



CREATING A **MORE INCLUSIVE** TRAVEL EXPERIENCE

June 27, 2022

U.S. TRAVEL
ASSOCIATION®



MALCOLM

Smith

Senior Vice President, Business Development
General Manager, IPW

U.S. Travel Association



BILLY
Kolber

CEO and Co-Founder
HospitableMe

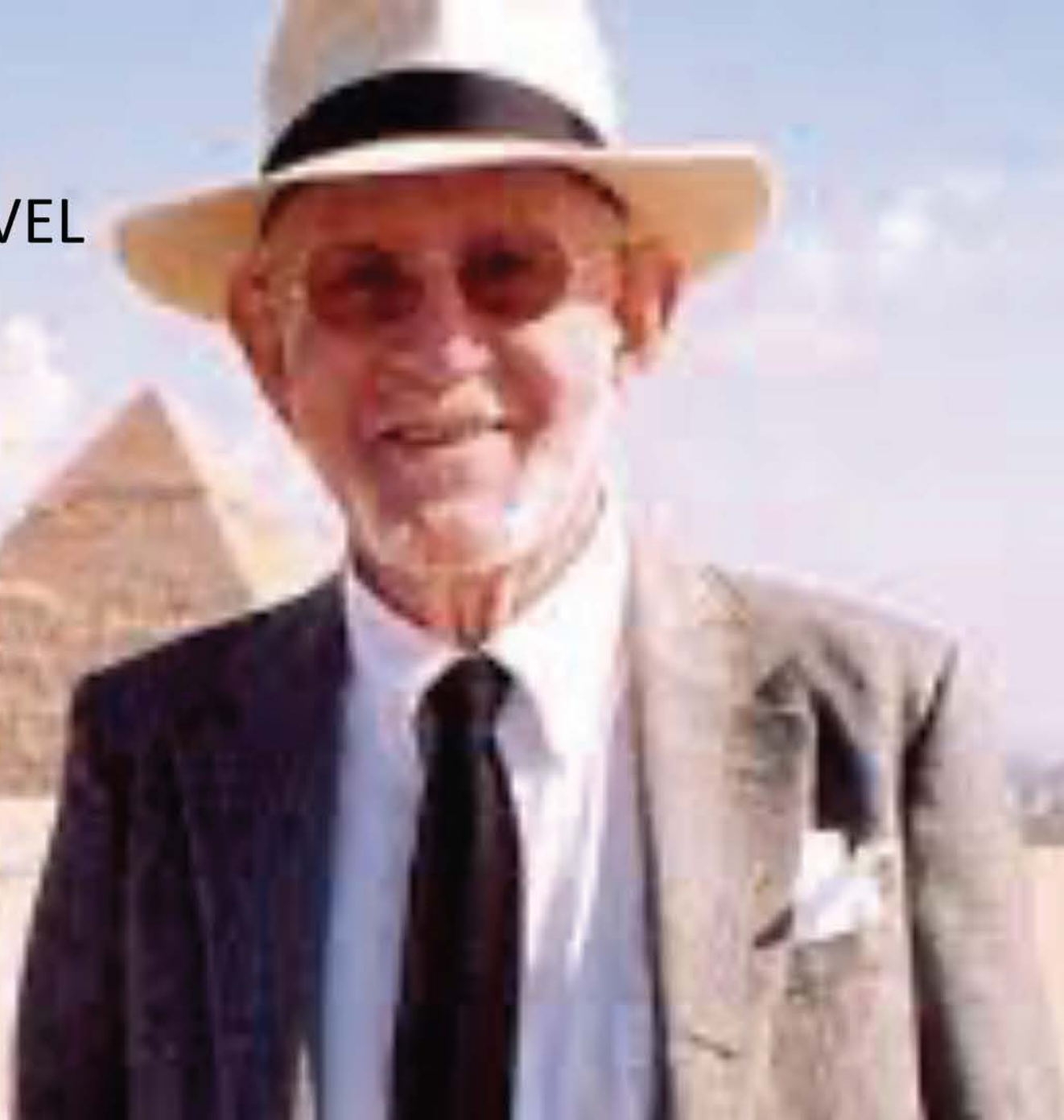
HospitableMe



NYC & Company
Booking.com
Discover Puerto Rico
Team Kentucky
Bottega Veneta
Alexander McQueen
Uniworld River Cruises
Trafalgar Tours
New Belgium Brewing
Costa Navarino
AIG Travel
OutAdventures

