

Diversity Analysis

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DEI in Visit Buffalo Niagara Tourism Marketing

- ▶ Website highlights affordability and activities for all ages
 - ▶ "Something for everyone"
- ▶ Easy to navigate website for fulfilling your needs
 - ▶ "If I am this kind of person, I should click this"
- ▶ Variety of pages for different demographics
 - ▶ LGBTQ
 - ▶ Black history
 - ▶ Family
 - ▶ Social justice



Photo

DEI in Visit Buffalo Niagara Tourism Marketing

- ▶ Social media (Instagram) is not as strong as website
- ▶ Photos lack diversity
- ▶ Minimal representation of Indigenous and Native cultures
- ▶ Limited information on religion and political ideology



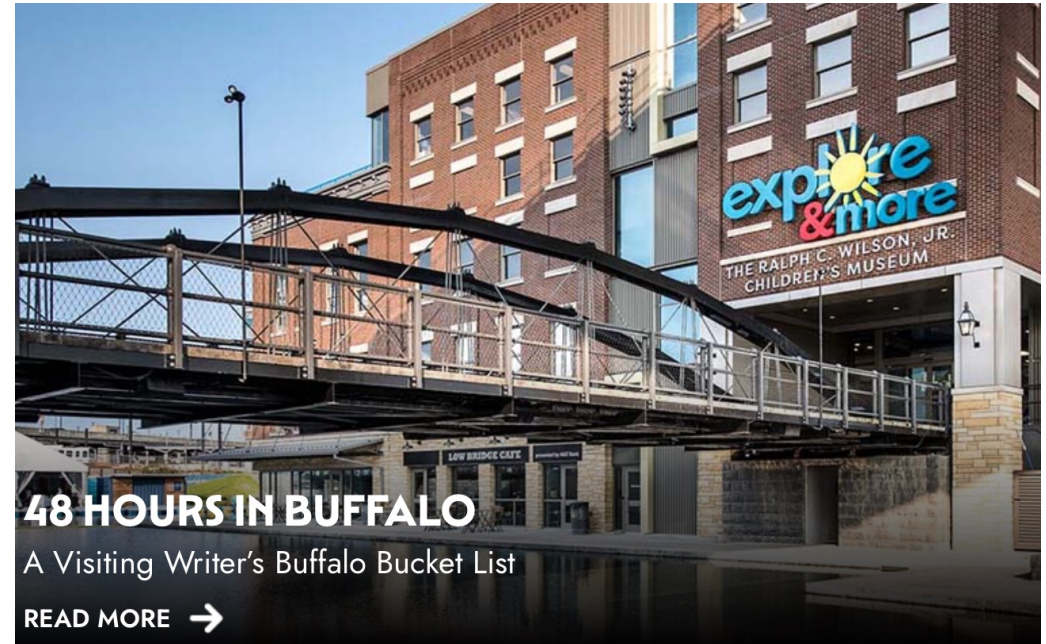
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DEI in Visit Buffalo Niagara Visitor Experience

- ▶ Activities for all ages and interests
- ▶ Many accessibility features
- ▶ Cultural events
 - ▶ St. Patrick's Day
 - ▶ Juneteenth
 - ▶ Dyngus Day
- ▶ Global food experience, yet may be limited to few cultures
- ▶ DEI initiative launched in 2020



Photo

Returning Roots

- ▶ Campaign to showcase the Indigenous culture in the Buffalo Niagara region.
- ▶ Targeted to locals interested in heritage, cultural organizations, and Indigenous peoples.
- ▶ Strategies
 - ▶ Highlight Indigenous Peoples Day and Native American Heritage Month on website and social media
 - ▶ Oct. 13 and November 2025
 - ▶ Host a Native American Heritage event with an Indigenous speaker from the Buffalo Niagara region
 - ▶ Showcase the indigenous land that the Buffalo Niagara region now exists on through highlights on the website



Photo