

# Visit Belfast Diversity, Equity, and Inclusion (DEI) Policy

Visit Belfast is committed to fostering a diverse, equitable, and inclusive environment across all aspects of our operations. Our three-year business plan, *New Horizons for Belfast City Region 2024-27*, builds on our progress and transformation, positioning Belfast as a thriving, inclusive, and sustainable destination.

This business plan adopts a triple bottom line approach, measuring tourism success through economic, social, and environmental outcomes that benefit businesses, employees, residents, and the wider city. Inclusivity is a core principle embedded in our planning and operational activities, and this DEI policy formalises our commitment to Diversity, Equity and Inclusion.

This policy is structured around three key areas of focus:

1. **Our Organisation**
2. **Our Visitors and Clients**
3. **Our City and Industry**

This DEI policy supports our existing equal opportunity policy, ensuring employment equality and workplace inclusivity in compliance with Northern Ireland equality legislation.

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## Our Purpose

“To create and service visitors for Belfast and Northern Ireland to generate economic benefit and inclusive growth, creating jobs and prosperity for the city region, and enabling Belfast to become a more sustainable place to visit, meet, and live.”

## Our Values

Our company values are people-centred, responsible, collaborative, influential, adaptable, and honest.

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**Our DEI Commitment** As outlined in Visit Belfast’s sustainability policy, our DEI commitment is to **‘promote and develop Belfast as an accessible, inclusive, and welcoming destination for all.’**

## 1. Our Organisation

To create an inclusive culture, we prioritise awareness, understanding, and action across our team and organisation we are:

- Fostering an inclusive, welcoming and collaborative work environment
- Engaging our staff in DEI discussions and initiatives, ensuring open opportunities for dialogue and learning.
- Making inclusivity training an essential part of our induction process and providing refresher training every two years.
- Raising awareness of DEI issues and appointing internal DEI champions to drive continuous improvement.

## 2. Our Visitors and Clients

As Belfast's destination marketing and management organisation, we tailor the support we provide visitors and clients based on their individual needs, interests and objectives. In doing so we ensure visitors and clients from all backgrounds feel valued, represented, and welcomed.

We are:

- Ensuring our marketing content is as accessible as possible.
- Celebrating diversity and inclusivity across our marketing channels.
- Expanding our online accessibility guide to include resources that support inclusive travel experiences.
- Increasing the diversity of representation across our marketing platforms.
- Engaging contributors who bring varied perspectives for a richer content experience.
- Consulting with visitors with lived experience of exclusion to identify areas for improvement.

## 3. Our City and Industry

We align with *Belfast's Tourism Plan: Make Yourself at Home* and Belfast City Council's *Accessible and Inclusive Tourism Programme* to enhance the city's reputation as an accessible and inclusive destination. We are:

- Supporting Belfast's inclusivity and accessibility programs and promoting these among our industry partners.
- Advocating the adoption of the *Embrace the Inclusive Spirit* toolkit within the tourism sector.
- Collaborating with AccessAble to increase the number of accessible businesses listed on the Belfast portal.
- Championing businesses that actively improve accessibility and inclusivity within their offerings.
- Providing quality information on accessible facilities and services to enhance visitor experience.
- Raising consumer awareness of Belfast's accessibility and inclusive tourism experiences.
- Prioritising inclusivity within our industry engagement programs.
- Working with stakeholders, partners, and individuals with lived experience of exclusion to enhance Belfast's inclusive tourism landscape.

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This policy is overseen by Visit Belfast's senior management team and is supported by a DEI action plan, which will be reviewed and updated annually.

March 2025