



IGLTA

FOUNDATION

2021 LGBTQ+ POST COVID TRAVEL SURVEY
EU SNAPSHOT

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 provides a snapshot of Europe, focusing on the results from 693 LGBTQ+ respondents who reside in the EU. It includes Austria, Belgium, Bulgaria, Czechia, Denmark, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Luxembourg, Malta, Netherlands, Poland, Portugal, Romania, Slovakia, Spain and Sweden.

DEMOGRAPHIC BREAKDOWN OF EUROPEAN RESPONDENTS

- 55% of respondents identified as gay; 20% lesbian; 14% bisexual; 5% pansexual; 5% queer; 2% other
- 72% of respondents are between the ages of 25 and 64
- 57% of respondents are men; 35% are women, 5% are non-binary; 2% preferred to self-describe

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



KEY FINDINGS

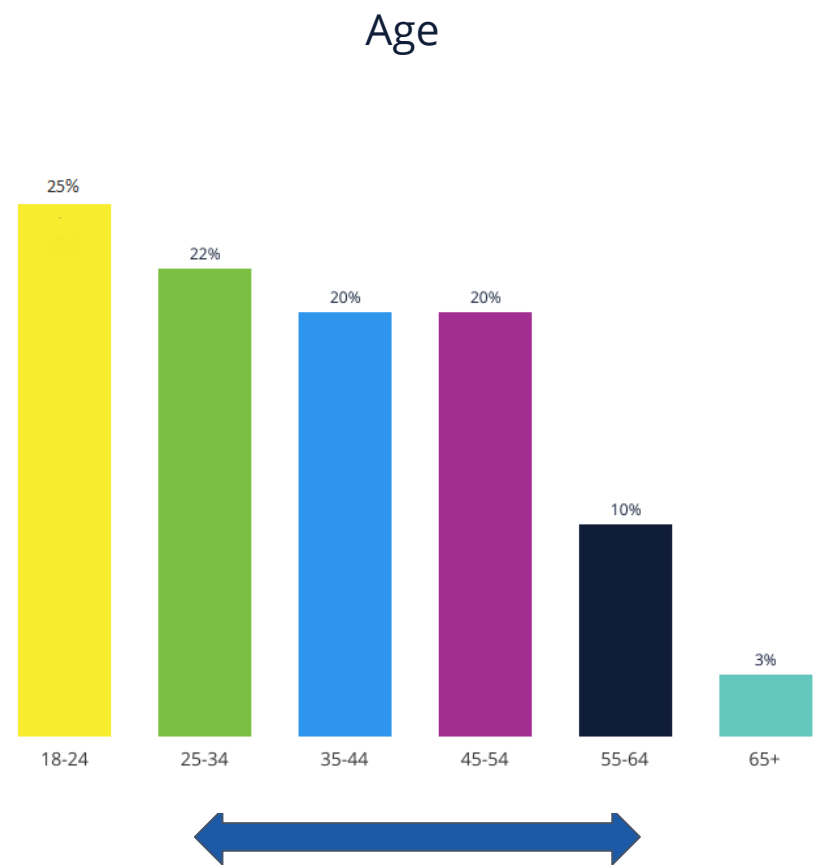
There is a great deal of pent-up demand amongst LGBTQ+ travelers. The majority of Europeans respondents (**82%**) said they plan to take their next **major vacation before the end of 2021**.

Twenty percent (**20%**) of LGBTQ+ European respondents said they had **made travel reservations in the past week**.

