



**FOR TRAVEL AGENTS,  
TRAVEL BRANDS & SMALL  
BUSINESSES ACROSS THE  
WORLD**

**JOIN OUR  
MELANIN ON  
THE MAP  
GLOBAL  
DIRECTORY**



# WHAT IS MELANIN ON THE MAP?

Melanin On The Map is the FIRST travel app dedicated to people of color. It serves as a one stop shop of information, inspiration and motivation which not only encourages people of color to explore the world, but gives them the tips on HOW to do so. Far too often minorities miss out on opportunities simply because they either lack the information, finances or sometimes out of fear of the unknown; But thanks to Melanin On The Map those factors will no longer serve as an excuse to hinder their chances in discovering new horizons.

In just 9 months, we've built our community of travel enthusiasts to over 20,000 people, eager to learn more, experience more and earn from the trillion dollar travel industry they love.

The FREE app available in ALL [iOS Apple](#) and [Android app](#) stores.

## MEET OUR CEO



Ashley McDonough is a Howard University graduate, journalist, producer and founder of [Melanin On The Map](#). Growing up first-generation American, with parents of Caribbean descent, travel and culture has been a passion of hers from a young age. Having traveled to over 10 countries before the age of 25, McDonough realized the positive impact travel has had on her life throughout the years, soon leading her into a career helping other minorities experience the same.

After years of working in editorial and digital production, McDonough combined her passion for travel, culture and storytelling, birthing Melanin On the Map in 2019.

[www.AshleyMcDonough.org](http://www.AshleyMcDonough.org)



## The REAL Secret to Success in Travel

As a travel app that built a network of over 20,000 travel enthusiasts in less than **1 year**, the secret to a lucrative/successful travel business are 3 things:  
Clientele, Community and Content.

**&& WE HERE AT MELANIN ON THE MAP WANT TO  
HELP YOU !**

**JOIN OUR GLOBAL BUSINESS DIRECTORY TODAY**

# WHAT IS THE GLOBAL BUSINESS DIRECTORY?

Serving as a hub of information, The Melanin On The Map Global Business Directory highlights travel agents, tour companies, travel agencies and minority businesses WORLDWIDE.

Through our GPS locator, your business will be included for our audience of nearly 20,000 travel enthusiasts to have direct access to, from EVERY country in the world. We highlight your website, phone number, email and any other promotionals exclusive to your business.





# WHAT'S INCLUDED ?

1

**TRAVEL BUSINESS DIRECTORY-** Members become affiliates of Melanin On The Map and as a result are added to our directory. The directory is used as a tool to highlight, promote and locate members, tour companies and business owners through our GPS tracker and direct contact links.

2

**WORK WITH THE GLOBAL MOTM TRAVEL INFLUENCERS-** Our team also consists of global travel influencers ranging of an audience of over 100,000 people. These influencers specialize in creating engaging, informative travel content. By partnering with Melanin On The Map you have access to exclusive opportunities working alongside our global content creators. (SEE SEPARATE [TRAVEL INFLUENCER ROSTER](#))

3

**MONTHLY SOCIAL MEDIA AUDIT-** On a one-on-one session with Melanin On The Map CEO, Ashley McDonough. We will review your weekly social promotions, giving constructive feedback and strategy for community and engagement growth.

4

**SOCIAL PROMOTIONS-** Since clientele is the key factor in a successful business, by joining our membership you are allotted travel promo to our audience of over 20,000 travel enthusiasts. While non Melanin On The Map partners and affiliates pay full price for promo slots, our members are given exclusive rates for unlimited promotions.

5

**GROUP TRIP INDEFINITE APP PROMO-** Your group trip will also remain on our app until your **deposit deadline** bringing in consistent inquiries to your upcoming trip. Those interested will be directed straight to the email on file for trip curator to proceed with client.

6

**PROFIT 100% COMMISSIONS-** Unlike several promotional travel brands, we at Melanin On The Map collect ZERO commission from any of your trips. We simply serve as a promotional tool to connect our large audience to exciting travel opportunities they are seeking with amazing travel professionals ready to send them on their way!

For small businesses, we serve as a resource of clientele, simply gaining you awareness and promotion directly to your consumer.

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# TRAVEL AGENT EXCLUSIVE

1

**JOIN THE MELANIN ON THE MAP TRAVEL AGENT DIRECTORY-** One of the best app features Melanin On The Map offers is our global agent directory. With our directory we are able to showcase travel agents worldwide, highlighting their strengths, certifications and locations. By being added to our directory, our audience now has direct access to working with you and will be provided all your contact information at the click of a button.

2

**MONTHLY SOCIAL MEDIA AUDIT-** On a one-on-one monthly session with Melanin On The Map CEO, Ashley McDonough. We will review your weekly social promotions, giving constructive feedback and strategy for community and engagement growth. Our CEO built [Melanin On The Map](#) to an audience of nearly 20,000 people in less than a year and shares unique strategies on building out your brand.

3

**2 SOCIAL PROMOS ON MOTM INSTAGRAM PER GROUP TRIP-**

In order to expand your upcoming group trips to the masses, we will be promoting each scheduled group trip on our Melanin On The Map Instagram platform of nearly 20,000 travel enthusiasts. You will chose 2 dates suitable for both promotions as well as best contact info for potential client and promo will remain on our platform indefinitely.