HANS EBENSTEN
FATHER OF GAY TRAVEL

1971





1936



1964



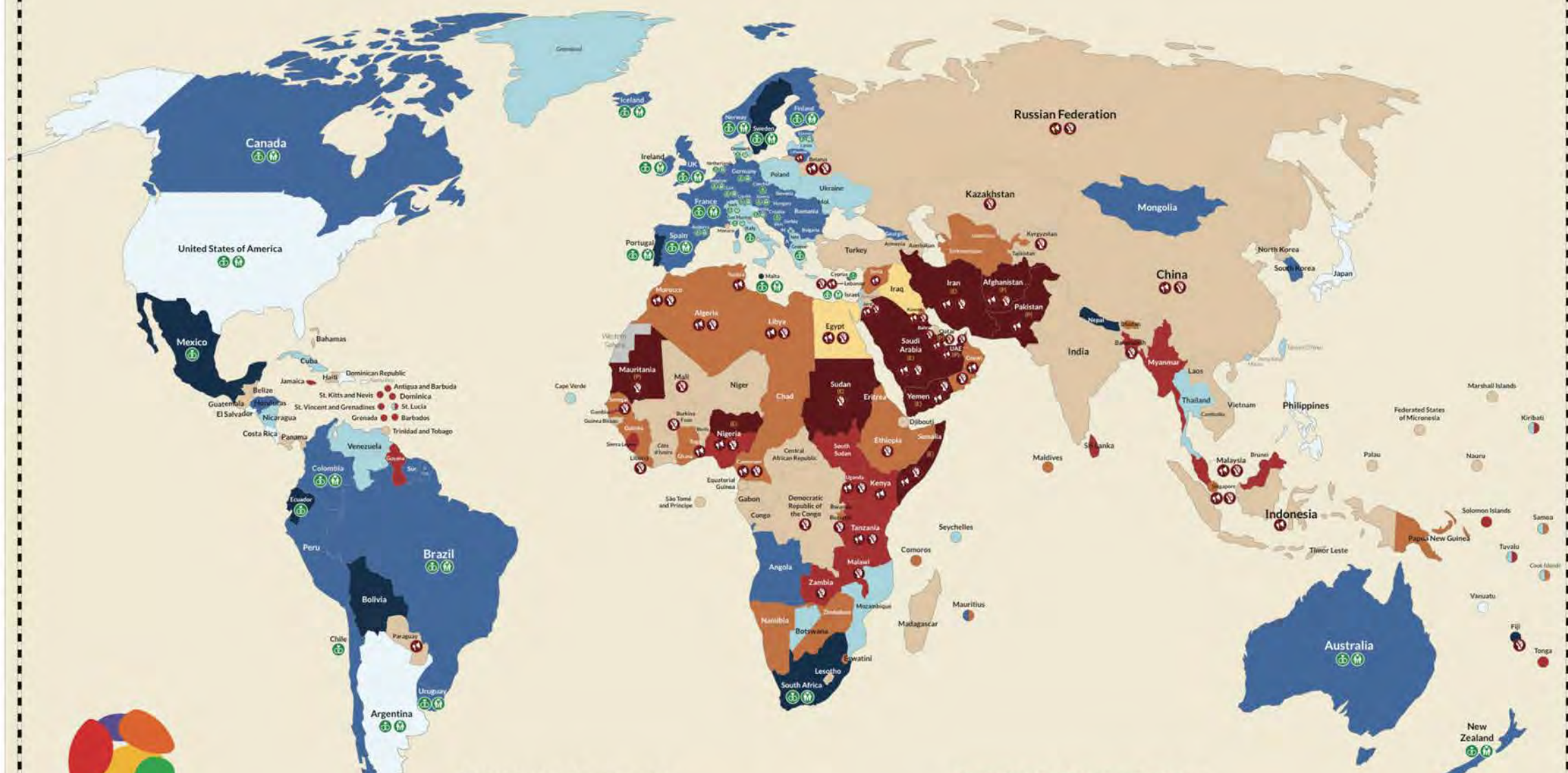
1974



1992

2021





The data presented in this map is based on State-Sponsored Homophobia, an ILGA report by Lucas Ramón Mendez. This map can be reproduced and printed without permission as long as ILGA is properly credited and the content is not altered. ilga.org

