





Founded in 2016, Travel Unity is a U.S.-based NGO focused on increasing diversity in the world of travel through individual and community empowerment.



OUR PHILOSOPHY

- As an NGO, our approach and structure is inherently different than that of a for-profit company.
- No one is perfect. Diversity, equity, and inclusion (DEI) is a process for everyone who commits to it (including us).
- Intent is not enough. Real change only comes through active listening, diplomatic empathy, and applied DEI.
- We meet people and organizations where they are. We will work with anyone who commits to making travel welcoming to people of all backgrounds and abilities.



OUR SCOPE

DEI

Holistic

our working definition includes

- racial/ethnic background
- ability/disability, neurodiversity
- language
- socioeconomic status
- citizenship, land of origin
- faith, religious, and/or spiritual affiliation
- gender identity, gender expression
- sexual orientation
- age
- marital status

TRAVEL

Broad

- Sector-agnostic - includes hospitality, tours, tech, and more
- Includes local and regional travel
 - Cultural institutions
 - Natural spaces
- Leaving home to study at a college/university
- Personal/professional development

(Possible) components of



OUR SCOPE

INDIVIDUALS

Helping people (especially youth) see how travel can be a part of their lives for personal growth or as a career path

- High school CTE programs
- Youth Volunteer Program (YVP) and Travel Unity Youth Advisory Council (TUYAC)
- Collaboration with vocational rehabilitation agencies across the United States

TRAVEL INDUSTRY // ORGANIZATIONS

Educating and connecting through the filter of our DEI Standards and certification programs

- Certified by Travel Unity (CBTU)
- Travel Unity Individual Certificate (TUIC)
- Certified Diversity Travel Professional (CDTP)



Our Approach to Applied DEI in Organizations

Forming a DEI Mindset

- Coming from a place of empathy
- Knowing yourself/your brand
- Learning about others
- Gaining a natural filter to look through the prism of DEI

Following Processes

- Avoiding bias in hiring
- Acknowledging and addressing mistakes in marketing/communications
- Maintaining partnerships



Travel Unity's DEI Standards for Visitor-Facing Organizations

Pillar A: Management & Workforce

A.1.
Leadership
Commitment

A.2.
Hiring &
Pipeline

A.3. Training,
Development,
& Evaluation

A.4.
Employee
Support

Pillar B: Visitorship

B.1.
Stakeholder
Engagement

B.2.
Communications

B.3. Welcoming
& Fulfilling
Experiences

B.4.
Partner
Engagement

Pillar C: Community Impact

C.1.
Local
Environment

C.2. Local
Employment &
Contractors

C.3.
Local
Engagement

C.4. Local
Culture



Travel Unity's DEI Standards for Special Events & Sports

Pillar A Mission & Logistics

A.1.
Purpose/
Mission/Goal of
Event

A.4.
Employees &
Volunteers

A.2.
Stakeholders

A.5.
Logistics &
Compliance

A.3.
RFPs &
Vendors

A.6.
Program
Planning

Pillar B Attendeeship

B.1.
Attracting Attendees

B.2.
Welcoming & Fulfilling
Experiences

B.3. Connection-
Building and Post-
Event Engagement

Pillar C Community Impact

C.1.
Local
Environment

C.2.
Local Vendors
& Businesses

C.3.
Local
Residents

C.4.
Local Culture



7 Ways to Align with Travel Unity's DEI Standards for Visitor-Facing Organizations



Publicly and internally commit to DEI



photo by Patrick Fore



Consider DEI in all aspects of the employee lifecycle



photo by Christina @wocintechchat.com



Establish and
maintain
consistent
engagement with
stakeholders and
partners



photo by Tim Mossholder



Look at your marketing initiatives through the prism of DEI



photo by Charisse Kenion



Ensure that experiences are consistent in quality while still being able to adjust to individual needs



photo by 张学欢



Train frontline staff on the common needs and concerns of people from various different communities/ identities



photo by Suad Kamardeen



Diversify your
vendor
relationships and
consider DEI in
your supply chain



photo by Prince Akachi



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