



U.S. Travel, Tourism Diversity Matters announce partnership

The U.S. Travel Association and Tourism Diversity Matters have announced a new strategic partnership.

The goal is to strengthen the association's focus and support of the industry on issues related to diversity, equity and inclusion (DEI) and provide greater access to Tourism Diversity Matters' subject matter expertise, research and resources.

Tourism Diversity Matters was founded in 2021 to address blind spots in ethnic disparities within the tourism and events industry while providing these industry leaders with resources and tactics to develop more effective DEI strategies to engage, recruit and retain a diverse workforce. DEI is a core priority of the U.S. Travel Association, which is committed to having a vital role in affecting lasting change and supporting the development of industrywide DEI plans.

The partnership will be key to advancing workforce development issues and federal policy initiatives that support travel's recovery.

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Bolmen: Picturesque lake or Ikea toilet brush?

Sweden wants to reclaim 'borrowed' names

Anyone who's shopped at Ikea knows that the brand's gimmick is to name products with quintessentially Swedish, hard-to-pronounce names like Ektorp and Kallax.

Often, these words are borrowed from the names of towns and cities around the country. In practice, given the retailer's enormous reach online, this means that when someone searches for the term Bolmen on Google, they see Ikea's toilet brush rather than a stunning lake in Småland.

The Swedish Tourism Board has had enough.

In a new campaign called "Discover the Originals," it asserts that Ikea has created a lot of misunderstanding, causing people around the world to associate these names with its products, rather than with places in Sweden.

The campaign invites visitors to Sweden to explore the exciting destinations that inspired the names. It's a clever, tongue-in-cheek

approach to getting people around the world curious about lesser-known places in Sweden.

In addition to a video, the Tourism Board launched a new slogan for Lake Bolmen: "More than an Ikea brush."

The board is also highlighting 21 exciting tourist destinations named for Ikea products. It includes Norberg, the site of a silver mine, castles, and ski slopes (which people know as an Ikea folding table), and Mästerby, the site of a medieval battlefield (which Ikea shoppers know as a step stool).

The Swedish advertising agency Forsman & Bodenfors created the campaign.

To Marcus Hägglöf and Johanna Hofman-Bang, who worked on the campaign, Ikea's dominance as a brand is a blessing and a curse.

Hofman-Bang points out that widespread awareness about Ikea in

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A view from the Goldbelt Tram of a Princess Cruises ship docked in Juneau on Aug. 31, 2021. (Photo by Jennifer Pemberton / KTOO)



Juneau residents split over impacts of tourism

About 2,400 Juneau residents responded to a recent public opinion survey about tourism.

Respondents had to live in Juneau in summer 2019 — the last big tourism season before the pandemic.

On the overall effects of tourism, 36% of people Juneau residents who responded said they thought it had a positive impact on them; 33% said tourism had both positive and negative impacts; 20% said it didn't have any impact and just 8% of people said tourism has a negative impact.

Residents who live in downtown or Thane were more likely to respond with negative impacts of tourism than those in other parts of the city. People are split on the city's response to tourism. Almost half of the responses said the city isn't doing enough to manage the impacts of tourism on the community. The other half said the city is doing enough or more than enough.

McKinley Research Group conducted the survey.

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Sweden seeks to reclaim 'borrowed' place names

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popular culture could also be an asset to the Tourism Board. "If it weren't for Ikea, these places we've highlighted wouldn't be interesting in the first place," she says.

It was crucial to nail the tone of the campaign. The Swedish Tourism Board is invested in keeping a good relationship with Ikea, since it is one of the country's best-known exports.

But at the same time, it wanted to throw some shade at the brand—just enough to make the point that the real-life places are more exciting than the products.

To make sure they weren't crossing the line, Forsman & Bodenfors invited some Ikea executives to take a sneak peek at the video. They thought it was good fun.

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Tourism Diversity Matters partners with U.S. Travel

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"A key goal of Tourism Diversity Matters is to affiliate with industry partners such as U.S. Travel Association to advance diversity, equity, and inclusion solutions that will benefit the tourism and events industry as a whole," said Greg DeShields, Executive Director of Tourism Diversity Matters. "We welcome this new partnership and look forward to the positive impact that will come from our work together."

Tourism Diversity Matters has also partnered with Temple University's School of Sport, Tourism and Hospitality Management and San Diego State University's L. Robert Payne School of Hospitality and Tourism Management to conduct academic research and facilitate workforce development.

"U.S. Travel Association has a clear vision: in working closely with Tourism Diversity Matters, we aim to help the travel sector achieve a truly diverse, equitable and inclusive industry for all," said Roger Dow, president and CEO, U.S. Travel Association and board member, Tourism Diversity Matters.

In addition to Dow, Carnival Cruise Line President and U.S. Travel Association National Chair Christine Duffy is also a member of Tourism Diversity Matters' board of directors, whose board is led by chairman Elliott Ferguson, immediate past chair of U.S. Travel.

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