4

**GROUP TRIP INDEFINITE APP PROMO-** Your group trip will also remain on our app until your **deposit deadline** bringing in consistent inquiries to your upcoming trip. Those interested will be directed straight to the email on file for trip curator to proceed with client.

5

**PROFIT 100% COMMISSIONS-** Unlike several promotional travel brands, we at Melanin On The Map collect ZERO commission from any of your trips. We simply serve as a promotional tool to connect our large audience to exciting travel opportunities they are seeking with amazing travel professionals ready to send them on their way!

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# TOUR COMPANY EXCLUSIVE

1

**JOIN THE MELANIN ON THE MAP TOUR COMPANY DIRECTORY-** One of the best app features Melanin On The Map offers is our global directory. With our directory we are able to showcase tour companies worldwide, highlighting their strengths, uniqueness and bringing in new clientele. By being added to our directory, our audience now has direct access to working with you on their next vacation and our GPS locator shows them exactly where and how to locate you.

2

**'WELCOME OUR NEW PARTNERS POST'-** Once you've officially joined our directory and partners list, you will have unlimited access to our robust audience of travel enthusiasts. As a welcome to the family, we will introduce you and your tour company to our audience of over 18,000 travel enthusiasts. This will show viewers your direct affiliation with us, bringing in new clientele worldwide.

3

**WORK WITH THE [GLOBAL MOTM TRAVEL INFLUENCERS](#)-** Our team also consists of global travel influencers ranging of an audience of over 100,000 people. These influencers specialize in creating engaging, informative travel content. By partnering with Melanin On The Map you have access to exclusive opportunities working alongside our global content creators. (SEE SEPARATE TRAVEL INFLUENCER ROSTER)

4

**PROFIT 100% COMMISSIONS-** Unlike several promotional travel brands, we at Melanin On The Map collect ZERO commission from any of your trips. We simply serve as a promotional tool to connect our large audience to exciting travel opportunities they are seeking with amazing travel professionals ready to send them on their way!

5

**PRIORITY BOOKING WITH MELANIN ON THE MAP-** Melanin On The Map offers a number of group trips yearly, whether directly curated by us or through the hundreds of daily inquiries. By joining our directory, your tour company will hold priority booking when adding tour packages to your destination.

6

**MULTIPLE DIRECTORY FEATURES-** Melanin On The Map has partnered with some of the top small business Directories in the nation and by joining our Directory you now have direct access to join theirs. This now puts you in front of even more potential consumers, expanding your reach and business. (Full Directory List to be emailed out once signed up)

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# SMALL BUSINESS EXCLUSIVE

1

**JOIN THE MELANIN ON THE MAP GLOBAL BUSINESS DIRECTORY-** One of the best app features Melanin On The Map offers is our global directory. With our directory we are able to showcase minority businesses worldwide, highlighting their strengths, uniqueness and bringing in new clientele. By being added to our directory, our audience now has direct access to working with you on their next vacation and our GPS locator shows them exactly where and how to locate you. (Business includes: restaurants, retail, salons, etc)

2

**'WELCOME OUR NEW PARTNERS POST'-** Once you've officially joined our directory and partners list, you will have unlimited access to our robust audience of travel enthusiasts. As a welcome to the family, we will introduce you and your business to our audience of nearly 20,000 travel enthusiasts. This will show viewers your direct affiliation with us, bringing in new clientele worldwide.

3

**WORK WITH THE [GLOBAL MOTM TRAVEL INFLUENCERS](#)**- Our team also consists of global travel influencers ranging of an audience of over 100,000 people. These influencers specialize in creating engaging, informative digital content. By partnering with Melanin On The Map you have access to exclusive opportunities working alongside our global content creators. (SEE SEPARATE TRAVEL INFLUENCER ROSTER)

4

**PROFIT 100% COMMISSIONS**- Unlike several promotional brands, we at Melanin On The Map collect ZERO commission from any of the revenue from your promotions. We simply serve as a promotional tool to connect our large audience bringing additional awareness to your business.

5

**MULTIPLE DIRECTORY FEATURES**- Melanin On The Map has partnered with some of the top small business Directories in the nation and by joining our Directory you now have direct access to join theirs. This now puts you in front of even more potential consumers, expanding your reach and business. (Full Directory List to be emailed out once signed up)

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# WHAT ARE YOU WAITING FOR???

- If you're a travel business owner struggling with gaining clientele and are looking to promote your upcoming group travel on a consistent basis
- If you're a small business owner, tour guide company or local Mom-and-Pop shop looking to promote your business to the masses to gain awareness and clientele
- If you're looking for ways to create quality content to deliver to your key target audience with direct social and marketing strategies
- If you're looking to create a direct post Covid-19 strategy for you and your business to be successful while simultaneously getting directly in front of your consumer
- If you're ready to take your business to the next level and join a dedicated travel community of nearly 20,000 people

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## **JOIN TODAY**

**Join the Melanin On The Map Family**

Contact: [Hello@MelaninOnTheMap.com](mailto:Hello@MelaninOnTheMap.com)