

## Des Moines Customer Advisory Board Meeting

Sophia Hyder Hock, Chief Diversity Officer Destinations International May 23, 2022



#### **DESTINATIONS INTERNATIONAL**

Together with our members and partners, Destinations International represents a powerful forward-thinking, collaborative association; exchanging bold ideas, connecting innovative people, and elevating tourism to its highest potential.



#### **DESTINATIONS INTERNATIONAL FOUNDATION**

The Destinations International Foundation is a nonprofit organization dedicated to empowering destination marketers globally by providing education, research, advocacy and leadership development.

#### MISSION STATEMENT

## WE EMPOWER OUR MEMBERS SO THAT THEIR DESTINATIONS EXCEL.

## FOUR PILLARS









COMMUNITY

ADVOCACY

RESEARCH

**EDUCATION** 

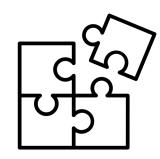
## 8 Significant Issues and Strategic Opportunities Impacting Destination Organizations in 2022



Community Alignment



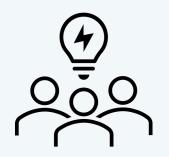
Destination Stewardship



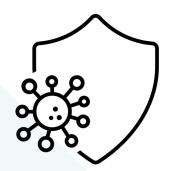
EDI



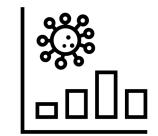
Workforce Development



Value Based Action



Organizational Resilience



Global Pandemic



Climate Change





## Equity, Diversity and Inclusion



EQUITY, DIVERSITY & INCLUSION

Welcome: John Test | Company Name: DB Test

Enter Data

Click on any category below to begin completing the assessment. Click on the icon to the right to download a list of questions (with or without your responses). Help Documents: User Guide | Data Integrity Statement



Accessibility

:: Accessibility

Workforce Demographics Workforce Details



View My Results

Assessment Results

Feedback : Beta Tester Feedback

**Destinations International Partners with Leading Industry** M DESTINATIONS anizations to Sponsor ural Diversity Study

#### to be released in Spring 2022.

D.C., USA (January 13, 2022) - Destinations International, the world's largest resource for ation organizations and convention and visitors bureaus (CVBs), today announced it will rand USA and Miles Partnership to sponsor iolite group's upcoming study "The Multicultural ural Diversity's Impact on Travel Intent." The study will quantify the impact that showcasing Year: 2021 🔽 sity has on traveler intentions. Travelers from Canada, China, Mexico, U.K. and U.S. will be is study, with fieldwork commencing in early 2022.



the impact that showcasing cultural diversity has on travelers. hat traveler perceptions and behaviors are impacted, and by how much. insights to enhance marketing effectiveness for culturally diverse experiences. ofile(s) of culturally curious travelers.

bout the project here.

#### What does 'welcoming' and 'belonging' look and feel like to you?



Can you express that feeling in one or two words?



## Have you experienced a hardship when attending an event?



(If yes, briefly describe the experience in a few words.)



## What was the most memorable experience you had when attending an event?



(What made it so memorable? The room rate value, ease of transport, community service options, diversity of food, learning about the local culture....)

## Observations

- Diverse meanings pertaining to diversity
- Various definitions of success ranging from offering DEI training and education to ensuring work is taken seriously, continued with intention
- Celebration of wins

## Suggestions

- The term 'everyone' should be refined
- Revisit how you define your D, E, and I to guide you through your committee goals
- Define what success looks like for the committee in 3 years, 1 year, 6 months, and today to assist you with the development of a road map
- Report on your successes!

#### **Survey Responses: DEI Committee**



## **Planner Requests**

Diverse offering of local restaurants and activities that highlight the uniqueness of a destination

Health and safety

Safety and security

Sustainability is integrated and explained

Diverse educational offerings

Ease of transport and walkability

Global audience appeal

Commitment to DEI in hired contractors CSR projects

## **RFP Process + Beyond**

Better communication between the city and hotel to bring events into the destination

Ease of entering RFPs, plenty of options available, quick response times, and easy contracting period

Excellent personal connection with destination manager

Include a commitment to create a welcoming experience for all – proactively include how your destination is doing this and tailor questions in the RFP to follow through with this commitment (long term suggestion)



# What is/could be the perception of Iowa through the lens of a business or leisure traveler who is:

A person of color

Native American / Indigenous

LGBTQ+

Has a faith different than Christianity

Needs accommodations

Is not from the United States

**Planners:** 

#### Local Members

What discussions have you had with your clients to alleviate logistical or psychological safety concerns?

How have you provided a business case for having an event in Iowa?

What are some DEI related perceptions that you are working through?

How are you creating spaces that are welcoming for the community, event attendees and visitors?



