



# IGLTA

ADVANCING  
LGBTQ+ TRAVEL

POST COVID-19 LGBTQ+ TRAVEL SURVEY RESULTS  
FRANCE - MAY 2020

# POST COVID-19 LGBTQ+ 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 15,000 LGBTQ+ travelers around the world, with the largest representation from the United States, Brazil, Canada, France and Mexico.

**“Previous studies have shown our community to be a resilient and loyal travel segment with a tendency to travel more than their non-LGBTQ+ counterparts,”** said John Tanzella, IGLTA President/CEO.

**“We wanted to document their sentiments during this particularly challenging moment in time to remind the tourism industry at large that LGBTQ+ travelers should be a valued part of their recovery plans. Messages of inclusion have the potential to resonate even more strongly with LGBTQ+ travelers now.”**



# METHODOLOGY & DEMOGRAPHICS

The IGLTA Post Covid-19 LGBTQ+ Travel Survey was conducted between 16 April and 12 May 2020 through the association's global network, including members and media partners, with support from the IGLTA Foundation. The responses came from 14,658 individuals around the world who identify as LGBTQ+. The survey was conducted in six languages: English, Spanish, Italian, French, Portuguese and Japanese. **This presentation focuses on the results from 747 LGBTQ+ individuals who live in France.**


## DEMOGRAPHIC BREAKDOWN OF FRENCH RESPONDENTS


- 90% of respondents identified as gay; 8% bisexual; 2% as other
- 76% of respondents are between the ages of 25 and 54
- 98% of respondents are men; 1% are women, 1% listed other gender identities or preferred not to say





# KEY FINDINGS

 Once global timelines and safety protocols are established, there is a **strong desire amongst LGBTQ+ travelers to resume travel in 2020.**

 **Two-thirds** (68%) of the respondents in France said they **would feel comfortable traveling again for leisure before the end of 2020**, with September being the most popular choice.

 **Over half** (54%) of the respondents in France said they **would not change the types of destinations they choose to visit** after the coronavirus situation is resolved, reflecting a **high degree of destination loyalty amid the uncertainty.** While 19% of respondents are still undecided, only about 27% said they would change their destination choices.

 **One out of two (50%) French respondents indicated they planned on staying in France** for their next leisure trip once conditions allowed travel. The other top destinations were Spain (35%), the United States (16%), Italy (12%) and Greece (10%).

 Amongst those that indicated they planned to stay in France for their next leisure trip, one quarter (26%) did not specify a destination. However, amongst those that did specify a destination, the top choices were: **Paris (15%); Nice (8%); Corsica (6%); Bordeaux and Marseille (each 4%).**

