



# IGLTA

ADVANCING  
LGBTQ+ TRAVEL

POST COVID-19 LGBTQ+ TRAVEL SURVEY  
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.

## DEMOGRAPHIC BREAKDOWN


- 77% of respondents identified as gay; 6% lesbian; 12% bisexual
- 80% of respondents are between the ages of 25 and 64
- 88% of respondents are men; 8% are women, 2% are transgender, 2% identify as non-binary, preferred to self-describe or not to say
- 56% of respondents have their primary residence in the United States



# KEY FINDINGS

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

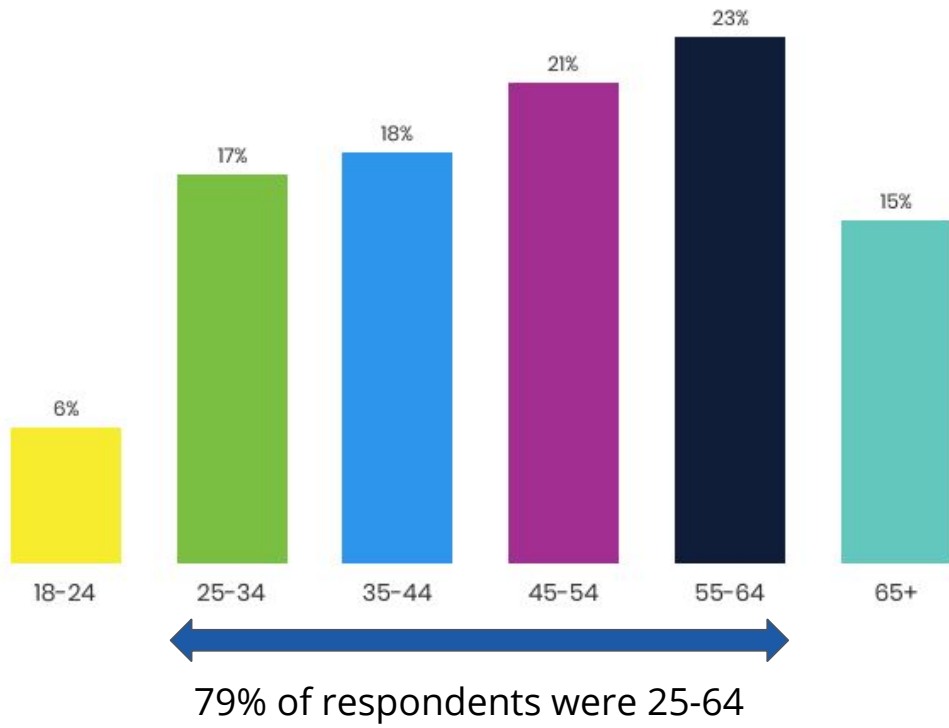
 **Two-thirds** (66%) of global respondents said they **would feel comfortable traveling again for leisure before the end of 2020**, with September and October the most popular choices.

 **Nearly half** (46%) 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 25% of respondents are still undecided, only about 28% said they would change their destination choices.

