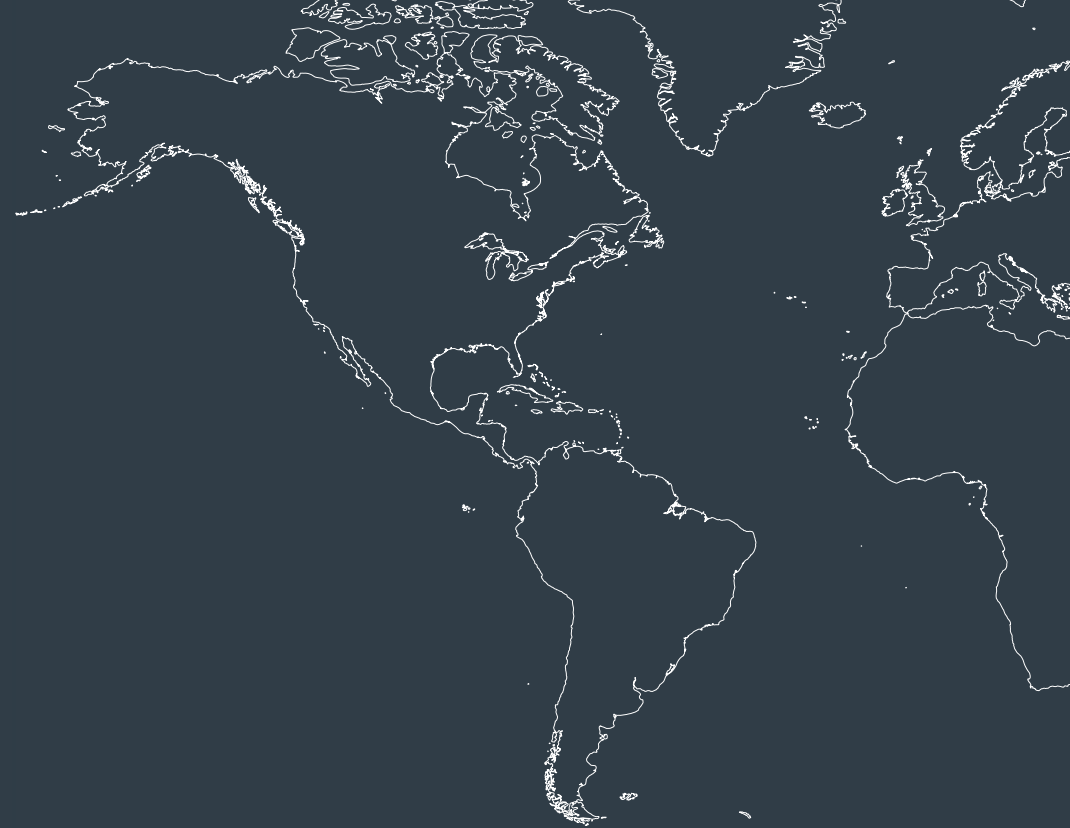




With only 45% of planners stating that D&I initiatives/programs influence their decision making, should there be concern? But yet 72% stated that a destination's city commitment to D&I combined with the CVB/DMO's dedicated resources was an important attribute.

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



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.



School of Sport, Tourism
and Hospitality Management

CHOOSING A DESTINATION

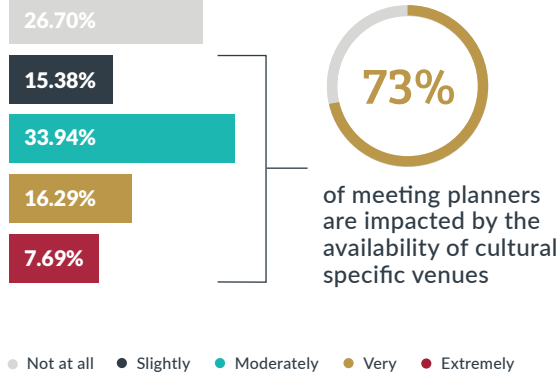
Meeting planners recognize the importance of diversity and inclusion initiatives when choosing an event destination and venue.

45%
are influenced by D&I programs



Said the destination's "commitment to diversity & inclusion" is the most important attribute when choosing a destination

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

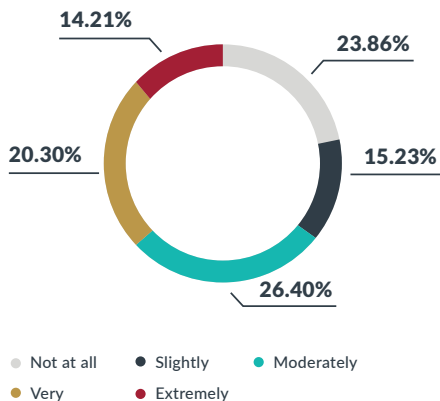


75%
Found it important that the destination has non-profit organizations that represent a diverse contingency

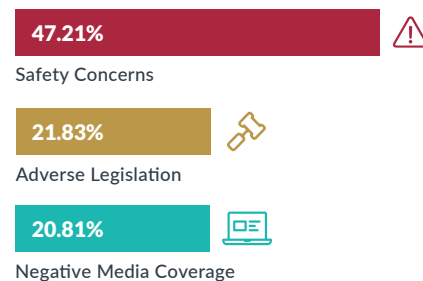
How do meeting planners determine credibility of the destination's commitment to D&I?

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

Importance of a destination's availability of corporate sponsorship

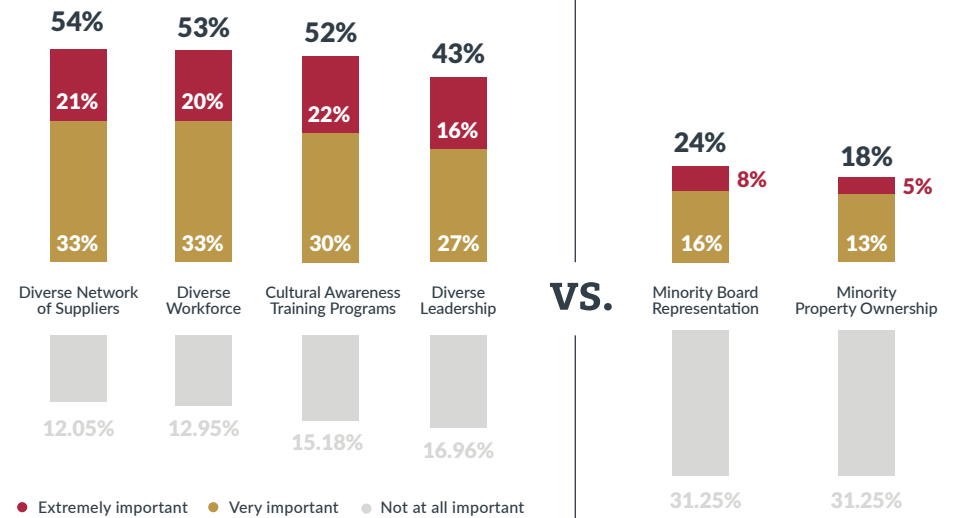


Primary Diversity & Inclusion limitations for the decision to not hold an event, meeting or convention

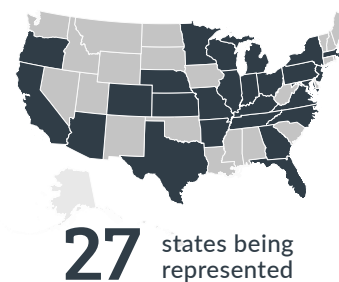


CHOOSING A VENUE

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.



ABOUT THE AUDIENCE



317
meeting planners responded



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