

An Expedia Group Perspective on Multicultural Tourism

How culture-driven travel creates value for travelers, communities, and destinations

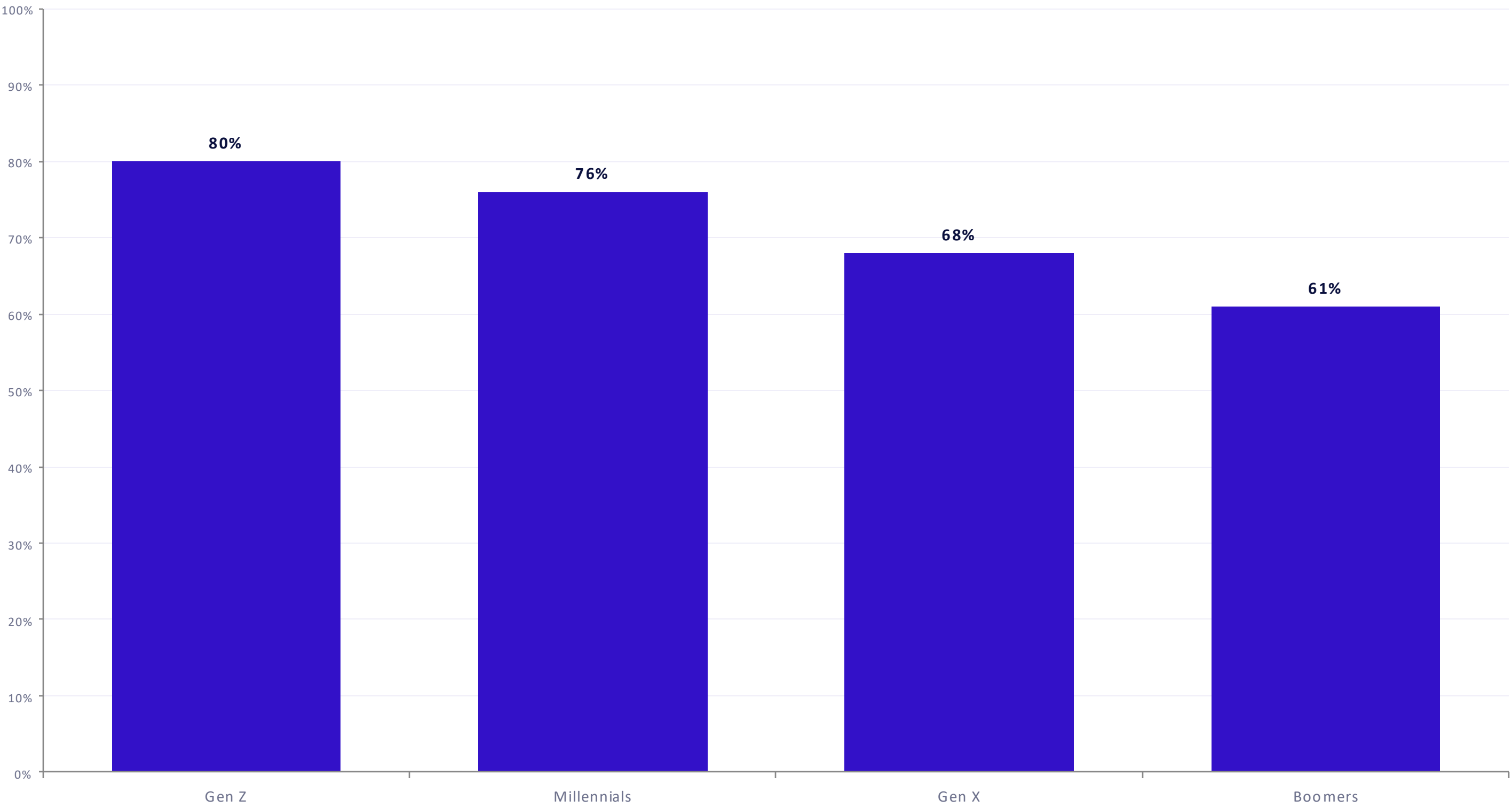
A point of view



The Data Says Culture Is a Core Reason People Travel

Culture, heritage, and local life increasingly shape where and how people choose to travel — across every generation.

Travelers who say culture and heritage influence their destination choice



1 in 2

travelers actively seek out destinations for their cultural heritage experiences.

Fastest-growing

cultural and heritage travel is among the fastest-growing growing segments of global tourism.

Beyond landmarks

food, music, neighborhoods, and local creators now alongside sights when travelers plan a trip.



Expedia Group’s Take on the Levers That Matter

Four levers turn cultural richness into distinctive destinations — and lasting value for the communities behind them.

01

Visibility & Discovery

Surface culturally rich neighborhoods, cuisines, and search, guides, and curated collections so travelers can find them.

02

Authentic Storytelling

Editorial and community voices frame destinations by and lived experience — not just the usual landmarks.

03

Inclusive Access

Design products, imagery, and experiences that diverse travelers and reflect the communities they visit.

04

Community Benefit

Direct spend and stewardship toward local, businesses so tourism value stays in the neighborhood.

Visibility and Storytelling Keep Destinations Distinctive

- Expedia surfaces Miami's cultural neighborhoods — a dedicated Little Havana travel guide and an Expedia Magazine “cultural guide to Miami” spotlight Calle Ocho, Wynwood, and heritage sites.
- Destination and “things to do” pages plus curated collections point travelers to authentic cuisines, artists, and heritage — not just landmarks.
- The experiences marketplace lists community-led tours — like Little Havana and Wynwood neighborhood walks — nudging travelers beyond the usual tourist areas.
- Stewardship spans natural and cultural assets
 - The Expedia Trails Fund prioritizes community access and wellbeing so more diverse communities can experience these places.



Expedia · Little Havana Travel Guide | Expedia Magazine — A Cultural Guide to Miami



Widening Who Benefits — and Where We Go Together

Inclusive tourism grows the pie — for travelers, for communities, and for the businesses that bring cultures to life.