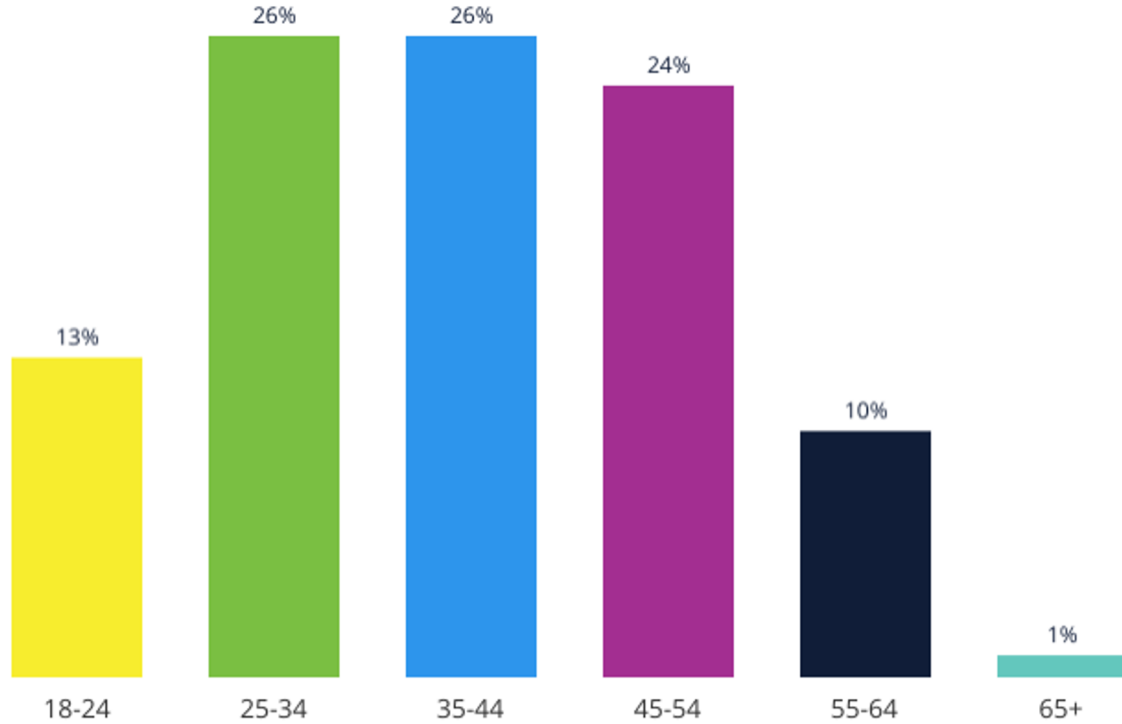






# DEMOGRAPHIC PROFILE

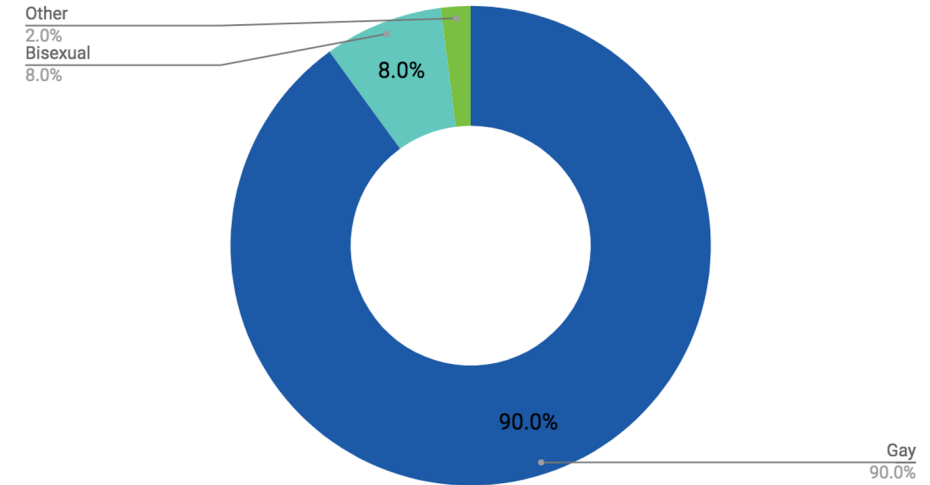
Age



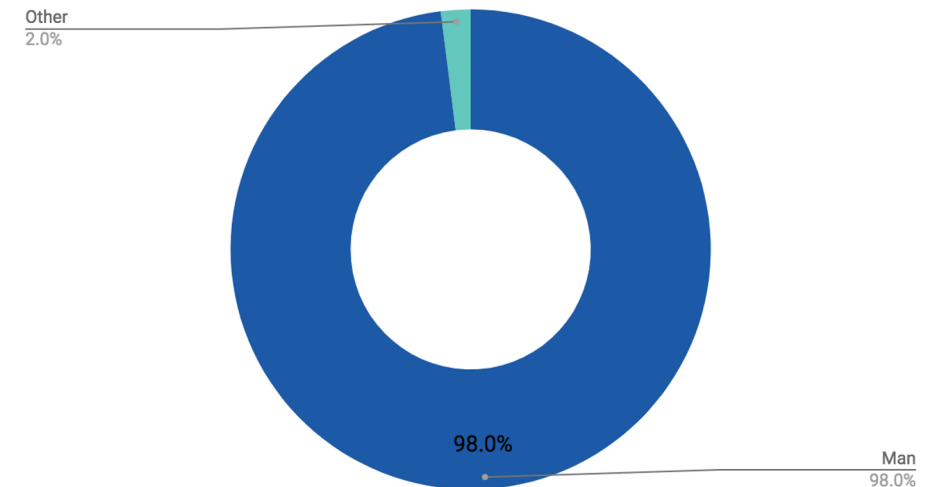
76% of respondents were between the ages of 25 and 54 years old.

