



 NORTHSTAR
meetings group



MARTINIQUE LEWIS

Diversity In Travel Consultant

Influencer Manager NYCgo

President Black Travel Alliance

**Creator of the ABC Travel
Greenbook**

**Board Member
Conde Nast
N.O.L.S**

Hurtigruten Expeditions

CONDÉ NAST TRAVELER'S
2021 ADVISORY BOARD



MARTINIQUE LEWIS

founder and president, Black Travel Alliance



MY WORK

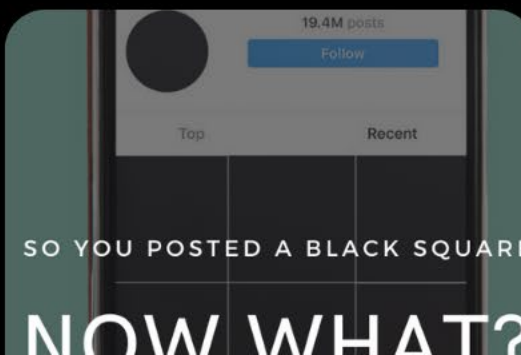
Throughout my career, I have made it my life's mission to change the face of tourism forever, and advocate for those who are constantly overlooked

@MARTY_SANDieGO

DIVERSITY IN TRAVEL REPORT/SCORE CARD

A=EXCELLENT B= GOOD C=AVERAGE D=BELOW EXPECTATION F=FAIL

D+ DIVERSITY IN ADS AND PROMOTIONS	D DIVERSITY AT TRAVEL CONFERENCES & TRADESHOWS
D+ DIVERSITY ON SOCIAL MEDIA	F DIVERSITY IN INFLUENCER TRIPS
D DIVERSITY IN TRADITIONAL MEDIA	F DIVERSITY AND INCLUSION AT TRAVEL COMPANIES
D- DIVERSITY IN TRAVEL PROGRAMS & EVENTS	C- OVERALL SENSITIVITY TO DIVERSITY IN TRAVEL





DIVERSITY IN TRAVEL REPORT CARD

A-Excellent B-Good C-Average D- Does not meet standards F-Fail

D

DIVERSITY IN ADS & PROMOTIONS

Travel brands & tourism boards display tourists of all races, ages, sexual orientations, religions, body types, disabilities etc in marketing media.

D

DIVERSITY ON SOCIAL MEDIA

Travel brands & tourism boards display tourists of all races, ages, sexual orientations, religions, body types, disabilities etc across all social platforms.

D

DIVERSITY IN TRADITIONAL MEDIA

Media outlets provide editorials and news segments that display tourists of all races, ages, sexual orientations, religions, body types, disabilities etc across platforms.

F

DIVERSITY IN TRAVEL PROGRAMS & EVENTS

Travel brands & tourism boards create events that adhere to tourists of all races, ages, sexual orientations, religions, body types, disabilities etc across all social platforms.

F

DIVERSITY AT TRAVEL CONFERENCES & TRADESHOWS

Travel conferences & tradeshow hire travel professionals of all races, ages, sexual orientations, religions, body types, disabilities to give key notes at these events.

F

DIVERSITY IN INFLUENCER TRIPS

Travel brands & tourism boards choose travel influencers who represent all travel niches so all tourists globally see themselves reflected.

F

DIVERSITY AND INCLUSION AT TRAVEL COMPANIES

Travel brands & tourism boards hire people of diverse backgrounds to advocate for all tourists globally within the company.

D

OVERALL SENSITIVITY TO DIVERSITY IN TRAVEL

The travel industry's ability to empathize and respond to diversity & inclusion complaints once the issue is brought to their attention.



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2018 GRADE D

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DIVERSITY IN MEETING PLANNING SCORE CARD

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DEA&I AMONGST STAFF
INTERNALLY

DEA&I AMONGST STAFF
EXTERNALLY

SENSITIVITY
TO DEA&I
IN THE DESTINATION

SENSITIVITY
TO DEA&I
IN EVENT VENUE

SENSITIVITY
TO DEA&I
IN EVENT VENDORS

DEA&I ON
SOCIAL MEDIA

DEA&I IN ADS AND
PROMOTIONS

DEA&I IN ARTICLES
AND RESEARCH



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THE OPPORTUNITY-UNDERSTANDING YOUR ATTENDEES

WHAT INFLUENCES TRAVEL PREFERENCES?



50%

OF MULTICULTURAL TRAVELERS
WANT TO EXPERIENCE A NEW
DESTINATION

57%

OF MULTICULTURAL TRAVELERS
PREFER BLEISURE TRIPS

60%

OF MULTICULTURAL TRAVELERS
EXTEND THEIR TRIPS TO
EXPERIENCE THE DESTINATION

1/5

OF MULTICULTURAL
TRAVELERS ARE TRAVELING
WITH THEIR PARTNER

4+

THE NUMBER OF OVERNIGHT
STAYS MULTICULTURAL
TRAVELERS TAKE
A YEAR

DEEP DIVE



RESEARCH SHOWS ALL WE NEED TO KNOW!