Inclusion by design

Represent diverse cultures and travelers imagery, guides, and experiences — so people see themselves in the journey and welcome to take it.

Business enablement

Help community-led hosts, tour small businesses reach global travelers our marketplace, tools, and demand — value local.

Giving back — Month of Caring

Each year, Expedia Group employees countries volunteer tens of thousands of with local nonprofits, supporting the communities travelers love to visit.

Multicultural tourism is a shared opportunity — and we all travel further when we go



Dig into the full research

Scan to explore the data behind each motivation.



OUTDOORS

Travel With Purpose



EVENTS

Fan Voyage · Unpack '26



EVENTS

Expedia Group Live



IDENTITY

Journeys for All

To help travellers explore the world. One journey at a time.

Multicultural Tourism & Development : Connecting the Community with Tourism and Education Opportunities



GMCVB Partner Planning Workshop powered by Expedia Group

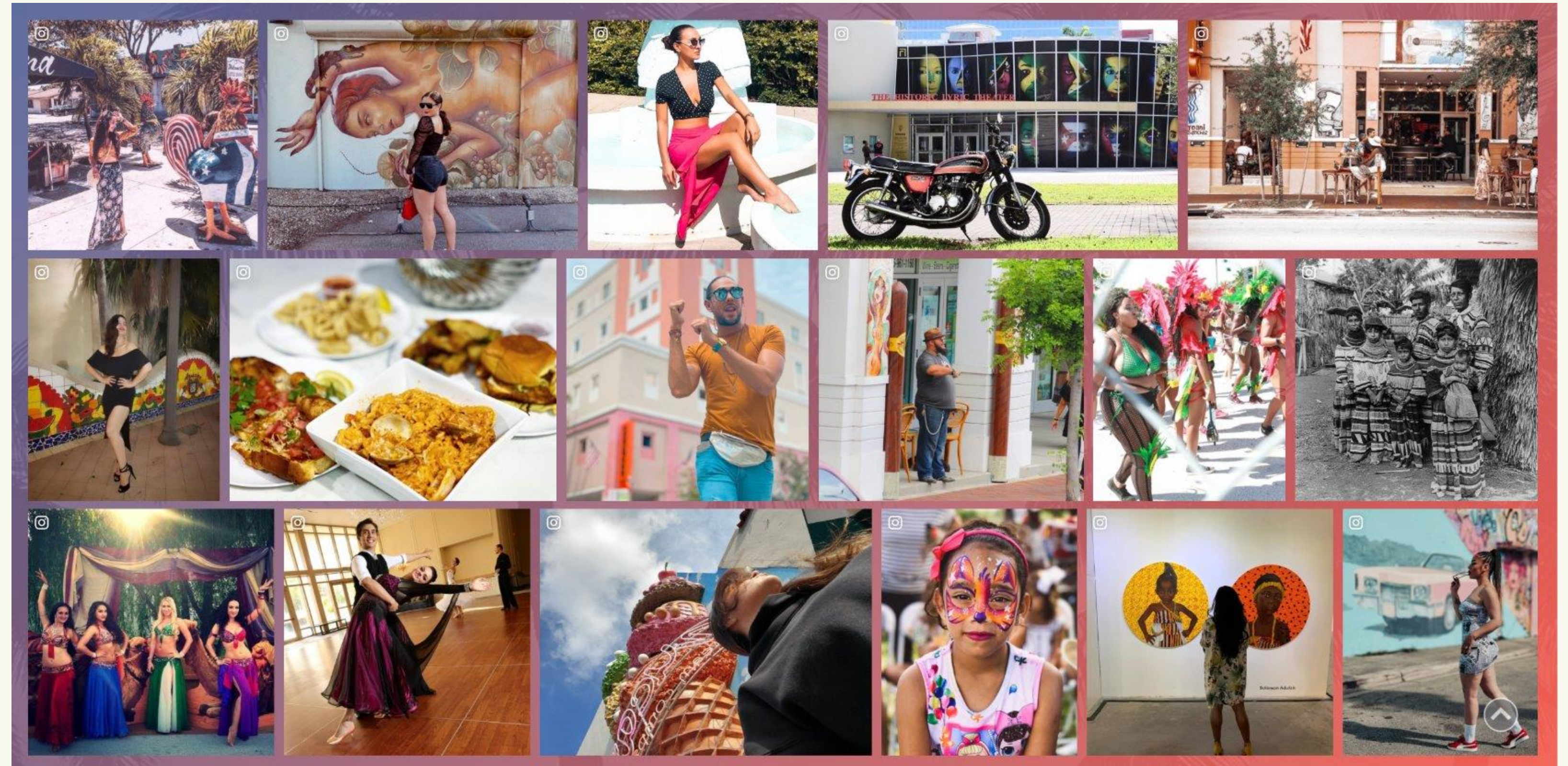
Multicultural Tourism & Development (MTDD)

Created in 2015 as a new department within the GMCVB, MTDD's mission is to promote the diversity of Miami's multicultural communities, attractions, and events and connect the dots to these entities to tourism opportunities.

MISSION: Focus efforts locally to build consistency and economic sustainability while broadening the scope of initiatives and maximizing marketing opportunities to target national and global audiences.

Many of the programs facilitated by this department are directly related and created to support business partnerships, cultural organizations, and tourist attractions in our heritage communities and neighborhoods.

Webpage: www.multiculturalmiami.com



Multicultural Tourism & Development Mission

Our mission is to ensure that the diversity of Miami's multicultural communities, attractions and events are promoted by working locally to build consistency and economic sustainability, broadening the scope of initiatives and maximizing marketing opportunities.



Meet the Team:



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**VERNON K. CHIPMAN,
M.S.Ed.**
PROGRAM MANAGER, BHI
EDUCATION & SCHOLARSHIPS,
MULTICULTURAL TOURISM &
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Programs of work: Leading or Collaborating include:

Tourism Business Enhancement (TBE): Launched in 2016, TBE focuses on creating sustainable businesses in Miami's heritage neighborhoods by providing workshops, consulting, and business resources.

