



ORANGE 142™

A Direct Digital Holdings Company

UNLOCKING THE POWER OF DEI IN TOURISM
MARKETING



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UNLOCKING THE POWER OF DEI IN TOURISM MARKETING

ORANGE 142™

A Direct Digital Holdings Company



Colossus SSP®

A Direct Digital Holdings Company



Image: Houston Business J

black owned and operated

travel focused

media ad tech platform

DEI equals growth, and it's in our DNA

As a Black-owned business with a minority-majority-led board, all of DDH's brands, including Orange 142, are fully committed to DEI and women empowerment. Women comprise 80% of our corporate leadership and 66% of the administration across our three brands. We are the number one partner for brands that want to support the most diverse digital advertising ecosystem.

80%

of corporate leadership is comprised of women

66%

of the administration is comprised of women



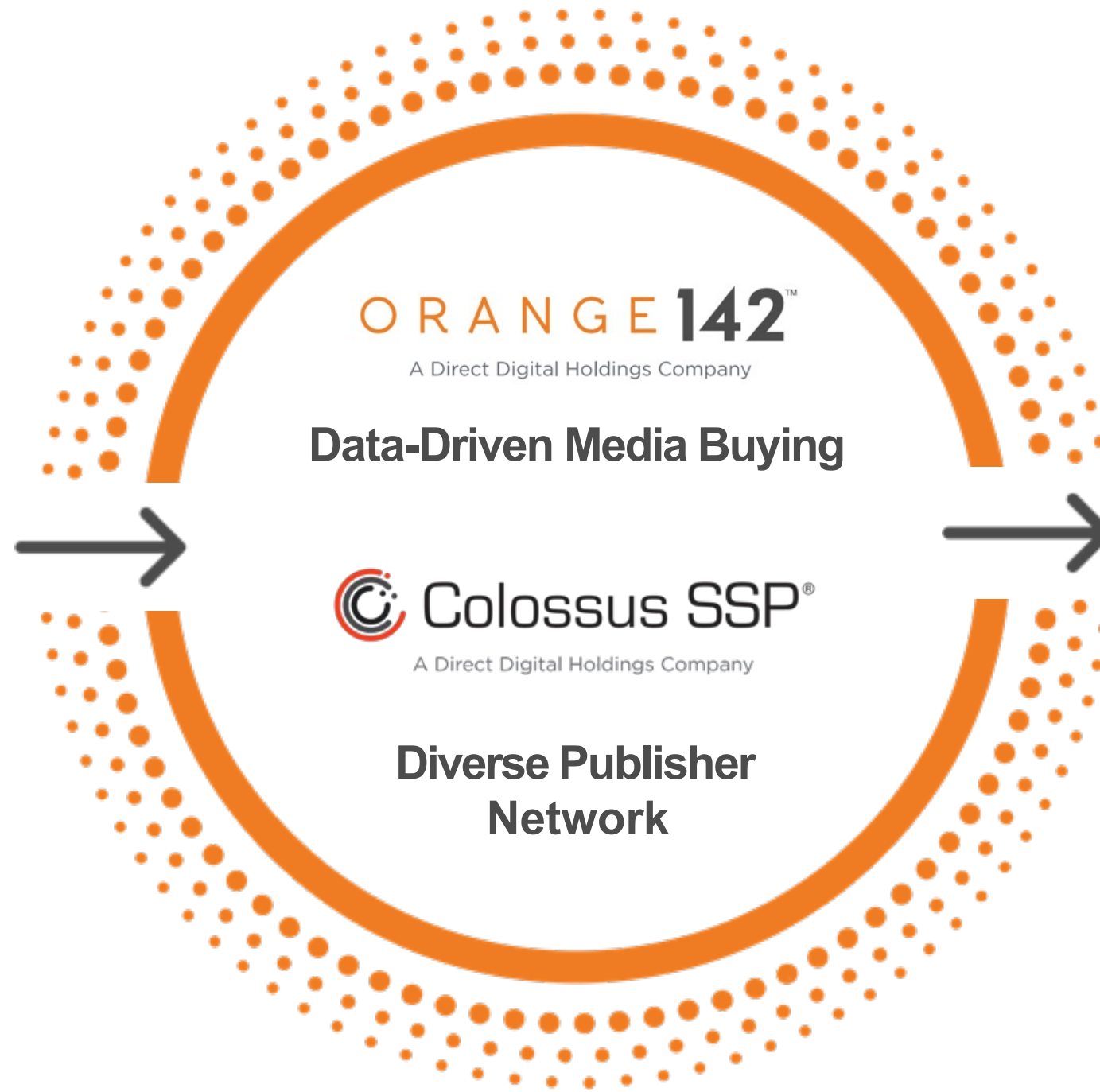
FOR DMOs

Multicultural Marketing

We help destinations reach multicultural audiences at scale through our diverse ad technology platform



Destination Marketers



Diverse Audiences

Topics

- Understanding DEI
- Why DEI Matters
- Stats about NY State Diversity
- Being Inclusive in Your Advertising
- Examples + Best Practices
- Case Study
- Takeaways
- Q&A



Understanding DEI

Defining diversity

Having a range of people with different backgrounds, experiences, and perspectives.

Defining equity

Ensuring fair treatment, equality of opportunity, and fairness in access to information and resources for all.