Protection against discrimination based on sexual orientation

| | | | | | | | | | |
|---------------------------|---|------------------|----|-----------------------|----|---------------------------|---|---------------------|----|
| Constitutional Protection | 9 | Broad Protection | 52 | Employment Protection | 73 | Limited/Uneven Protection | 8 | No Prot. / No Crim. | 55 |
|---------------------------|---|------------------|----|-----------------------|----|---------------------------|---|---------------------|----|

Legal recognition of families

- Marriage or other forms of legal union for same-sex couples
- Adoption open to same-sex couples

Criminalisation of consensual same-sex sexual acts between adults

| | | | | | | | | | |
|--------------------------|---|----------------------------|----|----------------------------|----|---------------|---|-----------------------|---|
| De Facto Criminalisation | 2 | Up to 8 Years Imprisonment | 31 | 10 Years to Life in Prison | 26 | Death Penalty | 6 | Effective Prohibition | 5 |
|--------------------------|---|----------------------------|----|----------------------------|----|---------------|---|-----------------------|---|

Legal barriers to the exercise of rights

- Legal barriers to freedom of expression on SOGIESC issues
- Legal barriers to the registration or operation of sexual orientation related CSOs

Statewide Non-Discrimination Public Accommodations



Nineteen states and DC prohibit discrimination in public accommodations based on sexual orientation and gender identity. Two additional states prohibit discrimination based on sexual orientation only.

- Public accommodations non-discrimination law covers sexual orientation and gender identity (19 states + D.C.)
- Public accommodations non-discrimination law covers only sexual orientation (2 states)
- No public accommodations non-discrimination law covering sexual orientation or gender identity (29 states)

Source: Movement Advancement Project

42% OF AMERICANS
77% LGBTQ AMERICANS



LGBTQ+ TRAVELERS

- Travel more frequently
- Over-index for all travel metrics
- Are influential and trend-setting
- Are loyal to brands that welcome + include them
- Are resonant for millennial, GenZ and ally audiences
- Signal inclusiveness to other diverse audiences
- Respond to small acts of inclusiveness

Sources: US State Department

LOS ANGELES CONVENTION AND VISITORS BUREAU LGBTQ VISITOR ARRIVAL SURVEY



8% of ARRIVALS

20% of REVENUE

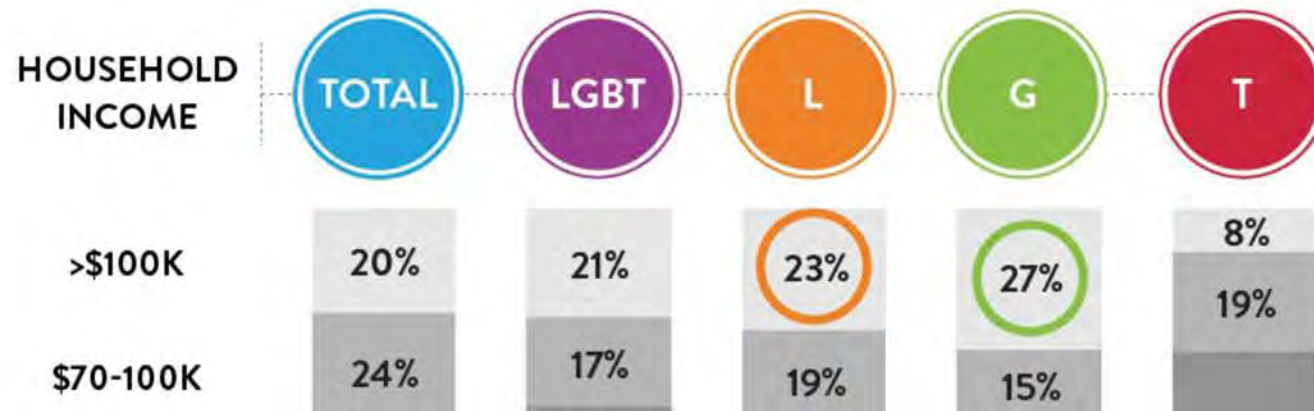
Source: Los Angeles CVB

\$218 BILLION
GLOBAL LGBTQ
TRAVEL SPENDING 2018



\$3.7 Trillion
GLOBAL LGBTQ SPENDING

SMALLER HOUSEHOLDS BUT MORE MONEY TO SPEND,
ESPECIALLY FOR GAY MALES WITH 27% >\$100K








COMPARED TO
HETEROSEXUAL HOUSEHOLDS

+48% on WINE
+31% on CANDLES
+32% on TOILETRIES
+43% on ELECTRONICS

Source: OutNow Consulting/Neilsen/LGBT Capital

Demographic Differences

On a 5-point scale, how important are the following, in your vacation destination selection process?