•**Art of Black Miami (AOBM):** Launched in 2013, AOBM is a GMCVB marketing program created to elevate art, artists, and galleries that highlight and celebrate the African Diaspora throughout Miami-Dade.

•**Multicultural Marketing:** Identify and implement promotional opportunities through print and digital that target art/culture seekers and support securing conventions. These year-round, domestic and international marketing campaigns are developed in partnership with our global brand agency.

•**Conventions & Travel Industry:** Support and foster travel/trade relations through convention outreach when needed to support the convention & travel industry departments.

•**Events:** Partner with events of all sizes geared to showcase the diversity of cultures we have in Miami Dade as well as drive room nights.

•**VIC:** Hospitality Scholarships, Advocacy, Talent Development, Careers





Herlinda Lombardi

Program Manager

Multicultural Tourism & Development



GMCVB Partner Planning Workshop powered by Expedia Group

PARTNERSHIPS & EVENTS

City of Hialeah & City of Doral Year-Round Art Exhibitions





International Women's Month Art Exhibit

Doral Cultural Arts Center | 8363 NW 53rd ST

OPENING RECEPTION
Thursday, March 5, 2026
6:00 PM - 8:00 PM

EXHIBIT DATES
March 5, 2026 - March 24, 2026
During Operating Hours



An art exhibit highlighting women as symbols of strength, endurance, and healing through unique artistic expression.



(305) 593-6671

www.cityofdoral.com/parks

Doralparksinfo@cityofdoral.com

PARTNERSHIPS & EVENTS



PARTNERSHIPS & EVENTS



Overtown Brunch
hosted by Marcus Samuelsson



PARTNERSHIPS & EVENTS



March 7-8



March 15



March 7-8



PARTNERSHIPS & EVENTS



A Taste of Miami Carnival
April 12

Brigade 2506 Museum
Grand Opening - April 18



PARTNERSHIPS & EVENTS

Historic Marker Dedication Richmond Heights – April 15



Mural Airport Exhibition of Historic Overtown April 16



PARTNERSHIPS & EVENTS

Cuba Nostalgia – May 15-17



35TH Annual Asian Culture Festival – May 30-31



AMERICAN BLACK FILM FESTIVAL (ABFF)





POV it's ABFF Homecoming Season

 American Black Film Festival 

Welcome home, ABFF family. 🏠🌟

From first-timers to festival veterans, it's been an incredible week of reconnecting, celebrating, and creating new mem... See more

 Original audio 

ABFF COMMUNITY DAY



AMERICAN
BLACK
FILM
FESTIVAL
30th Anniversary
MAY 27-31 • 2026 • MIAMI BEACH

ABFF COMMUNITY DAY

SUNDAY, MAY 31, 2026



WHERE STORIES RISE

12:30 pm - HBO® Short Film Award Showcase

Now in its 29th year, the HBO® Short Film Award stands as one of the most prestigious short film showcases in the world. Each year, five exceptional filmmakers are selected as finalists, with one Grand Prize winner receiving the HBO® Short Film Award and a \$10,000 cash prize. The four remaining finalists are each awarded \$5,000. Join us to experience this year's standout films and discover the next generation of visionary storytellers.

Featuring Jared Leaf (Spilled Milk), Modupe Thompson (Facade), Jeremiah Towolawi (The Truth About Space), Linda Lô (We Had Fun), and Carlton Daniel Jr. (FLY).

Q&A to follow



3:00 pm - Girl Dad

Feature Film

A tough, queer teenager (Marsai Martin) leaves Brooklyn for the first time to spend the summer with her estranged, struggling composer father (Courtney B. Vance) in Los Angeles. The two are forced to reconnect over a used refrigerator that nearly upends and further strains their father-daughter relationship in the process.

Q&A to follow

THE HISTORIC LYRIC THEATER

FREE ADMISSION

BLACK ARCHIVES HISTORIC LYRIC THEATER • 819 NW 2ND AVE, MIAMI, FL 33136

TICKETS AVAILABLE AT [EVENTBRITE.COM](https://www.eventbrite.com)

SPONSORED BY:



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GREATER MIAMI • MIAMI BEACH



GREATER MIAMI
CONVENTION & VISITORS BUREAU



PARTNERSHIPS & EVENTS



NABHOOD
National Association of
Black Hotel Owners,
Operators & Developers

*Creating ownership through education, networking
and learning how to invest in the hospitality industry.*



30th Annual Int'l. African American Hotel Ownership And Investment
JULY 22ND – 24TH, 2026
LOCATION: HYATT REGENCY MIAMI