n=747

Sexual Orientation



Gender Identity

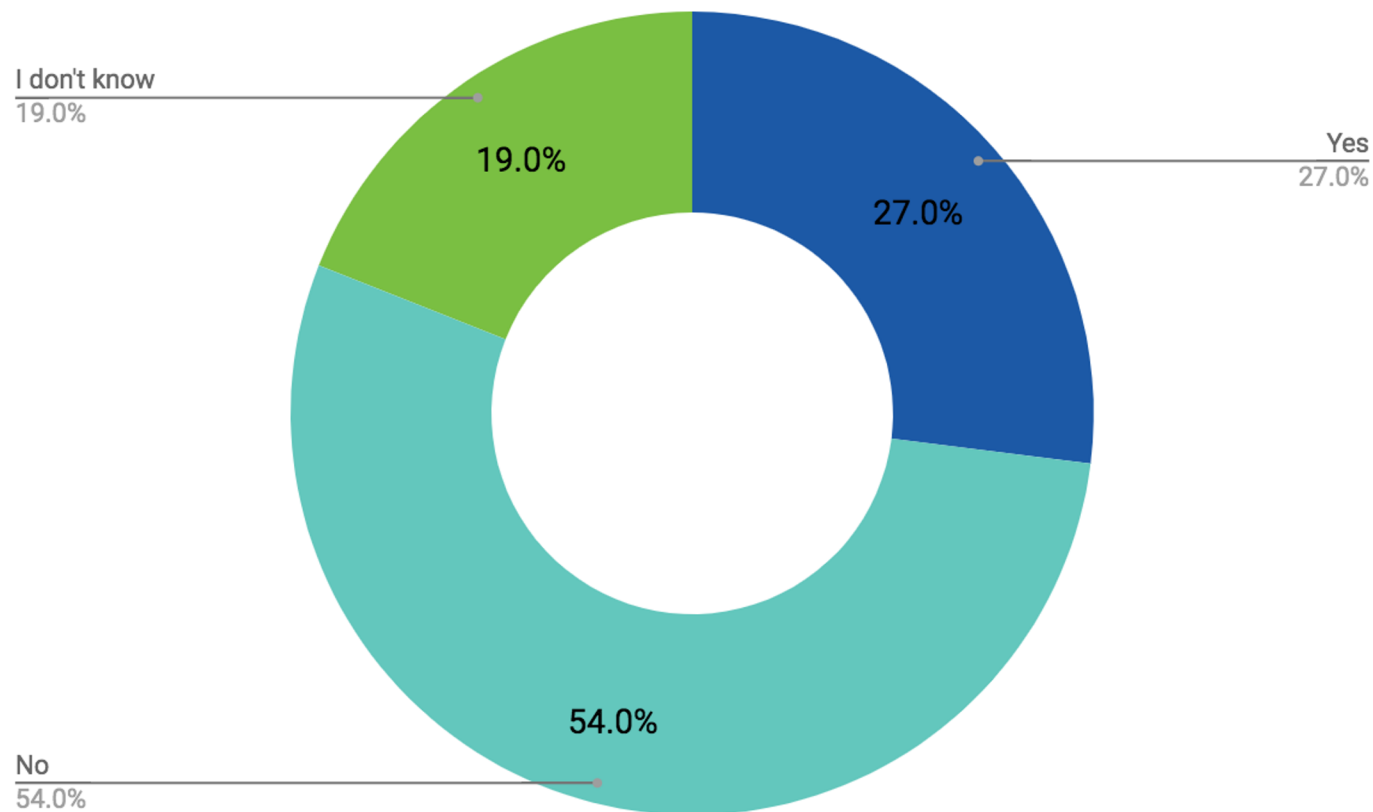




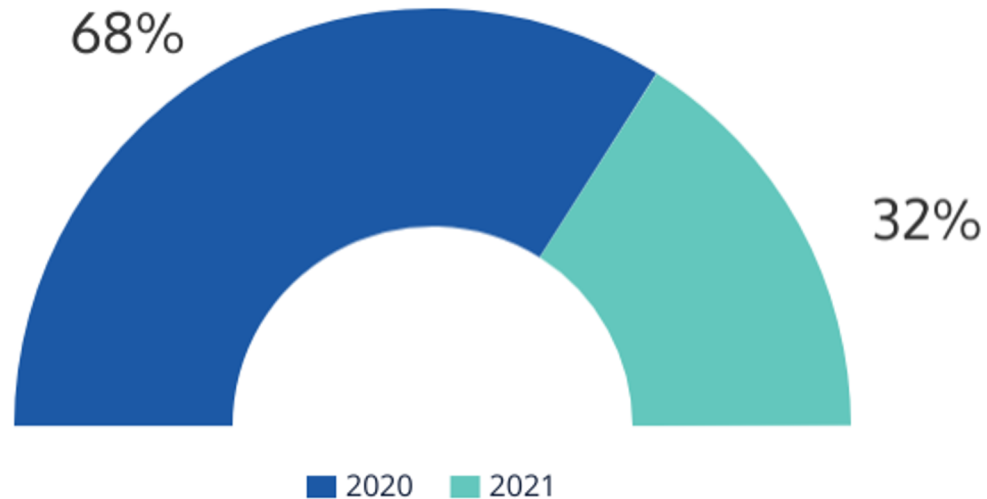
# WILL YOU CHANGE THE TYPES OF DESTINATIONS YOU CHOOSE TO VISIT AFTER THE CORONAVIRUS SITUATION IS RESOLVED?

