

North American Edition

**TIME FOR**

**DEMOCRACY**

## **Featured Research:**

### **2022 Equity, Diversity & Inclusion Study on Destination Organizations**

*From: Destinations International*



## OVERVIEW

There is a strong business case for investing in diversity, equity, and inclusion (DEI). McKinsey & Company has found that gendered and ethnically diverse organizations outperform their peers financially. To draw attention to the opportunities and value of implementing DEI best practices and the vital role this will play in tourism's future, Destinations International released the 2022 Equity, Diversity & Inclusion Study on Destination Organizations. This is part of an ongoing research initiative, with 2019 data serving as a benchmark for our industry.

## AREAS FOR IMPROVEMENT

The 2022 survey of Destinations International members revealed the following three (3) areas of improvement that require attention from DMOs:

**Diverse hiring practices** – Respondents are mostly unsure about how they perceive their organization is performing in hiring a diverse workforce and being inclusive.

**Manifesting DEI** – Respondents believe their organization is committed to DEI. However, there is some ambivalence to the embodiment of DEI within the organization.

**Supplier diversity** – Respondents are unaware of or do not have organizational policies for diverse vendor procurement, decision-making, and organizational culture.

## KEY TAKEAWAYS FROM 2022

The 2022 edition of this research initiative revealed the following opportunity and need:

### Opportunity:

For executive leaders to act on the enhanced understanding of self-awareness on DEI topics and the subsequent effects on decision-making and organizational culture.

### Need:

A greater dedication to diversity recruiting and hiring practices, including removing bias from job postings, offering diverse benefits, inclusive interview training, and recruiting diverse/non-traditional applicants.

Also, you can adapt more than twenty (20) survey items that Destinations International has developed to measure how DMOs and their staff embrace DEI.



North American Edition

TIME FOR

DEMOCRACY

Led and  
Facilitated By

**miles**  
PARTNERSHIP

Program Creator &  
European Lead

GROUP  
NAO

Global Desk Review Led By



**Center for Economic  
Excellence in Tourism**  
College of Hospitality, Retail  
and Sport Management

In Association with:



Destination  Analysts



GLOBAL  
DESTINATION  
SUSTAINABILITY  
MOVEMENT

**TCI** Research  
Tourism Competitive Intelligence

#### North American Destination Partners:



**BRECKENRIDGE**  
TOURISM OFFICE



DESTINATION  
VANCOUVER



**Maine**  
VisitMaine.com



**NC**  
NORTH CAROLINA

**NYC**  
& Company

**ARIZONA**  
OFFICE OF TOURISM



Travel  
**Alberta**  
Canada 



DESTINATION  
**TORONTO**



**TOURISME /  
MONTREAL**

park  city

VISIT  
**Sarasota**  
beaches and beyond