



# IGLTA

## FOUNDATION

**2021 LGBTQ+ POST COVID TRAVEL SURVEY  
MEXICO 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 798 LGBTQ+ individuals who reside in Mexico.**

## DEMOGRAPHIC BREAKDOWN OF MEXICAN RESPONDENTS

- 42% of respondents identified as gay; 26% Lesbian; 23% bisexual; 5% pansexual; 2% queer; 1% other
- 65% of respondents are between the ages of 25 and 64
- 45% of respondents are men; 48% are women, 5% are non-binary; 2% transgender or 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 global respondents (**75%**) said they plan to take their next **major vacation before the end of 2021**.

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

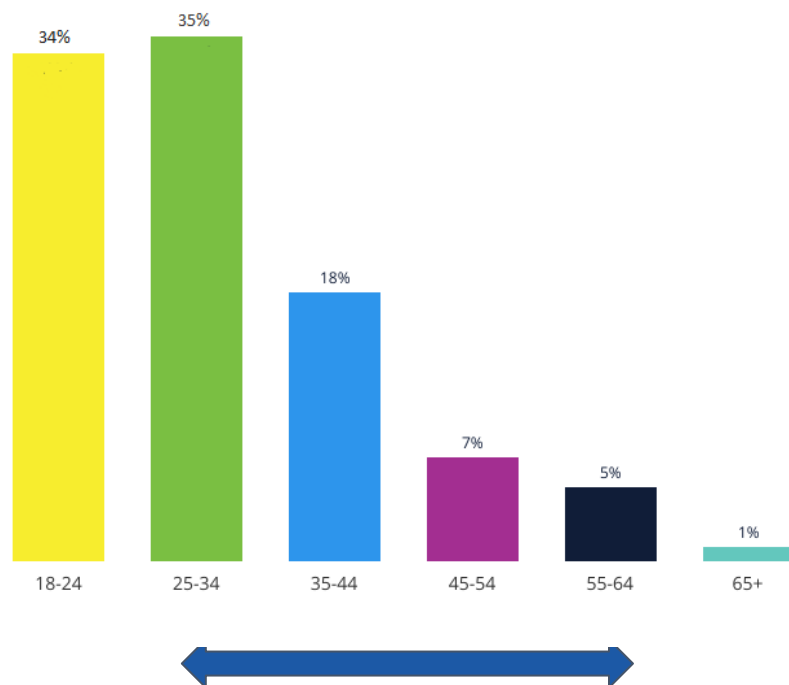
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Domestic trips, hotel/resort stays, and short-haul flights are at the top of the activity list for the next 6 months, while longer flights and group activities will take longer to rebound. However, Pride events/LGBTQ+ festivals also ranked highly,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