Defining inclusion

Creating a culture that embraces, respects, and values differences.



Key principle: Representation

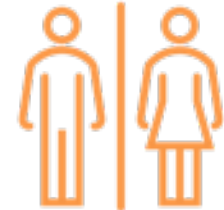
Actively seeking diversity in visitors through marketing.



Dimensions of Diversity



Ethnicity and Race



Gender Identity and Expression



Sexual Orientation



Age



Ability and Disability



Religion



Socioeconomic Status



Cultural Background



Veteran status



Neurodiversity

It's Easy to Forget All the Ways We are Diverse

Diversity in the US



Growing Hispanic population

The Hispanic population has grown from 14.6 million in 1980 to 59.9 million in 2019, making up 18% of the total population.



Increasing Asian population

The Asian population has grown from 3.5 million in 1980 to 22.9 million in 2019, making up 7% of the total population.



Aging baby boomers

Baby boomers (born 1946-1964) make up over 20% of the population. As they age, their needs and preferences change.

The US is becoming more racially and ethnically diverse, with growing minority groups.

Diversity in New York

According to the U.S. Census Bureau (2020), the racial composition of New York State is diverse, with approximately:

- White: 55.4%
- Black or African American: 15.8%
- Hispanic or Latino: 19.2%
- Asian: 9.1%
- Other races: 0.5%
- Two or more races: 3.9%

New York State has a significant LGBTQ+ population. According to the Williams Institute at UCLA, an estimated 4.1% of adults in New York identify as LGBTQ+.

According to Pew Research Center (2014), religious demographics in the state include: Christian: 58% (including Protestant and Catholic denominations)

- Jewish: 8%
- Muslim: 3%
- Hindu: 1%
- Other religions: 1%
- Unaffiliated: 30%

Around 20% of adults in New York State have a disability, according to the Centers for Disease Control and Prevention (CDC). This includes physical disabilities, mental health conditions, and other impairments.

- The population in New York State spans different age groups: Youth (under 18): Approximately 21%
- Working-age adults (18-64): Approximately 63%
- Older adults (65 and above): Approximately 16%

Why DEI Matters



Impact on Brand Perception:

- According to a survey by Adobe (2021), 62% of consumers expect brands to be more diverse and inclusive in their advertising.
- 71% of consumers surveyed by Edelman (2020) stated that they are more likely to trust a brand that showcases diversity in its advertising.
- 42% of consumers in a Kantar study (2021) said they would switch brands if they felt the ads were not diverse enough.



Social Media Response:

- 45% of consumers in a Kantar study said they would share an ad on social media if it featured diverse representation.
- 35% of consumers in the same study said they would advocate for a brand that promotes diversity and inclusion in its advertising.





Impact of Representation: When audiences see themselves authentically represented in advertising, they are more likely to connect emotionally with the brand and feel a sense of belonging. This emotional connection leads to increased brand loyalty and advocacy.

As recently as 2019, the ANA found that while multicultural consumers made up almost 40 percent of the total U.S. population, only 5.2 percent of total advertising and marketing spending was directed toward these audiences.

Dollars

Market Growth and Expansion:

Diverse audiences represent significant market segments with purchasing power. According to Nielsen, multicultural consumers in the United States have a buying power of over \$4 trillion annually. Marketing to these demographics can help businesses tap into new revenue streams and expand their market share.



Dollars & DEI: Multicultural Consumers' Insights on Brands' Media Buying and Marketing Practices

Direct Digital Holdings

ORANGE 142 | Colossus SSP | Huddled Masses

Digital advertising built for everyone.



Q&A



Download Today!



Bottom Line:

Your destination's growth depends on reaching new audiences and growing your groups and leisure travelers to people with spending power. Your destination can't afford not to market to multicultural audiences.

Key to Inclusive Marketing: Know Your Audience

Segment your audience

Divide your audience into groups with common attributes to tailor marketing and product development.

Research your target audience

Conduct market research to understand the demographics, values, interests, and needs of diverse communities you want to reach.

Feature diverse voices + faces

Showcase a variety of people from different backgrounds, races, ethnicities, abilities, etc. in your campaigns.

Avoid stereotypes

Avoid representations that perpetuate stereotypes or marginalize underrepresented groups.

Use inclusive language

Avoid gendered, racial, ethnic, or ability-assuming language. Use words like 'everyone', 'people', 'they'.

Highlight accessibility

Show wheelchair users, captioned videos, braille signage to signal accessibility.

Celebrate culture

Share holiday traditions, foods, dress, music from different cultures.

Listen to Feedback

Get feedback from diverse groups and adjust ads accordingly.



