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Celebrating the Importance of Black Representation in the Travel Industry



For decades, there has been a popular misconception that “Black people don’t travel” — a statement that could not be further from the truth. Until recently, travel imagery did not represent Black travelers in marketing materials and travel agency partnerships.

The desire to travel is universal and Black people have been traveling the world for centuries despite the uneasiness and dangers that they have faced historically when traveling domestically or abroad.

Delta Vacations celebrates the importance of Black representation in the travel industry, from continuing to advocate for more inclusive marketing for all travelers to diversifying leadership in the industry.

With more than 50 years in business, Delta Vacations, a Delta Air Lines company, is one of the largest vacation providers in the U.S. and is taking active steps to build a more inclusive culture. More than 30% of Delta Vacations’ Atlanta-based leaders are Black, including Delta Vacations CEO Dwight James who leads by example, inviting new perspectives and actively sponsoring diverse talent. Collectively, leadership is focused on building trust inside and outside the company.

“There is still more work to do and our goal at Delta Vacations is to show our commitment with our actions,” said James. “We are taking steps to ensure diversity, equity and inclusion is a core part of our cultural DNA and Black History Month is a pivotal time to recognize the many contributions of the Black community and continue to rally toward a more inclusive society.”

A large part of the Delta Vacations business is its partnership with Travel Advisors. Customers can choose from thousands of Travel Advisors from around the country

who sell Delta Vacations experiences. Delta Vacations has been deliberate about partnering with agencies who share its dedication to diversity, equity, and inclusion, and is a founding member of the Association of Black Travel Professionals, as well as an active member of Travel Professionals of Color (TPOC).

In addition to the internal efforts and travel agency partnerships, Delta Vacations is implementing a modern marketing strategy that focuses on diversity, equity, and inclusion as a long-term priority. Building a sense of belonging by resonating with travelers from all backgrounds through thoughtful and respectful content is core to that strategy.

One way to ensure diverse representation is by choosing diverse imagery around race, gender, age, families, couples, abilities, and types of activities. Delta Air Lines “Faces of Travel” supports this through a collection of visual assets, in partnership with Adobe Stock, that displays our commitment to increasing representation and visibility for all within the travel culture.

Representation matters, and Delta Vacations is committed to this ideal. The true purpose of travel has always been rooted in exploring new cities, cultures, cuisines, and meeting new people with unique perspectives.

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