

BLACK MEETINGS & TOURISM

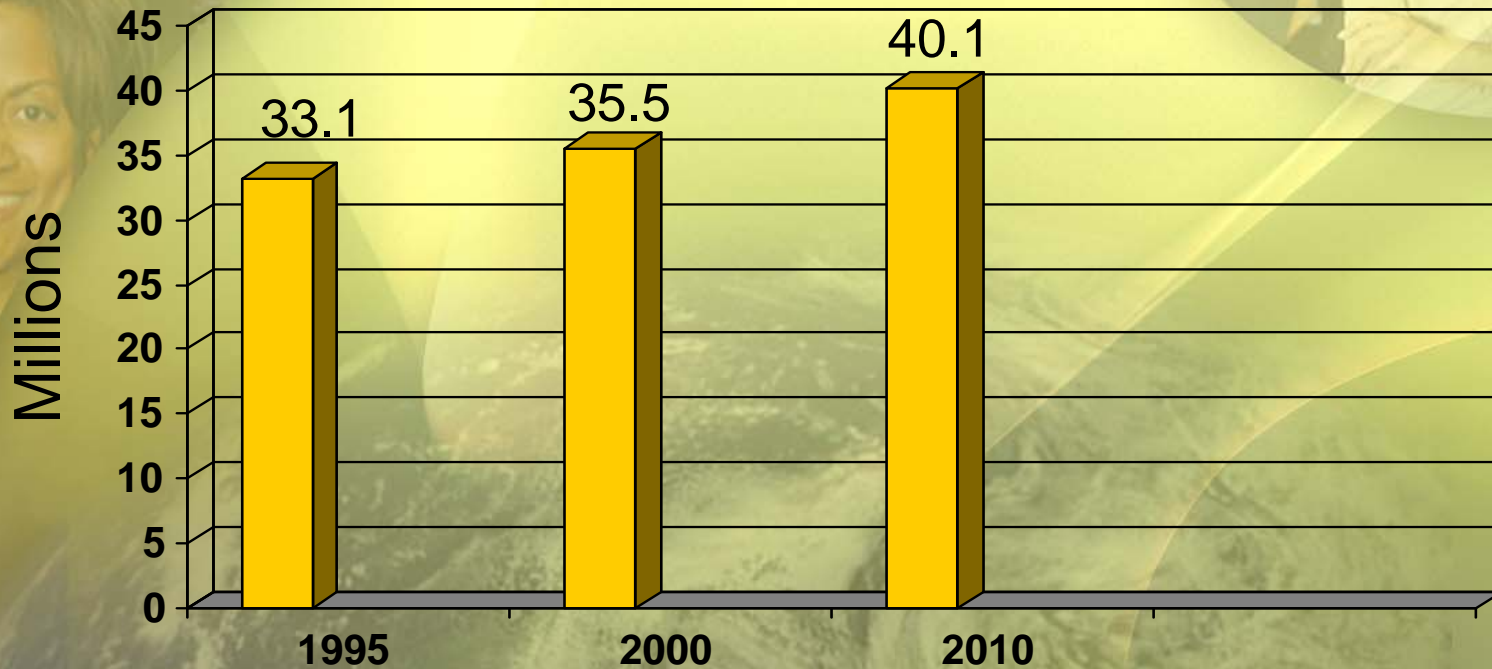
THE AUTHORITY ON AFRICAN-AMERICAN CONVENTIONS, INCENTIVES & LEISURE TRAVEL

TAPPING INTO THE BURGEONING