

2022 Supplier Opportunities



ABTP 

ASSOCIATION OF BLACK TRAVEL PROFESSIONALS

EXPERTISE • EXCELLENCE • CULTURE



We are the largest organization dedicated to training and developing Black travel professionals in the USA.

About Us

The Association of Black Travel Professionals (ABTP) was established to provide information, education and networking resources to the Black travel professional community.

We provide weekly trainings from our supplier partners as well as professional development courses. We also work with our supplier partners to provide access to marketing materials and FAM trips to enhance product knowledge and an annual learning conference offering networking opportunities and education.

ABTP's members represent a network of over 1,000 travel professionals across the USA.



Veranda Adkins

President

Veranda brings to ABTP, over twenty years of experience in the travel industry. Before cofounding ABTP, Veranda worked as the Senior Manager of Inside Sales at Travel Impressions for over ten years. She has successfully operated her own host agency since 2014. Over the years she has received recognition as a Palace Pro Agent, Hard Rock Showstoppers, Global Travel Marketplace (GTM Elite), and is a current member of the Funjet 500 Club. Veranda is passionate about travel and helping other agents build their travel business.

Shawnta Harrison

Chief Executive Officer

With more than eight years in the travel industry, Shawnta has extensive knowledge in planning quality and affordable travel. Shawnta earned her Verified Travel Agent credentials through the American Society of Travel Agents. For the past three years, she has been recognized by Vacation Express as a member of the President's Club. She was selected as a participant of the CruiseWorld Star Program in 2019 and 2020. She also received a 2020 scholarship to attend the ASTA Global Convention. Shawnta is an avid traveler and is always seeking industry knowledge. She is passionate about learning and educating others.



ABTP MEMBERS



73%

Key decision makers at either owner or manager level

52%

Full-time Travel Professionals

58%

5 years + experience in the travel industry

38%

Members with over \$100k in annual sales



Tourism Partner Membership \$795

- ✓ Listing on Website Supplier Directory – (Logo with link)
- ✓ 1 Training Seminar with Membership
- ✓ Invitation to Attend as a guest to other training seminars with suppliers located in your destination
- ✓ 1 monthly website banner on Member's Only Site
- ✓ 1 Featured Social Media Post (Facebook and Instagram)

Acting Partner Membership \$795

- ✓ Listing on Website Supplier Directory – (Logo with link)
- ✓ 1 Training Seminar with Membership
- ✓ 1 monthly website banner on Member's Only Site
- ✓ 1 Featured Social Media Post (Facebook and Instagram)

Leading Partner Membership \$1750

- ✓ Enhanced Profile Listing on Supplier Directory Page (Logo with link, company profile, and contact info)
- ✓ Quarterly Training Seminars with Members
- ✓ Two (2) Monthly Website Banner Ads in Members' Only Site
- ✓ 2 Featured Social Media Posts (Facebook and Instagram)
- ✓ 2 Members Only Email Blasts

Spotlight Partner Membership \$3500

- ✓ Enhanced Profile Listing on Supplier Directory Page (Logo with link, company profile, and contact info)
- ✓ Quarterly Training Seminars with Members
- ✓ Four (4) Monthly Website Banner Ads in Members' Only Site
- ✓ Monthly Featured Social Media Posts (Facebook and Instagram)
- ✓ Monthly Members Only Email Blasts
- ✓ Unlimited Posts on Membership Opportunities Page