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Brand USA

Brand USA Multicultural Strategy

Multicultural Experiences Across the USA

May 2021

Today's Speakers



Don Richardson

Chief Financial Officer &
Chief Diversity Officer

Brand USA



Tracy Lanza

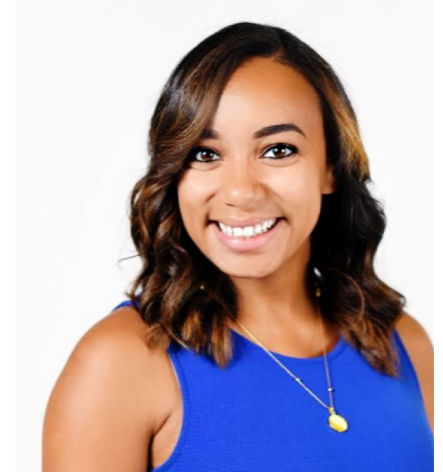
Senior Vice President,
Integrated Marketing

Brand USA



Stephanie M. Jones

Founder & CEO Cultural
Heritage Economic Alliance,
Inc. and National Blacks in
Travel & Tourism
Collaborative



Skylar Clark

Senior Manager, Partner
Engagement & Planning

Brand USA

Brand USA Multicultural Strategy



Brand USA is embarking on an always-on, phased approach to uplift multicultural communities and feature stories of our diverse people and places across the USA.

Together, we are celebrating the diversity and multicultural experiences across the USA.

Fast Facts: Cultural Tourism Is...

- One of the fastest-growing segments of the tourism industry, **accounting for an 40% of all tourism worldwide.**
- **Expands businesses and job opportunities** by drawing on cultural resources as a competitive advantage in tourism markets.
- A major pillar of employment globally and is considered by many countries around the world as a core priority to **stimulate job creation, notably for youth.**



And, in Brand USA’s most recent sentiment survey, “increasing my knowledge/understanding of cultures” was one of the top personal considerations for international travel.

Multicultural Experiences Across the USA

Brand USA is proud to fully integrate inclusive and diverse marketing into the organization's foundational pillars and its marketing efforts.

This strategy is about tapping into the cultural fabric of the USA in all locations and celebrating the hyper-local diverse experiences that make the diversity of the USA truly unique.

Through storytelling and promotion via Brand USA's marketing channels, we will showcase the vast and diverse collection of multicultural businesses and experiences that truly make the United States unique.



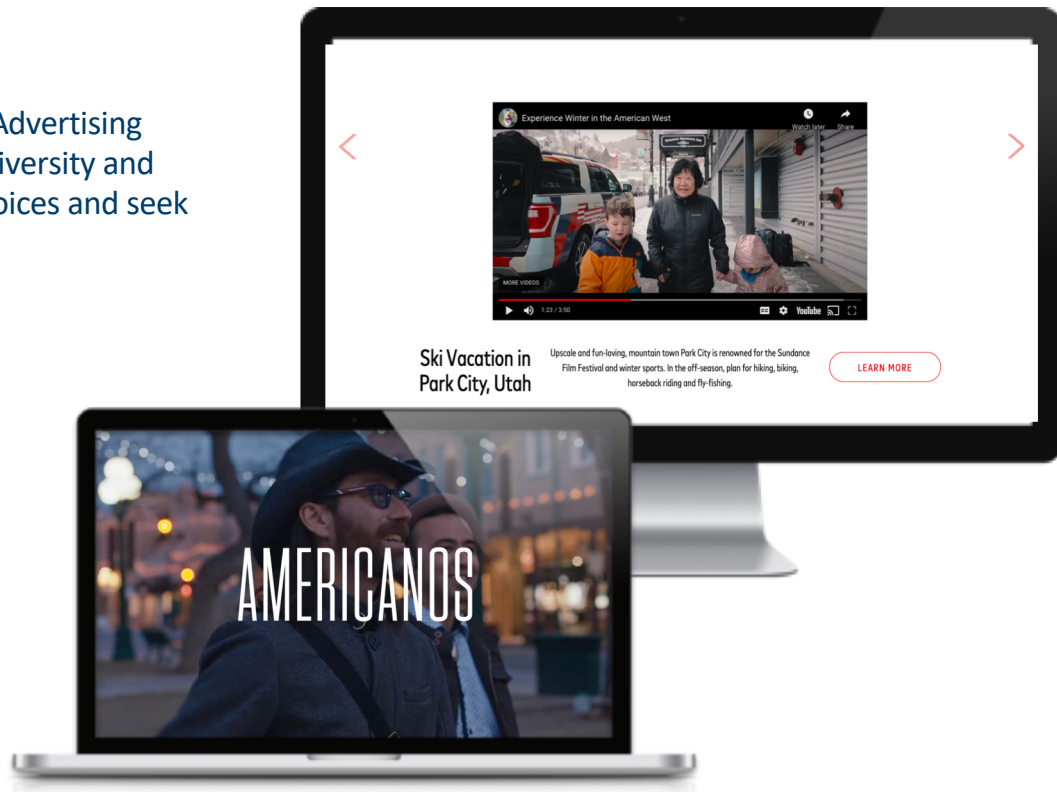
Our Commitment to Amplify Diverse Voices