NABHOOD Student Tour – July 25



HERITAGE MONTHS

Black History Month



Caribbean Heritage Month



Asian American, Native Hawaiian & Pacific Islander Heritage Month



Hispanic Heritage Month



Haitian Heritage Month



Jewish American Heritage Month



Miami Beach Jewish History Talk



SAVE THE DATES



ORANGE BLOSSOM
CLASSIC WEEKEND

FRIDAY SEPT 4TH: 7TH ANNUAL DENIM PARTY

SATURDAY SEPT 5TH: HBCU ALL WHITE AFFAIR

SUNDAY SEPT 6TH: FAMU VS SC STATE @ HARD ROCK STADIUM

SUNDAY SEPT 6TH: DAY TIME IN GAME & NIGHT TIME OFFICIAL AFTERPARTY

MONDAY SEPT 7TH: GOOD VIBES ONLY BRUNCH

FOR MORE INFO LIVE305.COM

September 4-6



TASTE OF AfriKin

MIAMI SPICE 2026
GREATER MIAMI & MIAMI BEACH

BAHAMAS • BARBADOS • BELIZE • CABO VERDE • ERITREA • GHANA • HAITI • JAMAICA

MARTINIQUE • NIGERIA • SENEGAL • SINT MAARTEN • SURINAME • TRINIDAD & TOBAGO • UNITED STATES

September 6



Miami Carnival 2026
SAVE THE DATE

JUNIOR CARNIVAL
SATURDAY, OCTOBER 3, 2026

PAN JAMBOREE
FRIDAY, OCTOBER 9, 2026

OFFICIAL J'OUVERT
SATURDAY, OCTOBER 10, 2026

PARADE & CONCERT
SUNDAY, OCTOBER 11, 2026

MIAMI BROWARD



The Allapattah Collaborative, CDC

FESTIVAL DEL Plátano

Nov 15 2026

JUAN PABLO DUARTE PARK
1776 NW 28 ST, MIAMI, FL 33142

ANNUAL MULTICULTURAL EVENTS

January • Dr. Martin Luther King Jr. Day Parade and city-wide festivities • Miami Jewish Film Festival • South Beach Jazz Festival • Lunar New Year city-wide festivities	February • Coconut Grove Arts Festival • Melton Mustafa Jazz Festival • Black History Month events • <u>NoMi</u> Music Festival	March • Asian Culture Festival • Carnaval on the Mile • Calle Ocho Festival • Jazz in the Gardens Music Festival • Art on the Drive • St. Sophia Greek Festival • Ultra Music Festival • Miami Beach Live	April • Miami Downtown Jazz Festival • Sankofa Jazz Festival • Redland Blues and Barbeque Festival	May • Haitian Compas Festival • Best of the Best Music Festival • Haitian Heritage Month events • Asian American Heritage Month events • Jewish American Heritage Month events • Sweet Heat • Cuba Nostalgia	June • American Black Film Festival • Caribbean American Heritage Month events • Juneteenth festivities • Goombay Festival • Third Horizon Film Festival • Gemini Take Over Weekend
July • International Hispanic Theatre Festival • Historic Overtown Music Festival • NABHOOD • Miss Nigeria Cultural Pageant • Miami Takeover • Junkanoo Festival • Bahamian Independence Celebration • Rolling Loud Miami • HBCU Picnic	August • Brazilian Film Festival of Miami • International Ballet Festival of Miami • Black Pepper Food & Wine Festival • African Diaspora and Drum Festival • IFE-ILE Afro Cuban-Dance Festival	September • Orange Blossom Classic • Urban Film Festival • Hispanic Heritage Month events • <u>AfriCANDO</u> • Brazilian Film Festival	October • Miami One Carnival • Celebrate Orgullo • Oktoberfest • <u>iGen</u> Film Festival	November • Miami Reggae Festival • Smooth Jazz Festival • Sunny Isles Beach Jazz Festival • Miami Book Fair	December • Art of Black Miami Art Week events • Art Basel • Art, Blues & BBQ Festival • Miccosukee Indian Arts & Crafts Festival

MULTICULTURAL GUIDE



WELCOME TO DIVERSITY. WELCOME TO MULTICULTURAL MIAMI.



You will find a mosaic of cultures represented through art, music, food and unique communities.

Welcome to Greater Miami & Miami Beach. Here, you will find a mosaic of cultures represented through art, music, food and our unique communities. Miami's diverse population comes from many cultural backgrounds and infuses our destination with a soulful, genuine multicultural presence.

Are you thinking about visiting or planning a reunion or conference in Miami? I hope so! Miami offers an abundance of amazing hotels, one-of-a-kind venues, the reimagined Miami Beach Convention Center, diverse heritage neighborhoods and many memorable experiences. Please come taste, touch and indulge. You won't be disappointed.

This *Multicultural Guide* was created with you in mind. I hope the information included in this publication highlighting our multicultural offerings is helpful as you plan your trip to Greater Miami & Miami Beach and that you consider it your indispensable companion once you arrive. For more information about things to do and places to go, visit MulticulturalMiami.com.