AFRICAN-AMERICAN TRAVEL MARKET



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AFRICAN-AMERICAN POPULATION

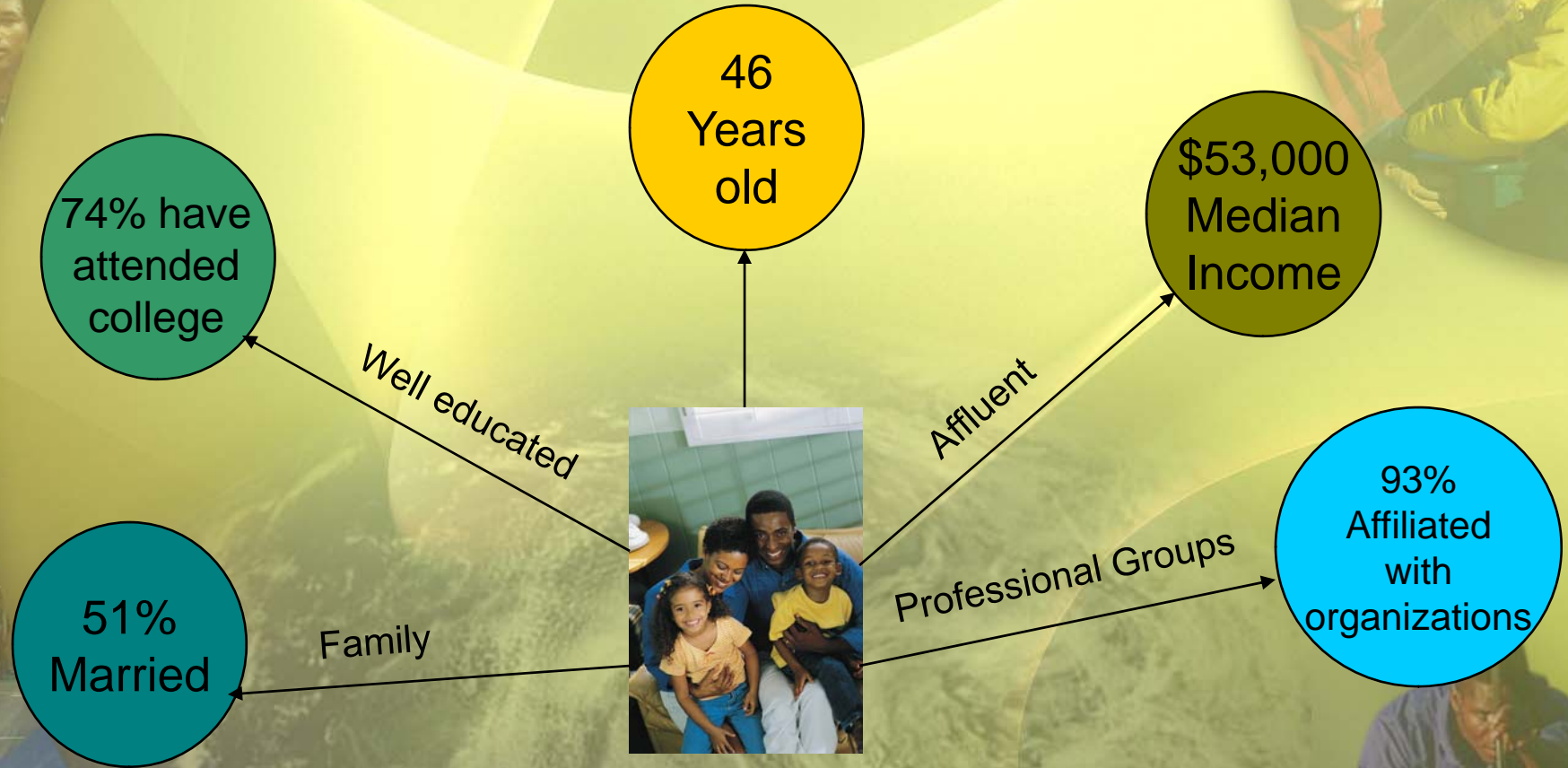


