



MARTINIQUE LEWIS

-Diversity In Travel Consultant

-Creative Lead of Nomadness
Tribe

-President Black Travel Alliance

Creator of the ABC Travel
Greenbook



WHERE TO FIND
THE BLACK COMMUNITY IN ISRAEL



@MARTY_SANDIEGO

DIVERSITY IN TRAVEL REPORT/SCORE CARD

A=EXCELLENT B= GOOD C=AVERAGE D=BELOW EXPECTATION F=FAIL

D+ DIVERSITY IN ADS
AND PROMOTIONS

D DIVERSITY AT TRAVEL
CONFERENCES &
TRADESHOWS

D+ DIVERSITY ON
SOCIAL MEDIA

F DIVERSITY IN
INFLUENCER TRIPS

D DIVERSITY IN
TRADITIONAL MEDIA

F DIVERSITY AND
INCLUSION
AT TRAVEL COMPANIES

D- DIVERSITY IN
TRAVEL PROGRAMS
& EVENTS

C- OVERALL SENSITIVITY
TO DIVERSITY IN
TRAVEL

My Work



THE INCLUSION BUNCH



THE ABC TRAVEL GREEN BOOK

EDITION
01

CONNECTING THE AFRICAN DIASPORA GLOBALLY

CREATED BY MARTINIQUE LEWIS

PHIL CALVERT
@PHILWAUKEE



SALZBURG, AUSTRIA



BLACK OWNED AMSTERDAM

@ABCTRAVELNETWORK

PAGE 131-133



COMMUNITY
@amsterdamblackwomen



ACCOMODATION
@hostelle_amsterdamMessage



BREAKFAST
@cerealinchill



BLACK HISTORY TOUR
@blackheritagetours



JAMAICAN TINGS
@reggae_rita



BRUNCH
@waterenbrood.am



HAIR CARE
@thenaturalnationr



CANNABIS
@coffeeshopblackstar



DINNER & VIBES
@labyrinthamsterdam

@MARTY_SANDIEGO

YES, IT'S BLACK HISTORY MONTH IN THE UK, THE NETHERLANDS & IRELAND

CELEBRATE IT LIKE YOU DO EVERYTHING ELSE!

FOLLOW THESE BRANDS, LEARN THIS HISTORY!

AND DON'T WAIT UNTIL OCTOBER NEXT YEAR TO CREATE YOUR MARKETING PLAN!



marty_sandiego

Dear Travel Industry,
Before you celebrate
Indigenous People Day

MAKE NO MISTAKE

THEY
DO
MORE
THAN
DRUM &
DANCE

So STOP only hiring them when you bring people to your destination! They are not objects!

DEEP DIVE

RESEARCH SHOWS ALL WE NEED TO KNOW!

109.4 BIL

THE AMOUNT AFRICAN
AMERICANS SPEND
ANNUALLY

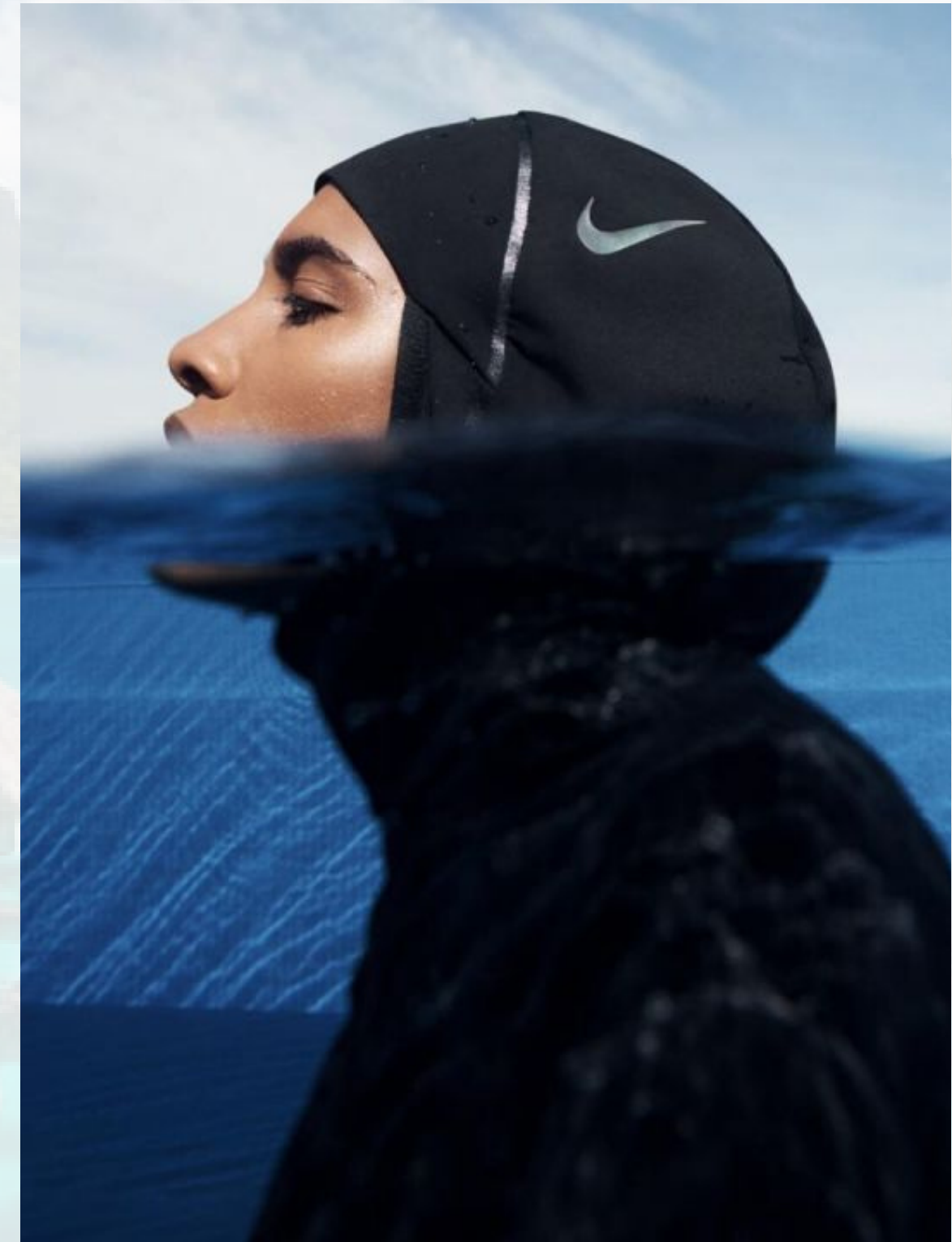
220 BIL

THE AMOUNT INJECTED INTO
TRAVEL ANNUAL BY 2020

1.6 BIL

THE AMOUNT OF REVENUE A BRAND
WOULD GENERATE IF THEY CAPTURED
10% OF THE HISPANIC ADVENTURE
TRAVELER MARKET

Smash Negative Stereotypes



WHAT WE WANT TO SEE

**PURPOSE-DRIVEN
TRAVEL**

**HEART FELT
EXPERIENCES**

**SMASH
STEREOTYPES**

**LEADING BY
EXAMPLE**

Thank you!

MARTY@ABCTRAVELNETWORK.COM

@MARTY_SANDIEGO

@NOMADNESSTRIBE

@BLACKTRAVELALLIANCE

@ABCTRAVELGREENBOOK

WWW.MARTYSANDIEGO.COM

