



Miles Partnership + Alikay Naturals™

Case Study

For organizations who have made a commitment to diversity, equity and inclusion, the crucial next step is translating it into ongoing actions that create impact.

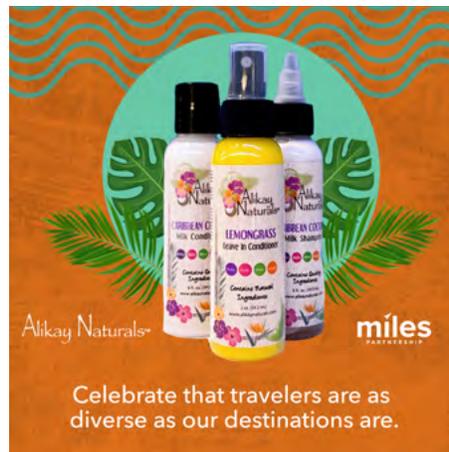
One of the ways we're doing this at Miles is through our core values: passionate, open, curious, collaborative and impactful. These values guide the way we tell stories, share experiences and, ultimately, create compelling work that leads to economic and social impact for our clients. So, we thought, why should it be any different for the way we recognized Black History Month?

In February 2022, Miles Partnership launched an internal Black History Month program to educate and celebrate the various cultural contributions surrounding us as an organization. We asked employees across the company to develop their own creative campaigns focusing on Black brands and how they may influence the hospitality, travel and tourism industry. But the program didn't end there. We didn't just want our employees to participate, we wanted them to see that everyone—regardless of job role or background—has the potential to be agents of positive change. So, after all employee ideas were submitted, we held a companywide vote to select one idea to bring to life. That's where our work on activating a brand collaboration with Alikay Naturals™ began.

Campaign Activation

When most of us stay at a hotel, we don't consider the impact that the type of shampoo, conditioner or other hotel products can have on the experience of visitors with diverse hair types. It can make guests feel unwelcome as well as force them to spend more on self-care products. Moreover, it forces those same individuals to deal with psychological unsafety, worrying about their hair and others' impression of it. A brand partnership with Alikay was an opportunity to begin to raise awareness of, and address, the lack of inclusive amenities in hotels, Airbnbs and vacation rentals to support various hair types, especially natural hair, and hair care products.

Together with Alikay Naturals™, we executed an inclusive travel experience highlighting the Black-owned hair and beauty care brand at the 2022 Destinations International Annual Convention. The onsite activation included the delivery of Alikay Naturals™ hair product bundles to over 800 hotel rooms and welcome bags in the Miles conference lounge. Additionally, Miles team members spoke to attendees about the campaign concept and goals throughout the conference.



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Value of Collective Impact

The result was one of collective value and impact. First, we were able to celebrate Black History Month in a meaningful way, while Miles employees saw that their voice and ideas matter. Then, through the power of brand partnership, Alikay Naturals™ was introduced to a new audience of travel professionals. Likewise, those consumers were inspired to think on how they can contribute to building more inclusive travel experiences in their work.

We received overwhelmingly positive feedback from attendees who received Alikay Naturals™ products:

“ This was amazing. In all the years I've been in this industry, never have I ever received such a gift that spoke to me in all kinds of ways. You nailed it! Congratulations and thank you for expanding the table for all of us.

THANK YOU!!! I was completely blown away, in a very good way, by the contents of the welcome bag! It made a BOLD statement about the need and commitment to Diversity, Equity, Inclusion, & BELONGING.

Thank you Miles Partnership for the hotel gift drop during Destinations International in Toronto, Canada. You used your brand power to illuminate a Black-owned beauty company. I can't wait to use all of my Alikay Naturals™ products.

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Since launching this brand partnership, we have started conversations with other destinations and partners on how they, too, can include inclusive travel amenities as a part of their meeting and destination experiences. For more ideas on developing inclusive and equitable travel practices, reach out to the Miles DEI team at DEITeam@MilesPartnership.com.