Easy Ways to be Inclusive in Your Advertising



Diverse Faces +Voices

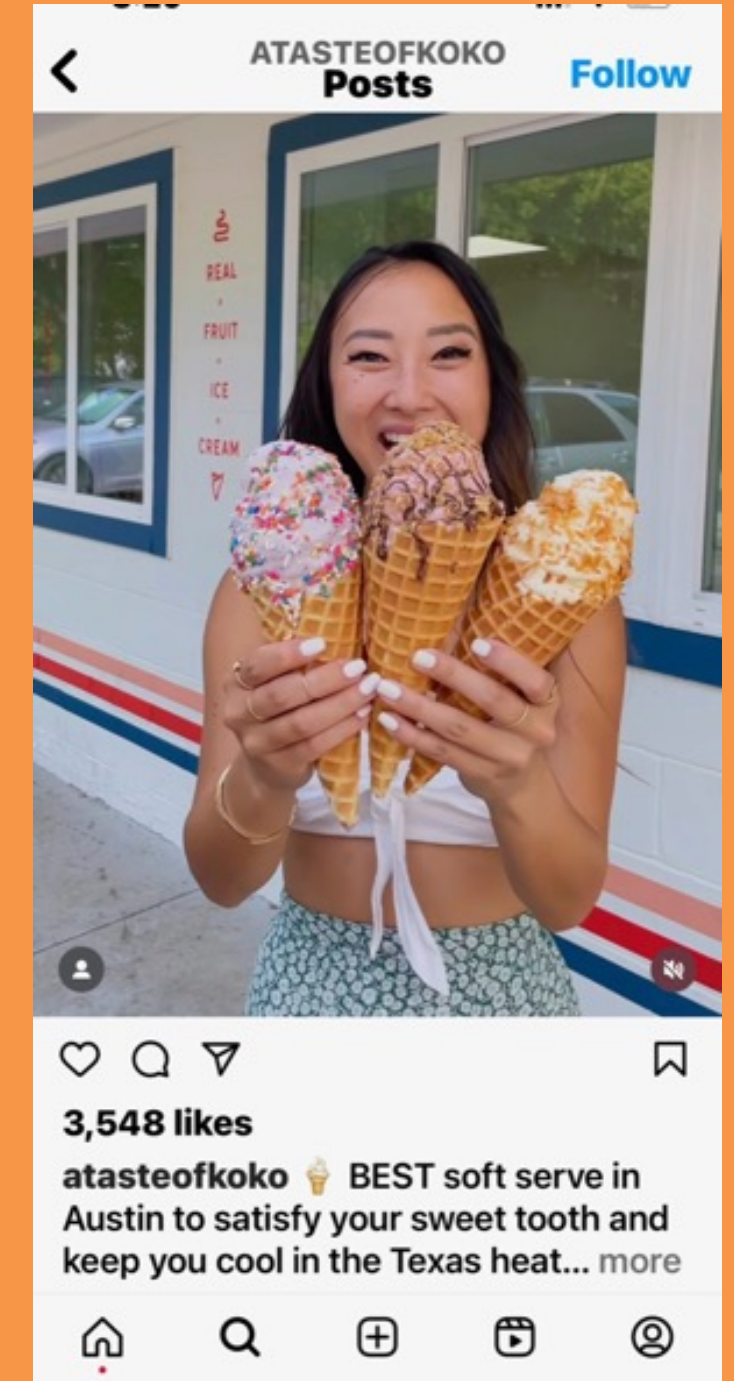
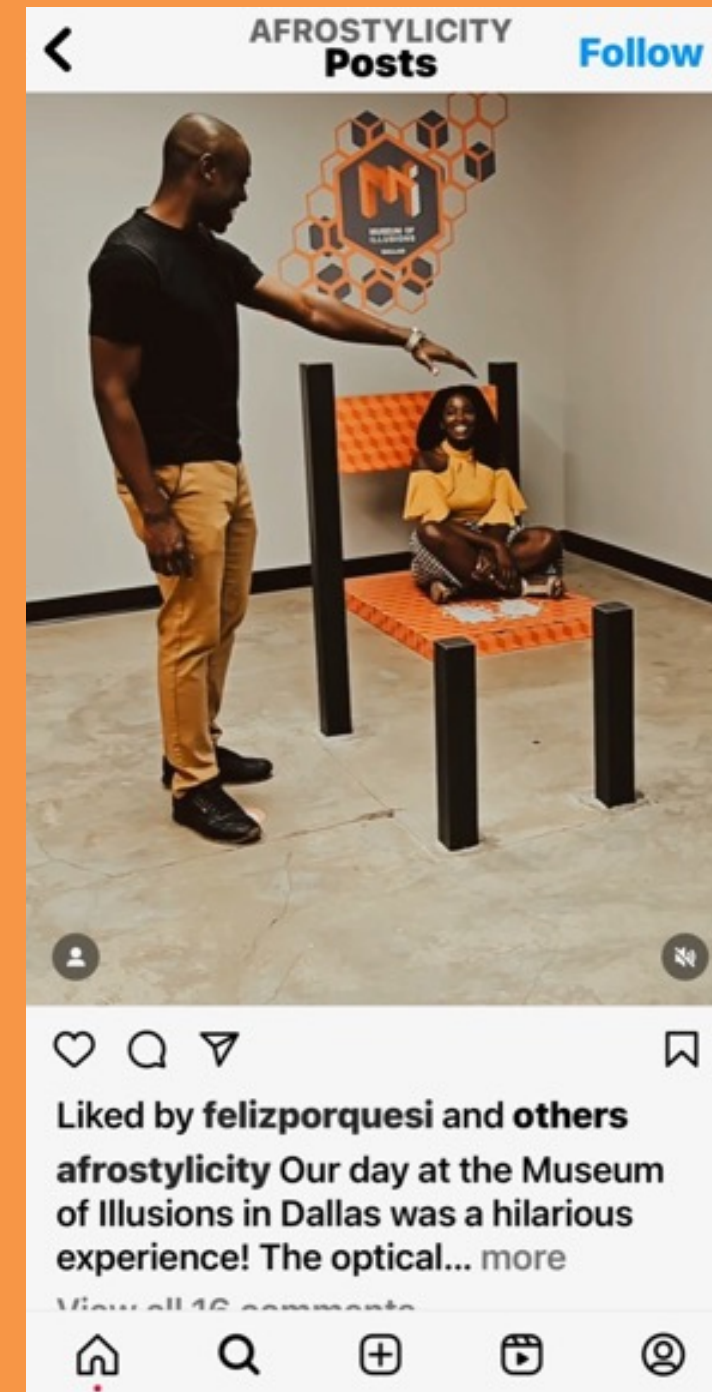


