



## How Destination Marketers Can Represent the Underrepresented in the Travel Industry

**Zenovia Stephens**

[www.blackadventurecrew.com](http://www.blackadventurecrew.com)

 @blackadventurecrew



# Diversify your executive team



<https://www.thebalance.com/cultural-diversity-3306201>



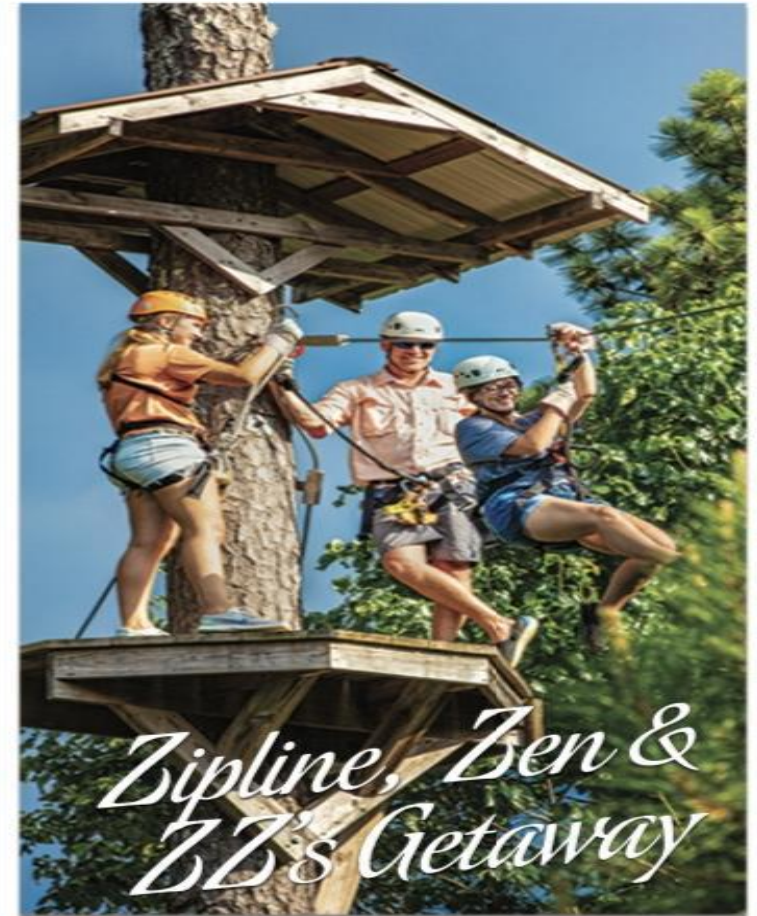
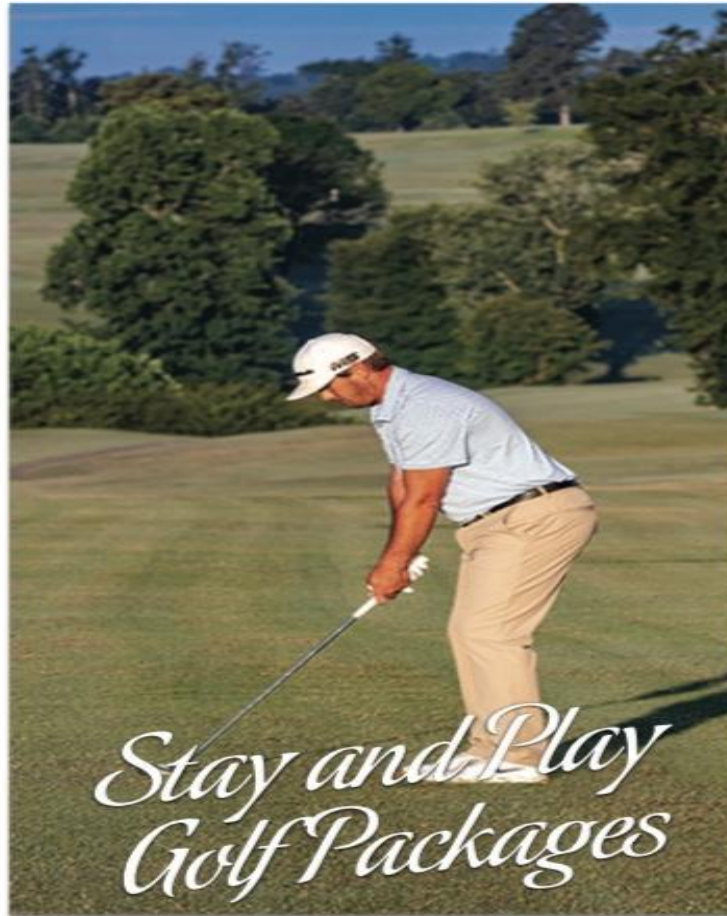
# Change the imagery in your marketing & advertisement

- ❑ \$63 Million spent on travel by Black Millennials in 2018m
- ❑ Representation Matters
- ❑ Say no to whitewashed advertisements



# in Alabama's Majestic Appalachian Mountains!

\* Change your marketing imagery



Find special hotel packages, discounts and coupons



# Work with Black & Brown Bloggers/Travel Bloggers & Content Creators

## NORTH ALABAMA BLOG

North Alabama is full of adventure! If you love food, we've got it. If you love festivals, we've got them. If you love the outdoors, we've got plenty of places to explore. Whatever you love, we're sure to have something for you. Check out our blog posts, and you'll see what we mean.