Over half (54%) of respondents said they would **not** change the types of destinations they choose to visit after the coronavirus situation is resolved, **reflecting a high degree of destination loyalty amid the uncertainty.**

While 19% of respondents are still undecided, only about 27% said they would change their destination choices.

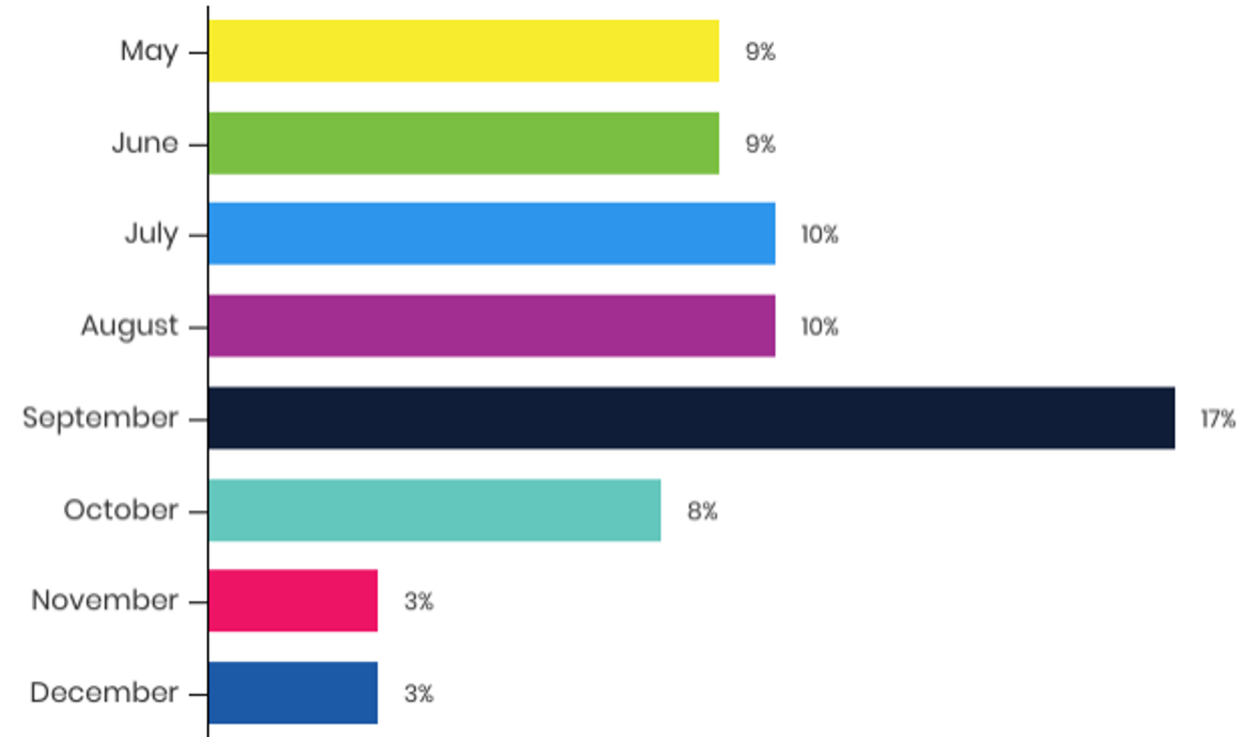


# WHEN WILL YOU FEEL COMFORTABLE TRAVELING AGAIN FOR LEISURE PURPOSES?



Over two-thirds of respondents indicated they would feel comfortable traveling for leisure purposes before the end of 2020.