Sincerely,

Connie Kinnard

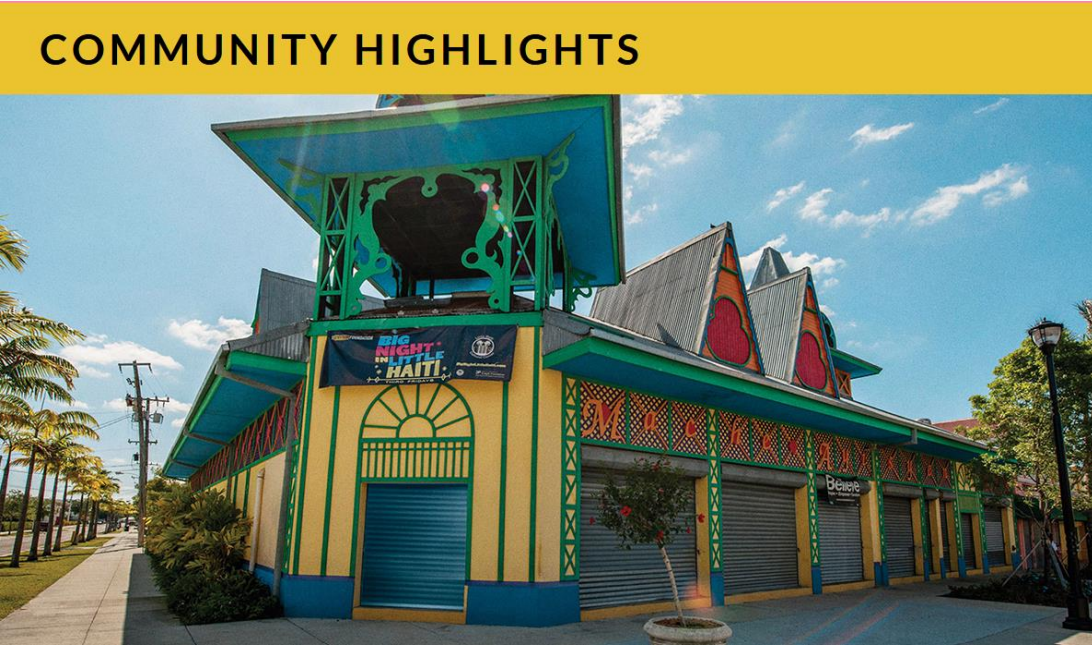
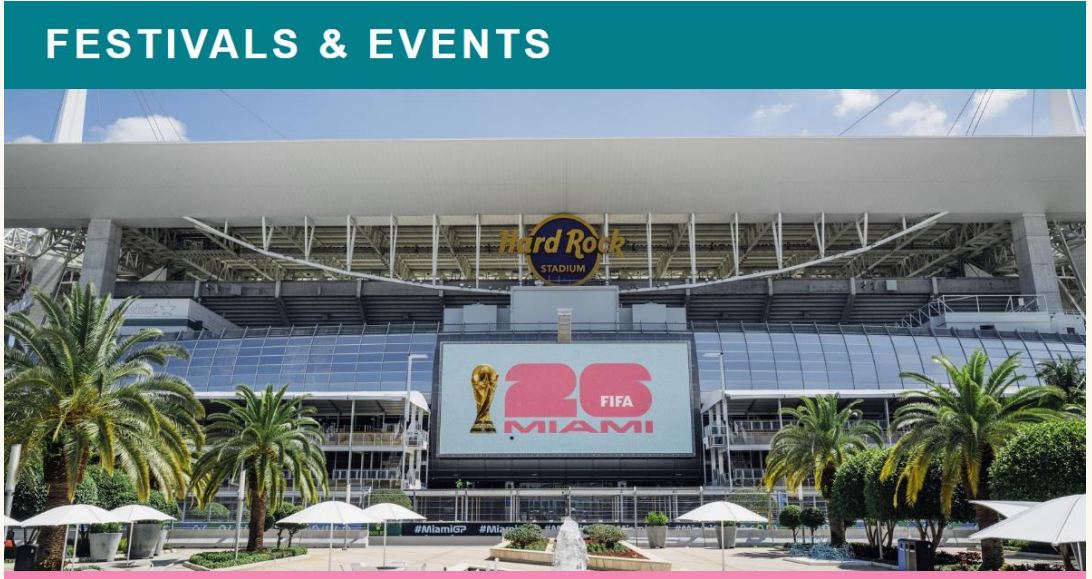
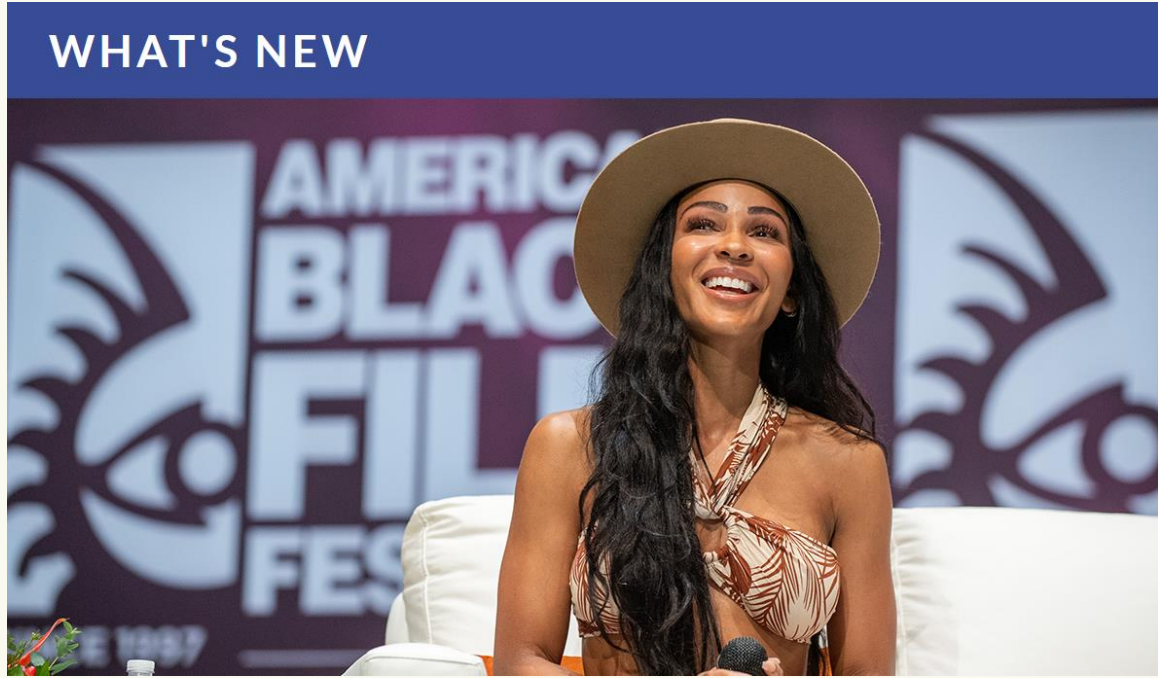
Connie W. Kinnard
Senior Vice President
Multicultural Tourism & Development

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- Streamlined with QR Codes
- Visit [MuticulturalMiami.com](https://MulticulturalMiami.com) for the digital version

MONTHLY MULTICULTURAL NEWSLETTER



SUSTAINABLE TOURISM
MTDD PHOTO ALBUM
HERITAGE MONTH
GEMS IN HISTORY
GET SOCIAL WITH US
SHARE USING #MULTICULTURALMIAMI





Connie Kinnard

Senior Vice President Multicultural Tourism & Development



GREATER MIAMI
CONVENTION &
VISITORS BUREAU

GMCVB Partner Planning Workshop powered by Expedia Group

CATCH THE RHYTHM IN MIAMI - ELEVATING MUSIC TOURISM



SO, WHAT IS MUSIC TOURISM?

GIG TRIPPERS: PEOPLE WHO TRAVEL FOR CONCERTS, FESTIVALS, RESIDENCIES.

CULTURAL MUSIC TOURISTS: PEOPLE WHO EXPLORE A DESTINATION THROUGH ITS MUSIC HISTORY, STORIES, AND SCENES.