United Stories:

United Stories was recently honored with an American Advertising Awards Mosaic Award, recognizing its commitment to diversity and inclusion. The series will continue to prioritize diverse voices and seek out multicultural stories to amplify.

GoUSA TV:

Brand USA's premier OTT travel entertainment channel showcases curated video playlists highlighting Black, Native, Latinx, and Woman Voices, including "Americanos," which showcases Latinx culture in the USA, was produced by LA REYNA, and brought to life by Latinx creatives.



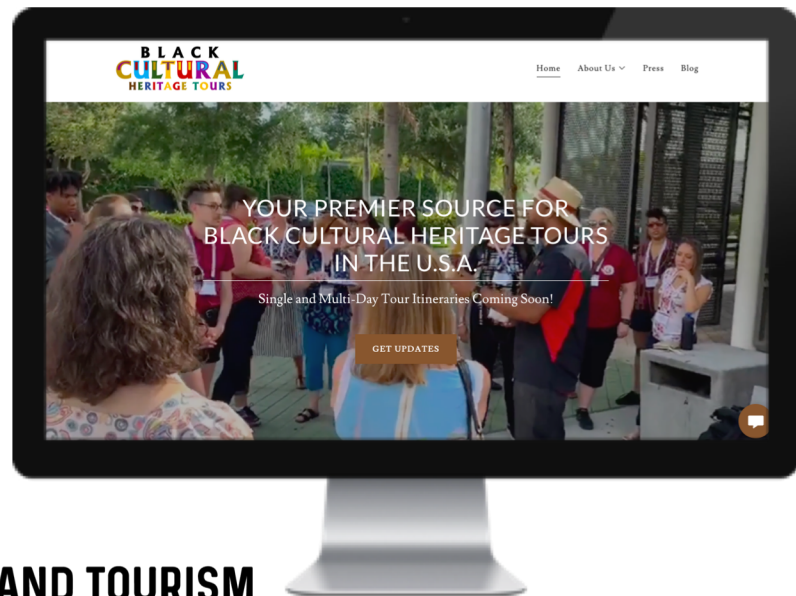
Partnership with Blacks in Travel & Tourism Collaborative (BTT)

Brand USA is in partnership with Blacks in Travel and Tourism Collaborative (BTT) to get invaluable insights and understanding on what needs to be done in the industry to be more diverse and inclusive.

We are in support of BTT's mission and their approach to showcasing Black businesses and experiences. Through our partnership, we look forward to amplifying local Black cultural heritage and include them through our marketing efforts.

