

SO CONNECTED SO INSPIRING SO VIRTUOSO



2023
Virtuoso
Travel Week



GROW YOUR BUSINESS BY ENGAGING WITH DIVERSE COMMUNITIES

PRESENTED BY:

- Tomeka Jones, Travel Journalist
& TV Host of Travel in Style with Tomeka
- Virtuoso: Travel Week | August 13, 2023

PHARRELL WILLIAMS – HAPPY



SIGN LANGUAGE



ORIGINAL VIDEO



CLOSED CAPTION



DEFINING DIVERSITY, EQUITY, AND INCLUSION (DEI)

DIVERSITY:

range of human differences (race, ethnicity, gender, sexual orientation, age, and disability)

EQUITY:

ensuring fair treatment, access, opportunity, and advancement for all people

INCLUSION:

creating a sense of belonging, everyone feels valued, respected, and supported

DIVERSITY BINGO

GROUP SYNERGY
(10 minutes)

1. Try to find people who match different attributes on your card and ask each person to sign off on the square
2. First person for each card to get a full row, WINS!





IMPORTANCE OF PROMOTING AN INCLUSIVE CULTURE



Luxury travel is about providing a first-class experience for all clients regardless of their background and identity



Diversity, Equity, and Inclusion (DEI) are increasingly important for travelers who are seeking trips that align with their personal beliefs and values



5 WAYS TO RECRUIT CLIENTS & ENGAGE WITH DIVERSE COMMUNITIES

- 01 Understand your current/future clients' cultural backgrounds and customs
 - a. Create Client Questionnaire/Survey
 - i. Include questions about background, interest, preferences
 - b. Active Listening
 - i. Listen to your clients' stories and their desires

- 02 Hire team members from diverse backgrounds
 - a. Collaborate with diverse organizations
 - b. Establish diversity goals and track progress
 - c. Offer diversity training to staff



5 WAYS TO RECRUIT CLIENTS & ENGAGE WITH DIVERSE COMMUNITIES

- 03 Partner with suppliers and vendors that provide a more diverse range of travel experiences
 - Offer tours, excursions, and experiences that cater to diverse communities
- 04 NETWORK, NETWORK, NETWORK
 - Connect with networks and organizations that represent diverse communities
- 05 Create marketing and advertising campaigns that reflect the diversity of your current and potential client base

ENGAGING WITH BIPOC TRAVELERS

WHAT IS BIPOC?

- Black, Indigenous, and People of Color
- Black travelers spent \$129.6 Billion on a domestic (\$109.4 U.S travel) and international leisure travel combined in 2019, according to MMGY Global report
- 54% U.S. Black travelers more likely to visit a destination incorporating the Black community in travel marketing and advertising





EXERT YOUR POWER TO DIVERSIFY!

01.EXCLUSIVE PARTNERSHIPS:

Leverage your relationships to offer unique experiences and accommodations catering to diverse communities

02.CULTURAL SENSITIVITY

Curate experiences to celebrate different cultures, ages, disabilities, sexual orientation, race, and ethnicities

03.PERSONALIZED SERVICES:

Work closely with clients from diverse communities to create itineraries that focus on their taste and interests

EXERT YOUR POWER TO DIVERSIFY!

04.INSIDER KNOWLEDGE:

Share insights and recommendations catering to diverse communities based on your insider connections/relationships

05.VIP & EXCLUSIVE EVENT ACCESS:

Provide your clients from diverse communities' access to VIP experiences, private tours, and high-profile events



LET'S CUSTOMIZED A LUXURY TRAVEL ITINERARY! (10 MINUTES)

- Get in small teams of 4-6 people
- Pick one country or city
- Research the destination and create a list of Top 3 'must-see' attractions and activities?



Consider a range of ideas to make sure the itinerary is inclusive of: accessible travel, BIPOC, LGBTQ+, sustainable travel, as well as other diverse perspectives and backgrounds

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THANK YOU

QUESTIONS?

Email me: hello@tomekajones.com

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