DIVERSITY & INCLUSION IN MEETING PLANNING

SURVEY RESULTS

The Diversity and Inclusion in Meeting Planning survey, conducted by Dr. Elizabeth Barber at Temple University’s School of Sport, Tourism and Hospitality Management, highlights key findings about diversity & inclusion (D&I) policies, programs, and practices and their impact on the meeting planning decisions.

With only 45% of planners stating that D&I initiatives/programs influence their decision making, should there be concern? But yet 72% stated that a destination’s city commitment to D&I combined with the CVB/DMO’s dedicated resources was an important attribute.

The implications and recommendations are that all sites that host meetings and events think deeply about their D&I strategies, initiatives, and programs. Marketing this strategy could become your competitive edge.

For inquiries about the research conducted, please contact:
Dr. Elizabeth Barber at betsy.barber@temple.edu
Meeting planners recognize the importance of diversity and inclusion initiatives when choosing an event destination and venue.

When choosing a venue, meeting planners are influenced by some diversity and inclusion initiatives, where other initiatives, however, do not have as much of an impact.

How important is it that the destination has cultural specific venues?

- 26.70% Not at all
- 15.38% Slightly
- 33.94% Moderately
- 16.29% Very
- 7.69% Extremely

73% of meeting planners are impacted by the availability of cultural specific venues.

How do meeting planners determine credibility of the destination’s commitment to D&I?

- Ranking on Diversity Inc.
- Human Rights Campaign Index
- Word of Mouth

Primary Diversity & Inclusion limitations for the decision to not hold an event, meeting or convention

- Safety Concerns: 47.21%
- Adverse Legislation: 21.83%
- Negative Media Coverage: 20.81%

317 meeting planners responded

70% are from Meeting Professionals International

91% states being represented

27 states are from the United States

59% of respondents are primary decision makers

78% have 10+ years experience in meeting planning

61% organize more than 10 events each year

90% of respondents plan events for 50+ attendees