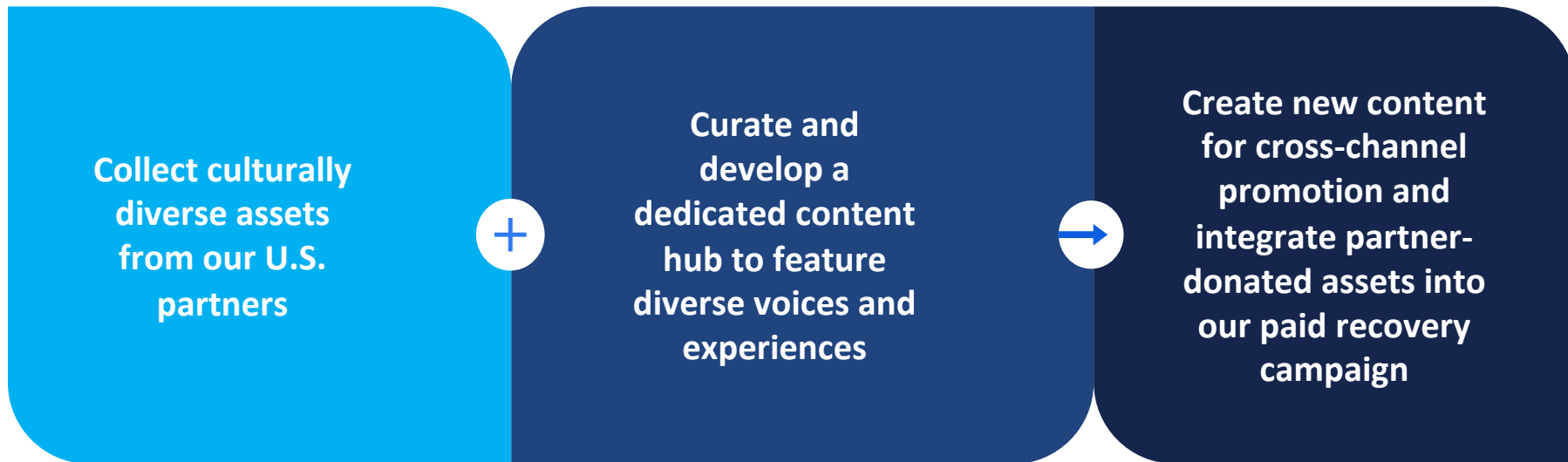


BLACKS IN TRAVEL AND TOURISM
BUILDING BETTER TOGETHER



The Framework

Intentionally integrated across our foundational marketing pillars; not a standalone project.





VisitTheUSA.com

Brand USA

Discovering and Promoting Black Experiences in Destinations

Presented by: Stephanie M. Jones, Founder
National Blacks in Travel & Tourism Collaborative

