



IGLTA

FOUNDATION

**2021 LGBTQ+ POST COVID TRAVEL SURVEY
BRAZIL RESULTS**

2021 LGBTQ+ POST COVID TRAVEL SURVEY

The International LGBTQ+ Travel Association recently surveyed members of the LGBTQ+ community to gauge their attitudes toward leisure travel in the face of the Covid-19 pandemic. Responses came from approximately 6,300 LGBTQ+ travelers around the world, with the largest representation from the United States, Brazil, Mexico, the EU and India.



"When we did our first LGBTQ+ post-covid travel sentiment study last year, the pandemic was in its infancy and everything was uncertain. Still, the results were undeniable: LGBTQ+ travelers were anxious to return to travel as soon as it was safely possible," **said John Tanzella, IGLTA President/CEO.**

"We wanted to revisit this project a year into this challenging time to reinforce the resilience of LGBTQ+ travelers, and to champion the importance of equity, diversity and inclusion in destination outreach. Again, the results undeniably show that LGBTQ+ travelers are ready to travel, and represent a valuable, loyal audience for tourism businesses that make the effort to genuinely welcome them."



METHODOLOGY & DEMOGRAPHICS

The 2021 LGBTQ+ Post Covid Travel Survey was conducted between 26 March and 9 April 2021 through the association's global network, including members and media partners, with support from the IGLTA Foundation. The responses came from **6,324 individuals*** around the world who identify as LGBTQ+. The survey was conducted in four languages: English, Spanish, French, and Portuguese. **This presentation focuses on the results from 943 LGBTQ+ individuals who live in Brazil and responded to this survey.**

DEMOGRAPHIC BREAKDOWN OF BRAZILIAN RESPONDENTS

- 43% of respondents identified as Gay; 34% Lesbian; 17% bisexual; 3% pansexual; 1% queer; 1% other
- 81% of respondents are between the ages of 25 and 64
- 46% of respondents are men; 50% are women, 3% non-binary; 1% listed other gender identities

*An emphasis was placed on obtaining more responses from women, who were underrepresented in our 2020 survey.



KEY FINDINGS

There is a great deal of pent-up demand amongst LGBTQ+ travelers. The majority of global respondents (**60%**) said they plan to take their next **major vacation before the end of 2021**.

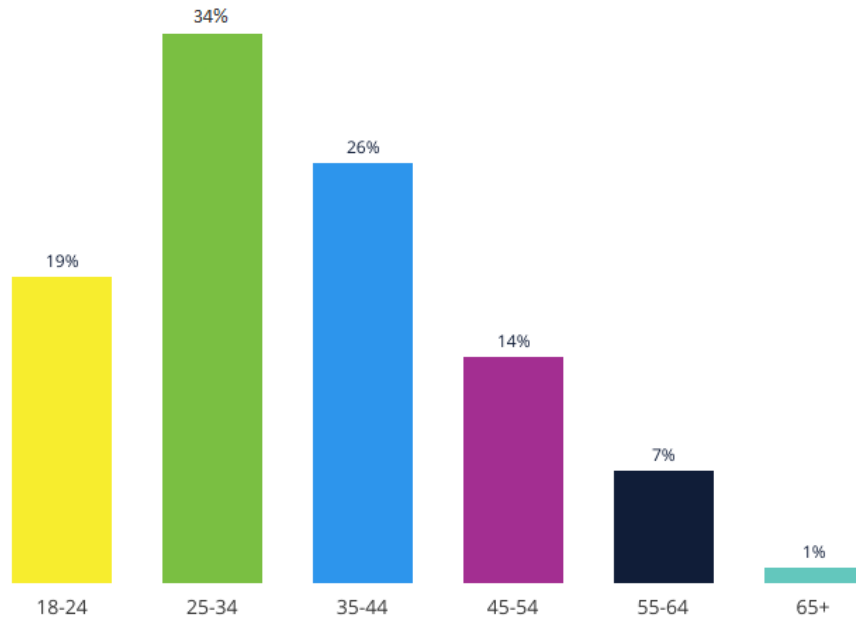
Domestic trips, hotel/resort stays, and short-haul flights are at the top of the activity list for the next 6 months, while longer flights and group activities will take longer to rebound.

