



How Destination Marketers Can Represent the Underrepresented in the Travel Industry

Annette Richmond

From Annette With Love



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Types of Representation



Disability



Sexuality / Gender



Age



Race / Religion

Acknowledging Privilege

1

Do all people feel
welcome and
represented in your
travel destination?



Advocating

3

Research
underrepresented
demographics in
your community.

Represent

4

It's time to create a plan that
represents them and invites
them to enjoy all the beauty
your destination has to offer.

Learning + Unlearning

2

Learn more about the
underrepresented.
Unlearn your biases.



Amplify Others

*Ways to Introduce
Your Audience to
Diverse Content*



Shoutout

Reshare content from diverse creators who have visited your destination.

Create a Schedule for consistency.



Interview

Factual, Fun, and Educational
is the perfect mix.

Think outside of the box with
this classic tool.

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Collaborate

Reach out to a new collaborator each quarter.

Be sure to collaborate with a variety of new and established people.



Hire

Pay Marginalized People for their contributions.

Ask others for recommendations of Marginalized People to hire.

Amplify Others

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Your Audience to
Diverse Content*

A Few Of My Favorite Resources

Follow them on Instagram

Race

@OneikaTraveller
@TheBlackOutdoors

Disability

@CurbFreeCoryLee
@DisabledHikers

Fat Positive

@SapphireSplendour
@FatGirlsHiking

Religion

@MuslimTravelGirl
@HijabTravellers

LGBT+

@VoyagingVagabond
@PrideOutside

Stock Photo

Disabled and Here

Websites

Can We All Go

Unsplash

Top Tips

For Representing The Underrepresented

Acknowledge The Issue

Learn + Unlearn

Amplify + Hire