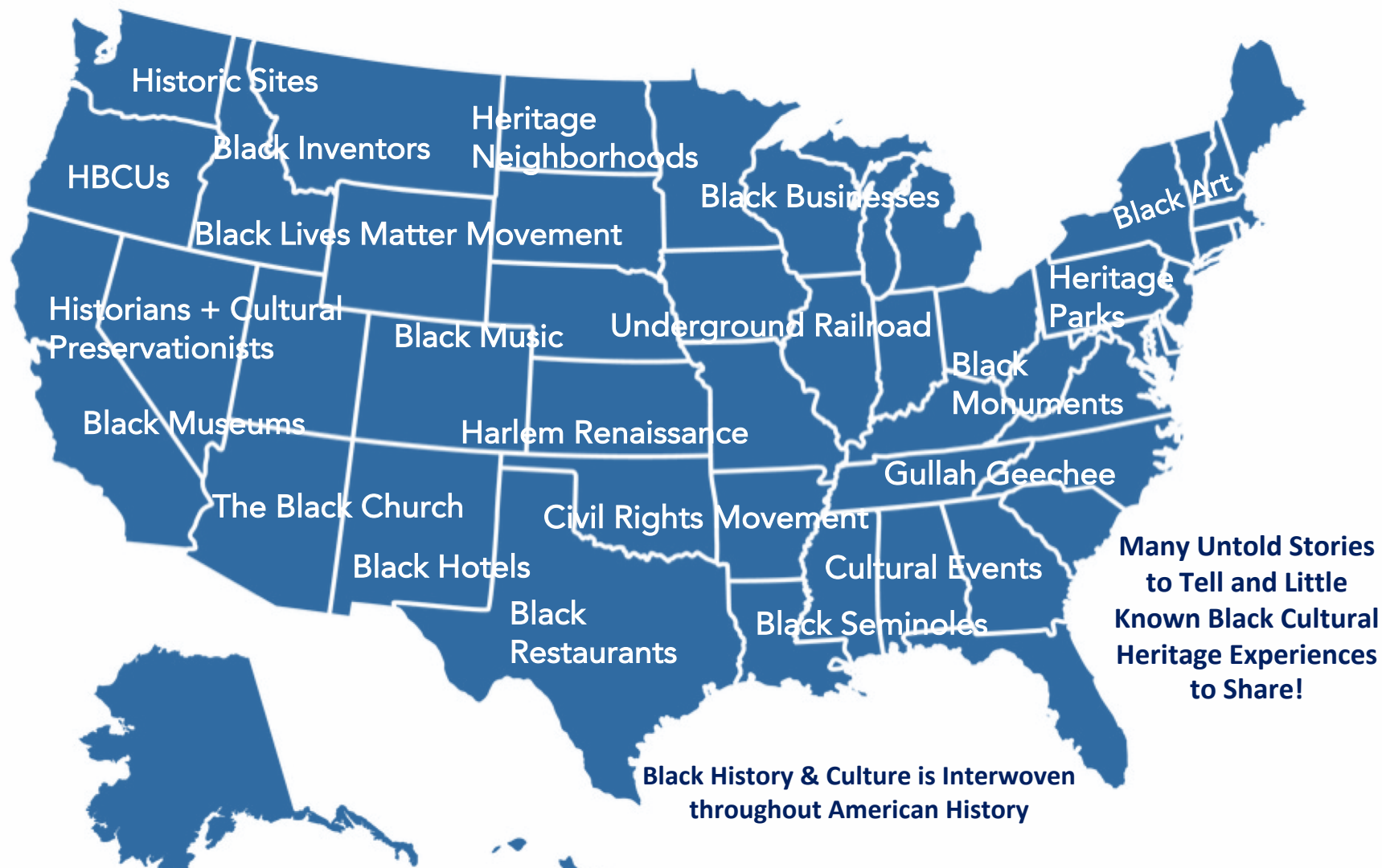


BLACKS IN TRAVEL AND TOURISM
BUILDING BETTER TOGETHER



Black History and Culture is not Monolithic Culture

Every city/community has stories, culture
and heritage unique to its destination!



Historic Sites

HBCUs

Black Inventors

Heritage
Neighborhoods

Black Businesses

Black Art

Black Lives Matter Movement

Historians + Cultural
Preservationists

Black Museums

Black Music

Underground Railroad

Heritage
Parks

Black
Monuments

Harlem Renaissance

Gullah Geechee

The Black Church

Black Hotels

Civil Rights Movement

Black
Restaurants

Black Seminole

Cultural Events

**Many Untold Stories
to Tell and Little
Known Black Cultural
Heritage Experiences
to Share!**

**Black History & Culture is Interwoven
throughout American History**

Historic Overtown
Established in 1896
Sponsor: SEOPW CRA

Our Why?

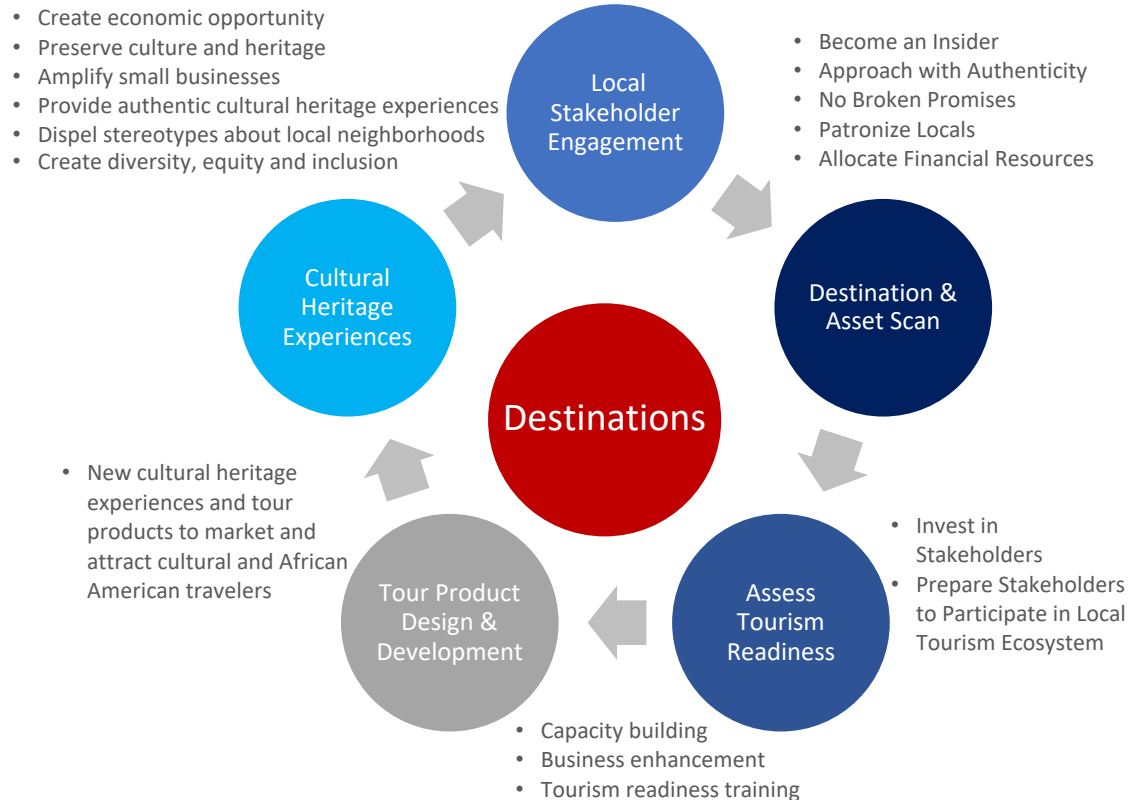
- Level the Playing Field
- Local Stakeholder Engagement
- Tour Product Development
- Equitable Economic Opportunity

A New Equation to Consider: What If?

