2020.

No doubt, just seeing that number conjures an array of feelings - many of them not good.

At the beginning of the year, our intent was to follow a more organic growth trajectory, but the demands of this year caused Travel Unity to step up in a way that none of us expected.

At the beginning of the pandemic, we voiced how DEI could be a means of "building back better", beginning the process of creating DEI Standards for Travel & Tourism.

As the year progressed and social protests began to spread, DEI became a mainstream term. From there, our relationships (and impact) continued growing across the country and globe, setting us up for what will hopefully be a year of regeneration:

2021.

Roni Weiss
Executive Director
Travel Unity
For its 2020 Summit, Travel Unity went virtual, extending its reach to allow for a wide array of new partners, including Ohio University's AECOM Center for Sports Administration, Matthew Shepard Foundation, Equality Florida, and many others.

Travel Unity was also pleased to welcome TripAdvisor and the Tourism Authority of Thailand as Silver Sponsors of the event.

“Our participation with Travel Unity demonstrates our commitment to improve our communications to potential travelers, avoid past mistakes and create more opportunities for our ethnically diverse citizens.”

Charinya Kiatlapnachai, Director of Tourism Authority of Thailand’s New York Office

Tripadvisor is proud to support the 2020 Virtual Travel Unity Summit. As a company we are committed to using our portfolio of brands, scale as a platform, and our global influence to better serve and lift the diverse voices of travelers and diners everywhere. We are excited to partner with Travel Unity in the movement to reset and rebuild – advancing travel together!

Tony Martin, Equity, Diversity+Inclusion Program Manager at Tripadvisor

Missed some of this year’s sessions? Catch up!
Pivoting from in-person youth programming in NYC, Travel Unity began virtual youth programming via Zoom, bringing in participants from NYC, NY State, and starting to invite youth from other parts of the country to take part in weekly sessions focused on cultural exchange and exposure to the travel industry.

Would you Rather...

Take free flights for the rest of your life or Eat free at restaurants for the rest of your life

Wed @ 4pm ET

Weekly youth meetings
In November 2020, Executive Director Roni Weiss was invited to participate in an online panel on "Diversity in Destinations and Events" for Howard Feiertag Hospitality and Tourism Management Department at Virginia Tech.
WORKING GROUP

Travel Unity has brought together associations to continue empowering the travel industry around DEI matters.
Through a competitive process, Travel Unity accepted 5 organizations to take part in the pilot program of its organizational certification program, Certified by Travel Unity.
At the end of 2020, Travel Unity launched

- a membership program to welcome travel industry organizations into a community centered around the goal of making travel a more welcoming and diverse industry

- a Committee to start constructing a media network for 2021

Jeannette Ceja
Chair
Media Committee
2020 FINANCES

Revenue
- Sponsorship/Services $10,000
- Ticket Sales $850
- Donations $1,243.25
- EIDL $2000
- Loan $900
Total: $14,993.25

Costs
- Executive Director Pay $5,000
- Event Director Pay $1,000
- Misc Costs $111.20
Total: $6118.20

In-Kind Labor/Services equivalent to ~$100,000

2021 Net Balance +8875.05