

North American Edition

TIME FOR

DMOCRACY

CASE STUDY:

Diversity and Equity Council

From: San Francisco Travel Association





Recognising the need to become a more inclusive and diverse organisation in order to better represent the communities of San Francisco.

ABOUT

The San Francisco Travel Association is responsible for marketing one of the world's most diverse cities. This is not without its challenges. To create campaigns and content that resonated with locals and visitors alike, there was a need to take the organization on its own journey to embrace diversity, equity and inclusion.

The Diversity and Equity Council was formed as a long-term solution to ensure the city was not only marketing to potential visitors, but ensuring staff genuinely understood broader community concerns and new ideas.

The goal is to create a team that really reflects San Francisco and what – and who – the city represents.

Made up of representatives from across the community, the Council has now been active for almost 2 years (as of late 2022).

The Council helps inform marketing efforts, identifies challenges and uncovers new opportunities to embrace visitors from diverse backgrounds.

Ultimately, this approach will result in more inclusive marketing that better appeals to a broader range of visitors.



TAKEAWAYS

This is a long-term project that will take time to grow and develop and now is the time to get started on the journey.

Some advice for others considering such an initiative:

- Engage DMO partners to address challenges and discover opportunities.
- Consider the financial resources and staffing required to develop such a programme and advocate for policy changes etc...
- Consider the impact on existing marketing campaigns. Campaign briefings and sign-offs, for example, may take longer.

“Be genuine and realistic with what can be achieved in a certain time frame. This council has been active for almost 2 years. We spent the first year educating ourselves by inviting industry guest speakers to meetings, but also educating our council members on San Francisco marketing, sales and HR operations.”

RESOURCES

Further reading:

- [Diversity | sftravel.com](https://sftravel.com/diversity/)
- [DIVERSITY AND INCLUSION | City of South San Francisco \(ssf.net\)](https://ssf.net/diversity-and-inclusion/)
- [Diversity, Equity & Inclusion : Bay Area Council](https://www.bayarea.gov/diversity-equity-inclusion/)

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