TOGETHER, THEY CREATE:

- NEW INCOME
- DEEPER CULTURAL CONNECTIONS
- LONG-TERM TOURISM IMPACT

MUSIC & CULTURAL CAMPAIGN HIGHLIGHTS



Rooted in the diverse rhythms and cultural energy of Greater Miami, the campaign invites visitors to extend their stay beyond the show and experience the destination's music, cuisine, wellness and cultural offerings.



Campaign flighting: March 16 to August 31



Petra Brennan

Senior Director Tourism Business Enhancement



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TOURISM BUSINESS ENHANCEMENT INITIATIVE

Advocate, support and strengthen the economic sustainability and access of our multicultural communities and heritage related businesses within the Greater Miami & Miami Beach.



Entrepreneur
small business
training



Professional
business
workshop series



GMCVB
partnership
development and
engagement



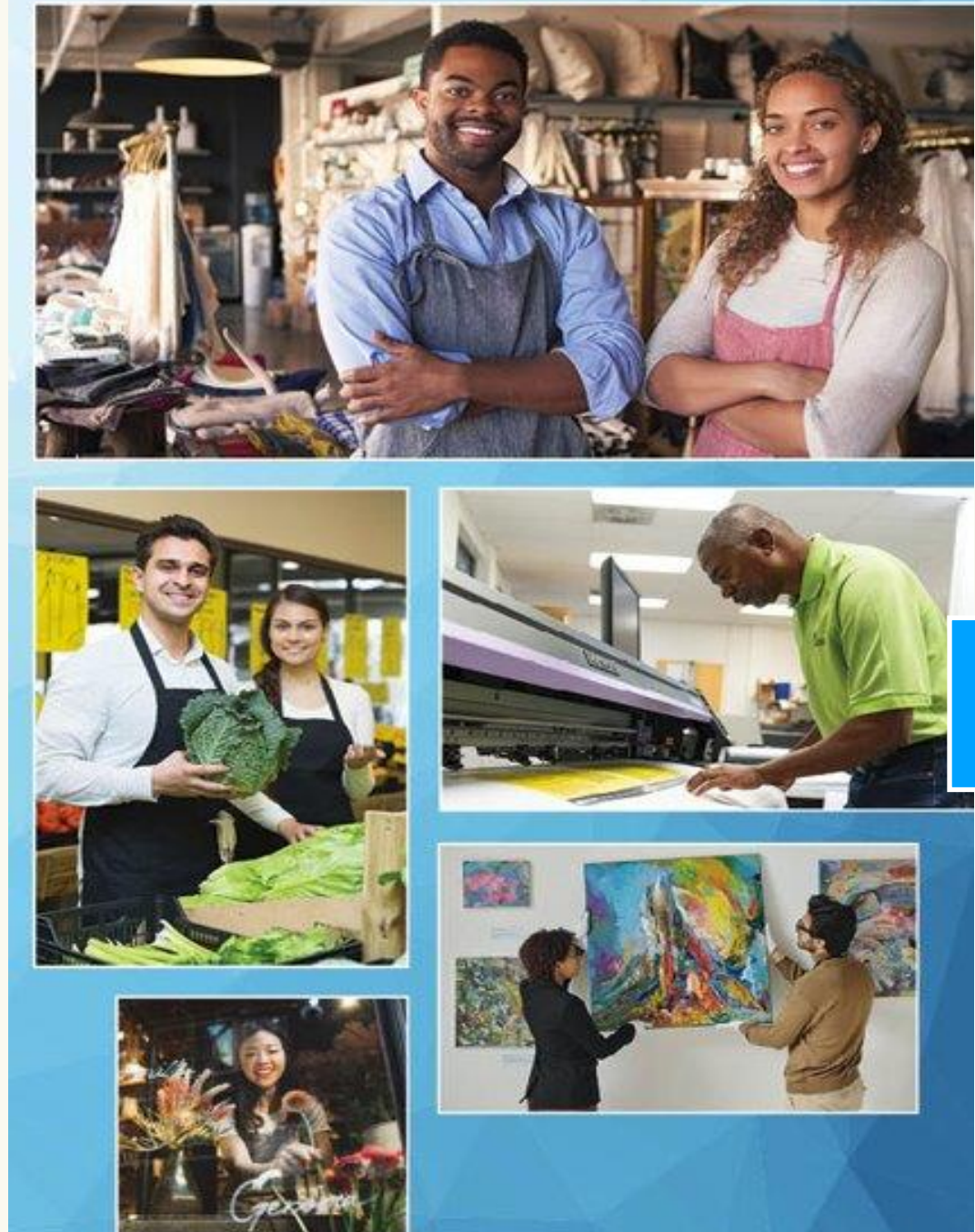
Educational
resource



Advocacy and
community
outreach

TOURISM BUSINESS ENHANCEMENT INITIATIVE

TOURISM
BUSINESS
ENHANCEMENT
PROGRAM



MIAMI

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VISITORS BUREAU



MIAMI GREATER MIAMI CONVENTION & VISITORS BUREAU



GMCVB Tourism Business Enhancement Presents:
Leveraging Tourism to Expand Your Business Opportunities
Tourism is a major economic driver in our community, bringing millions of visitors to Miami and Miami Beach each year to experience our culture, food, art, and local businesses. With global events like the 2026 FIFA World Cup approaching, visitor numbers are expected to grow, creating new opportunities for entrepreneurs, creatives, and small businesses.
Join us for a Tourism & Business Opportunity Workshop to learn how your business can tap into the growing hospitality and tourism economy, attract visitors, build industry partnerships, and take advantage of the increased economic activities ahead.
This event is organized by the Greater Miami Convention & Visitors Bureau's Multicultural Tourism & Development department as part of the Tourism Business Enhancement program. For more information, please [click here](#).

Date & Time
Tuesday, April 14, 2026
3 - 5:30 p.m.

Who Should Attend
Small business owners, entrepreneurs, artists, retailers, food vendors, service providers, cultural organizations, and anyone interested in expanding their business through tourism.