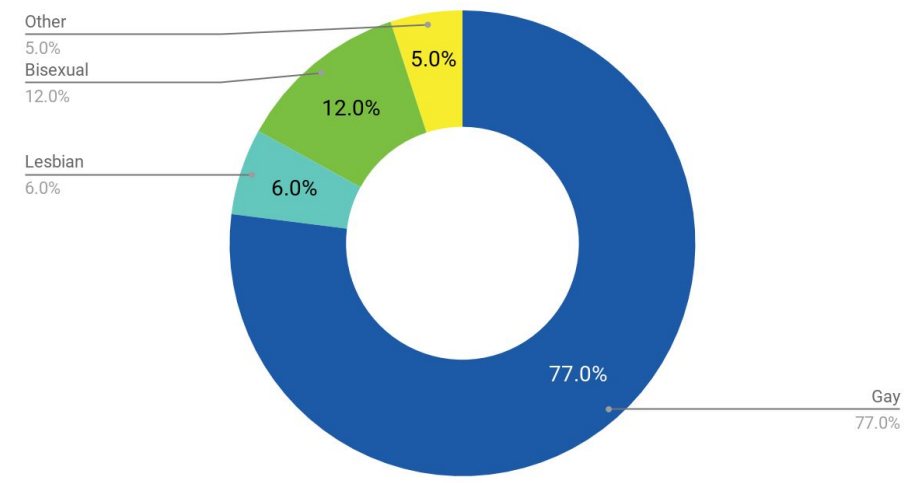


# DEMOGRAPHIC PROFILE

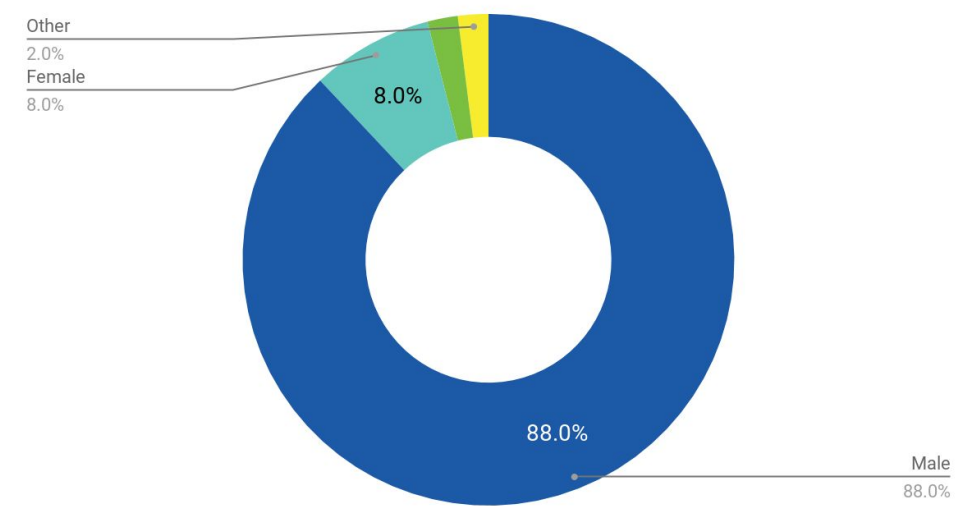
Age



Sexual Orientation



Gender Identity



n=14,658



IGLTA

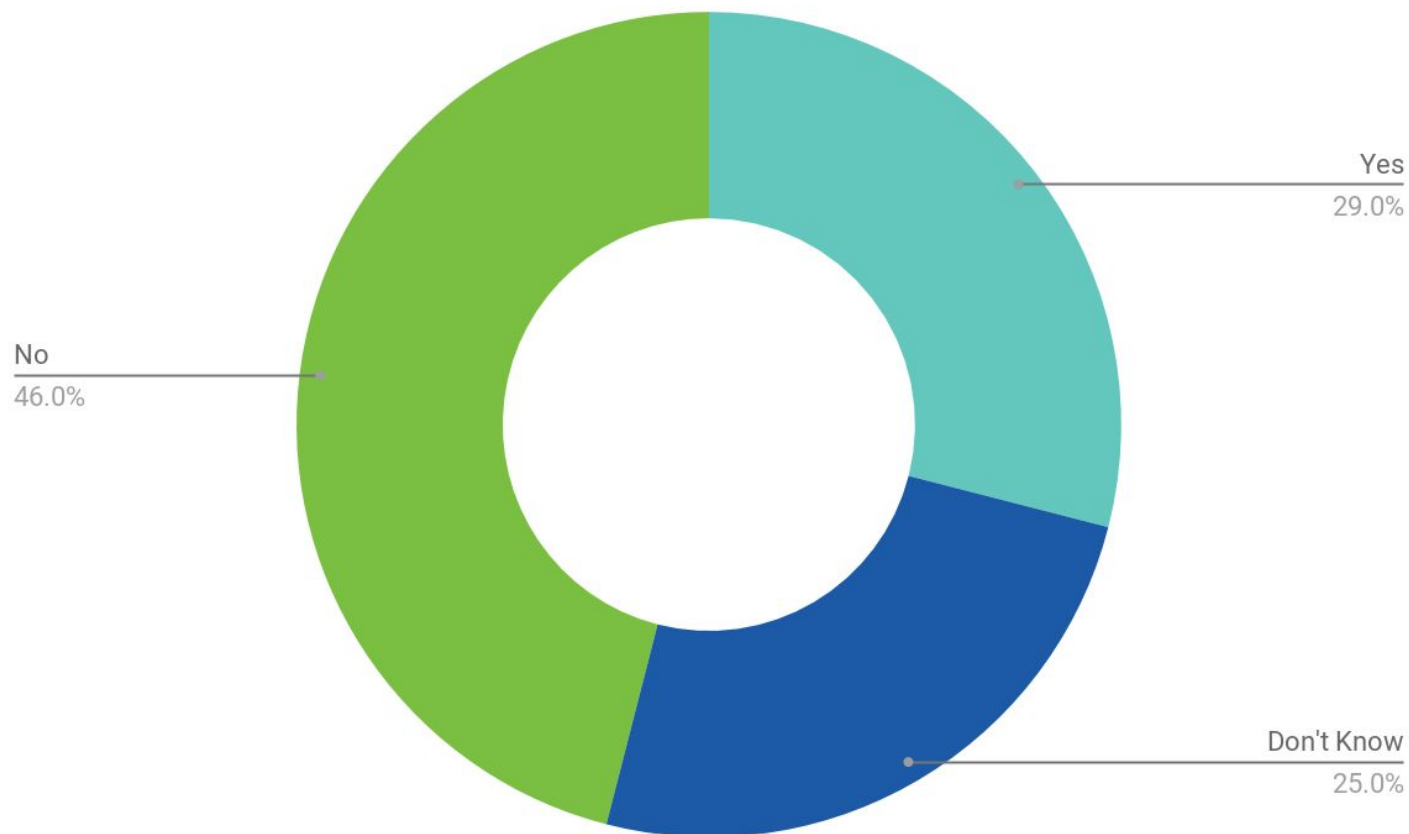


IGLTA  
FOUNDATION

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

