



EAT DRINK TRAVEL WHILE BLACK

eatdrinktravelwhileblack.com

ABOUT THE BRAND

Eat Drink Travel While Black is a travel and hospitality media brand that shows how Black travelers experience destinations, resorts, restaurants and culture. Founded by Erica N. Smith, EDTWB pairs honest reviews with practical guidance, cultural context and personality-driven storytelling. Our work helps Black travelers feel informed, represented and ready to book, while giving hospitality brands a trusted way to reach a valuable, experience-focused audience.



*Travel stories with honesty, context
and no gatekeeping.*



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TRAVEL & HOSPITALITY MEDIA



Hi, I'm Erica!

Erica N. Smith is the founder and CEO of Eat Drink Travel While Black, a travel and hospitality media brand centering Black travelers. Her perspective is grounded in more than two decades across hospitality, live events and production, including Princess Cruises, Sambuca, Essence Festival activations and AfroPunk Brooklyn. She completed event-planning coursework through the University of Phoenix and NYU's Hospitality and Tourism Industry Essentials program through Yellowbrick. Before EDTWB, Erica founded Beyond the Standard Media and co-founded The 33rd Group. Today, she combines hospitality knowledge, cultural storytelling and honest reviews to help travelers make informed decisions and hospitality brands build trust with Black audiences.

20+ YEARS IN HOSPITALITY, EVENTS & PRODUCTION

PRINCESS CRUISES | ESSENCE FESTIVAL | AFROPUNK BROOKLYN

EDTWB BRAND CHANNELS

- 01 YOUTUBE | 316 subscribers**
87.6K views | 1.5K hours | +163 subscribers | 365 days
- 02 YOUTUBE CONTENT**
18.4K long-form | 69.1K Shorts | 5.6% CTR | 4:28 avg.
- 03 META 2026 PERFORMANCE**
14.4K views | 6K reach | 469 content interactions
- 04 INSTAGRAM | 351 followers**
167 profile visits | +55 follows | Jan. 1-Sep. 11, 2026
- 05 FACEBOOK | 529 followers**
329 visits | 224 interactions | +48 follows | 2026
- 06 TIKTOK | 200 followers**
@eatdrinktravelwhileblack

WHO WE REACH

- Primarily U.S.-based
- 70.2% women on Instagram
- Strongest IG ages: 35-54
- Travel planners and decision-makers
- Values safety, service and representation

ERICA N. SMITH PERSONAL CHANNELS

INSTAGRAM @e_n_smith | 1,295 followers

THREADS @e_n_smith

247 views | 199 viewers | 13 interactions | last 30 days

REAL STORIES. NO GATEKEEPING.



EAT DRINK TRAVEL WHILE BLACK

TRAVEL, FOOD & CULTURE FOR US, BY US

FEATURED WORK & COVERAGE

CURAÇAO DINING • MAJESTIC ELEGANCE PUNTA CANA
A MOMENT FOR MOM • ESSENCE FESTIVAL • AFROPUNK BROOKLYN

PARTNERSHIP OPPORTUNITIES

01 DESTINATION & TOURISM CAMPAIGNS

Creator-led destination series and cultural travel coverage

02 HOSTED STAYS & RESORT REVIEWS

Long-form walkthroughs, dining, service and guest experience

03 FOOD & BEVERAGE CAMPAIGNS

Restaurant features, tastings, launches and on-camera reviews

04 IN-PERSON ACTIVATIONS

Event hosting, live coverage and community engagement

05 BRAND AMBASSADORSHIPS

Ongoing partnerships with custom deliverables and usage terms

06 YOUTUBE INTEGRATIONS

Dedicated videos or integrated mentions with searchable links

LIVE EVENTS & ACTIVATIONS

HOST & PRODUCER - 2ND A MOMENT FOR MOM
WITH CELEBRITY CHEF MARK PHILLIPS | MAY 2024

Court de Luna Event Space | Pensacola, Florida

EVENT OPERATIONS - Essence Festival weekend 2025, New Orleans | AfroPunk Brooklyn

SELECTED STORIES

[Top 5 Restaurants in Curaçao](#)

[Majestic Elegance Punta Cana Review](#)

[Destination and Dining Storytelling](#)

[More EDTWB Travel Reviews](#)

GET IN TOUCH

Atlanta-based | Available for U.S. and international campaigns | Custom proposals



ESSENCE FESTIVAL WEEKEND 2025
FRONT-DOOR GUEST OPERATIONS



AFROPUNK BROOKLYN
EVENT STAFF | AUGUST 2024