The likelihood of attending Pride events/LGBTQ+ festivals in the next 6 months ranked highest among Brazilian respondents (**56%**), underscoring the **strong desire to reconnect within the community**.



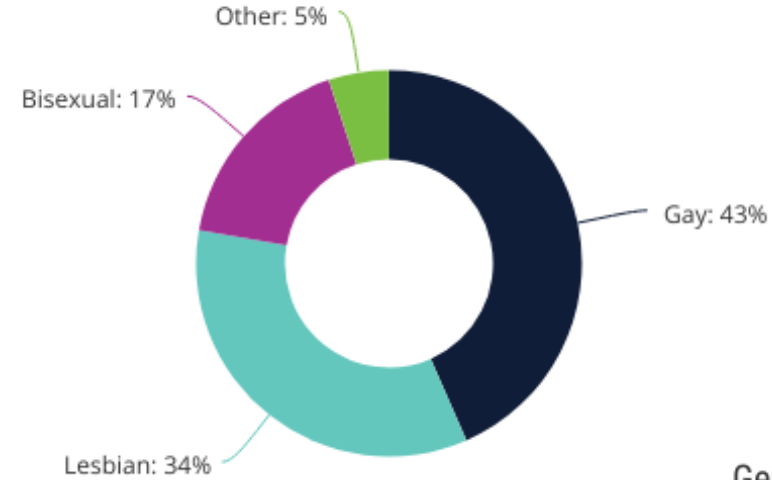
BRAZIL DEMOGRAPHIC PROFILE

Age

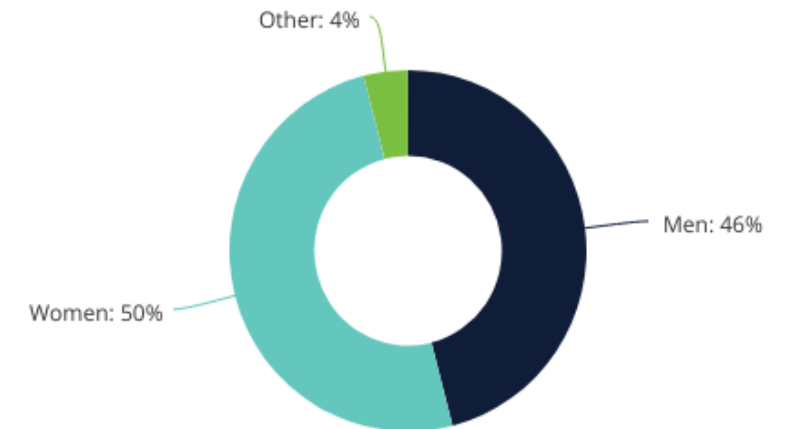


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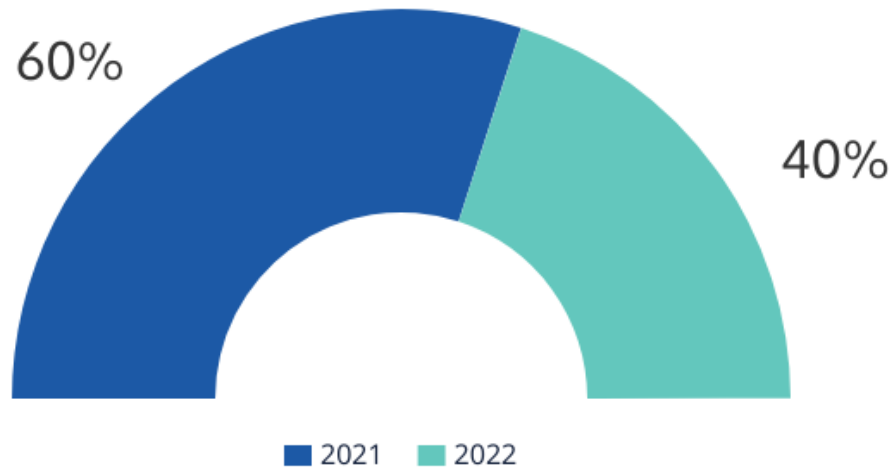
Sexual Orientation