129.4 BIL

THE AMOUNT AFRICAN
AMERICANS SPEND
ANNUALLY

220 BIL

THE AMOUNT INJECTED INTO
TRAVEL ANNUAL BY 2020

1.6 BIL

THE AMOUNT OF REVENUE A BRAND
WOULD GENERATE IF THEY CAPTURED
10% OF THE HISPANIC ADVENTURE
TRAVELER MARKET

SOURCE: SKIFT NEWS
BTA RESEARCH
ATTA 2020 REPORT



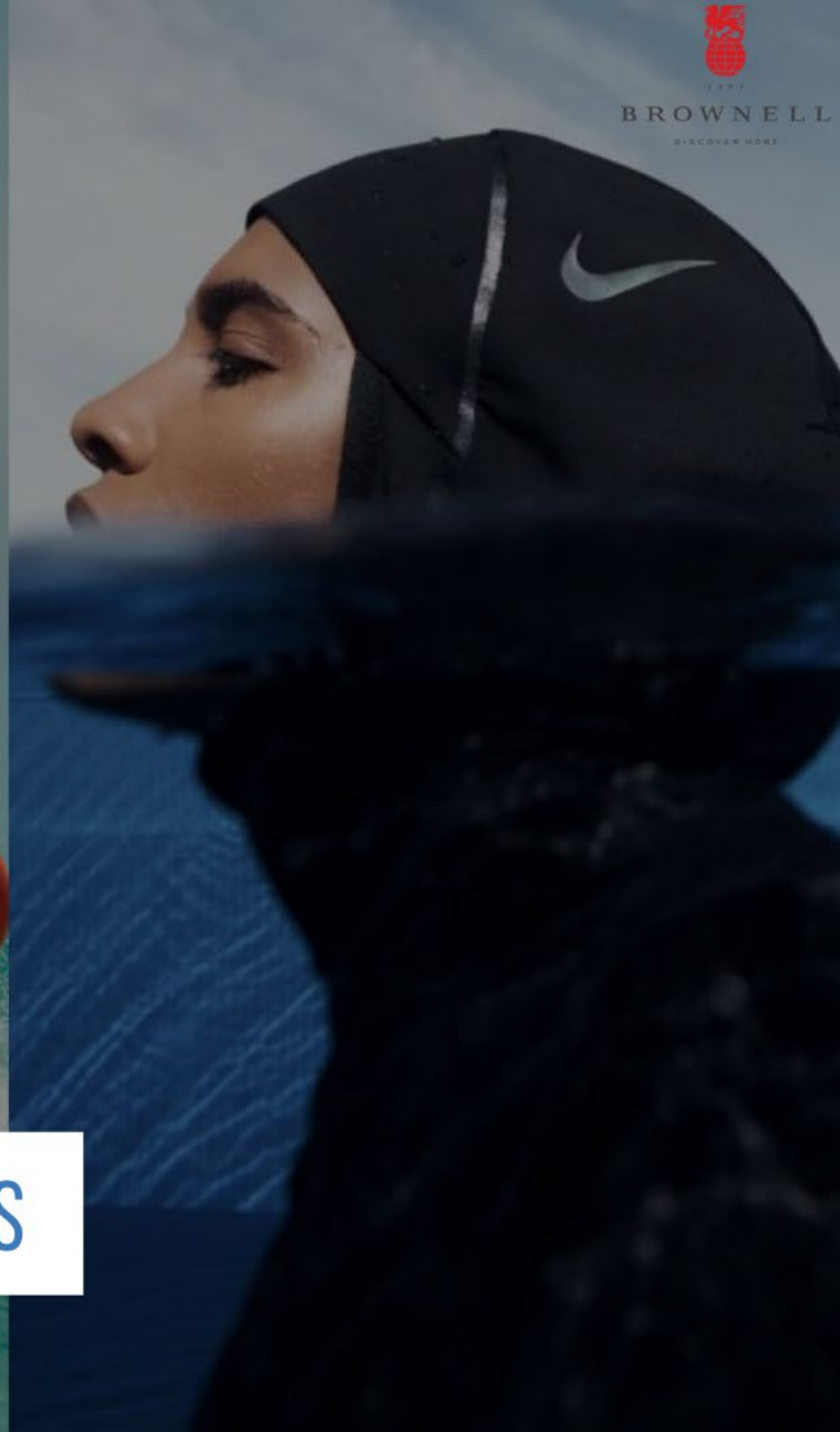
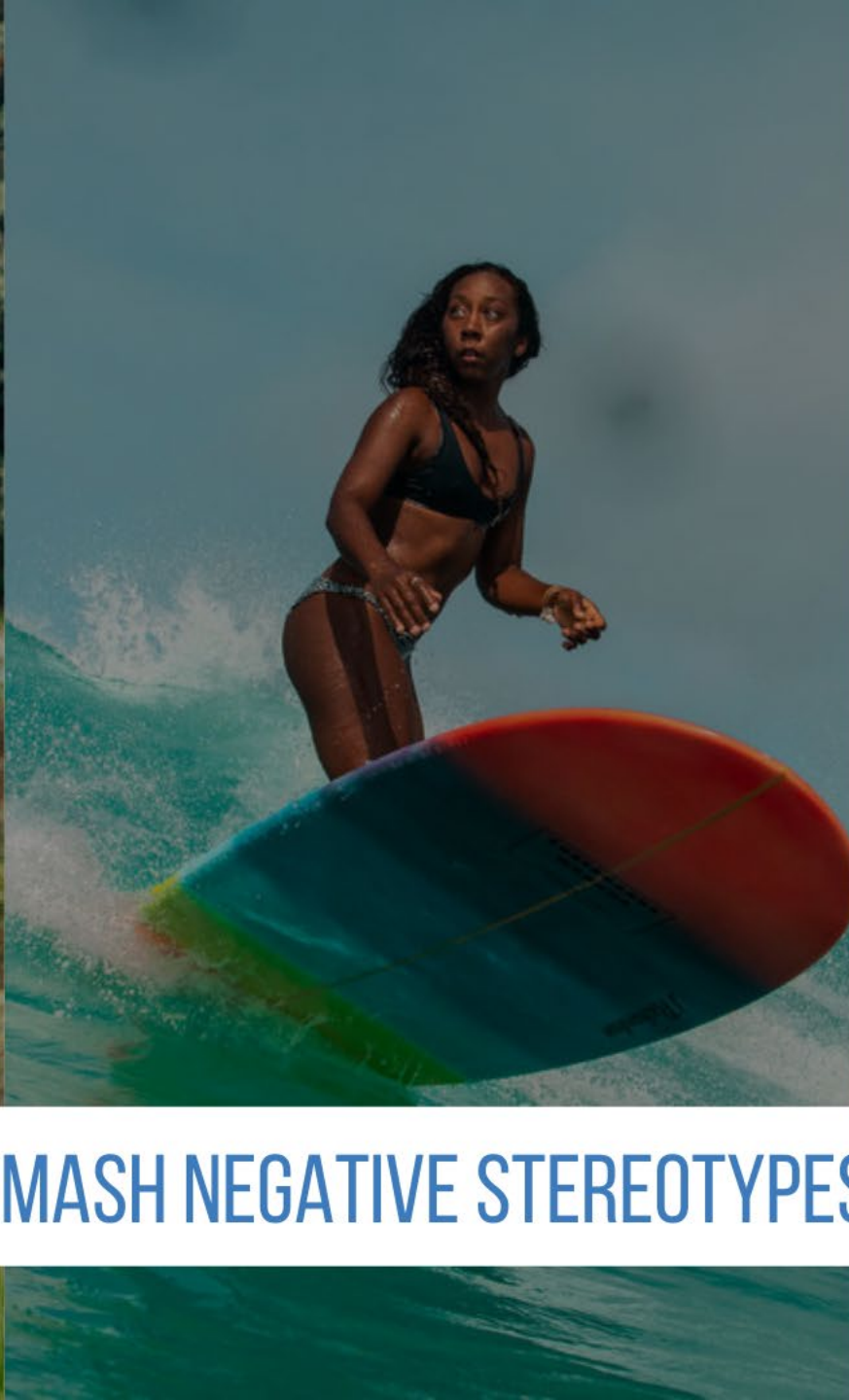
HOW TO BE AWARE OF YOUR ATTENDEES