**Over 46% of African-American Adults
reside in 15 major urban centers**

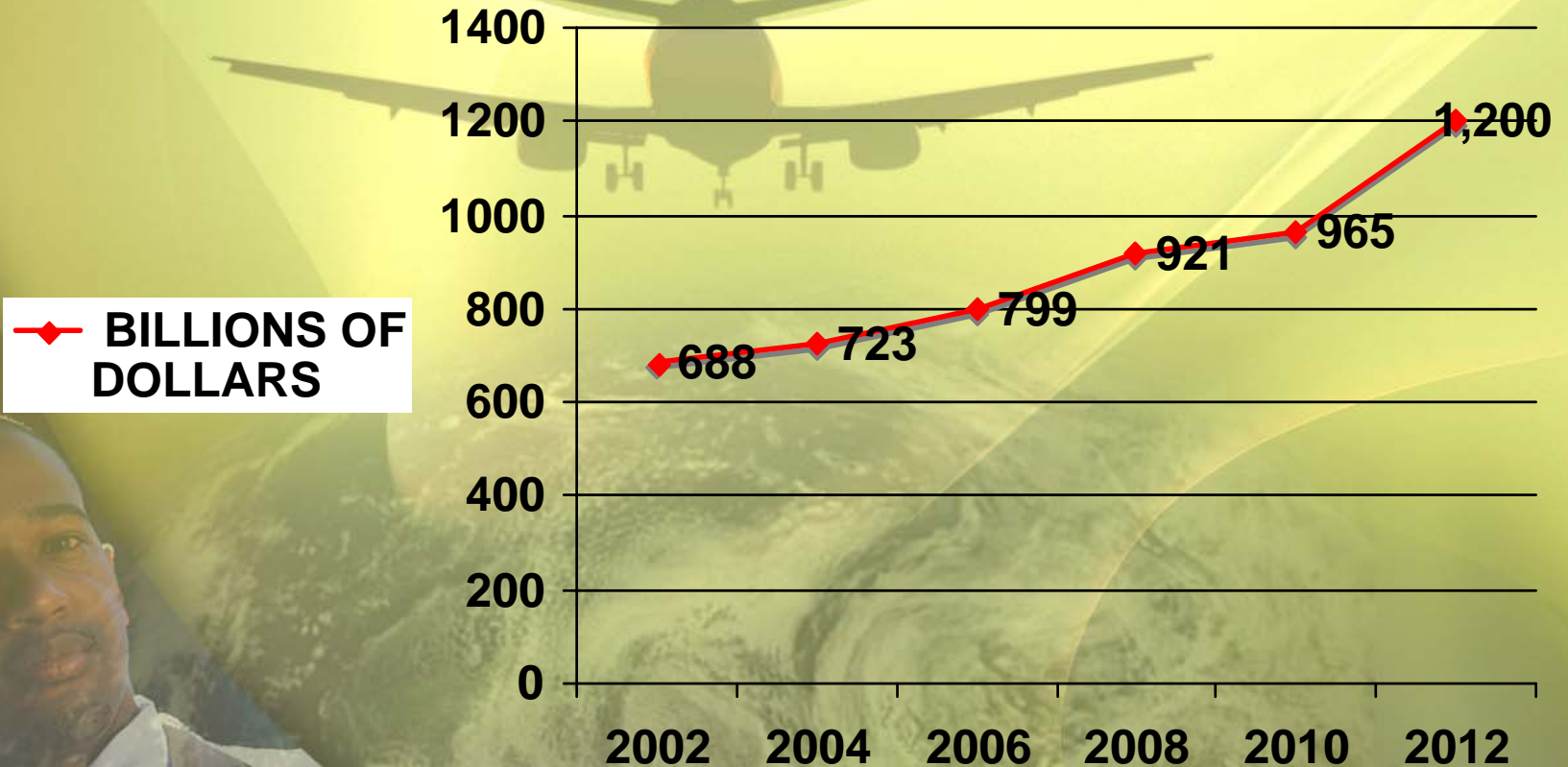
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TYPICAL TRAVELER