| Selected 5 Very Important or 4 Important on the 5-point Scale | | Gay & Bi+ Men | Lesbian & Bi+ Women | Transgender & Non-binary Participants | Millennials+ | Generation X | Baby Boomers |
|--|---|---------------|---------------------|---------------------------------------|--------------|--------------|--------------|
|  | Destination is safe / has low crime rates | 74% | 75% | 67% | 68% | 76% | 80% |
|  | Destination is LGBTQ-friendly | 80% | 81% | 79% | 82% | 81% | 78% |
|  | Destination is an LGBTQ hotspot | 37% | 23% | 35% | 34% | 31% | 26% |
|  | Destination offers urban excitement | 64% | 39% | 42% | 60% | 48% | 45% |
|  | Destination offers natural beauty | 75% | 86% | 81% | 77% | 80% | 84% |

Source: Community Marketing and Insights 24th Annual LGBTQ Tourism & Hospitality Survey



TEAM
KENTUCKY



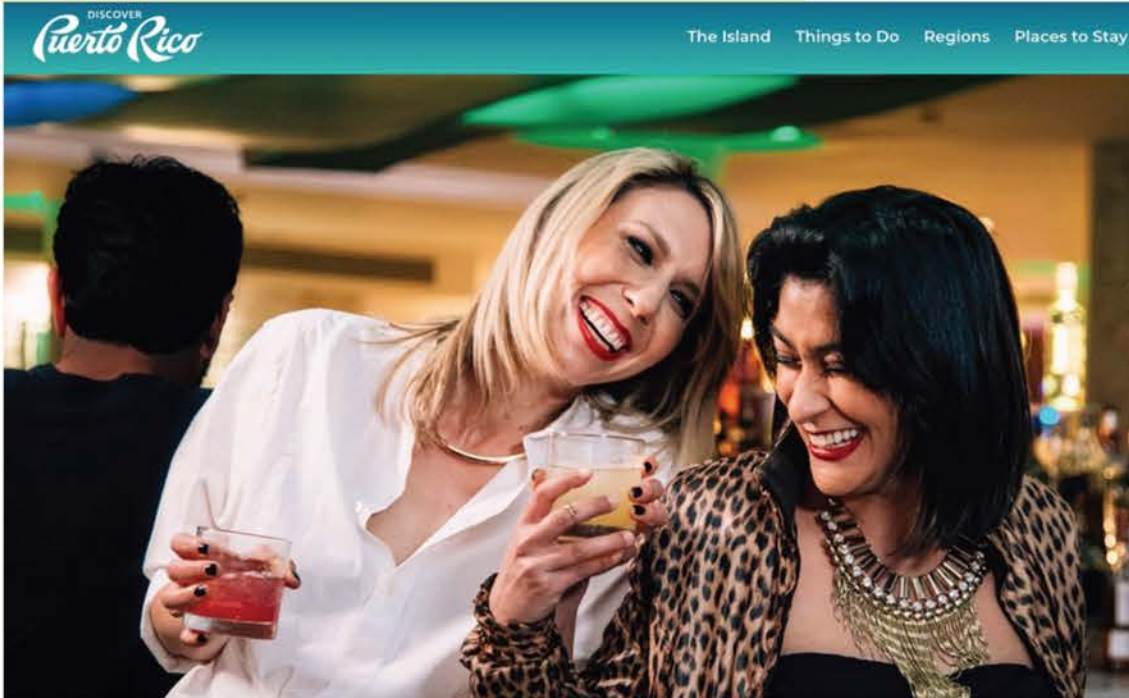
DISCOVER
Puerto Rico



VISIT
LAUDERDALE
EVERYONE UNDER THE SUN



Trans Guide to NYC Pride



Welcome EVERYONE UNDER THE SUN

With a vibrant collection of cultures and activities, Greater Fort Lauderdale is the destination where everyone comes together, under the warm embrace of the sun. All are welcome to fly your flag high, make an impact and radiate life - because who you are is worth celebrating.

