

BLACK TRAVEL ROMANCES™

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“WAIT...
197 COUNTRIES?
THAT'S WILD!”

-QUEENA B, BLAKBOXX RADIO

At the intersection of publishing, travel, and commerce, Black Travel Romances™ is redefining what it means to tell expansive, emotionally rich stories with commercial and cultural weight.



MEDIA KIT



A GLOBAL ROMANCE
SERIES CENTERING
BLACK WOMEN IN
197 COUNTRIES



WHO WE ARE

Black Travel Romances™ is a groundbreaking fiction series and global lifestyle brand created by executive producer and cultural strategist Davita McKelvey. The project spans 197 romance novels, each set in a different country and centered on a Black American women navigating love, identity, and belonging across borders.

At the intersection of publishing, travel, and commerce, Black Travel Romances™ is redefining what it means to tell expansive, emotionally rich stories with commercial and cultural weight. The series is supported by a growing



We believe in showing Black women soft, wanted, complex, and kissed in every language.

ecosystem that includes merchandise, curated retreats, subscription boxes, and scripted development for film and TV.

With its bold scope, proven audience demand, and rooted cultural mission, Black Travel Romances™ offers media, sponsors, and collaborators a powerful opportunity to align with a brand that's all heart.

Where Black women take up space, fall in love, and transform through travel.

EXECUTIVE PRODUCER

Davita McKelvey is the creator and executive producer behind Black Travel Romances.™ With over 100 passport stamps and a career that spans entrepreneurship, editorial leadership, and cultural consulting, Davita brings global insight and storytelling precision to every page she creates.

Davita is the co-editor of #BlackTravel: The Anthology—the largest published collection of



African American travel narratives to date. Her work in the travel space has long been about truth-telling, legacy-building, and representation beyond borders. Black Travel Romances™ is a continuation of that mission—only bolder.

As a mother, expat, and globe-roaming creative, Davita has lived the very stories

she now writes: complex, transformative, and deeply rooted in self-discovery. Her authorial mission is simple and seismic—to place Black women at the center of global love stories, not as fantasy, but as fact.

She's not just writing romance.
She's re-mapping it.

Previous Work

- \$145B annual Black travel market
- Black women lead 70%+ of travel decision-making
- Avg. trip spend: \$2,800–\$3,200
- 79% say emotional and cultural safety affects where they go
- Black women are cultural trendsetters, brand loyalists, and storytellers

OUR AUDIENCE

Black Travel Romances™ reaches one of the most influential and underserved consumer groups in global storytelling: Black American women who travel.

Why This Audience Matters

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Black women are not passive consumers—they're curators. They drive trends across fashion, wellness, beauty, and lifestyle. They create the content others copy, and they remain fiercely loyal to brands that reflect their values, voice, and visibility.

Sources: MMGY Global, BET Travel Renaissance Report, Travel Noire



CONTENT STYLE

Aesthetic

Bold. Edgy. Modern.
Global. Elevated.

Content Focus

Romance. Identity. Travel.
Culture. Emotion.

Voice

Confident. Cinematic.
Intimate. Authentic.

AUDIENCE DEMOGRAPHICS

Location	Target Audience	Age Group
Washington D.C, Atlanta, Chicago, New York, Los Angeles, Houston	Black American women, Primarily cisgender (growing queer audience), Majority are single or unmarried, College-educated or professionally credentialed, Income: \$55K-\$125K+	Core: 30-52 Emerging readers: 25-30

Our average reader spends nearly \$2K per trip
—and that's just on transportation.





BLACK TRAVEL ROMANCES™

Fall In Love

ONE COUNTRY AT A TIME