SPENDING POWER

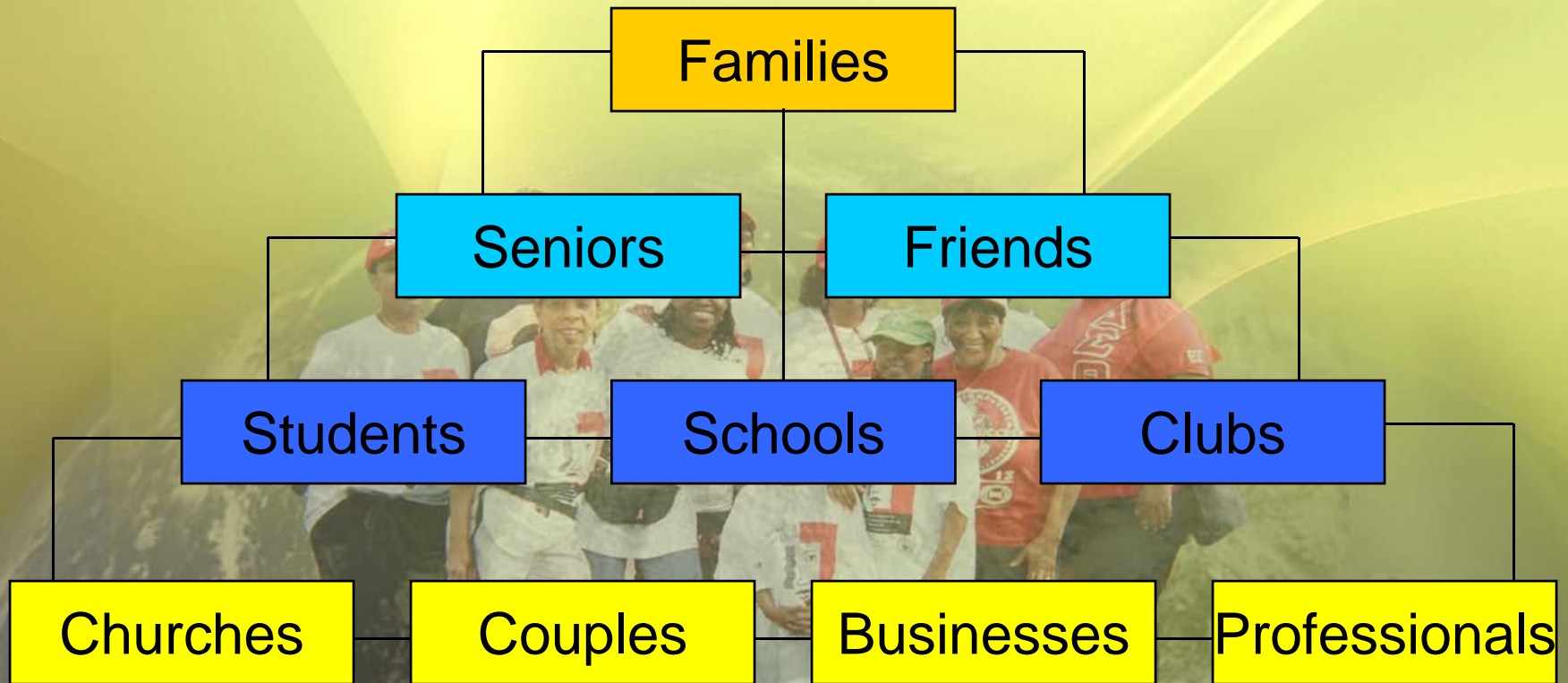


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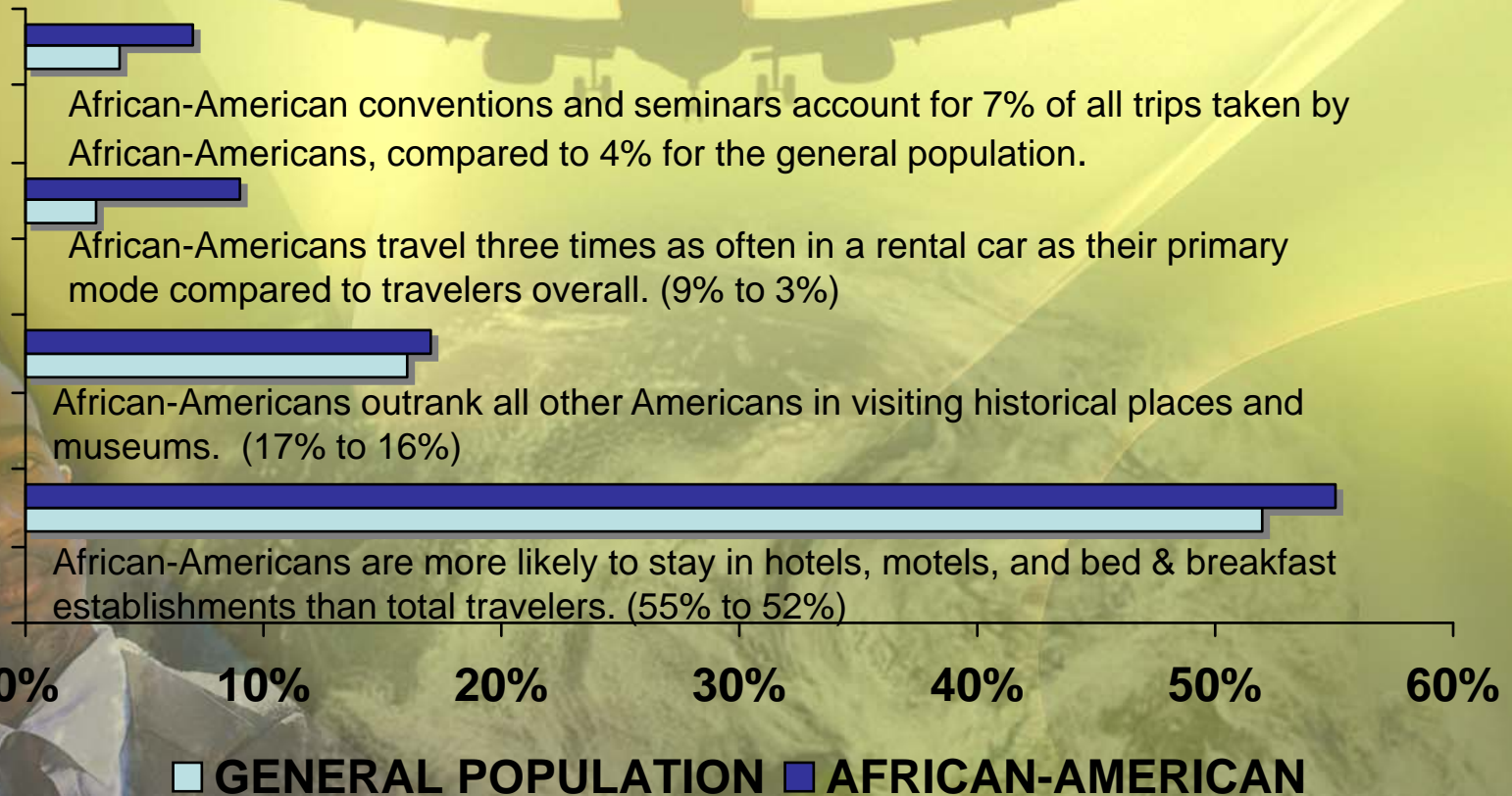
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GROUP TRAVEL

Compared to travelers overall, nearly three times as many African-American person-trips involve group tours. **(8.5% vs. 3%)**



PATTERNS & TRENDS



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MARKET DYNAMICS

The African-American travel market is one of the top three fastest growing segments in all areas of the industry.

- Sports Tourism
- Meetings
- Adventure Travel
- Heritage Tourism
- Cultural Festival
- Religious
- Gaming
- Romantic Getaways
- Eco-Tourism
- Wellness
- International



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IMPORTANT TRAVEL TRENDS

FLY TO DEST.