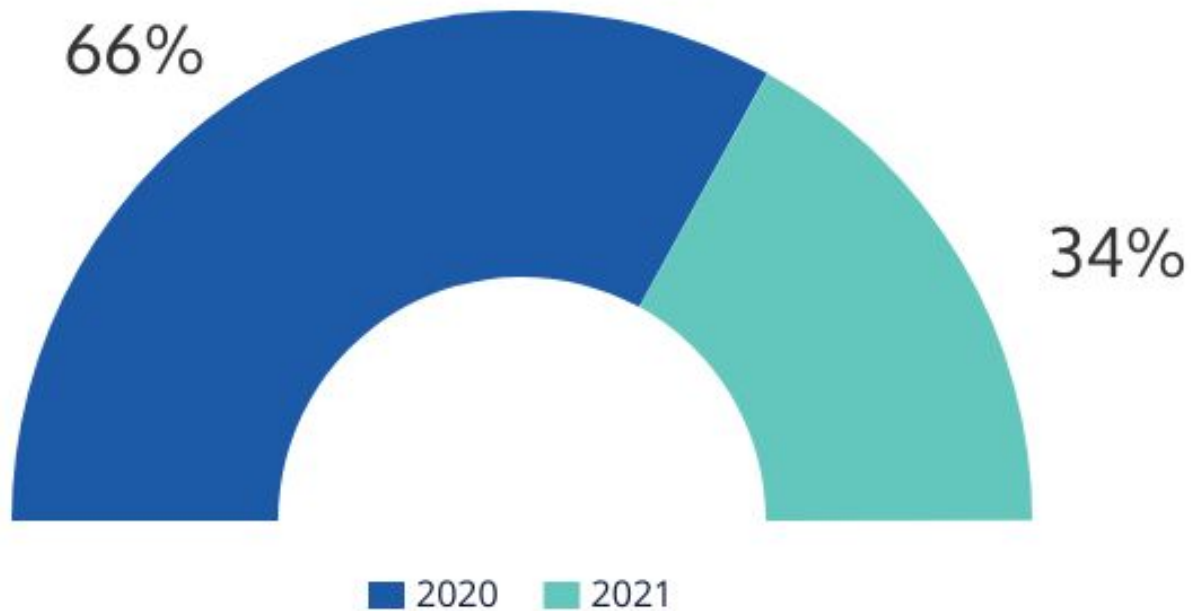
Nearly half (46%) of respondents said they would **not** change the types of destinations they choose to visit after the coronavirus situation is resolved, **reflecting a high degree of destination loyalty amid the uncertainty.**