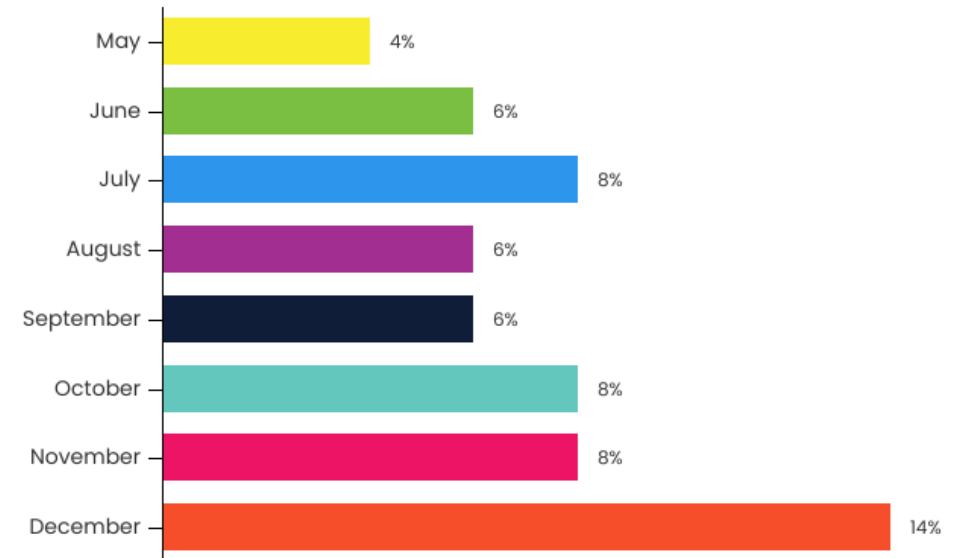
Gender Identity



WHEN DO YOU PLAN TO TAKE YOUR NEXT MAJOR VACATION?

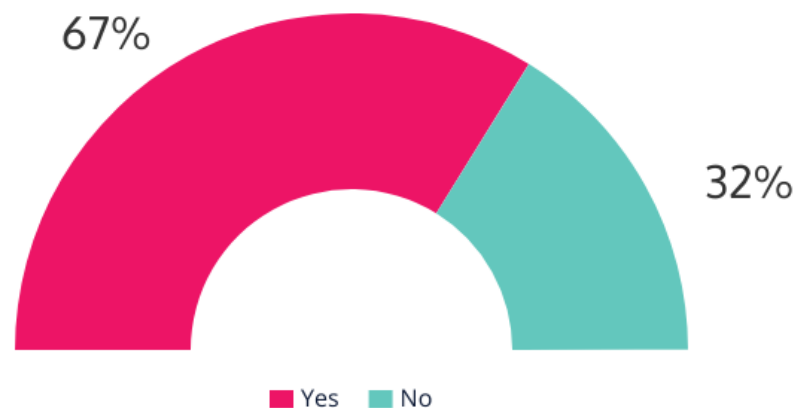


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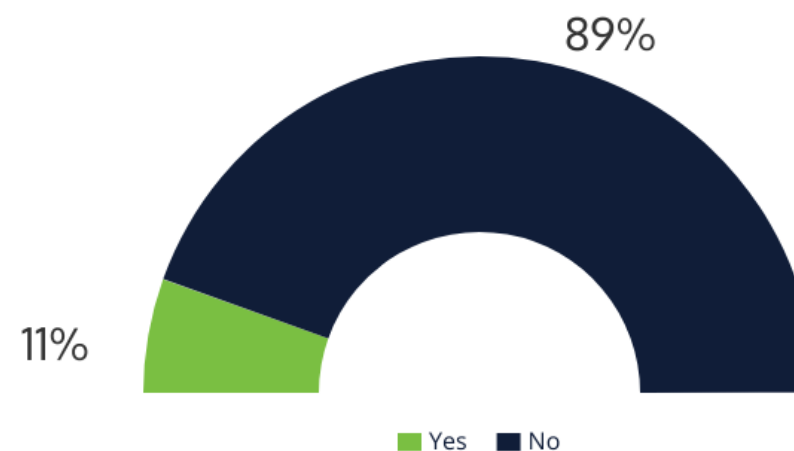
2021 travel intentions month-by-month breakdown.