Accessible hotel rooms



Multilingual brochure

Leverage Multicultural/Diverse Micro Influencers



Collaborate with the right diverse local influencers to create & distribute genuine destination content.

Activate Diverse Audiences with Organic Social Media



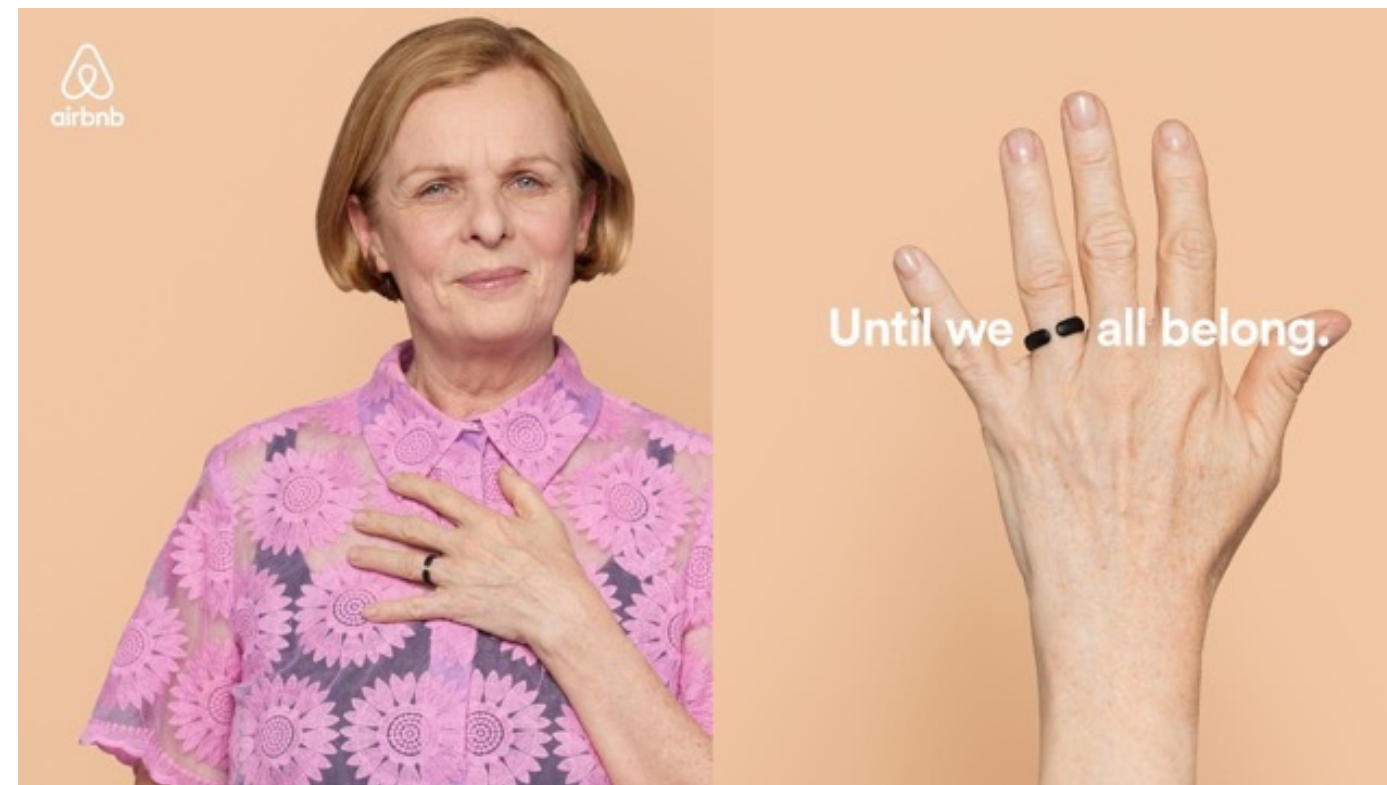
- Plan your activation calendar and channel selection carefully for optimum effectiveness (align with cultural events/holidays)
- Avoid pandering and research what you're posting. Make sure it's sensitive, appropriate and meaningful to the audience you're speaking to.

Great Inclusive Travel Brands



VisitBritain

VisitBritain's inclusive tourism ad featuring people with disabilities.