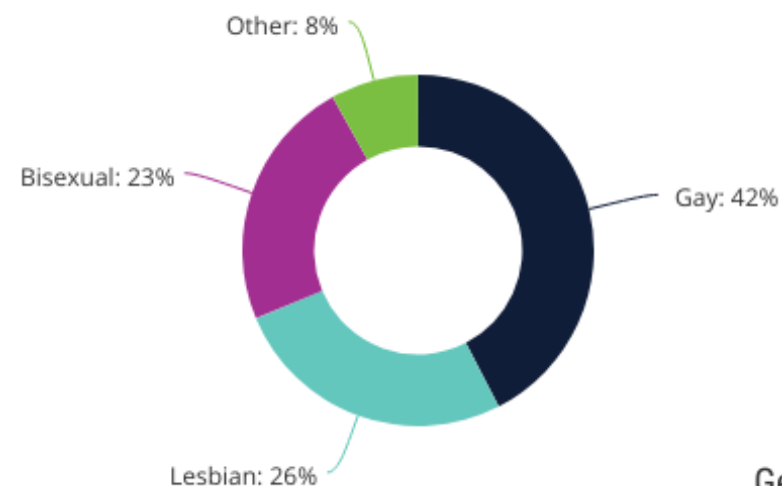
# DEMOGRAPHIC PROFILE

## Age

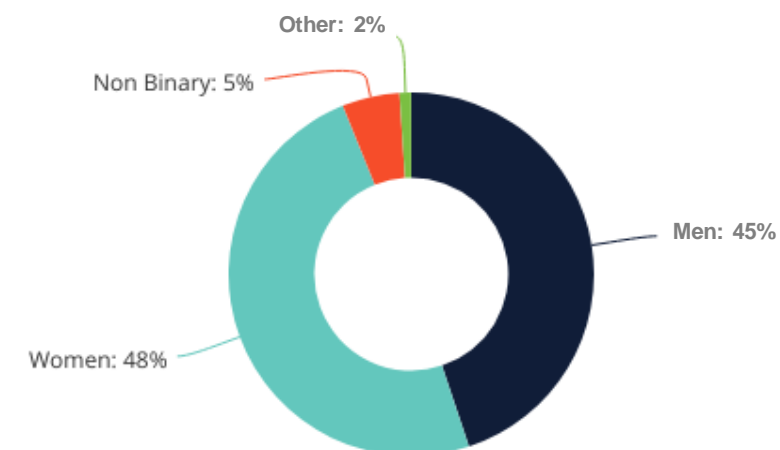


65% of respondents are between the ages of 25 and 64

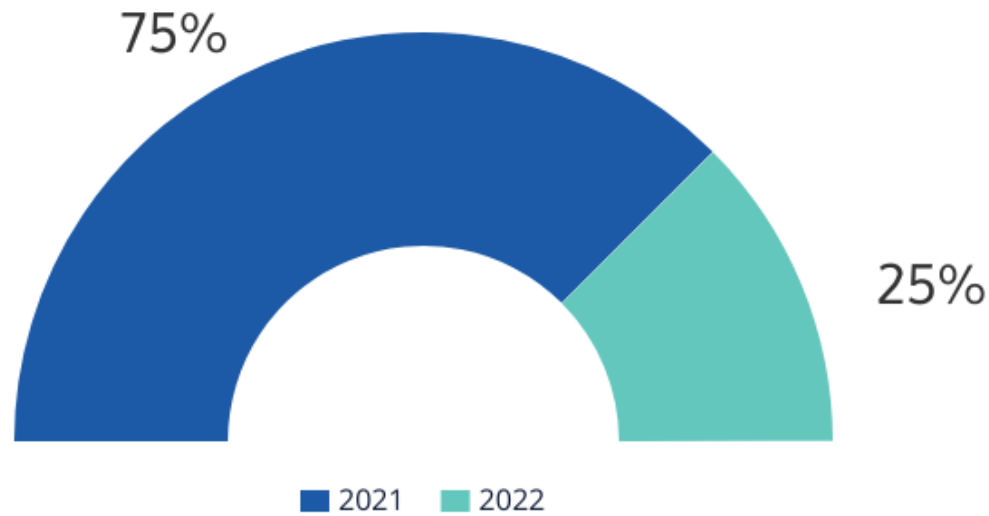
## Sexual Orientation



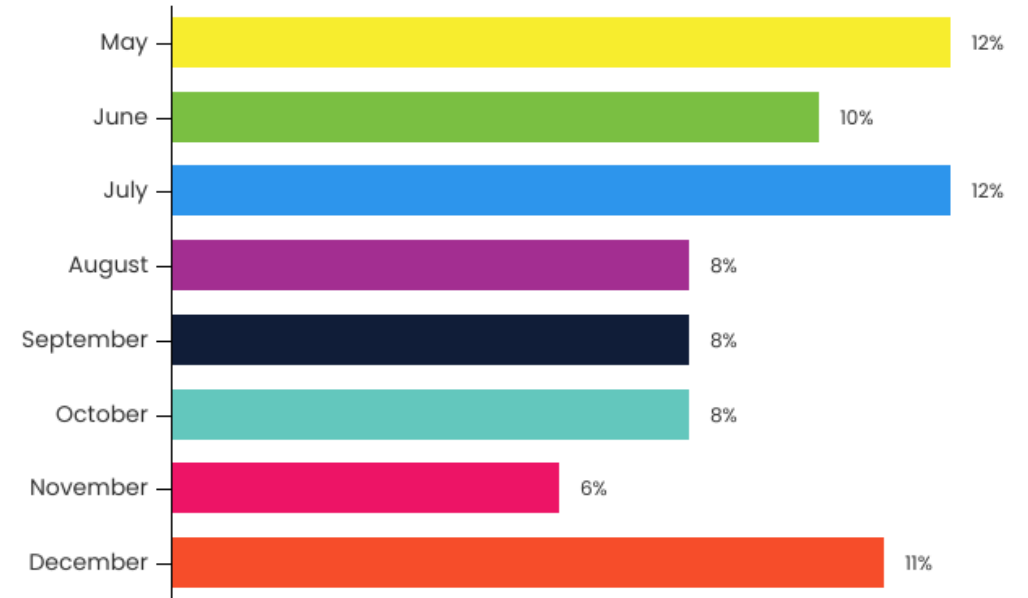
## Gender Identity



# WHEN DO YOU PLAN TO TAKE YOUR NEXT MAJOR VACATION?

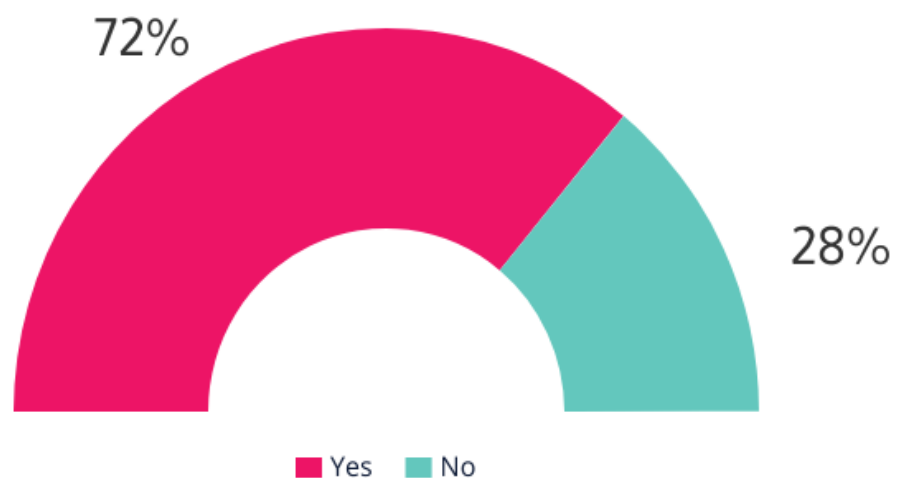


The majority of Mexican respondents (75%) said they plan to take their next **major vacation** before the end of 2021.



