



Embracing DEI in Responsible Tourism

Fostering Sustainability and Growth

presented by Ricki Ellison



Values

The Partnership views DEIB as intentionally creating space where everyone is welcome, supported, and has access to resources* they need to develop and thrive.

What is Diversity?

The collective sum of the individual differences, life experiences, knowledge, inventiveness, innovation, self-expression, unique capabilities, and talent that our employees invest in their work represents a significant part of not only our culture, but our reputation and company's achievement as well.



Embracing

By embracing and celebrating diversity, we can unlock the full potential of this industry.

Diversity in tourism is beneficial to the traveler and the local community

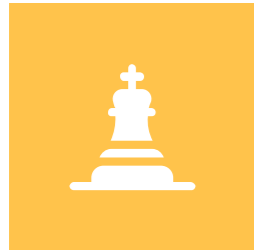


Benefits

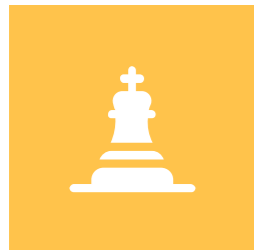
Diversity in tourism can lead to more authentic and enriching experiences for travelers.

While boosting local economy by attracting a wider range of visitors and creating opportunities for local businesses

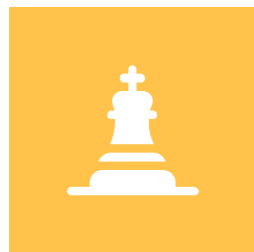
Responsible Tourism*



Promoting Cultural Awareness



Supporting Local Economies



Addressing Socioeconomic Disparities



Enhancing Tourist Experiences

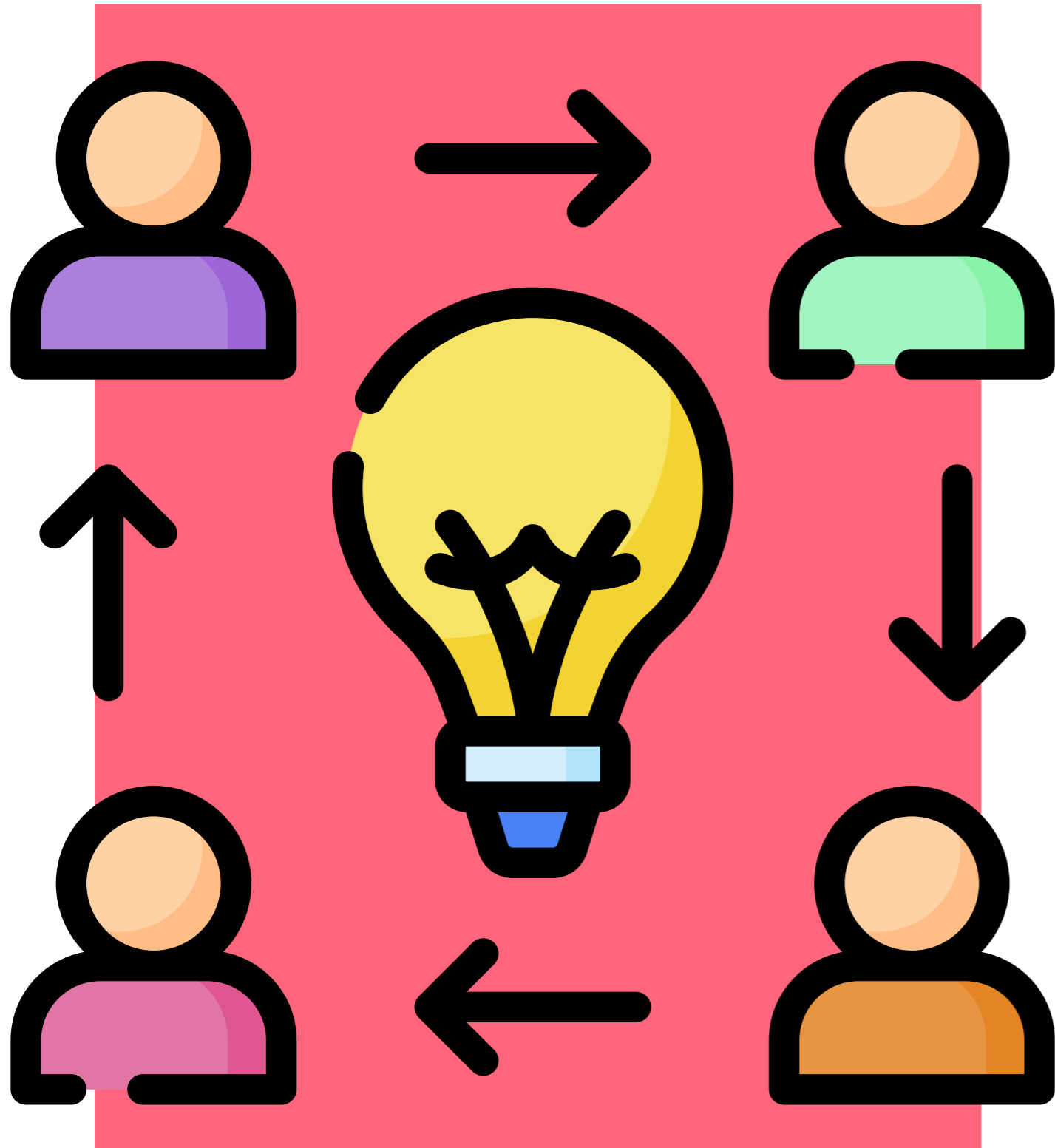


Engaging Stakeholders

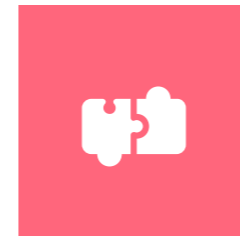


Measuring Impact

The Future of DEI in Tourism



Inclusive



Competitive



Interconnected

Thank You!

Ricki Ellison

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