Airbnb

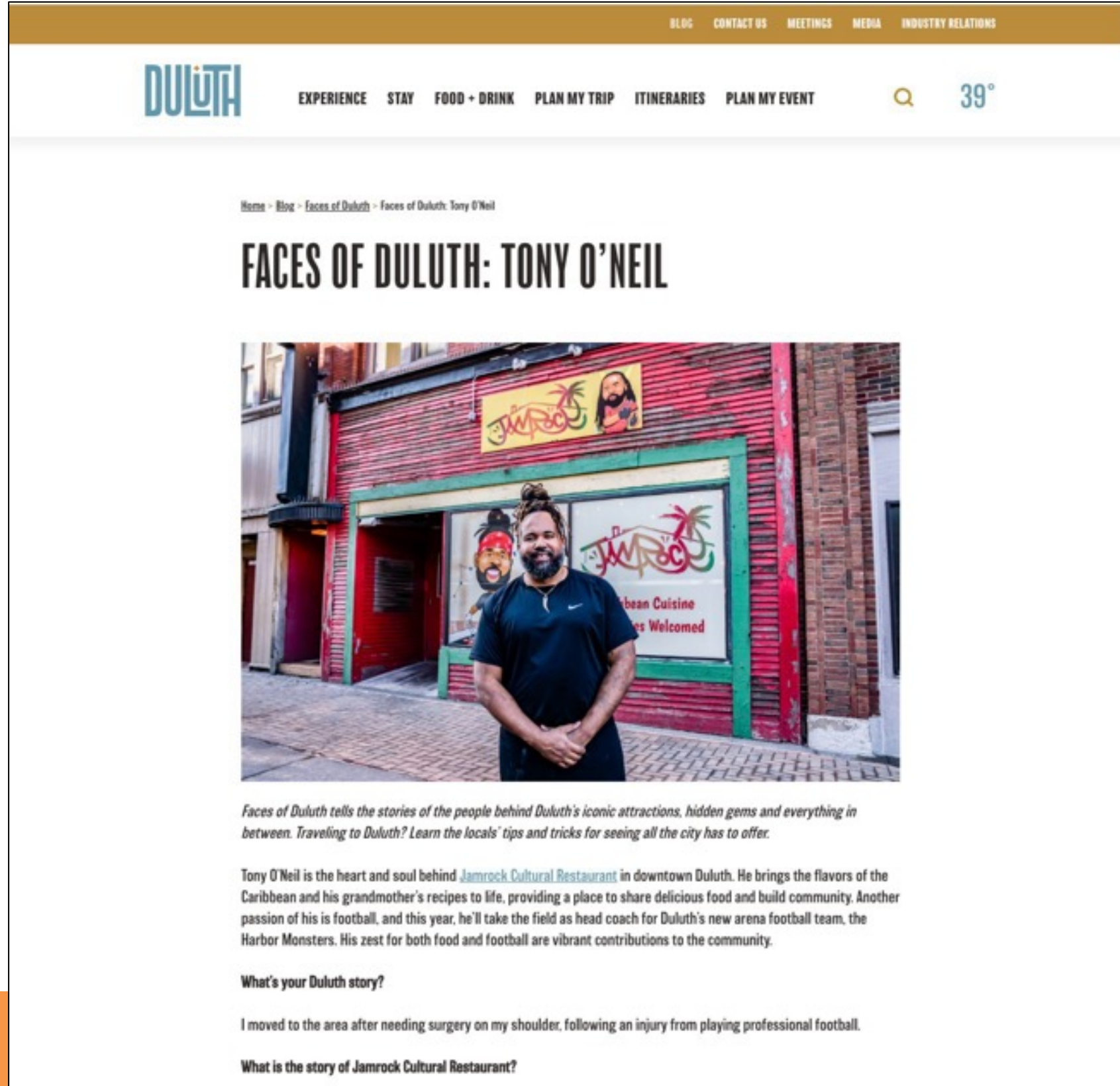
Airbnb's ad campaign featuring same-sex couples.