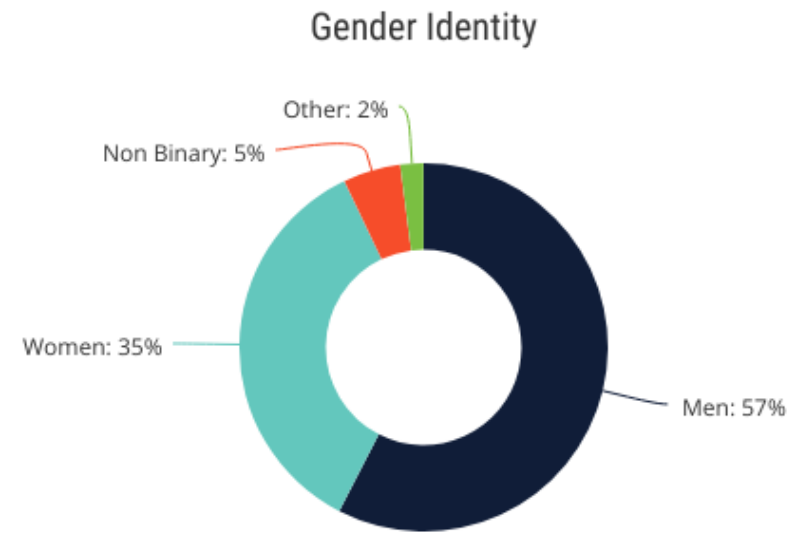
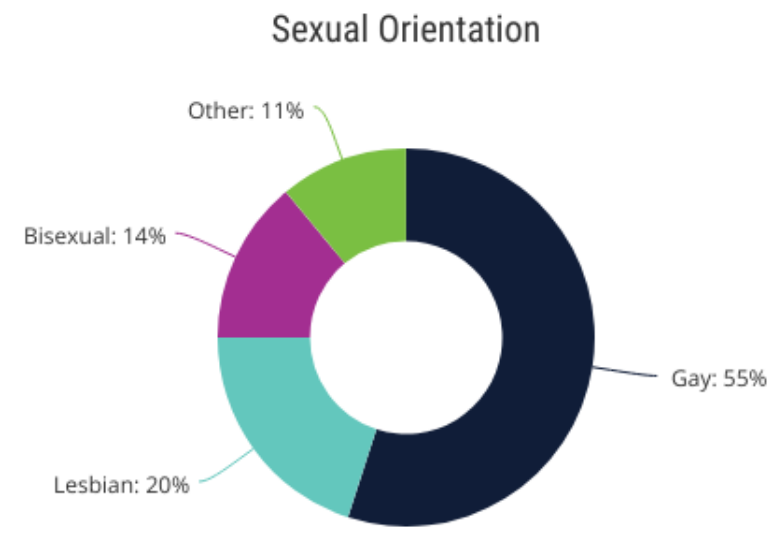
Domestic trips, hotel/resort stays, and short-haul flights are at the top of the activity list for the next 6 months, while longer flights and group activities will take longer to rebound. However, Pride events/LGBTQ+ festivals also ranked highly, underscoring the desire to reconnect within the community.



DEMOGRAPHIC PROFILE

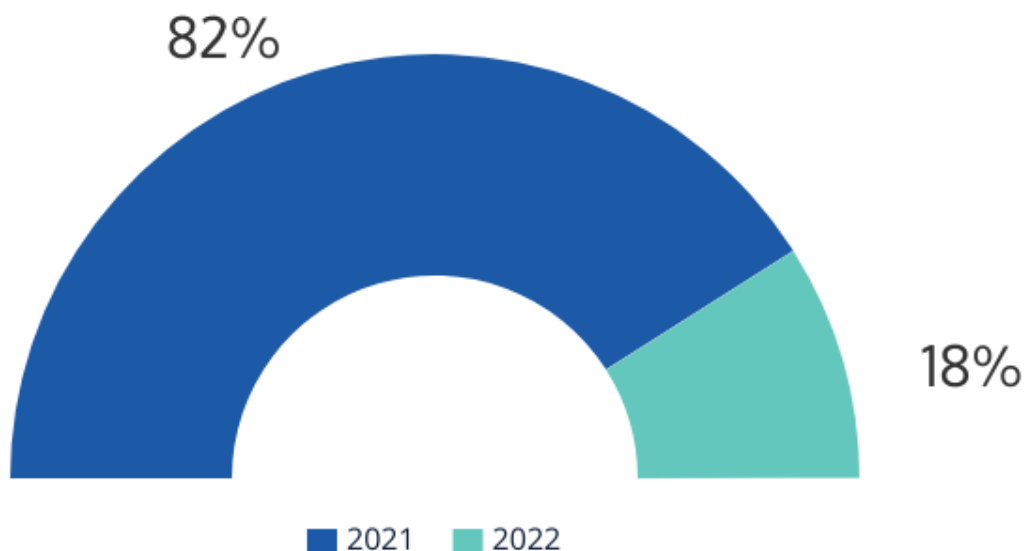


72% of European respondents are between the ages of 25 and 64.