DO YOU HAVE A PASSPORT?



n=943

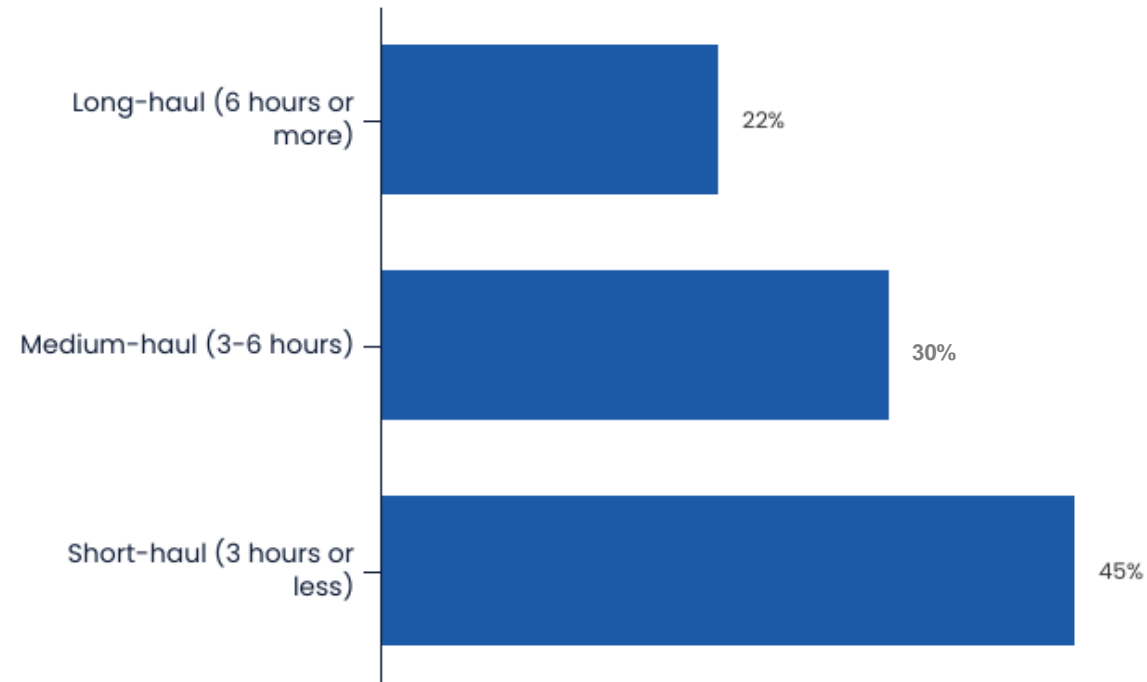
RECENT TRAVEL BOOKINGS*



11% of respondents said they had made travel reservations in the past week.

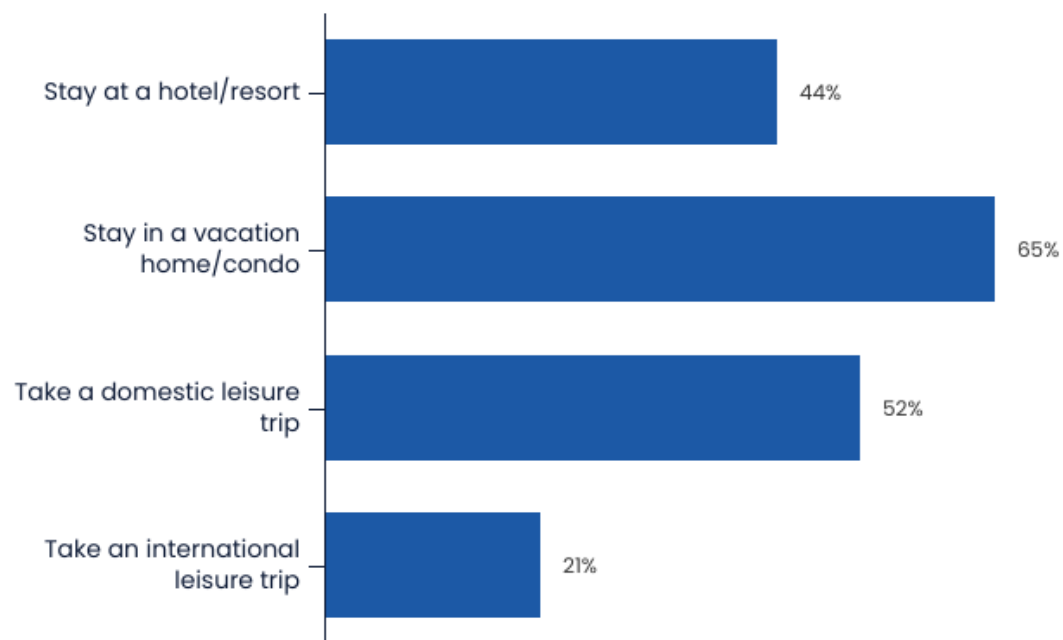
* The 2021 survey dates were 26 March to 9 April 2021