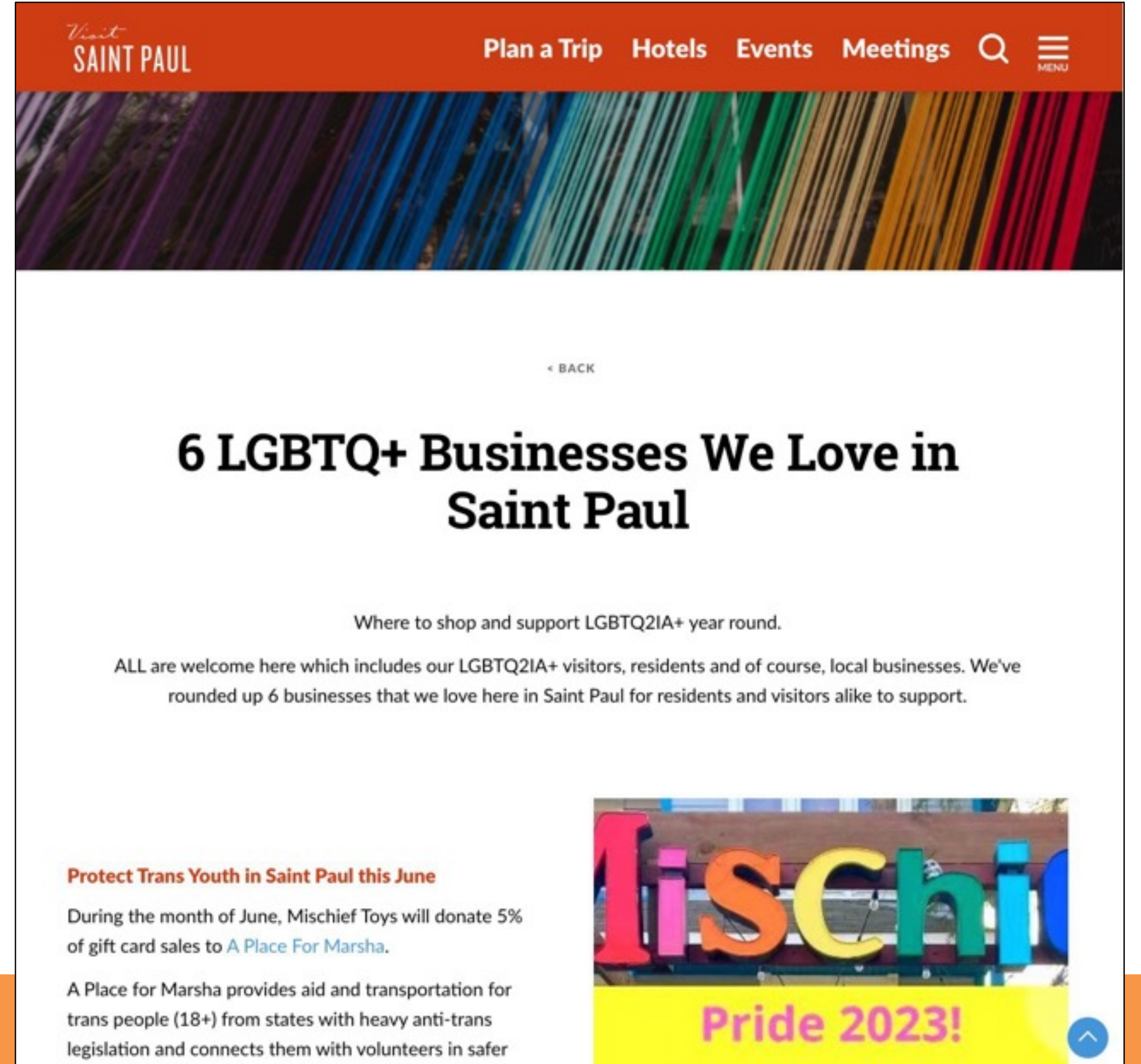
Marriott

Marriott's campaign featuring people of diverse ethnic backgrounds.

