

Why Diversity, Equity & Inclusion Matters for Travel & Tourism

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25+ years of executive experience with a demonstrated history of working in the travel and tourism industry with proficiencies in strategic planning, brand development, marketing and communications.

Leads the development of Miles' DEI consulting practice, in addition to guiding the company's internal DEI policies and best practices.

Works with clients such as Americans for the Arts, Visit Detroit, San Francisco Travel, The Presidio and Discover Puerto Rico.

Previous roles at Destinations International, Choose Chicago, Chicago History Museum, LA Tourism.



Core services



Strategic
Consulting &
Research



Media Strategy,
Planning & Buying



Branding &
Creative Services



Diversity, Equity &
Inclusion Strategic
Consulting



Original
Programming,
Content & Video
Production



Digital
Development
Services



Cooperative
Advertising
Management



Print
Publishing &
Distribution

Today's conversation...

- Insights and Perspectives
- Internal Commitments
- External Commitments

Diversity, Equity and Inclusion: The Basics

Diversity

The representation of all varied identities and differences.

- Race
- Ethnicity
- National Origin
- Native or Indigenous origin
- Gender
- Gender Identity
- Age/Generation
- Sexual Orientation
- Physical Ability
- Mental Health
- Culture
- Religion
- Belief System
- Marital Status
- Parental Status
- Socio-Economic
- Appearance
- Language and Accent
- Neurodiversity
- Communication Style
- Thought
- Thinking style
- Job role and function
- Personality type
- Work Style
- Work experience
- Education
- Geography

Equity

Quality of being fair and having the opportunity to have fair access to resources.

Equality Vs. Equity

Equality has to do with giving everyone the exact same resources.

Equity involves distributing resources based on the needs of the recipients.

Inclusion

Building a culture of belonging by actively inviting the contributions and participation of all people.

It also enables individuals and groups to feel safe, respected, engaged, motivated, and valued, for who they are and for their contributions toward organizational and societal goals.

Diversity, Equity and Inclusion: A work in progress...

Racial Justice Commitments

Top 100 US Companies May 2020 to October 2020

Source: McKinsey & Company

32%

STATEMENTS OF RACIAL JUSTICE SUPPORT

22%

EXTERNAL COMMITMENTS:
DONATIONS AND PRODUCT
CHANGES

18%

INTERNAL COMMITMENTS:
SUPPLIER DIVERSITY AND DIVERSE
HIRING PRACTICES

Company Challenges that hinder DEI goals

Source: Weber Shandwick

32%

ORGANIZATIONAL CULTURE

30%

EXTERNAL
CULTURAL/SOCIETAL/SECTOR
SHIFTS

29%

DEI FATIGUE

And yet commitment is often lacking...

Source: Weber Shandwick

NOT ALL DEI FUNCTIONS HAVE A DEDICATED LEADER.

ONLY **34%** OF DEI PROFESSIONALS HOLD A SENIOR DEI POSITION IN THEIR ORGANIZATION.

DEI IS A PART TIME JOB FOR MANY.

40% OF DEI PROFESSIONALS REPORT THAT SOME OF THEIR TIME IS DEDICATED TO DEI AND ONLY 25% ARE FULLY DEDICATED.

ALIGNMENT IS NOT A TOP PRIORITY.

ONLY **18%** OF DEI PROFESSIONALS CHOOSE “ALIGNMENT WITH BUSINESS STRATEGIES” AMONG THEIR TOP 3 PRIORITIES FOR THE NEXT 12-18 MONTHS.

Getting started....

Step 1: Make the Commitment



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- Determine your commitment to DEI.
- Your plan should include a strong vision of the role that DEI will play in your company.
- Your company or organization should also be able to articulate why DEI is a priority.

Step 2: Self Awareness



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- Understand and acknowledge our role as fundamental changemakers.
- We must all commit to doing the work first before asking the same of others.
- Determine what internal and external education or training offerings need to look like.
- Need to become more aware of our behaviors and understanding as we engage in this work.

Step 3: Creating a Culture of Inclusion



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- What are your top decisions you need to make and who owns them? Are there any gaps? And how well does this align with where you want to go as a company?
- How do you connect people to the organization? What are the structures, processes and initiatives to support that?
- What talent do you need to drive outcomes and success?

Step 4: Workforce Development



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- We have to think beyond our traditional efforts and approach.
- Intentionally lay the groundwork to develop talent pipelines.
- Inclusive teams tend to be more creative and innovative.
- Diverse teams are also better equipped to target and serve diverse customer markets.

Step 5: Support Diverse Suppliers



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- How can we build an external network of vendors that is diverse and inclusive?
- How can we operationalize our process to move away from unconscious bias and broaden our sourcing for talent?
- What other areas of contracted services can DEI considerations have impact?

Step 6: Community Engagement



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- Who are your current stakeholders?
- Who is missing?
- What does that engagement look like and how can it be stronger?
- Think about unique partnerships and collaborations.
- Open access for additional perspectives.

Step 7: Communications & Transparency



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- Take time to think strategically about your communication.
- Decide who should carry that message.
- Articulate “the why.”
- Look to develop feedback loops, breaking down silos, and create safe places for ideas.

Step 8: Evolve Your Marketing



YOU ARE AMAZING

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- Work to evolve your promotional practices to be welcoming.
- Consider not only your current audiences, but your future audience.
- Work to curate authentic experiences.
- Storytelling is a powerful tool.
- Prioritize partnerships, contributions and authentic experiences.

Step 9: Celebrate Progress & Growth



Questions? Thank You.

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