

spots in ethnic disparities within the tourism and events industry while also providing industry colleagues with the resources to promote effective diversity, equity and inclusion (DEI) strategies, according to a press release from U.S. Travel.

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Prior to partnering with U.S. Travel, Tourism Diversity Matters has worked on DEI initiatives 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 on issues related to DEI.

Christine Duffy, president of Carnival Cruise Line and national chair of U.S. Travel, is a member of Tourism Diversity Matters' board of directors, as is Roger Dow, president and CEO of U.S. Travel.

“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.”

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