While 25% of respondents are still undecided, only about 28% said they would change their destination choices.



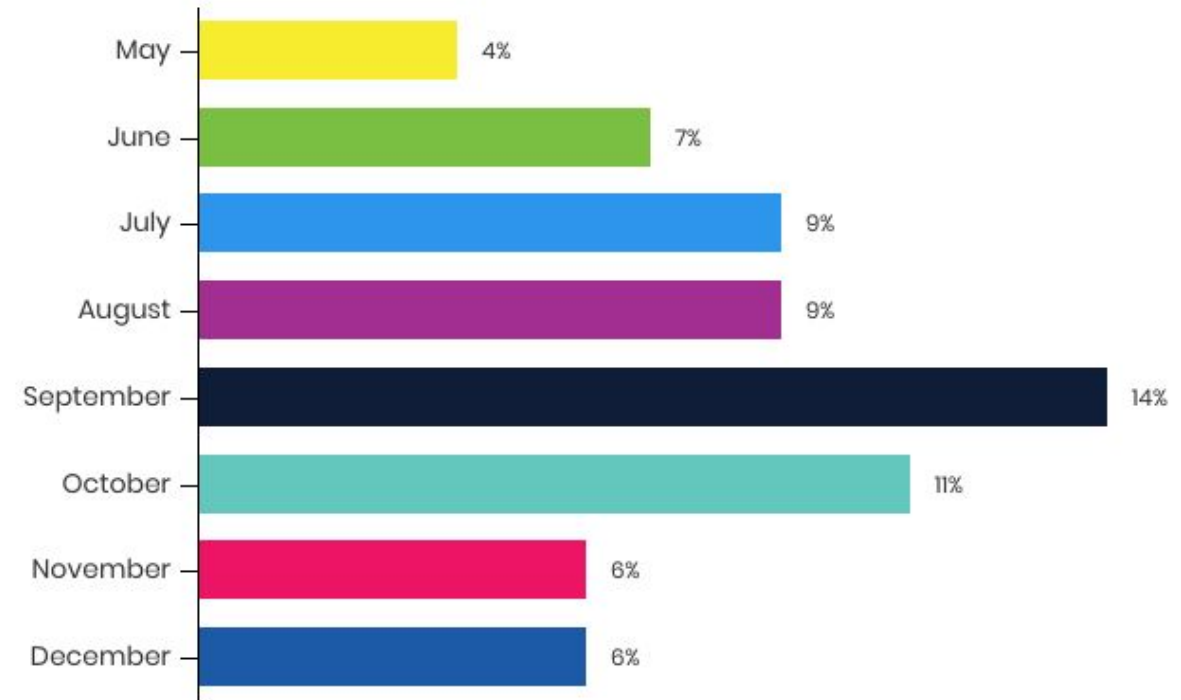
n=14,658

