



**Transformational Travel Council reserves five free-of-charge spots for Black travel professionals in its upcoming Transformational Travel Designer Program**

**Seattle, June 25<sup>th</sup>, 2020** - The Transformational Travel Council (TTC), a collective of global travel businesses and organizations that promote the transformative impact of travel on individuals—as well as the places they visit—is reserving five free-of-charge spots in its upcoming *Transformational Travel Designer Program* for Black travel professionals from a variety of travel and tourism sectors.

Founded in 2016, the TTC, which has members around the world, defines transformational travel as "intentionally traveling to stretch, learn and grow into new ways of being and engaging with the world."

"*New ways of being and engaging with the world*". That's such a powerful call for change—concrete change," says Tanner Colton, Program Manager of the Transformational Travel Council. "The current movement toward creating equity, and in support of the Black Lives Matter Movement, have prompted us at the TTC to identify new ways we can stand in solidarity with the Black Lives Movement and put our words into action— to authentically work toward change in culture and systems in regards to racism and in particular to Black lives."

The ***Transformational Travel Designer Program*** is a four-month online course for professionals seeking to integrate and enhance their businesses with the framework of Transformational Travel. "We've structured the course to enable participants to maximize their learning in only a handful of hours per week," adds Colton. The program—the only one of its kind that underscores the core values of transformational travel—includes networking opportunities for participants, as well as the chance to collaborate with industry leaders.

"As such, the ***TTC have reserved 5 free-of-charge spots in our Transformational Travel Designer Program to fill with exceptional candidates who represent underserved and underrepresented communities in travel and tourism***," says Colton. "This commitment represents a \$8,750 investment (U.S.) in the future of a more diverse travel industry."

**For more information on the Travel Program Designer visit:**

<https://www.transformational.travel/ttd>

**For more information on the Transformational Travel Council visit:**

<https://www.transformational.travel/about-1>

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***More about the Transformational Travel Council (TTC)***

*The TTC is an organization dedicated to supporting both travellers and the travel industry in transforming lives and changing the world through more mindful and intentional travel experiences. Their mission is to use travel as a catalyst for creating deeper connections with self and nature and as a tool for fostering global citizenry, communication, understanding, stewardship, and real human connection.*