Reaching New Markets

“ The first step to reaching a new audience is to acknowledge that you don’t know everything, and you want to learn. When you reach out to that audience, genuinely ask the question, ‘We’re trying to learn, can you help us?’”

SOPHIA HYDER HOCK, DIVERSITY AND SOCIAL INCLUSION CONSULTANT, CEO OF PAPILIA





SMASH NEGATIVE STEREOTYPES

#IMMNORTHAMERICA





Thoughtful Meeting Planning

Strategy is key when planning meetings. Remember understanding attendees preferences and issues they could face while traveling is critical.

. The ability to create dynamic and impactful meetings will create an opportunity for more meetings in a destination and will bring more business.

The following are recommendations for connecting with inclusive communities

- Create a questionnaire that helps organizations understand you care about their traveling preferences and experiences
- Test and learn more about different communities in the social space, to inform destinations / brands and speak even more effectively to these demographics.
- Think about the privilege they might not have because of their physical appearance, invisible disability or sexual orientation
- Understand situations in which they might not feel safe.



Allyship Looking ahead



24/7 COMMITMENT

YOU CAN'T TURN IT ON AND OFF



0% TOLERANCE POLICY

EVERY CLIENT IS VALUABLE, DISRESPECT SHOULD NEVER BE TOLERATED

MEETINGS CHECKLIST

**PURPOSE-DRIVEN
EXPERIENCES**

**HEART FELT
EXPERIENCES**

**SMASH
STEREOTYPES**

**LEADING BY
EXAMPLE**





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Thank you!

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