Tourism Examples

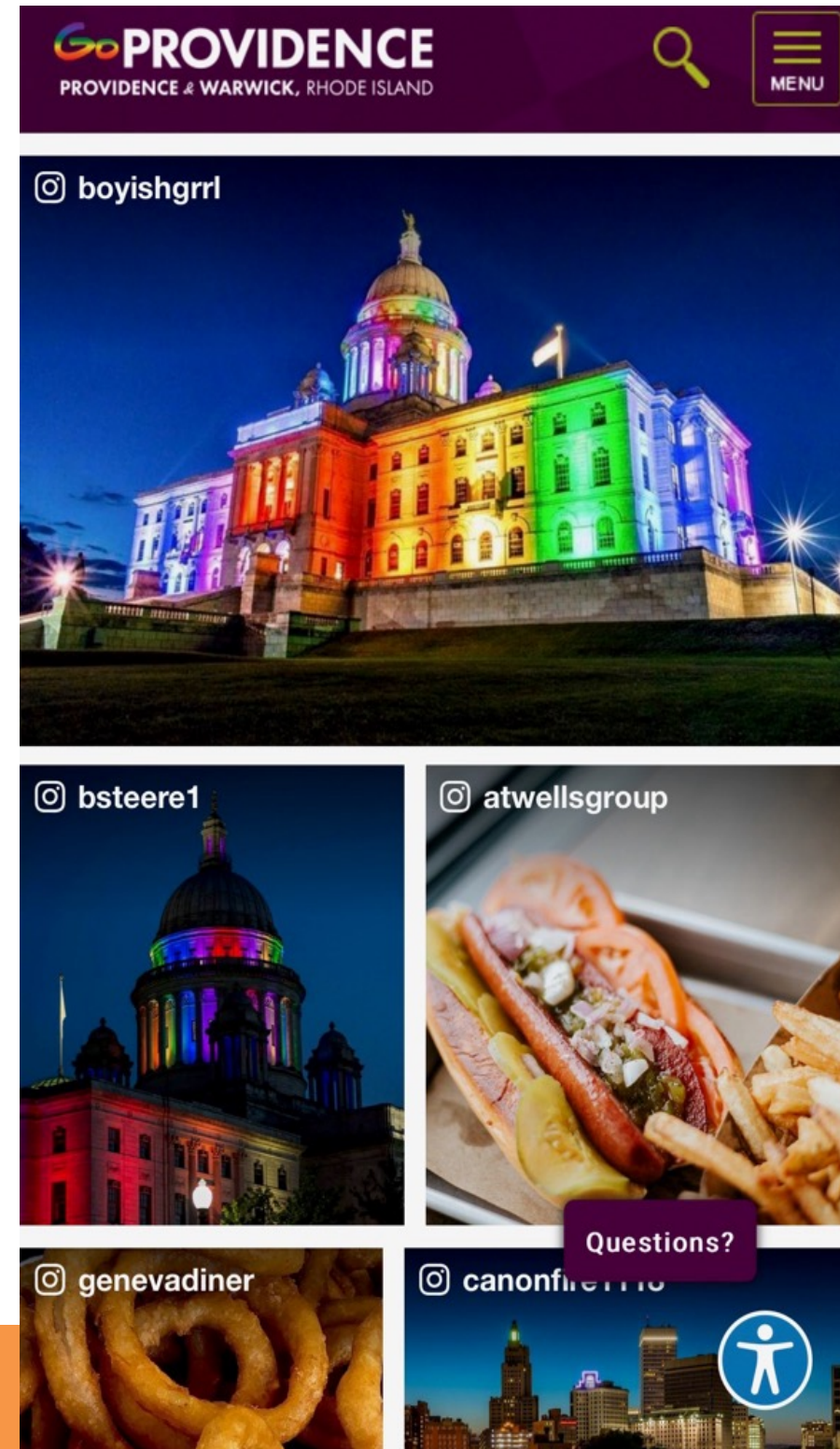


The screenshot shows the Duluth website's navigation bar with links for 'BLOG', 'CONTACT US', 'MEETINGS', 'MEDIA', and 'INDUSTRY RELATIONS'. Below the navigation, there are links for 'EXPERIENCE', 'STAY', 'FOOD + DRINK', 'PLAN MY TRIP', 'ITINERARIES', and 'PLAN MY EVENT'. A search icon and a temperature indicator '39°' are also present. The main content area features a breadcrumb trail: 'Home > Blog > Faces of Duluth > Faces of Duluth: Tony O'Neil'. The article title is 'FACES OF DULUTH: TONY O'NEIL'. Below the title is a photograph of Tony O'Neil, a man with a beard and a black shirt, standing in front of the 'Jamrock Cultural Restaurant'. The restaurant's sign is visible, featuring a colorful logo and the text 'Jamrock Cultural Restaurant' and 'Caribbean Cuisine'. Below the photo, there is a short paragraph of text and a question: 'What's your Duluth story?'. The text below the question reads: 'I moved to the area after needing surgery on my shoulder, following an injury from playing professional football.'



The screenshot shows the Visit Saint Paul website's navigation bar with links for 'Plan a Trip', 'Hotels', 'Events', and 'Meetings'. There is also a search icon and a 'MENU' icon. The main content area features a large, colorful abstract graphic at the top. Below the graphic, there is a '< BACK' link. The article title is '6 LGBTQ+ Businesses We Love in Saint Paul'. Below the title, there is a sub-headline: 'Where to shop and support LGBTQ2IA+ year round.' followed by a paragraph: 'ALL are welcome here which includes our LGBTQ2IA+ visitors, residents and of course, local businesses. We've rounded up 6 businesses that we love here in Saint Paul for residents and visitors alike to support.' Below this text, there is a section titled 'Protect Trans Youth in Saint Paul this June' with a sub-headline: 'During the month of June, Mischief Toys will donate 5% of gift card sales to A Place For Marsha.' Below this, there is another paragraph: 'A Place for Marsha provides aid and transportation for trans people (18+) from states with heavy anti-trans legislation and connects them with volunteers in safer'. At the bottom right, there is a photograph of a sign for 'Mischief Toys' with the text 'Pride 2023!' and a blue arrow icon pointing up.

Welcoming and Inviting Diverse Groups





PRIMARY GOAL:

- Increase Latine visitation beyond core traditional market of Mexico.

OBJECTIVES:

- Engage and connect with U.S. Spanish speaking audiences.
- Increase traffic and use of [Vamos-a-Tucson](#), Visit Tucson's Spanish focused website.



Audience Research:

Hispanic/Latine Travelers Take
2 More Trips Per Year Than Non-Hispanics

Hispanic/Latine Typically Travel in Larger
Groups (Increasing Visitors & Revenue)

60% of Hispanic/Latine Travel Decisions are Influenced
by their Children



Hispanic Advertising Tactics

- Take time to understand cultural nuances and travel practices
- Ensure creative (visuals and message) plus landing pages are consistent and genuinely representative
- Leverage Hispanic owned media publishers to increase targeted reach and improve engagement
- And DON'T rely on Google Translate

Keywords in Spanish

[ideas para viajar en octubre]
[sitios para viajar en septiembre]
[donde viajar septiembre]
[ideas para viajar en septiembre]
[a donde ir de vacaciones en octubre]
[a donde ir de vacaciones en septiembre]
[donde ir de vacaciones a finales de septiembre]
[destino vacaciones septiembre]
[septiembre donde viajar]
[mejores sitios para viajar en septiembre]
[a donde viajar en otoño]
[donde viajar a finales de octubre]
[los mejores sitios para viajar en septiembre]
[donde viajar sola en octubre]
[sitios para ir de vacaciones en septiembre]
[mejor destino para viajar en septiembre]
[donde se puede viajar en septiembre]
[a dónde viajar en octubre]
[sitios para ir de vacaciones en octubre]
[mejor sitio para ir de vacaciones en septiembre]
[donde ir de vacaciones octubre]
[donde ir vacaciones en octubre]
[donde puedo ir de vacaciones en octubre]
[donde puedo ir de vacaciones en septiembre]
[donde viajar a finales de septiembre]
[mejor sitio para viajar en octubre]
[mejores sitios para ir de vacaciones en septiembre]
[donde ir de vacaciones en verano]
[donde viajar en agosto]
[sitios para ir en verano]
[vacaciones en agosto donde ir]
[a donde ir de vacaciones en agosto]

Visit Tucson
Sponsored · 🌐

Somos un destino bicultural con gran sentido de comunidad que hará que conectes con tus raíces a través de sus eventos.