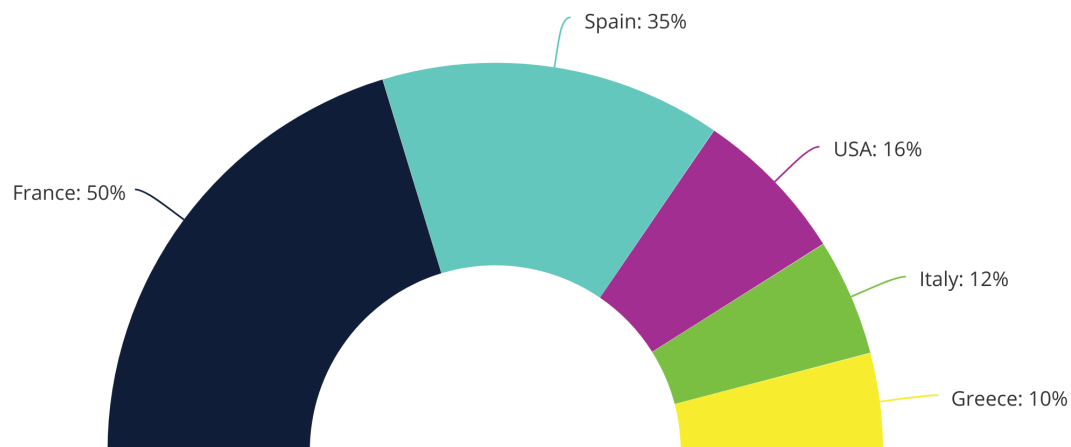
n=747



2020 travel intentions month-by-month breakdown.

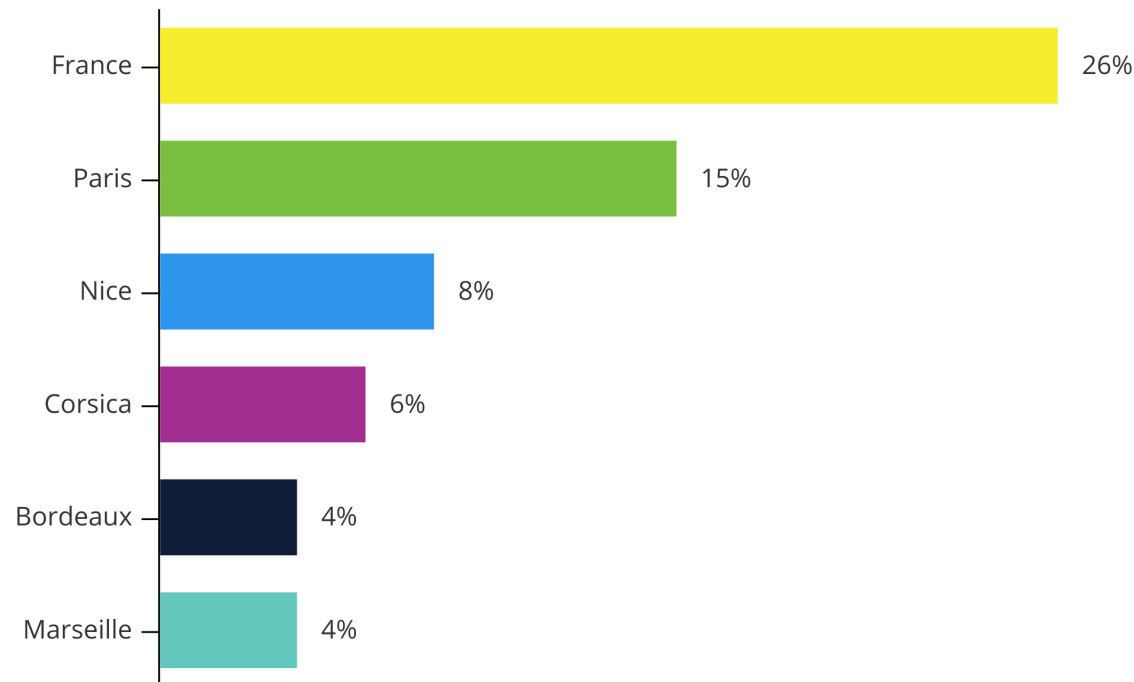


## WHEN TRAVEL RESTRICTIONS ARE LIFTED, WHAT DESTINATION(S) IS/ARE AT THE TOP OF YOUR LIST FOR NON-ESSENTIAL AND NON-BUSINESS REASONS? YOU MAY LIST UP TO 3 DESTINATIONS.