Create your own adventure at [VisitLauderdale.com](https://www.VisitLauderdale.com)



Foundational Policies & Values

- Educate yourself and your teams
- Create an inclusive Statement of Welcome
- Create a non-discrimination Policy
- Increase hiring outreach to historically excluded communities
- Conduct or Co-sponsor research

Education & Training

- Training for senior leadership FIRST
- Role-specific training for all teams
- Training for guest-facing staff
- Continuing education for all
- Booking.com Proud Certified training for hotels

Hiring Practices

- Job Application - Gender-inclusive/expansive
- Non-discrimination policy in employment
- Job Application - pro-inclusion/respect for guests and fellow employees
- Greater flexibility on education requirements and criminal records (for survival sex workers)

Community Engagement

- Create an LGBTQ+ council/task force/advisory
- Partner with community organizations
- Host LGBTQ+ influencers
- Participate in LGBTQ+ conferences
- Participate in LGBTQ+ trade shows
- Review all communications for inclusivity



Final Four

- This is a journey, not a checklist
- Intersectionality:
No one is just one thing!
- Don't go it alone
 - Consultants
 - Community resources
 - IGLTA
- How are you improving for LGBTQ+ visitors and your local community.



NICOLE
Twigg

Vice President of Tourism Development
Louisville Tourism



You Can't Spell Louisville Without LOVE



Foster Relationships with local LGBTQ Community



QUEER
KY



Offer Ongoing & Accessible Training



Louisville Tourism Virtual DEI Training: Part 4 Trans-Inclusive Workplace 101

You're Invited to join us to get a rudimentary understanding of why trans-inclusivity matters from both a human and business perspective. This training, led by Queer Kentucky, will also define and explore terms one must know as a trans-inclusive employer while also discussing the intersectionality of racism and its relationship to homophobia and transphobia. Takeaways will include best practices for making your workplace trans-inclusive and an introduction to the concept of microaggressions: how to navigate them when they happen and how to avoid them through intentional, inclusive communication.



EVERYONE WELCOME

LGBTQ+ TRAVEL & TOURISM EDITION

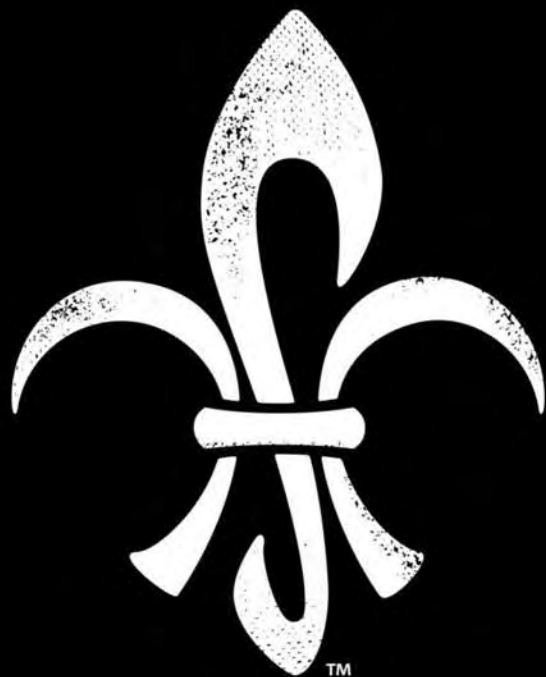
A Master Class in providing a More
Inclusive, Authentic Welcome
to LGBTQ+ Guests

[Click to Enroll](#)

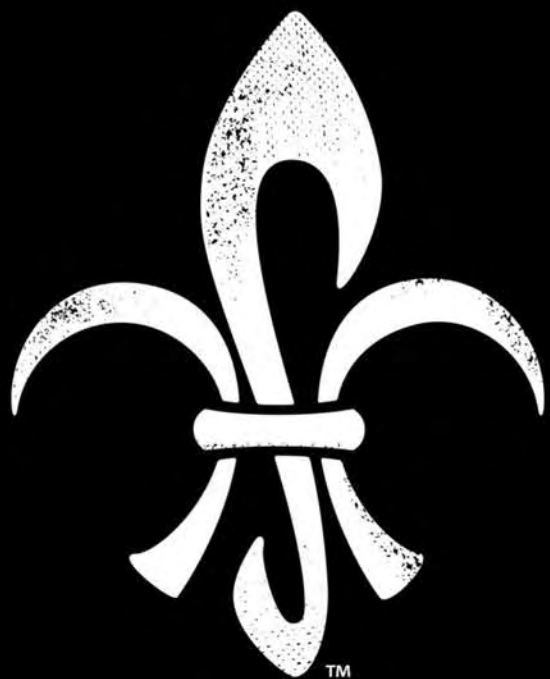




Representation Matters



Get Involved & Stay Involved



Have a Specific Outreach Plan

Have a Specific Outreach Plan



hersandhers_ • Following
Paid partnership with [kytourism](#)
Big Four Lewis, Waterfront Park



hersandhers_ Traveling as a queer couple can come with many unknowns.