Location
Little Haiti Cultural Complex (Meeting Room)
212 NE 59th Terrace
Miami, FL 33137

Important Details

- Advance registration required

PRESENTER
Ed Ponder
Hospitality Trainer & Entrepreneur
Founder, RedNop Management Group



GMCVB CONTACT
Petra Brennan
Senior Director, Tourism Business Enhancement

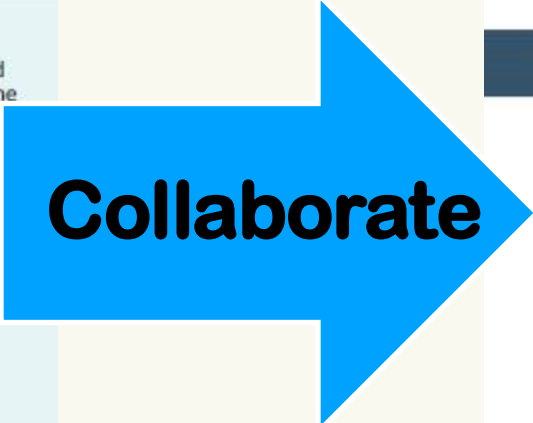
CLICK HERE TO REGISTER >

Email Petra@gmcbv.com to Participate

MIAMI GREATER MIAMI CONVENTION & VISITORS BUREAU

www.MiamiandMiamiBeach.com
[View Staff Directory](#)
Partner@GMCVB.com





MBF Miami Bayside Foundation



SMALL BUSINESS TRAINING
READY TO TAKE YOUR BUSINESS TO THE NEXT LEVEL?
This free program will provide you with the tools and skills needed to grow your business while guiding you through the creation of your business plan.
Program Criteria: Active For-Profit Business in operation for a minimum of six months and located in Miami-Dade, Broward, or Monroe Counties with fewer than 25 employees. Participation by business owners only.
Deadline: May 8, 2026 (Limited Spots Available)

 15 sessions
May 26 - June 25

 Tues, Wed, and Thurs
5:30 PM - 7:30 PM

 All classes on Zoom

Key Topics:

- ✓ Business Finance
- ✓ Certifications and Contracting
- ✓ Marketing and Sales
- ✓ Operations and Legal Matters

APPLY NOW: MIAMIBAYSIDEFOUNDATION.ORG/WORKSHOPS

SBT INSTRUCTORS



Orlando Espinosa
Marketing
Emineo Media

Samantha Jade
Social Media
That's SMART Business

Raju Mohandas
Business Finances
BridgePoint Investments

Leyanis Diaz
Business Planning
We Are MAJOR

FOR MORE INFORMATION:

 786-703-5768

 JOSH@MBF.MIAMI

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GMCVB PARTNER WORKSHOP POWERED BY EXPEDIA GROUP

MTDD: CONNECTING THE COMMUNITY WITH TOURISM & EDUCATION OPPORTUNITIES



TOURISM BUSINESS ENHANCEMENT TRAINING & WORKSHOP



TOURISM BUSINESS ENHANCEMENT INITIATIVE - BUSINESS REFERRALS



Fruit & Spice Park Visitor Center Mural by Annick Duvivier

ABFF Community Day
Vendor Showcase



Scent Bar by Place of Aroma



ART OF BLACK MIAMI

Marketing platform and destination driver that showcases artists, exhibits and art initiatives represented locally and abroad, featuring significant works inspired by Africa, the Caribbean, Latin America and beyond.



