

THE URGENT JOURNEY: WHY BODY INCLUSIVITY IS ESSENTIAL FOR THE TRAVEL INDUSTRY

How to Become a Leader in the Body-Inclusive Economy

- Can you demonstrate that people in larger bodies are treated equitably in all aspects of your company?
- Does your team (and especially your leadership team) include people of all sizes?
- Do you know what to do if someone on your team makes a joke about someone's size?

If you answered “no” to any of these questions, it’s likely your company is violating new legislation aimed at preventing discrimination based on body size — and failure to act could result in significant fines and damage to your brand reputation.

As of November 2023, NYC mandates strict adherence to laws banning size discrimination, and other cities and states are following suit — but most people are unaware of their own biases against people in diverse bodies, making it difficult to know what changes must be made to prevent discrimination.

Beyond mere compliance lies an opportunity to revolutionize your approach, unlocking authentic connections with those in larger bodies — the majority of Americans.

To protect your company and create a brand where all bodies are welcome, it is imperative to build awareness and understanding of body inclusivity.

Don't let size discrimination laws catch you off guard. This is your opportunity to transform your business practices and thrive in an increasingly diverse marketplace.

Travel Fast Track: Body Inclusivity Workshop

In this 1-hour interactive workshop, your team will learn not only how to avoid legal pitfalls, but also how to:

- Tap into a lucrative market segment often overlooked by competitors
- Implement actionable steps to ensure compliance while maximizing market reach
- Enhance your brand's authenticity and inclusivity, fostering deeper connections with customers of all sizes
- Adopt best practices to combat weight stigma and integrate inclusivity into marketing and product offerings
- Craft a welcoming brand experience that resonates with individuals of all body shapes and sizes

Next Steps

- Customer Journey Workshop
- Marketing Audit & Roadmap

For pricing and to request your workshop date, please contact us at info@thegorgeousagency.com

Following our working session, the entire team was newly equipped with awareness, confidence, and the tools to authentically connect with folks and ensure they feel seen, appreciated and welcome. CEO Kara Richardson Whitely's authority in this domain, grounded in both lived experience and expertise in body inclusion and weight stigma, is unparalleled.

Ben Boyd, Peloton Interactive, SVP Global Communications

Kara had the entire room of leaders captive during her keynote and gave every attendee something to think about and take back to their teams, no matter what department they lead.

Hannah DeMaio
Women Leading Travel & Hospitality, VP Brand Strategy