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



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

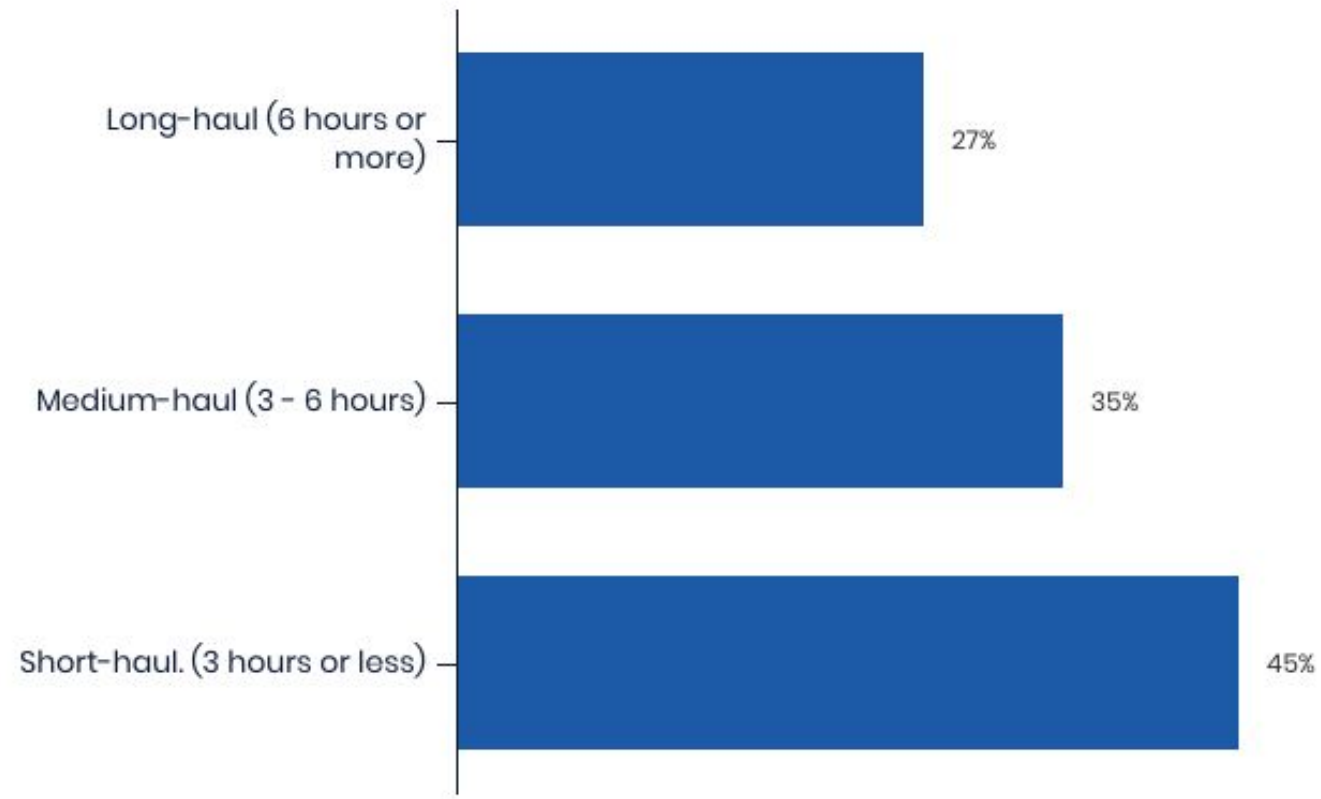
n=14,658



2020 travel intentions month-by-month breakdown.