ArtofBlackMiami.com

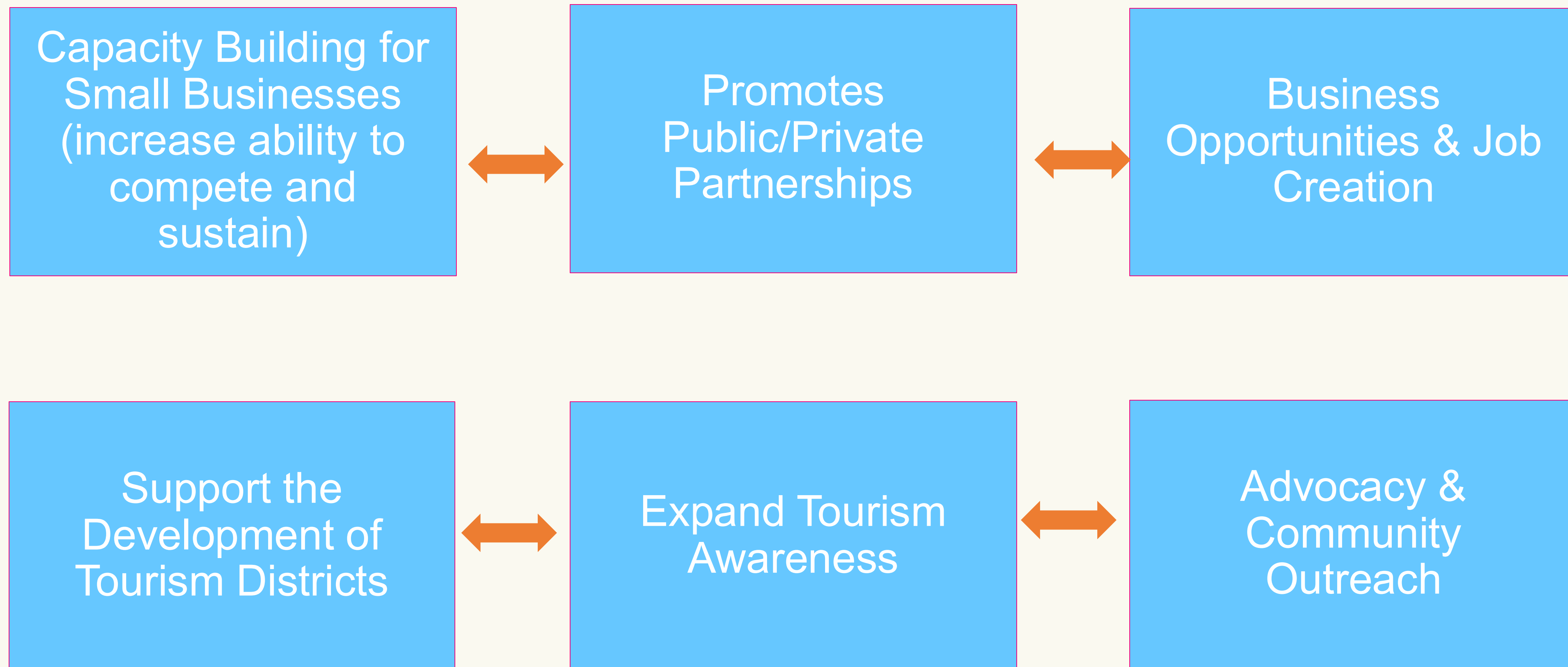
ART OF BLACK MIAMI



ART OF BLACK MIAMI PODCAST SERIES



Tourism Business Enhancement - IMPACT





Graylyn Swilley Woods, Ph.D.

**Executive Director,
VIC-Visitor Industry Council**



Vernon K. Chipman, M.S. Ed.

**Program Manager,
VIC-Visitor Industry Council**



GMCVB Partner Planning Workshop powered by Expedia Group



Who We Are

The Visitor Industry Council (VIC) is a Miami-based non-profit organization dedicated to expanding access to education and career opportunities within the hospitality and visitor industry.

Through scholarships, workforce development initiatives, and industry partnerships, VIC supports students pursuing pathways that strengthen Greater Miami's tourism economy.

Working alongside industry leaders and community partners, VIC connects students to resources, mentorship and real-world career exposure.



VIC Career Pathways & Scholarship Impact: 2026–2027

Career Paths in Tourism

- Aviation Administration
- Culinary Management
- Hospitality & Tourism Management
- Sports Management



Scholarship in Action

- 9 students graduated during the 2025–2026 academic year
- 16 scholarships awarded for 2026–2027
 - 9 new scholarship recipients
 - 7 returning scholarship recipients
- Projected Fall 2026 tuition investment: \$52,484.64

VIC Scholarship Program Degree Offering

Florida International University- BS Degree MA*

- Event Management
- Food Innovation & Entrepreneurship
- Hospitality Leadership
- Hotel / Lodging Management
- Restaurant / Culinary Management
- Global Sustainable Tourism
- Spirit Management
- Travel & Tourism Management
- ***Master's Degree 4+1 accelerated**

Florida Memorial University BS Degree

- Aeronautical Science
- Aviation Management

St. Thomas University BA and BS

- Culinary Arts Management
- Sports Administration
- Tourism & Hospitality Management (BS)



VIC Scholarship Program Degree Offering

Miami Dade College AS and AA Degrees

- Hospitality Administration / Travel & Tourism
- Hospitality & Tourism Management
- Sports Management
- Transportation & Logistics
- Aviation Management
- Culinary Arts Management

Miami Date College Certificate Programs

- Airline/Aviation Management
- Chef Apprentice
- Passenger Service Agent
- Food and Beverage Specialist
- Logistics and Transportation Specialist
- Rooms Division
- Sports Management
- Museum Studies



VIC Graduates



VIC Scholar Success Story

Draeden Ramsay

Academic Pathway

2026 Graduate from Florida Memorial University, majoring in Air Traffic Control.

Career Milestone

Successfully completed and passed the FAA Academy in Oklahoma City.

Next Step

Begin his career at the Miami Air Route Traffic Control Center (Miami ARTCC).

VIC Impact

The VIC Scholarship allowed Draeden to focus fully on his studies, reduce financial stress, and gain valuable professional connections and career exposure.

Future Vision

Aspires to build a long-term career with the FAA, advance into leadership, and give back to the aviation community.

Quote:

“The scholarship strengthened my motivation by reminding me that I have a strong organization supporting my goals.”



VIC Scholar Success Story

Alem Richardson- (B.A. Hospitality Management)(M.S. Hospitality Leadership)

Career Milestone

Accepted a **Human Resources Manager** position at **Trilith Guest House by Marriott** in Fayetteville, Georgia.

Leadership Role

Will serve on the hotel's **executive committee** and lead the **Human Resources Department**.

Professional Journey

Brings six years of Miami hospitality experience, progressing from KYU in Wynwood to HR Coordinator at the Brickell Arch Hotel.

Giving Back

Remains committed to supporting VIC scholars and alumni through mentorship, career guidance, and résumé development.

Quote:

"I am forever grateful to you all for helping me become the hospitality professional that I am today."



VIC Programming



VIC Programming



Partnerships & Supporters



What's Next for VIC

Expand Scholarship Funding and Involvement

- Give Miami Day Campaign — November 19, 2026
- HOT Challenge Golf Tournament — May 2027
- Inaugural Global Tourism Excellence Awards — August 28, 2027

Expand Scholarship Programing and Involvement

- Mentorship and Internship Opportunities
- Mentorship Outreach with VIC & BBB Hospitality and Tourism Program
- VIC Alumni Engagement with existing scholars and future pipeline
- Scholarship, Certification and Professional Development Engagement with partners and community stakeholders

VIC Brand Recognition

- Expand visual identity across signage, website, digital assets, event materials
- Expand VIC" storytelling featuring scholars, Alumni, partners and industry leaders
- Media/PR push around milestones, graduations, success stories, anniversaries
- Recognize VIC's internal team, board members, and partners contributions



IDEA GENERATION



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MTDD / VIC Ideas

- What is one challenge your organization faces in serving diverse visitor audiences, and what support or collaboration from GMCVB or other partners would help address it?
- What strategies can we explore to expand multicultural tourism, enhance destination engagement, and create sustainable opportunities for our communities?
- What role can your organization commit to playing in mentorship, internships, career exposure, fundraising, or employment for VIC scholars and participants, and what collaboration with other partners would strengthen that effort?

THANK YOU

Contact us at:

MulticulturalTourism@GMCVB.com



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