It's hard to be sure what exactly to expect: what places you will be welcomed in? what LGBTQ safe spaces are there? how safe can we expect to feel?

As two queer ladies "from" the South, we get asked pretty often about how gay-friendly the South actually is and which cities to visit. So it has been really refreshing to see so many Pride flags, safe space signs, and gay-friendly restaurants/bars here in Kentucky. 🏳️

We've spent the weekend in Louisville and Lexington touring and eating our way through this state, and we've been pleasantly surprised by all of the inclusive places we've seen and visited. Anyone else surprised to hear that too?

FUN FACT: where we're standing in this photo is in Kentucky, but if we walked to the opposite end of the bridge, we would be in Indiana! Cool beans.

Have you ever visited a place and been totally surprised by how LGBTQ-friendly it is? Tell us where!

[@kytourism](#) [@visitlex](#) [@gotolouisville](#) [#LoveLexington](#) [#TravelKY](#) [#VisitLex](#) [#VisitHorseCountry](#) [#LouisvilleLove](#) [#travel](#) [#lgbttravel](#) [#travelcouple](#) [#gaytravel](#) [#girlswholikegirls](#) [#whw](#)

38w



relationship_lgbt ❤️❤️

37w Reply



Liked by [louhammondgroup](#) and 1,225 others



jasesjourney What an experience @churhilldowns was. Betting on the horses was such a rush and I won the first time! Highly recommend twilight Thursdays to see the race—Such a unique event.

The @mattwinnssteakhouse is on the top floor and is such a good dine to finish the night!

So excited to explore more of the Bluegrass State! Stay tuned [@kytourism](#) [#travelky](#) 🏇

37w



bobir373 Hey 🙋, I just sent you a message. Please check your DM! Thanks 🙏

3d Reply



mr.randy.man Cheers 🍷

34w 1 like Reply



dylan.p.weaver My BF and I just moved to Louisville and were talking about how we want to go see a horse race 🏇

37w 2 likes Reply

[View replies \(1\)](#)



tylerpride91 Great shot! 📸

37w 2 likes Reply

[View replies \(1\)](#)



Liked by [greeneyedjade](#) and others

OCTOBER 1, 2021



Add a comment...





LOUISVILLE'S TOP LGBTQ ACCOLADES

CITY WIDE

- "Most Diverse Cities in the U.S." - *Far & Wide*
- "10 Hottest Gay Destinations" - *Orbitz*
- "6 Surprising Cities Great for LGBTQ Families" - *Family Traveller*
- "One of America's Gayest Cities" - *Gallup Poll*
- "6 Underrated Cities for LGBT Travelers" - *Condé Nast Traveler*
- "9 Perfect Places for Your LGBT Destination Wedding" - *Travel + Leisure*
- A Perfect Score of 100% (2015 - Present) - *Human Rights Campaign Municipal Equality Index*

EVENTS & ENTERTAINMENT

- "Top 100 LGBTQ+ Bars Across the U.S." (Big Bar & Chill Bar) - *Yelp*
- "7 US Pride Festivals off the Beaten Track that will Blow You Away" (Kentuckiana Pride) - *GayStarNews*
- "10 Best LGBT+ Bars Across the United States" (Chill Bar) - *Budget Travel*
- "12 Fabulous Worldwide Events Taking Place During Pride Season" (Kentuckiana Pride) - *Instinct Magazine*

UNIVERSITY OF LOUISVILLE

- "25 LGBTQ-Friendly Colleges"- *College Consensus*
- "Best of the Best LGBTQ-Friendly Colleges" - *Campus Pride*
- "The Best Campus for LGBTQ Students" - *LGBT Outfitters*
- "30 Most LGBT-Friendly College Campuses in America" - *NewNowNext*
- "The Most LGBT-Conscious Campus in the South" - *Campus Pride*
- "Top 50 LGBTQ Friendly Schools" - *CollegeChoice*

*"Coming together is a beginning, keeping together is progress,
but working together is success"*

Thank you!





ROXANNE *Weijer*
& **MAARTJE** *Hensen*

Founders

Once Upon a Journey



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June 27, 2022

U.S. TRAVEL
ASSOCIATION®