# LIKELIHOOD OF TAKING A FLIGHT WITHIN THE NEXT SIX MONTHS

(Likely or Very Likely)

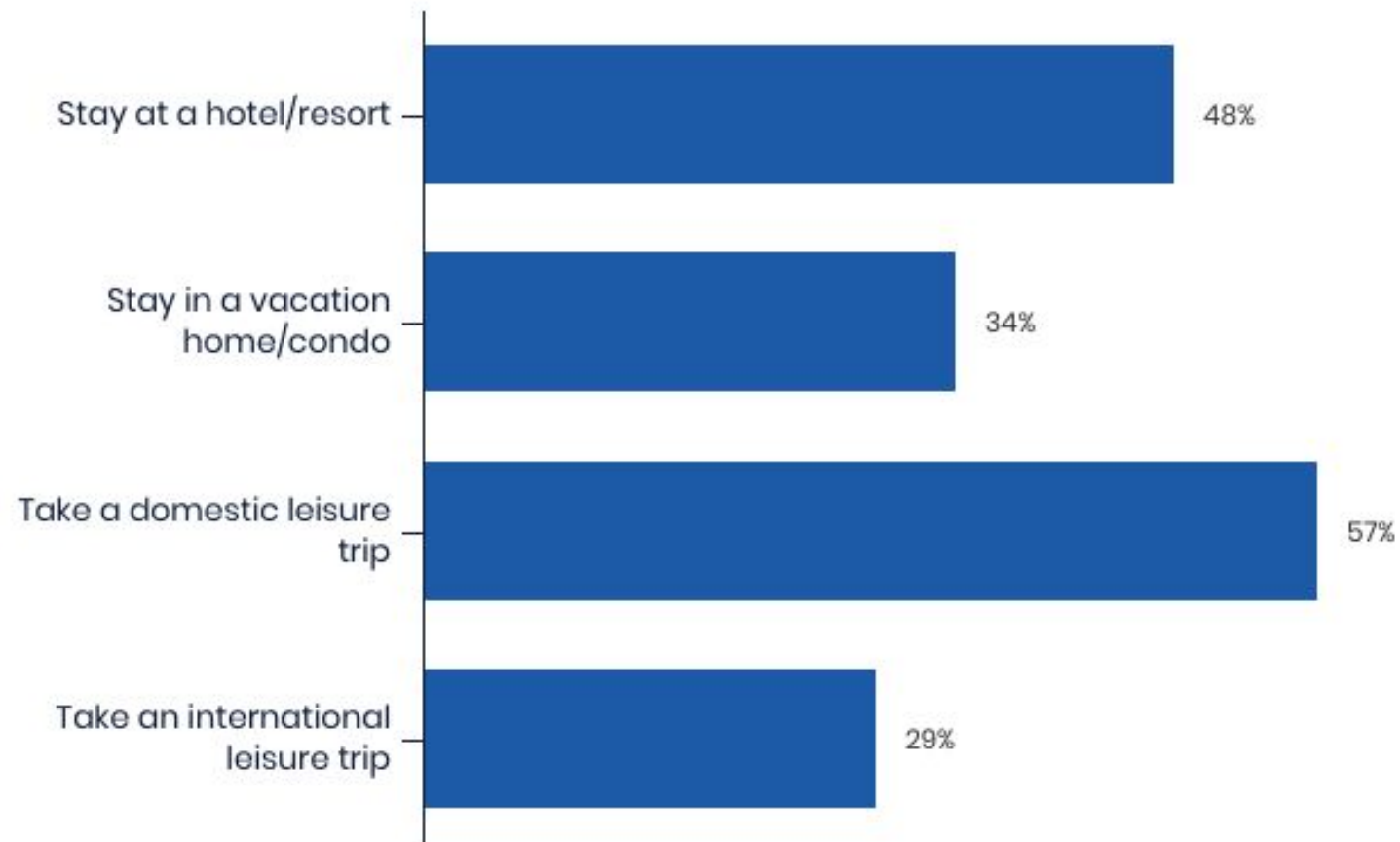


n=14,658



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

