



LGBTQ+ Inclusion in Eastern European Tourism

KEY TAKEAWAYS
FROM THE IGLTA
FOUNDATION THINK
TANK



BUT WAIT,
WHAT'S A
THINK
TANK?



The IGLTA Foundation Think Tank is a small, invite-only, **diverse group of tourism leaders** who come together to think about challenges in LGBTQ+ travel and **create ideas and solutions to make travel more welcoming and safer.**



WHY THIS MATTERS

Eastern Europe still **lags in LGBTQ+ inclusion in tourism.**

This Think Tank focused on turning dialogue into action — using **data, business logic, and local leadership** to drive change.





SUSTAINABILITY **MUST** INCLUDE PEOPLE

Sustainability **isn't**
only environmental.
It must include
social responsibility
and civil rights.





Destinations should:

Involve

local communities

Engage

with LGBTQ+ groups
beyond marketing

Manage

tourism growth
responsibly

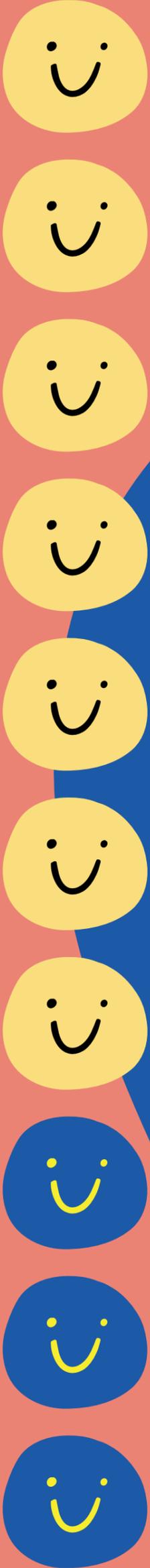


INCLUSION IS AN ECONOMIC CASE

Discrimination has real financial costs:

- **Caribbean:** up to US\$4.2B lost annually
- **Uganda:** 50% of bookings lost overnight
- **Thailand:** US\$2B+ expected per year after marriage equality





7 IN 10 TRAVELERS

prefer **inclusive destinations**
— even at **higher cost**.



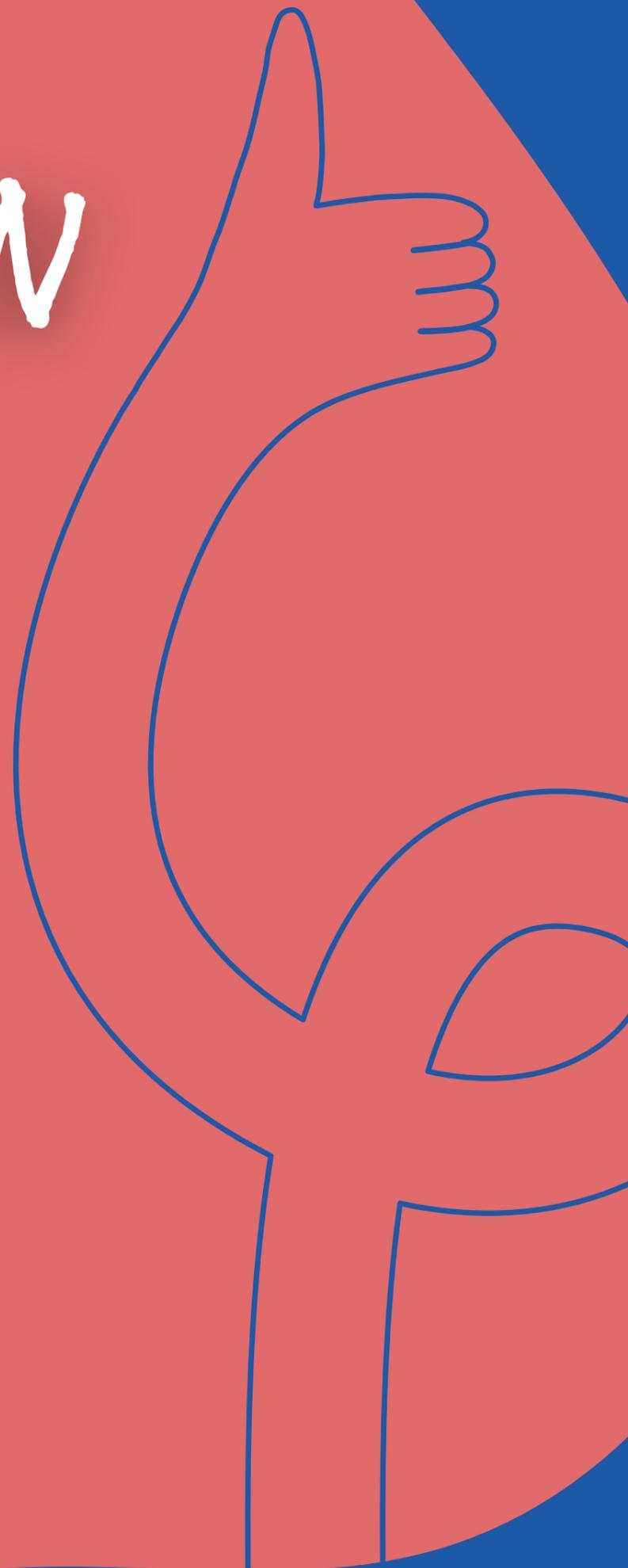
SAFETY & REPUTATION

Safety must be built
from the ground up.

Key actions:

- Foster gender equality
- Work with local LGBTQ+ associations
- Create safety nets in less safe destinations.

Security is **both real and perceived.**





PARTNERSHIPS DRIVE CHANGE

Collaboration is essential:

- **Research & education** for long-term impact
- Partnerships with influencers & **digital creators**
- Promoting **emerging destinations** in Eastern Europe





MOVE BEYOND SYMBOLIC INCLUSION

Inclusion isn't just Pride Month.

Real action means:

- **Hiring** LGBTQ+ staff
- **Training** teams on diverse traveler needs
- **Acknowledging** LGBTQ+ travelers' existence and realities





THE WAY FORWARD

Bottom-up change works:

- **Local, family-owned businesses often lead social change**
- Large companies amplify impact through initiatives like IGLTA Accredited

Start where you are:

PROGRESS OVER PERFECTION.

INCLUSIVE TOURISM IS NOT
ONLY THE RIGHT THING TO DO

—

IT'S ECONOMICALLY
SMART, SOCIALLY
RESPONSIBLE, AND
FUTURE-FOCUSED.