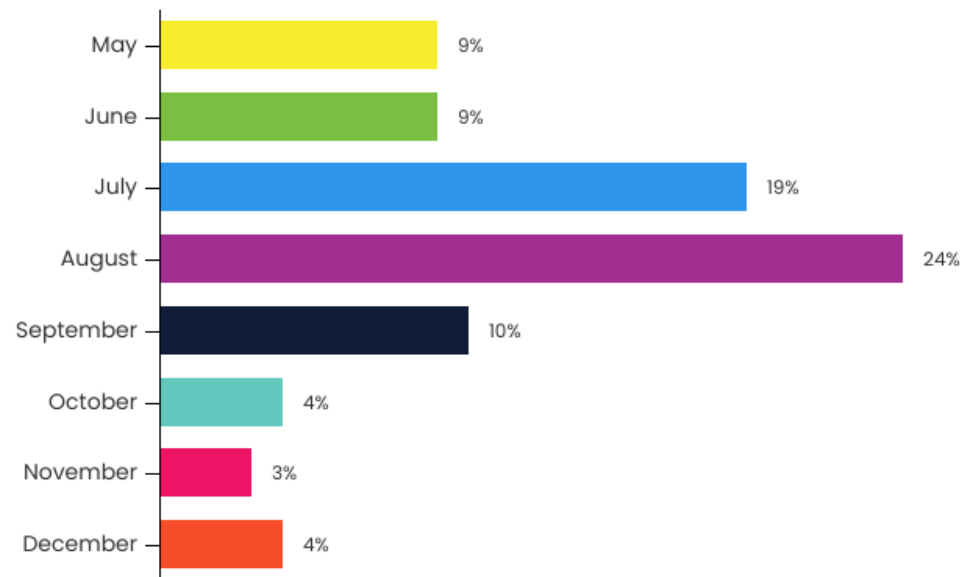


n=693

WHEN DO YOU PLAN TO TAKE YOUR NEXT MAJOR VACATION?

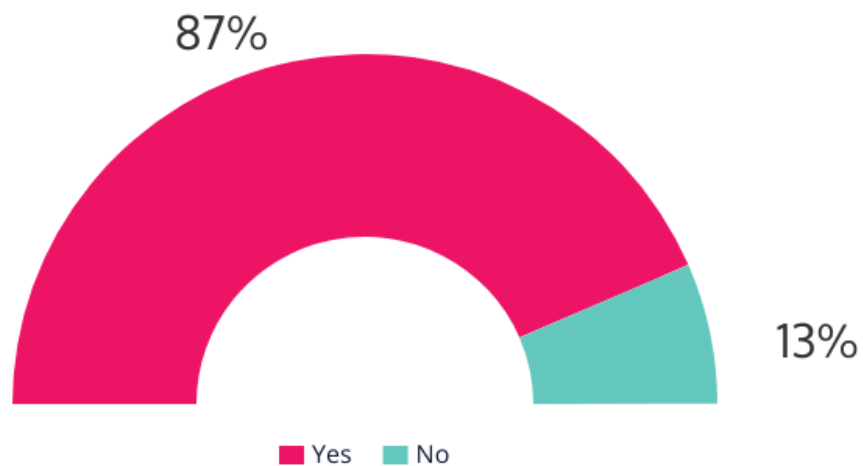


The majority of European respondents (82%) said they plan to take their next **major vacation** before the end of 2021.



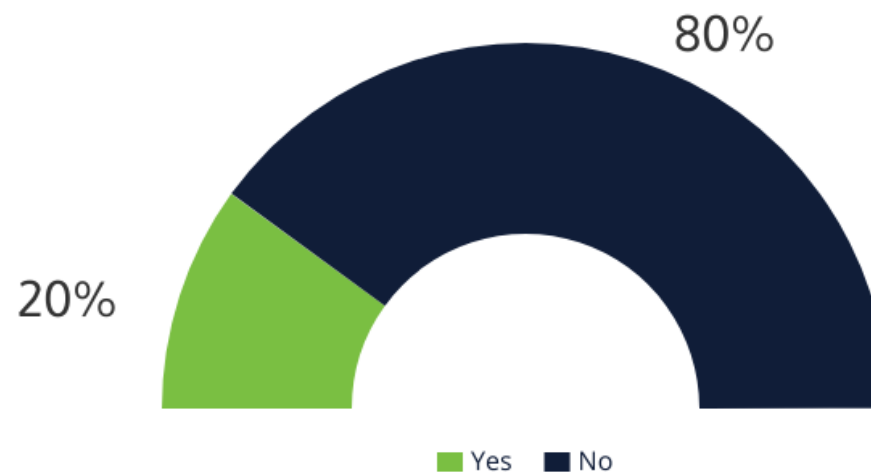
2021 travel intentions month-by-month breakdown.