80%

FAMILY REUNIONS

83%

BEACH

44%

CULTURAL EVENTS

36%

BUSINESS TRIPS

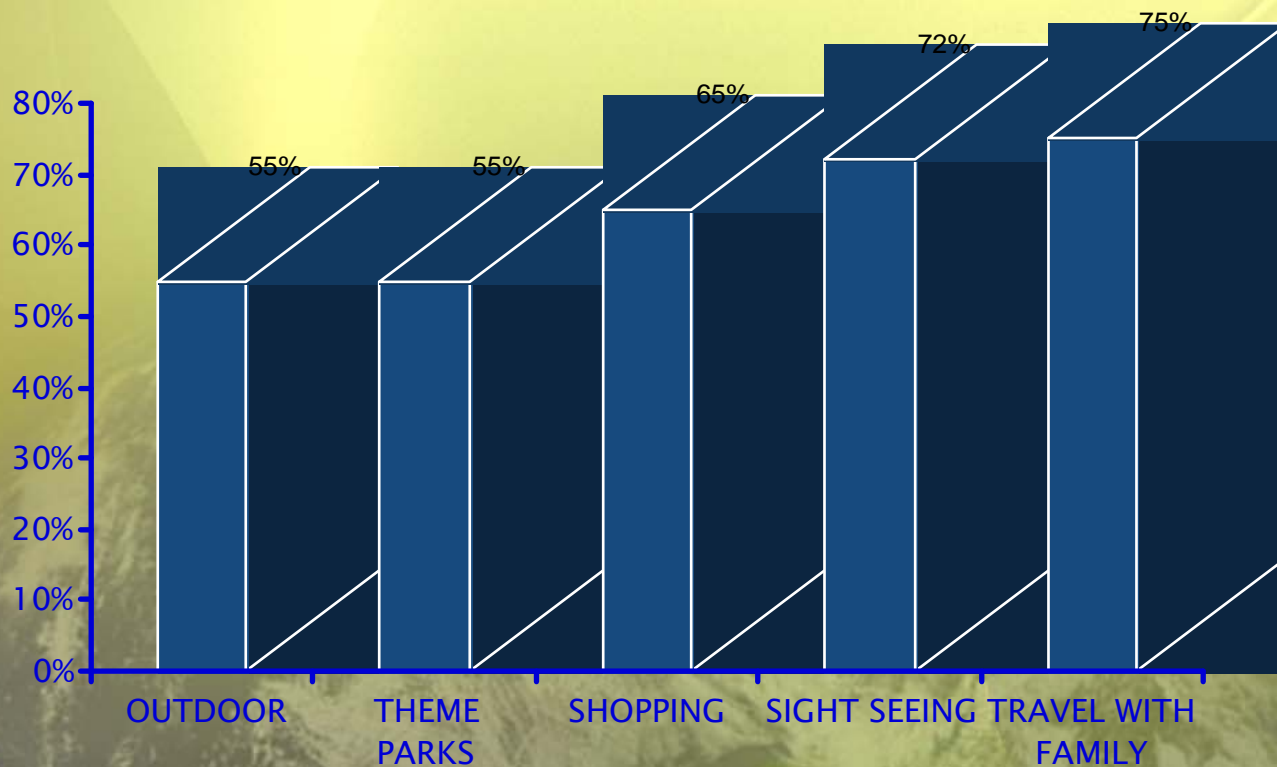
25%

0% 20% 40% 60% 80% 100%

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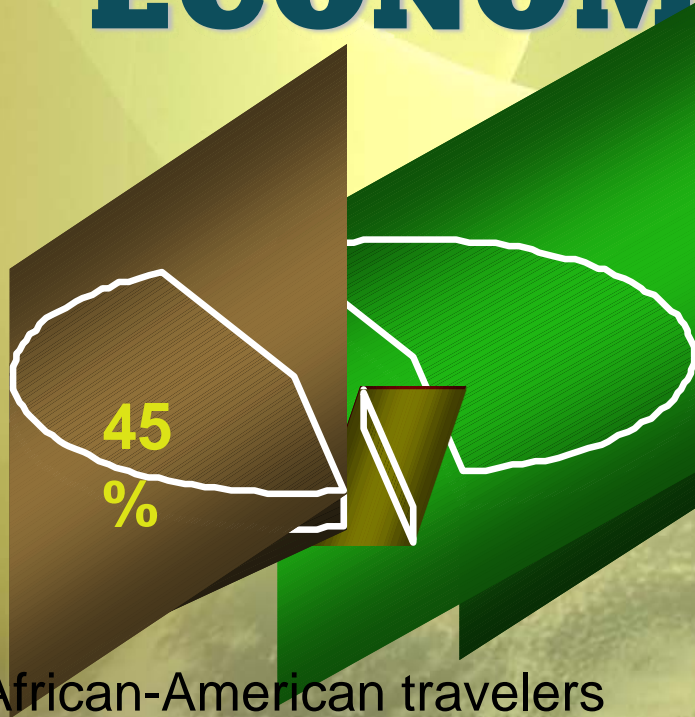
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FAVORITE ACTIVITIES