**One out of two (50%) French respondents indicated they planned on staying in France** for their next leisure trip once conditions allowed travel. The other top destinations were Spain (35%), the United States (16%), Italy (12%) and Greece (10%).

n=747

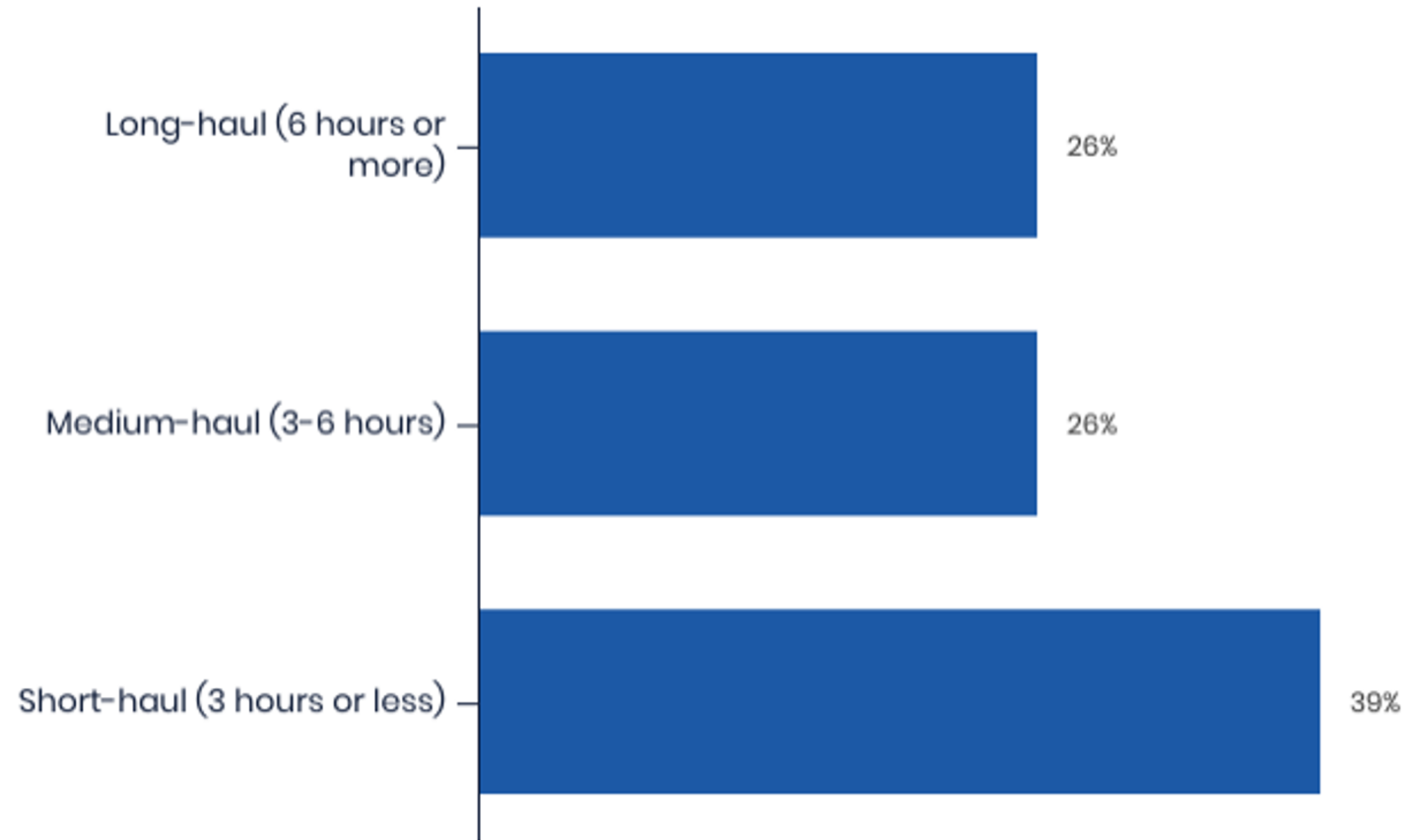


**Amongst those that indicated they planned to stay in France** for their next leisure trip, one quarter (26%) did not specify a destination. However, amongst those that did specify a destination, **the top choices were: Paris (15%); Nice (8%); Corsica (6%); Bordeaux and Marseille (each 4%).**



