

Black
Tourism
Alliance of
Ontario



MEDIA RELEASE

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Black Tourism Alliance of Ontario Officially Established to Strengthen Black Tourism Across Ontario

Ontario, Canada – The Black Tourism Alliance of Ontario (BTAO) is proud to announce its official launch, marking a significant step forward in the organization’s purpose of advancing Black tourism as a core cultural and economic driver of Ontario’s visitor economy.

Evolving from the Black Tourism Working Group formed in 2022, the Alliance builds on years of collaboration, which was initiated by offering the Black Tourism “Spark” Program – first delivered in Southwestern Ontario and later expanded to include Hamilton, Halton, and Brant – to formally unite communities, tourism organizations, and industry partners under a shared vision. The BTAO exists to ensure Black tourism is recognized, resourced, and integrated into Ontario’s broader tourism ecosystem instead of being treated as a niche offering.

Across Ontario, Black tourism experiences continue to make meaningful contributions to the province’s visitor economy. However, many of these experiences remain underrepresented in mainstream tourism narratives and are often difficult for visitors to discover. Through collaboration with tourism partners, the BTAO aims to increase visibility, amplify these offerings, and make it easier for visitors to engage with them.

The Alliance’s work is based on the understanding that inclusive tourism is also smart economic development. According to a report published by MMGY Travel Intelligence, Canadian Black travelers contributed \$7.8 billion USD in domestic and international leisure travel spending in 2019. Strengthening Black tourism offerings contributes to a more dynamic, competitive, and resilient visitor economy across regions.

By acting as a connector and facilitator, the BTAO helps strengthen relationships between communities and industry partners, ensuring that both tourism organizations and community-based experiences are part of a shared, cohesive tourism ecosystem.

“The Alliance is more than a network, it is a movement to amplify Black voices, fuel economic growth, ensure our contributions are seen, valued and experienced. Our stories are powerful. Our presence is essential and our time is now.”

- Shannon Prince, Buxton National Historic Site and Museum

The Black Tourism Alliance of Ontario invites tourism industry partners to connect and collaborate. There is an opportunity to improve access to resources and work together on building a more inclusive and competitive tourism sector. Organizations interested in collaborating on programs, partnerships, or initiatives are encouraged to reach out.

For more information, visit: <https://www.blacktourism.ca/>

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About:

Black Tourism Alliance of Ontario (BTAO)

The Black Tourism Alliance of Ontario (BTAO) exists to ensure Black tourism is recognized and resourced as a core cultural and economic driver within Ontario's tourism ecosystem, not a niche offering. By connecting communities, tourism organizations, and industry partners, the Alliance supports Black-led tourism businesses and experiences while strengthening Ontario's visitor economy and positioning the province as a welcoming, inclusive destination.