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ECONOMIC IMPACT



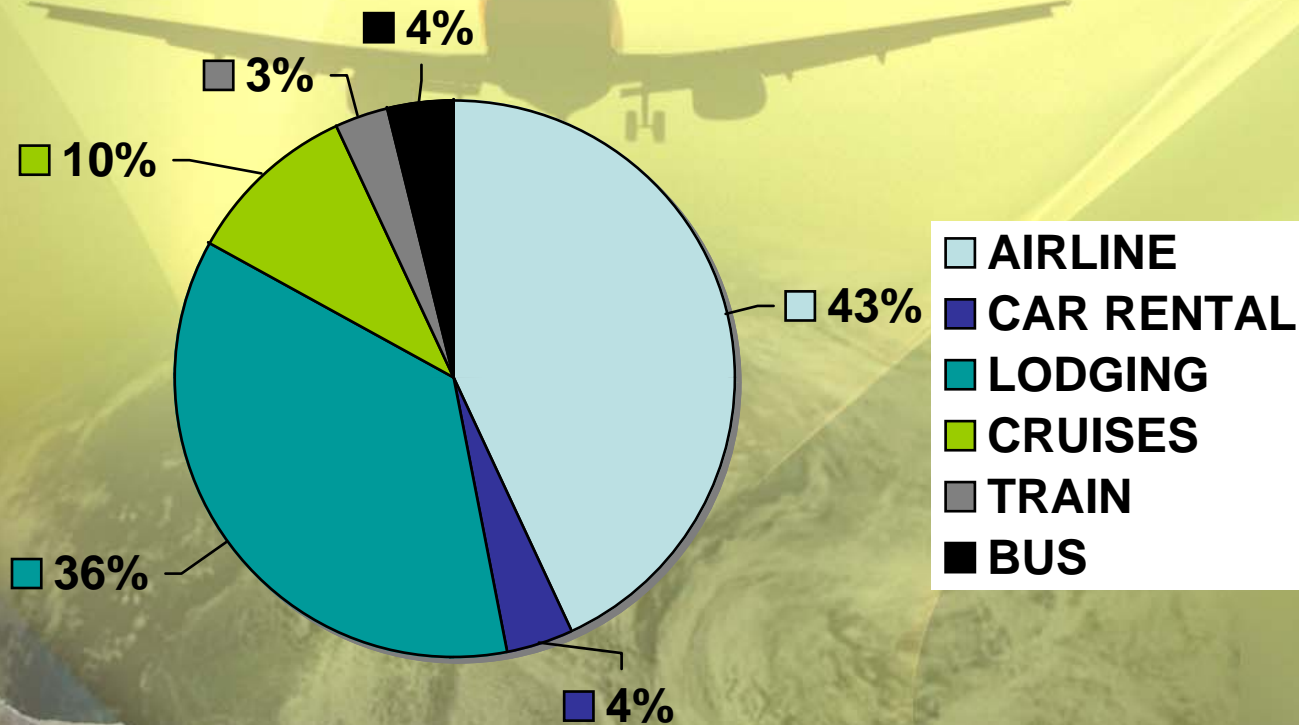
African-American travelers spend more than \$40 Billion yearly.

- The African-American market represents

45%

of the **\$90 Billion** in total annual revenues generated from multicultural travel.