### Author: Zenovia Stephens

Zenovia is a two time graduate of Alabama A&M University where she earned a B.S. and M.S. in Biology. A former Regulatory Affairs Specialist in the Pharmaceutical Industry, She currently works from home as a Regional Project Coordinator and is the mom to 3 extraordinary boys. Originally from Chicago, IL, Zenovia and her husband have been residing in Huntsville, AL since 2008. They love exploring AL with their boys as well as finding creative ways to be adventurous at home! Zenovia serves as a board member for CES PTA and the SE YMCA where she has been involved with various volunteer efforts. In her free time she enjoys reading, working on her photography skills and drinking a good cup of coffee or glass of wine.

<https://www.northalabama.org/blog/author/zenovia-stephens/5e430ea305b8cfe0dbcbcf76/>

## Inspiring Black Family Travel Bloggers You Need To Follow

[www.themomtrotter.com](http://www.themomtrotter.com)



<https://themomtrotter.com/black-family-travel-bloggers/>



<https://www.theawkwardtraveller.com/black-travel-bloggers/>



# Promote Black & Brown Owned businesses and Culture

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## CELEBRATING BLACK HISTORY MONTH IN THE ROCKET CITY

Tuesday, February 11, 2020 by [Zenovia Stephens](#)



<https://www.northalabama.org/blog/post/celebrating-black-history-month-in-the-rocket-city/>

[All Categories ▾](#)

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## Black-Owned Vegan Businesses in Huntsville

By [Amber Poole](#) on Jul. 20, 2020



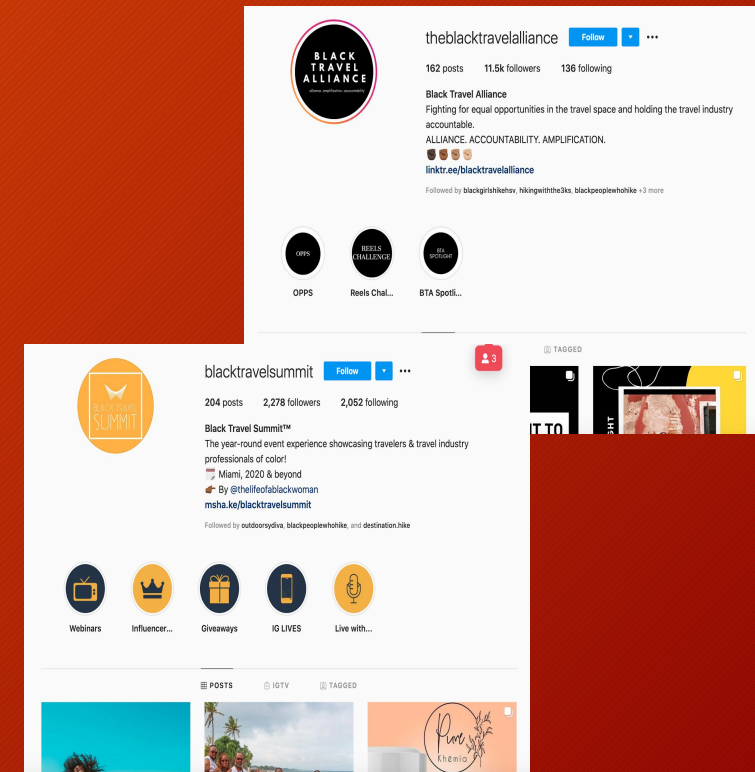
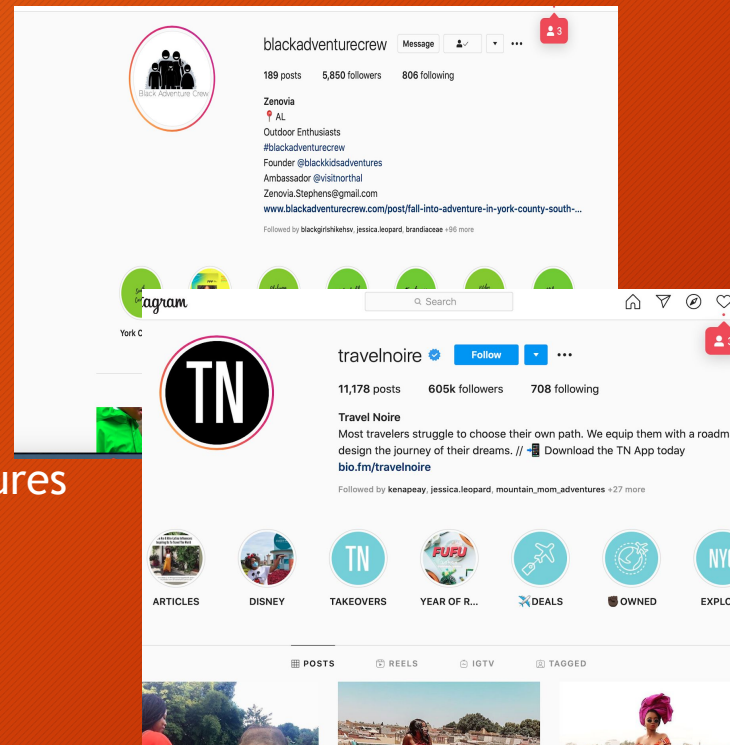
<https://www.huntsville.org/blog/list/post/black-owned-vegan-businesses-in-huntsville/>





# Hashtags and pages to follow on Instagram

- @Blackadventurecrew
- @TravelNoire
- @BlackTravelAlliance
- @Blacktravelsummit
- #travelnoire #blackadventuretravel
- #Blacktraveljourney #tnexperiences
- #blackfamilytravel #blackfamilyadventures
- #blacktravel #melaninbasedcamp
- #adventuregap





# Thank you!



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