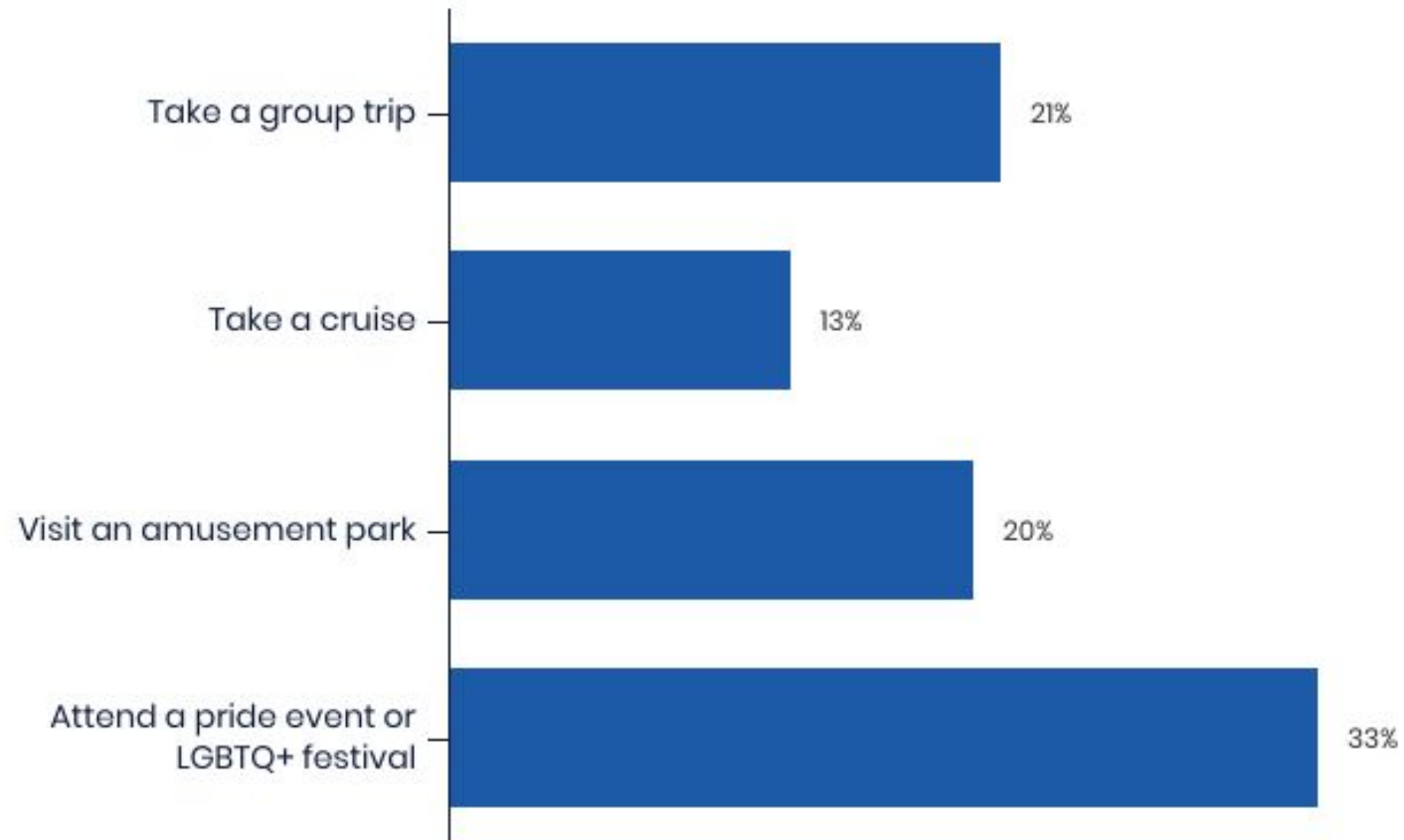
(Likely or Very Likely)



n=14,658

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

(Likely or Very Likely)



n=14,658

# 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