DO YOU HAVE A PASSPORT?



n=693

RECENT TRAVEL BOOKINGS*

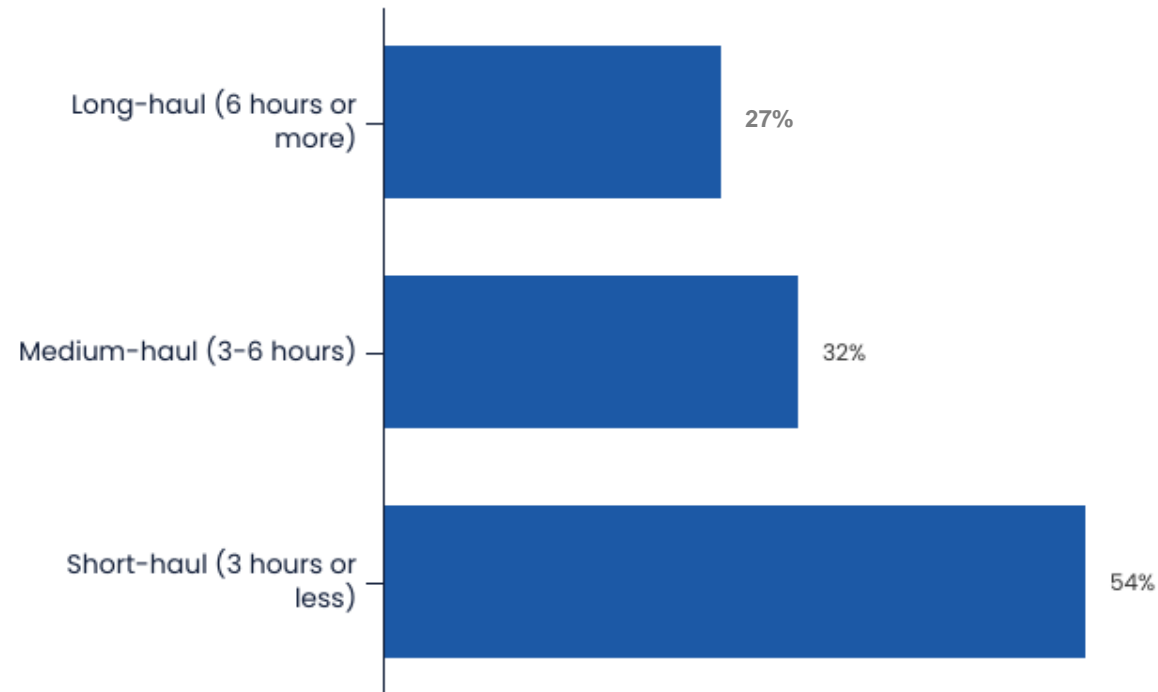


20% of European respondents said they had made a travel reservation in the past week.

