beginning in 2019, Virginia Tourism (VTC) sought to understand the perspectives and experiences of Black travelers, related to Virginia in an authentic manner. Understanding the unheard and untold and undertold stories of our heritage and values of travelers are key to our overall marketing success. Being inclusive is a key strategy for marketing growth.

Below is a checklist, a beginning, to review your assets and operations with the intent to be more inclusive and welcoming to not only Black travelers, but all travelers. These efforts will enrich your offered experiences and will reward your sites with a growing stream of visitors.

1. Craft a DEI statement, [VTC consumer DEI statement](#), and do the work to support it.
2. Audit content and visuals used in your marketing efforts to ensure they are diverse and inclusive
  - a. How do you advertise? Who is and is not shown in your advertising? In what contexts are they shown?
3. Create a task force, or group of stakeholders, to help create a plan to address biases and think about future opportunities
4. Assess your site for signage, safety, and ensure it is welcoming
5. Partner with Black influencers or content creators
6. Share your Black travel blogs with VTC, free of charge through [Matcha](#)
7. Feature Black-owned restaurants, shops, and attractions in your blog or content piece(s), examples:
  - a. [Virginia's Black - owned businesses and retail stores](#)
  - b. [Virginia's Historic Sites to learn about Black History](#)
  - c. [Virginia's Black - owned restaurants](#)
8. Review VTC's Black Travel [research section](#) to help answer questions you may have
9. Utilize [VTC's Marketing Leverage Program](#) to access funding for Black travel marketing
10. Ask and answer: why is DEI important to your business