



Visit Bentonville is committed to ensuring that our work helps Northwest Arkansas become a more equitable destination, so all who travel to our region can enjoy their experience and feel welcome.

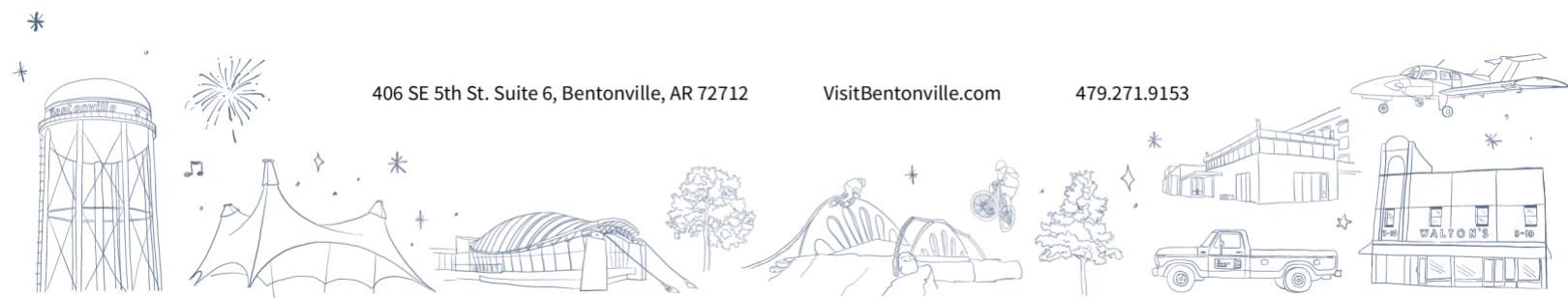
Our work aligns with how we value the Bentonville community, our Visit Bentonville staff, and our industry partners. We define equity as: *all people — regardless of race, ethnicity, age, gender, sexual orientation, religion, zip code, health, and ability status, or any other consideration — have equal and inviolable dignity, value, and opportunity to participate justly, fairly, and fully in all dimensions of civic and economic life . . . to prosper . . . and to reach their full potential.*

To that end, we want all people to have access to enjoyable travels throughout Bentonville and Northwest Arkansas.

We are committed to the following shared values:

- Understanding what equity is and acknowledging that not all people have the same starting point.
- Being life-long learners regarding equity and committing to the necessary repair work when we misstep.
- Working to ensure our intent aligns with our impact.

Visit Bentonville is growing in our understanding of the myriad intersecting identities people hold and aim to remove barriers from all travelers. We believe that addressing equity through an exploration of people's held identities helps us to build a stronger more unified community.



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