



DIVERSITY, EQUITY, & INCLUSION

**NO HOMOPHOBIA
NO VIOLENCE
NO RACISM
NO SEXISM
YES KINDNESS
YES PEACE
YES LOVE**



LEVI STRAUSS & CO.
ESTABLISHED 1853
QUALITY CLOTHING

Open the doors to a more diverse and inclusive visitor—
incorporate diversity, equity, and inclusion in your Destination.

WHY INVEST IN DIVERSITY?

“There is evidence for the return on investment,” according to McKinsey & Company. “Companies in the top quartile for workforce diversity are 33 percent more likely to financially outperform their less diverse counterparts.”

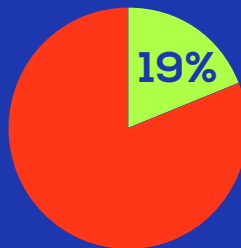
“Tourism businesses, governments, DMOs, nonprofits, and others must be willing to make an investment in these principles to be successful. In this way, diversity, equity, and inclusion in sustainable travel and tourism are a ‘must-have,’ not a ‘nice-to-have.’”

IT'S IN THE NUMBERS

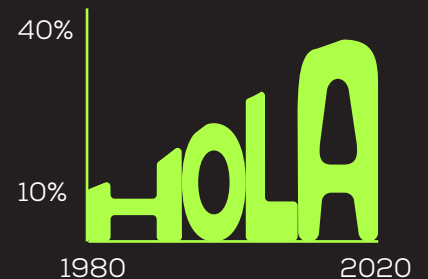
HISPANIC POPULATION IN THE U.S.



\$1.9T (trillion) in
purchasing power



total population



spanish speakers up 255%

**38%
MORE
LIKELY TO
PURCHASE**

when shown ads that
reflect them, people of
color are 38% more
likely to purchase



amount travelers with disabilities
spent on travel in 2018-2019
(doesn't include travel companion spend)



trips per year by
LGBTQ+ community

HERE'S WHAT WE WILL DO FOR YOU

VistaWorks will aid or consult in the production of guidelines and content creation (diversity-forward ads, blog posts, diversity group resource pages, and diverse organization logo representation (i.e. site footer logos, etc.).

VistaWorks will partner with you to forge relationships with organizations representing diverse groups, both locally and beyond, to encourage increases in both domestic and international travel to your destination.

Organizations such as:

- COBlackpackers
- National Center for Transgender Equity
- Latino Travelers Collective
- Brettapproved (Accessible Destinations)

THE FIVE JEWELS OF THE DEI CROWN

VistaWorks will assist with research, auditing, consultation, and education across the five jewels. Don't be afraid to ask the hard questions of yourself and of others.

Ads: How do visitors find you?

- Guide(s), Brochure(s), Website(s), Digital Ads, Billboard(s), etc.

Commercial Content: What's presented to visitors when they find you?

- Website content, press, media, content in the guides/brochures

Social Media Presence: How do visitors view and engage with your brand?

- Social media presence & engagement: How is your brand represented on active platforms and pages (Facebook, Instagram, YouTube, etc.)?

In-House Presence: Does your group partner with diverse individuals?

- Are you hiring and engaging with diverse community partners, influencers, journalists, travel advisors, etc?
- What is the visibility of these partners?

Destination: What is the in-person experience when visitors come to your destination?

- When tourists come and visit your destination, is their experience diverse and inclusive?
- As the crown jewel, is it authentic? Is it in line with the previous jewels?

CONTACT US

Learn More About DEI

Diversity, Equity, and Inclusion can be applied to any destination. Measures taken to encourage diversity tourism traffic carry with them a clear dual benefit of engaging both the domestic and international travel markets.

You can't wish diversity into existence, you must act. Contact us to start a dialogue and learn more.