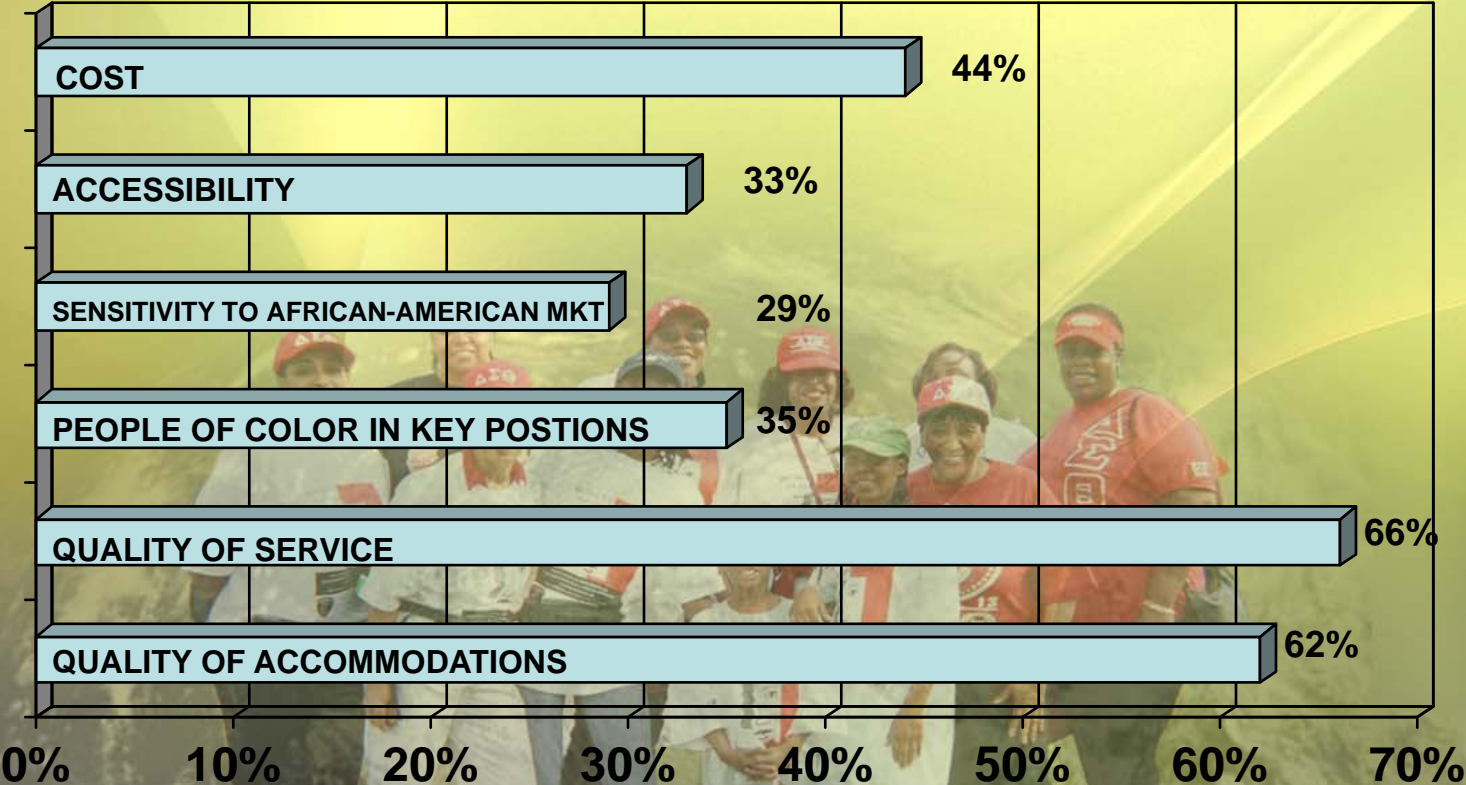
TRAVEL RELATED EXPENDITURES



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PRIORITIES WHEN CHOOSING DESTINATIONS FOR PLANNERS



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