## Continuing This Discussion...

#### **Planners**:

- 1. What are some DEI related experiences that you would like to repeat and/or integrate into your event planning process?
- 2. What are some experiences that you hope never takes place again / you would not like to repeat?
  - 3. What is important to your audience(s)?

#### Local Members:

- 1. How have you engaged and supported underrepresented communities in Des Moines?
  - 2. How are you attracting diverse visitors and event attendees?
  - 3. How are you sharing DEI related information with planners?

What are three action items you can take to progress these ideas and dialogues forward?



## Case Study: Oklahoma City

- The OKC National Memorial & Museum is situated where the 1995 bombing occurred.
- The Memorial has an initiative called **Better Conversations** that has been a powerful way to take this act of violence and make it a force for good
- They are using **local expertise** to positively impact those visiting the destination
- For conventions, they have bombing survivors who are on the list of potential keynote speakers
- Off-site events such as leadership training and
   **CSR opportunities** are available

#### **GROUNDING VIRTUES**

- WHAT WE PRACTICE, WE BECOME -

#### WORDS THAT MATTER ·······

The words we use shape how we understand ourselves, how we interpret the world, how we treat others.

#### HUMILITY ·····

Humility is a companion to curiosity, surprise, and delight. Spiritual humility is not about getting small. It is about encouraging others to be big.

#### **GENEROUS LISTENING** .....

Listening is more than being quiet while others have their say. It is about presence as much as receiving; it is about connection more than observing.

6 99 CONVERSATIONS

#### HOSPITALITY

Hospitality is a bridge to all the great virtues, but it is immediately accessible. You don't have to love or forgive or feel compassion to extend hospitality.

#### • PATIENCE

Human transformation takes time — longer than we want it to — but it is what is necessary for social transformation. A long, patient view of time will replenish our sense of our capacities and our hope for the world.

#### · ADVENTUROUS CIVILITY

Civility, in our world of change, is about creating new possibilities for living forward while being different and even continuing to hold profound disagreement.



## Case Study: Lexington

#### **MEET IN LEXINGTON**

From equine and medical to religious and technology, we have something to offer groups of all types.



- On the meetings page, **market segments** are clear and shared to provide the planner with ideas and clear direction.
- **Examples** of how Lexington caters to these market segments are clear and cross promoted.
- The information is visually appealing and easy to find
- Diversity is highlighted as a segment and is cross promoted throughout these group offerings
- Giving Good platform that helps planners select CSR opportunities



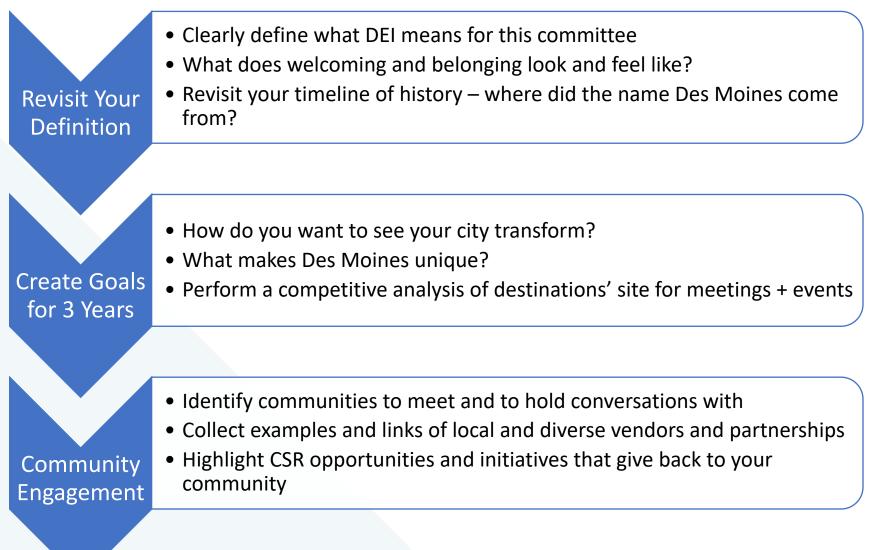
## **Case Study: Milwaukee**



- "Diverse Meetings, Diverse City" tab showcases an authentic array of identities in Milwaukee
- Links to diverse and local vendors and partnerships are clear and available per type of ethnicity or identity
- Accessibility-related transport options are provided and integrated into the planning resources
- Authentic imagery and messaging is integrated into the overall website and the meetings and events platform



## Moving Forward: Local DEI Engagement





## Moving Forward: Top 5 Items For Your RFP

**Diverse Vendor Lists** 

CSR opportunities

Offsite leadership and learning opportunities

Local speakers and applicable experiences

How will my attendees feel physically and psychologically safe?





## **Connect With Me**



LinkedIn: linkedin.com/in/sophiahyder Email: shyderhock@destinationsinternational.org

## @destintl #destintl

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