Tourism Marketing *equals*
Destination Development *plus*
Tour Product Development *plus*
Multicultural Marketing *plus*
Local Stakeholder Engagement

Destination Development: A Model for Local Stakeholder Engagement

- *Who are your local stakeholders?*
- *What cultural heritage assets exist?*
- *What is ROI for destinations?*
- *What are the benefits for local stakeholders and travelers?*





Sample Tour Itinerary

Black Miami Cultural Heritage Tour



Black-Owned Businesses Miami Tour Partners

Where to Stay

- Dunns Josephine Hotel (Overtown)
- Copper Door Bed & Breakfast (Overtown)
- Hilton Cabana (Miami Beach)

Where to Dine

- Lil Greenhouse Grill (Overtown)
- Jackson's Soul Food (Overtown)
- Red Rooster (Overtown)
- Ti George Café (Little Haiti)
- Clive's Café (Little Haiti)
- Chef Creole's (Little Haiti)

Where to Learn

- Macedonia Missionary Baptist Church (Coconut Grove West)
- Black Police Precinct & Courthouse Museum (Overtown)
- Historic Dana Dorsey House (Overtown)
- Little Haiti Cultural Center
- Librerie Mapou (Little Haiti)
- Historic Hampton House Museum (Liberty City)
- African American Heritage Center (Liberty City)



Florida (1-14 days) Customizable Black Cultural Heritage Tour Itineraries

- **Black Florida Tour Itinerary**
 - Miami, Fort Lauderdale, West Palm Beach, St. Augustine, Jacksonville, Sarasota, Tampa, Eatonville/Orlando, Key West (other Black historic towns)
- **South Florida Black Cultural Heritage Tour Itinerary**
 - Greater Miami, Broward and Palm Beach counties
- **Black Miami Cultural Heritage Tour Itinerary**
 - Historic Overtown Walking Tour + Lunch Experience
 - Little Haiti Walking Tour + Tasting Experience
 - West Palm Beach Day Tour
- **Black Broward Cultural Heritage Tour Itinerary**
 - Black Fort Lauderdale Cultural Heritage Tour Experience
- **Black Palm Beach Cultural Heritage Tour Itinerary**
 - Diversity in Delray Beach Cultural Heritage Tour Experience
 - Miami to West Palm Beach Day Tour



BLACK
CULTURAL
HERITAGE TOURS

A Word of Caution!

While it may be quick and convenient to add a Black business or attraction to an existing tour itinerary, we highly recommend that you don't! Why?

- Black cultural heritage tour itineraries introduce complex content that require time for examination and reflection
- Minimizes the richness and authenticity of the overall experience
- Minimizes amplification and inclusion of Black businesses and attractions in underserved neighborhoods

Outcomes

- Transformative Experiences for the Culturally Curious
- Unique Local, Authentic Black Cultural Heritage Experiences
- New Tour Products Showcasing Diversity in Destinations
- Amplification and Active Participation of Local Black and Brown Businesses
- Tourism as Economic Driver for fueling Underserved Businesses and Neighborhoods



DMOs as Partners

- Include tourism development in tourism marketing budget
- Amplify Black businesses and attractions in multicultural guides, websites, marketing collateral
- Leisure and business group referrals
- International and domestic familiarization tours
- Access to supplier opportunities
- Include Black businesses in industry events as vendors
- Membership discounts



Three Key Things Destinations Should Consider

1. Engage the right leadership who has experience and know-how to market to tourists.
2. Be authentic in telling Black cultural heritage stories and intentional in engaging businesses.
3. Tourism development should be part of your tourism marketing strategy. Be willing to invest time and resources to ensure more local businesses are tourism and market ready and prepared to provide world-class visitor experiences.

