



Introducing the NAAAT...

National Alliance of African Americans in Tourism

founded by Lou Fields,
President of the African American Tourism Council of MD & BBH TOURS.

To date, regional Black Tourism Meetings have been held at the following locations:

Baltimore-July 9, 2015, Arch Social Club

St. Louis-August 6-9, 2015, Hilton Hotel

WDC, April 28, 2016, Thurgood Marshall Center for Service & Heritage

Hosted by: Lou Fields, CEO, BAATC/BDX/BBH TOURS, Te: 443.983.7974

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Purpose: Organizing, Planning, Networking

Title: A discussion of the BLACK TOURISM INDUSTRY, A booming **\$50 BILLION INDUSTRY**

Concept: A tourism program seeking to develop an alliance of black tourism organizations and local, regional and national experts to gather to discuss the role and impact of African Americans in the nation's Travel, Tourism & Hospitality Industries. **The NAAAT is an alliance between** people of color working in the travel, tourism, hospitality industries and other professionals, museum personnel, attractions, caterers, bus companies, transportation firms, tour operators, service providers, travel planners, etc.

Objective: The Alliance seeks to determine what if any economic impact and to redirect an increased amount of Black Tourists Dollars to the world's black-owned businesses and to develop strategies to encourage an increased number of Black Business owners to participate in the nation's \$700 billion tourism industry.

From annual gatherings at family reunions, conventions, association meetings, weddings, church events, etc...African Americans spend an estimated \$50 billion a year while on travel. These funds impact hotels, bed & breakfast inns, retail shops, malls, casinos, restaurants, convention centers, transportation and service providers, museums, historic sites, caterers, media outlets, venues, entertainers and hundreds of other businesses.

For Schedule an Appointment, Call Lou Fields @ 443.983.7974



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Case example:

In December 2015 over 10,000 attendees of the World Ventures Travel & Vacation Club convened in Baltimore for over four days. Some few in, some came by train, others came by bus, limos, vans and personal cars. Nightly, the Baltimore hotels were sold out. Each night the group leased out the entire Baltimore Arena (seats 14,000). Downtown Baltimore eateries made a good piece of money feeding them. However the spending was limited to the downtown Inner Harbor area where few if any Black businesses are located. Very little of this revenue (that came from a majority black convention) made its way into businesses owned by African Americans.

In August 2016, Baltimore hosts the National Urban League Convention, and in 2017, Baltimore hosts the NAACP national convention. WDC, LA, Atlanta, NY, LA, Chicago and other cities will continue to host major large, medium and small African American groups during this time. Are black owned businesses getting paid, black museums, black attractions, etc? Are we prepared to host and service thousands of attendees?

A National Discussion on Black Tourism 2016-2018 in Cities across the USA,

To host a discussion in your city, please contact Lou Fields @ 443.983.7974 or send an email to bbhtours@gmail.com. www.facebook.com/lou.fields.75 or www.bdx443.com .

Presented by BAATC/BBH TOURS/BDX

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