# LIKELIHOOD OF TAKING A FLIGHT WITHIN THE NEXT SIX MONTHS

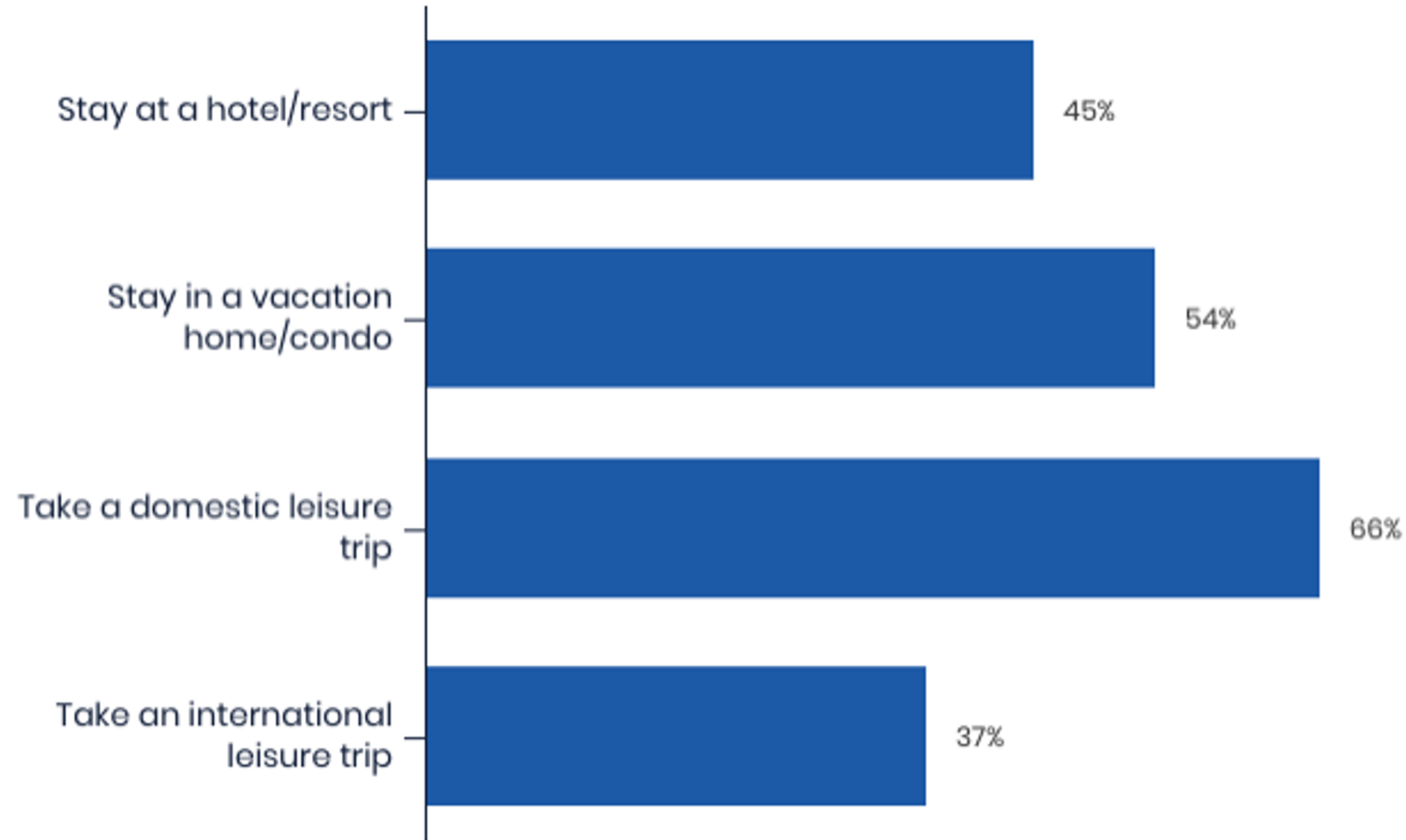
(Likely or Very Likely)



