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.
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

OUR SCOPE

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) career path
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

OUR SCOPE

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.2. Stakeholders
- A.3. RFPs & Vendors
- A.4. Employees & Volunteers
- A.5. Logistics & Compliance
- A.6. Program Planning

**Pillar B** Attendeeeship

- 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
Consider DEI in all aspects of the employee lifecycle
Establish and maintain consistent engagement with stakeholders and partners.
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.
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.
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