<https://www.vamosatucson.c...>
¡Tucson Es tu Casa! [Learn more](#)

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Conecta tus raíces y deleita tus sentidos con la auténtica cocina mexicana de reconocidos chefs hispanos de Tucson.



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Like Comment Share

Visit Tucson
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Expresate, sé tú mismo, siéntete bienvenido a una ciudad vibrante, completamente bicultural y conecta con tus raíces.



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Ven y vive tu herencia hispana en Tucson, una ... more

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Ven y vive tu herencia hispana en Tucson, una ciudad vibrante, artística y energética donde puedes expresarte y ser tú mismo.



<https://www.vamosatucson.c...>
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visittucson Ven y Disfruta de Eventos Culturales
Ven y vive tu herencia hispana en Tucson, una ... more



**Spring-Summer 2023
Media Campaign**

Vamos a
tucson

Music is Vital in Connecting with Latine Audiences

Viva Latino Upgrade Brian Free

#	TITLE	ALBUM	DATE ADDED	Duration
5	Arcángel, Bad Bunny	La Jumpa	6 days ago	4:16
6	CAIRO KAROL G, Ovy On The Drums	CAIRO	6 days ago	3:21
7	Hey Mor Ozuna, Feid	Hey Mor	6 days ago	3:17
8	Bebe Dame Fuerza Regida, Grupo Frontera	Bebe Dame	6 days ago	4:32
9	CHORRITO PA LAS ANIMAS Feid	SIXDO	6 days ago	2:48
10	RON COLA Rauw Alejandro, Subelo NEO	SATURNO	6 days ago	3:07
11	Monotonía Shakira, Ozuna	Monotonía	6 days ago	2:39
▶	CHAO BEBE Ovy On The Drums, Ozuna	CHAO BEBE	6 days ago	3:26
13	Los Cachos Piso 21, Manuel Turizo	Los Cachos	6 days ago	3:32
14	Gato de Noche Ñengo Flow, Bad Bunny	Gato de Noche	6 days ago	3:47
15	AHORA QUÉ Quevedo	DONDE QUIERO ESTAR	6 days ago	2:51
16	GATÚBELA KAROL G, Maldy	GATÚBELA	6 days ago	3:29

Visit Tucson Aprende Más

Advertisement Visit Tucson

TUCSON ES TU CASA

Vamos a **tucson**

Aprende Más

0:05 0:30

Spring-Summer 2023
Media Campaign

Vamos a
tucson

Tucson Launches Marketing Campaign to Attract Hispanic and Spanish-Speaking Travelers



Image: PHOTO: The Tucson, Arizona city center at twilight. (photo via hstiver/iStock/Getty Images Plus) (hstiver / iStock / Getty Images Plus)



by Mia Taylor

Last updated: 5:20 PM ET, Mon April 10, 2023

Visit Tucson has launched a new online marketing campaign designed to attract Hispanic and Spanish-speaking travelers in the United States, making them feel welcome in Tucson, Arizona and encouraging them to explore the city's culture, heritage, and multiculturalism.

Kicked off in March, the campaign includes a dedicated website, as well as messaging via social media, advertising, and search engine marketing. There are also visuals and stories in Spanish designed to highlight Tucson's vibrant culture, heritage, and traditions.

ADVERTISEMENT

RELATED OFFERS

New Orleans & Company Complimentary

Advertisement Visit Tucson

Spring-Summer 2023 Media Campaign



CLIENT

Visit Tucson

Digital Advertising Success
with Multicultural Hispanic
Audiences

THE RESULTS:

500%

Increased Web
Traffic

OVER

13,700

Ad Clicks
Delivered



For more
details on
this case
study:



CASE STUDY

Digital Advertising Success with Multicultural Hispanic Audiences

We successfully targeted a Spanish speaking audience using data selected digital advertising channels. The objective was to increase visitation to the "**Vamos a Tucson**" website and genuinely connect with key Hispanic audiences. Through authentic messaging, resonating creative, and insights-supported ad channels, we drove measurable results that exceeded Visit Tucson's expectations.

Key Takeaways

- Embrace diversity of all kinds
- Involve members of your target audience in the planning process. This will help you to ensure that your advertising is relevant and culturally appropriate.
- Be sensitive to cultural differences. Avoid stereotypes + tokenization.
- Be Authentic.
- Test your advertising before you launch it.
- Evaluate your results. This will help you to learn what worked and what didn't so that you can improve your advertising campaigns in the future.

In summary, DEI should matter to everyone because it enhances innovation, market relevance, engagement, social responsibility, fosters learning and growth, and financially benefits your region, all of which contribute to individual and collective success.





Thank You

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