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

LIKELIHOOD OF TAKING A FLIGHT WITHIN THE NEXT SIX MONTHS

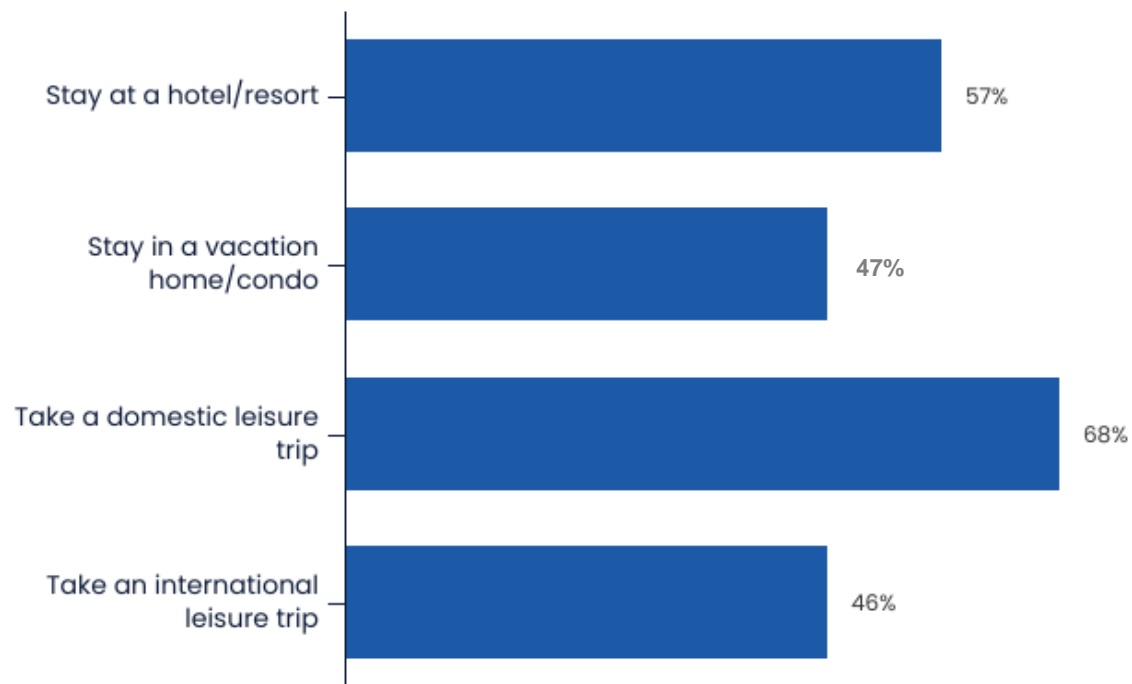
(Likely or Very Likely)



n=693

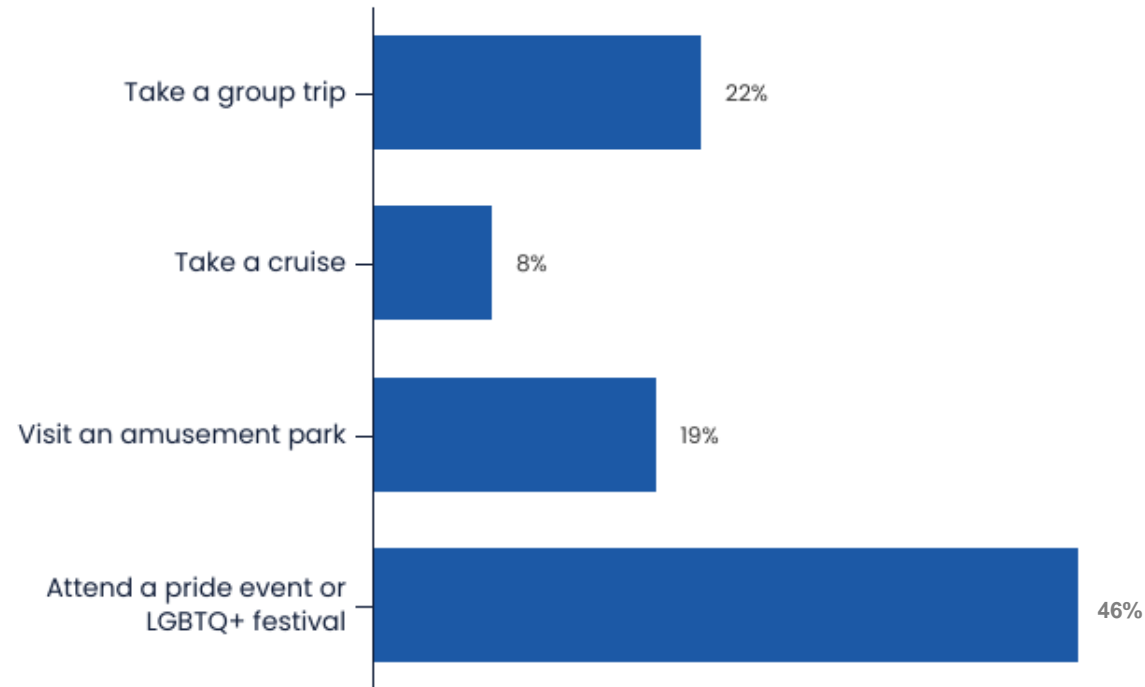
LIKELIHOOD OF DOING THE FOLLOWING ACTIVITIES IN THE NEXT SIX MONTHS

(Likely or Very Likely)



n=693

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



n=693

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



EDGEMEDIANETWORK



PASSPORT
TRAVEL • CULTURE • STYLE • ADVENTURE • ROMANCE



Xtra



For more information, please visit
iglta.org/research

Become an IGLTA member at iglta.org/join

Follow us on social!

@iglta    

@igltafoundation   