

## AGENT ISSUES

# Black Tourism Talent Directory launches

By Jamie Biesiada   | Feb 16, 2021

The first phase of the Black Tourism Talent Directory, the National Blacks in Travel And Tourism Collaborative's (BTT) matchmaking platform for Black talent in travel and tourism, has launched.

The online directory is designed to connect Black businesses, professionals and students with opportunities in the industry. In its first phase, the BTT is aggregating and vetting those who will have profiles on the directory.

Profiles for Black businesses, professionals and students are free. Destination marketing organizations (DMO), trade associations, travel brands and media will pay a \$499 annual fee that will help maintain the directory and fund training. Advertising and sponsorship opportunities are also available.

Phase 2 of the directory is expected to launch in April. That will include training, virtual matchmaking roundtables, a webinar series and an e-newsletter showcasing Black talent.

"Our goal is to help create broader diversity, equity and inclusion in our industry by creating a one-stop, online resource for DMOs, travel brands, associations and media to connect with qualified Black industry talent worldwide," Stephanie Jones, founder and CEO of the BTT, said. "We no longer want to hear that Black talent is hard to find."

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