LIKELIHOOD OF TAKING A FLIGHT WITHIN THE NEXT SIX MONTHS (Likely or Very Likely)



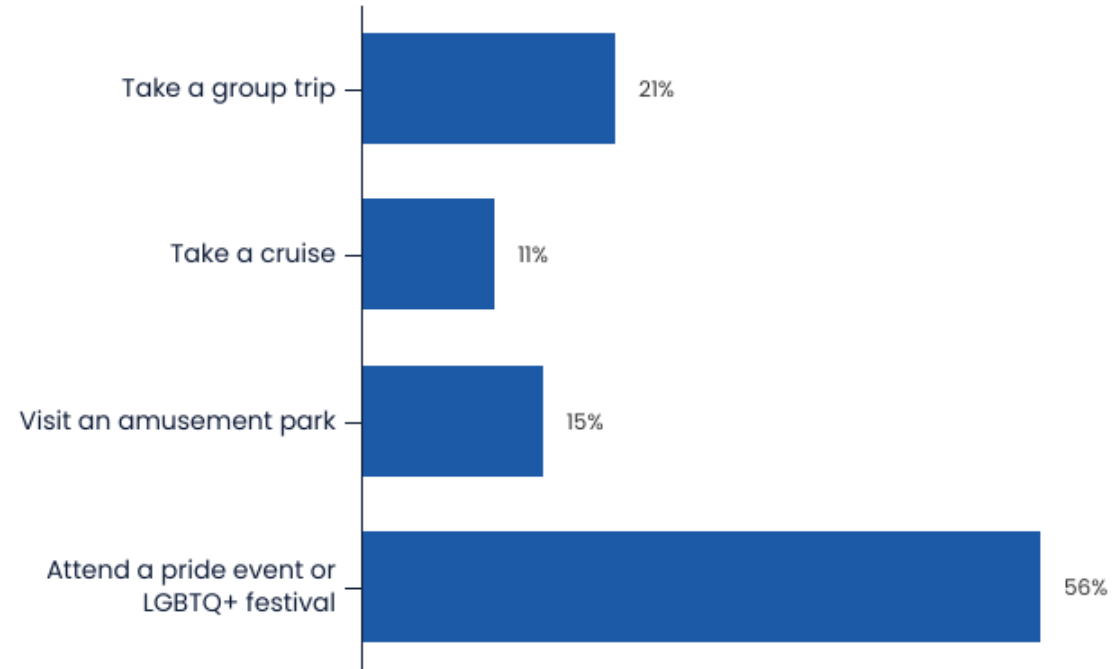
n=943

LIKELIHOOD OF DOING THE FOLLOWING ACTIVITIES IN THE NEXT SIX MONTHS (Likely or Very Likely)



n=943

LIKELIHOOD OF DOING THE FOLLOWING ACTIVITIES IN THE NEXT SIX MONTHS (Likely or Very Likely)



n=943

THANK YOU TO OUR MEMBERS AND PARTNERS WHO HELPED PROMOTE AND DISTRIBUTE THE 2021 LGBTQ+ POST COVID TRAVEL SURVEY



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