

Creativity Meets Community: A Collaboration with the Black Travel Alliance

**Elevating Black Voices
Showcasing Cayuga County**



Tour Cayuga and the Black Travel Alliance united to spotlight Cayuga County's culture, cuisine, and community, empowering diverse voices to craft content that connects travelers to our destination in new and meaningful ways.

Who is the Black Travel Alliance



The Black Travel Alliance (BTA) is a professional organization dedicated to ensuring that Black voices are seen, heard, and valued across the global travel industry. Founded in 2020, BTA exists to support Black travel professionals—especially content creators—by providing community, resources, and advocacy.



CREATOR'S WEEKEND ETIQUETTE

Creators Weekend offers the perfect innovative program to help creators grow in their talents while working with destinations and travel brands to create content needed to attract new customers and prepare cutting edge marketing materials.

C
R
E
A
T
O
R

COLLABORATION

Work together. Support each other.
Help each other win.

RESPECT

For the culture. Your hosts.
Fellow creators. The itinerary.

ENGAGEMENT

Be present. Attend all activities.
Interact genuinely on and offline.

ACCOUNTABILITY

Meet deadlines. Show up on time.
Follow through on deliverables.

TEAM SPIRIT

It's not a solo mission, lift others up, make
connections, and vibe together!

OPENNESS

Be open to new experiences. Feedback.
Different perspectives.

REPRESENTATION

Remember you're representing your brand and the
destination act with integrity online and offline.

CONCLUSION

The partnership between Tour Cayuga and the Black Travel Alliance is one we deeply value. Their commitment to professionalism, inclusion, and mutual respect that is embodied through their code of conduct is just one example of how they continue to elevate the travel industry. Through authentic collaboration, the Black Travel Alliance fosters a network of creators and organizations who support, empower, and uplift one another long after a single event ends. Together, we are building connections that keep giving back—to our communities, our visitors, and the future of responsible travel.