Partner Opportunities

U.S. Black Cultural Heritage Road Trip

www.experienceblackculture.com

- Based in Miami, FL, Cultural Heritage Alliance for Tourism, Inc. (CHAT) is the only black-owned receptive tour operator in the U.S. with a specialty niche market in Black cultural heritage tour itineraries. CHAT is curating multi-day Black cultural heritage tour itineraries throughout the U.S. which can be customized from one to 14-day experiences bookable by FIT, M.I.C.E, travel advisors and sold to domestic and international tour operators.
- Itineraries in progress:
 - State of Florida (Key West, Miami, Fort Lauderdale, West Palm Beach, Orlando, Tampa, St. Augustine, Jacksonville)
 - Southeast Region (GA, SC, NC, FL)
 - Northeast Region (NY, NJ, PA)
 - Midwest Region (MN, MI, IL, OH, IN)
 - Western Region (CA, AZ, NV)
- DMOs can partner to identify and engage with Black-owned travel and tourism businesses in their destinations.
- DMOs can market destination-specific ready-to-book Black cultural heritage tour itineraries to domestic and international travelers.
- DMOs can include their destination in itineraries in progress.
- DMOs can access tourism readiness and marketing trainings for local businesses.

Promotional Platforms & Marketing Channels

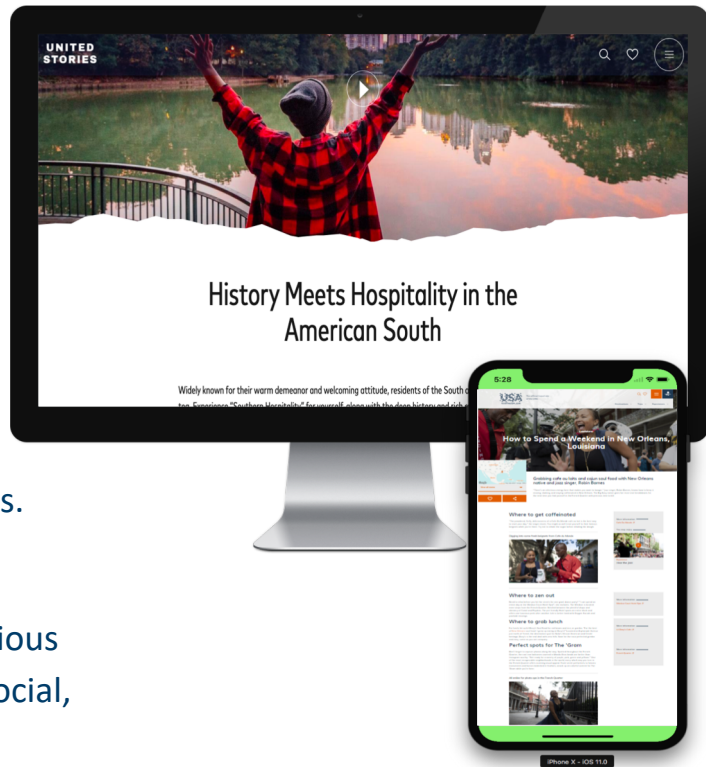
Through storytelling and promotion via Brand USA's marketing channels, we will amplify the diverse voices, multicultural travel experiences, and itineraries that truly make the United States unique.

Dedicated Content Hub

- A dedicated content hub will showcase stories, itineraries, and experiences that celebrates the rich diversity in the USA.
- The hub will also feature content highlighting diverse-owned businesses.

New Content Creation

- New and supplied content will be integrated and showcased across various platforms, including but not limited to: VisitTheUSA.com, GoUSA TV, Social, USA Discovery Program, and more.
- We will also integrate this approach into cooperative marketing programs.



How to Participate

Join us in telling diverse stories about the USA!

Your provided content should:

- Reflect how diversity has influenced and continues to influence the culture of your destination, business, or attraction.
- Showcase diverse communities, neighborhoods, and businesses, as well as historic and cultural sites.
- Feature any and all multicultural and inclusive (diversity) groups including but not limited to Black, Asian, Pacific Islander, Hispanic, Latinx, Indigenous/Native American, Alaska Native, Arab, and LGBTQ+.
- Also, seeking a wide range of places, stories and activities showcasing the accessibility community.

Type of assets to send in:

We are accepting itineraries, articles, lists, and other written content, as well as photos and photo galleries, completed short- and long-form videos, and b-roll footage, all of which focus on the diversity of your destination, business, or attraction.

See more details here: <https://www.thebrandusa.com/multicultural-experiences-across-usa>



Q/A

For more information and questions:

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GoUSA