n=747

# LIKELIHOOD OF DOING THE FOLLOWING ACTIVITIES IN THE NEXT SIX MONTHS

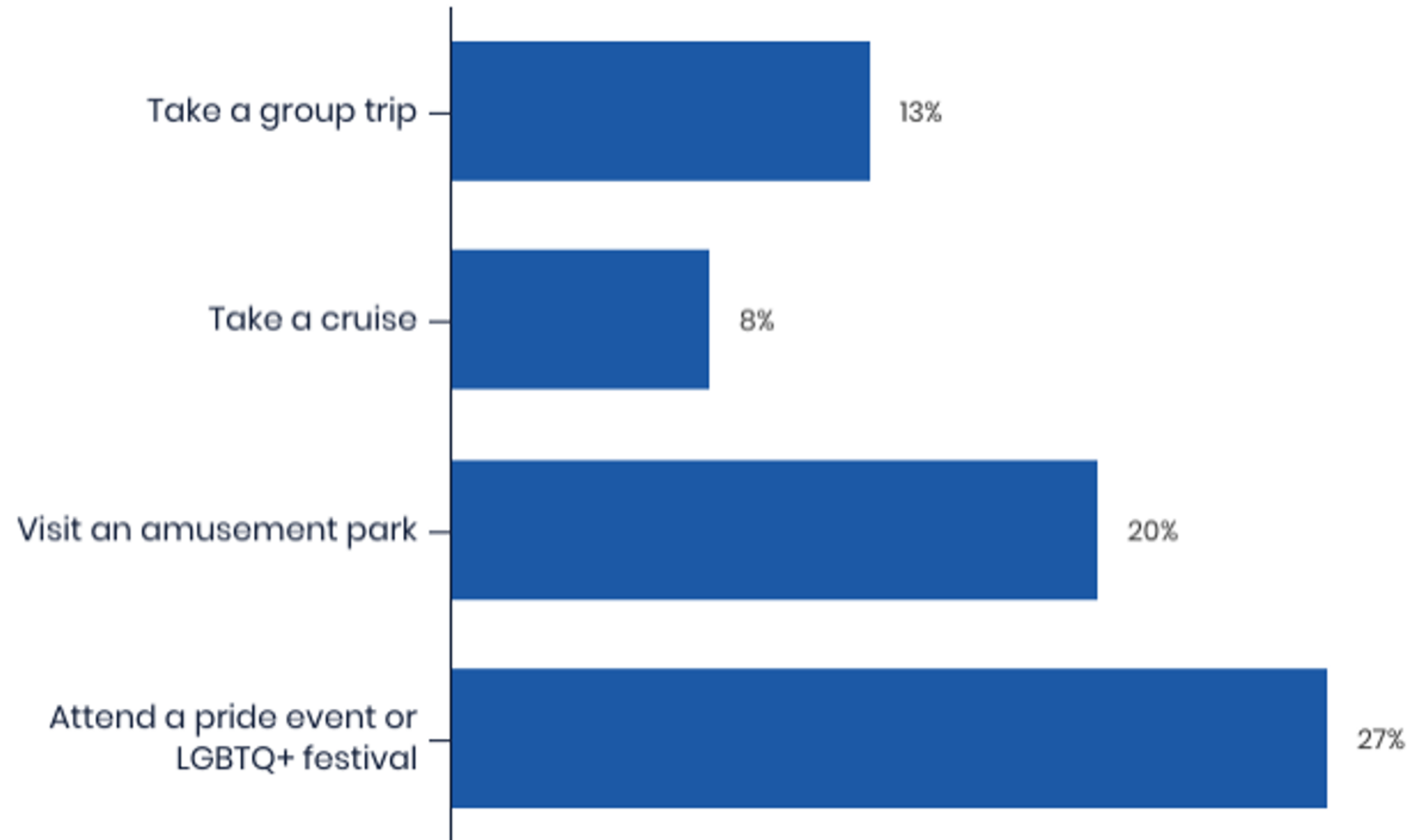
(Likely or Very Likely)



n=747

# LIKELIHOOD OF DOING THE FOLLOWING ACTIVITIES IN THE NEXT SIX MONTHS

(Likely or Very Likely)



n=747

# THANK YOU TO OUR MEMBERS AND PARTNERS WHO HELPED PROMOTE AND DISTRIBUTE THE IGLTA POST COVID-19 LGBTQ+ SURVEY



dezanove.pt

EDGEMEDIANETWORK



IGLTA  
ADVANCING  
LGBTQ+ TRAVEL



IGLTA  
FOUNDATION





For more information, please visit [iglta.org/research](https://iglta.org/research)

Become an IGLTA member at [iglta.org/join](https://iglta.org/join)

Follow IGLTA @iglta