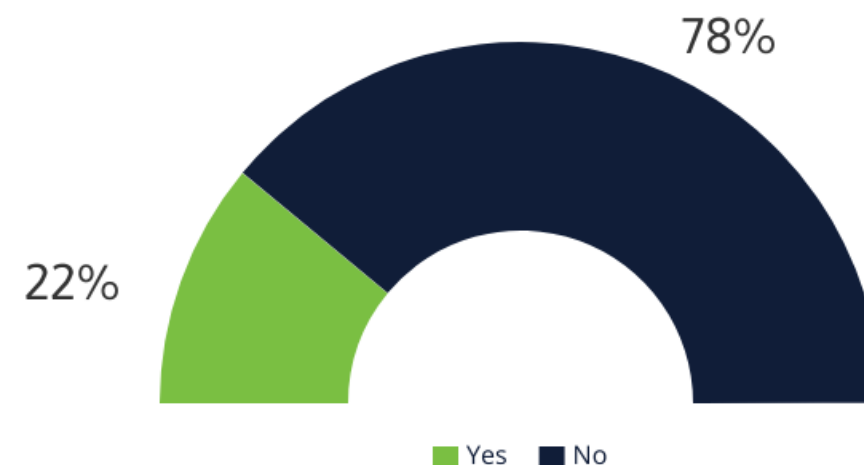
2021 travel intentions month-by-month breakdown.

## DO YOU HAVE A PASSPORT?



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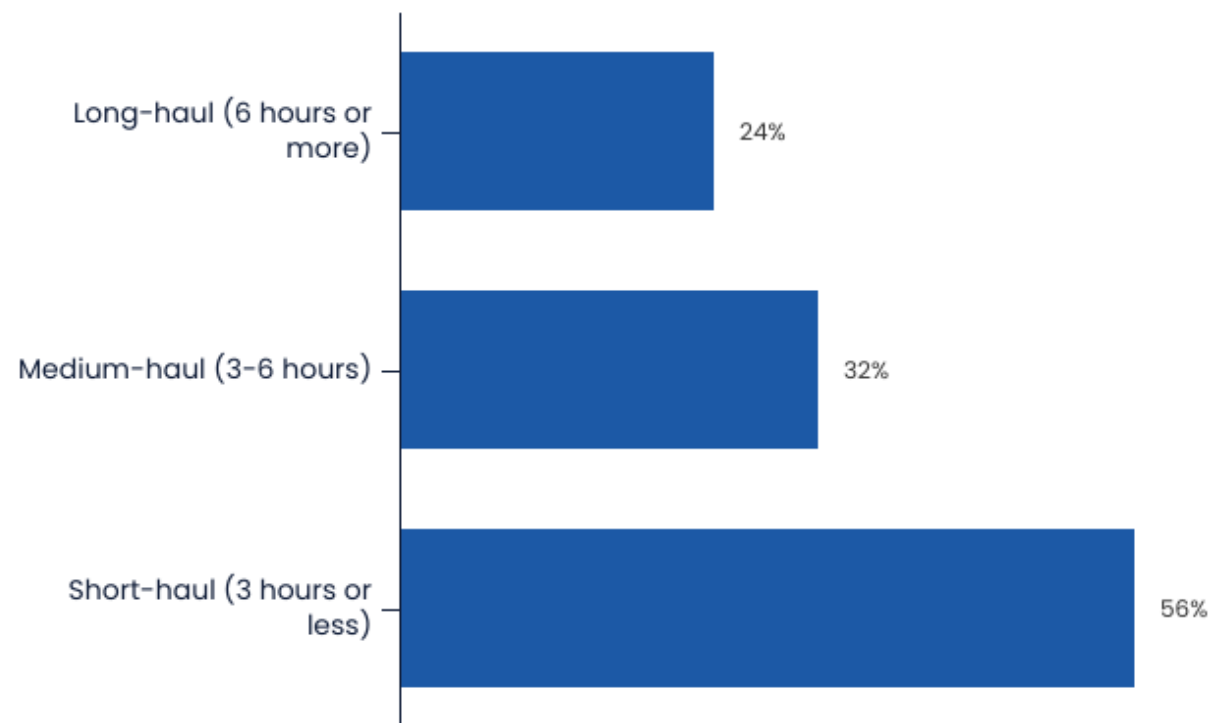
## RECENT TRAVEL BOOKINGS\*



22% of respondents said they had made travel reservations in the past week.

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

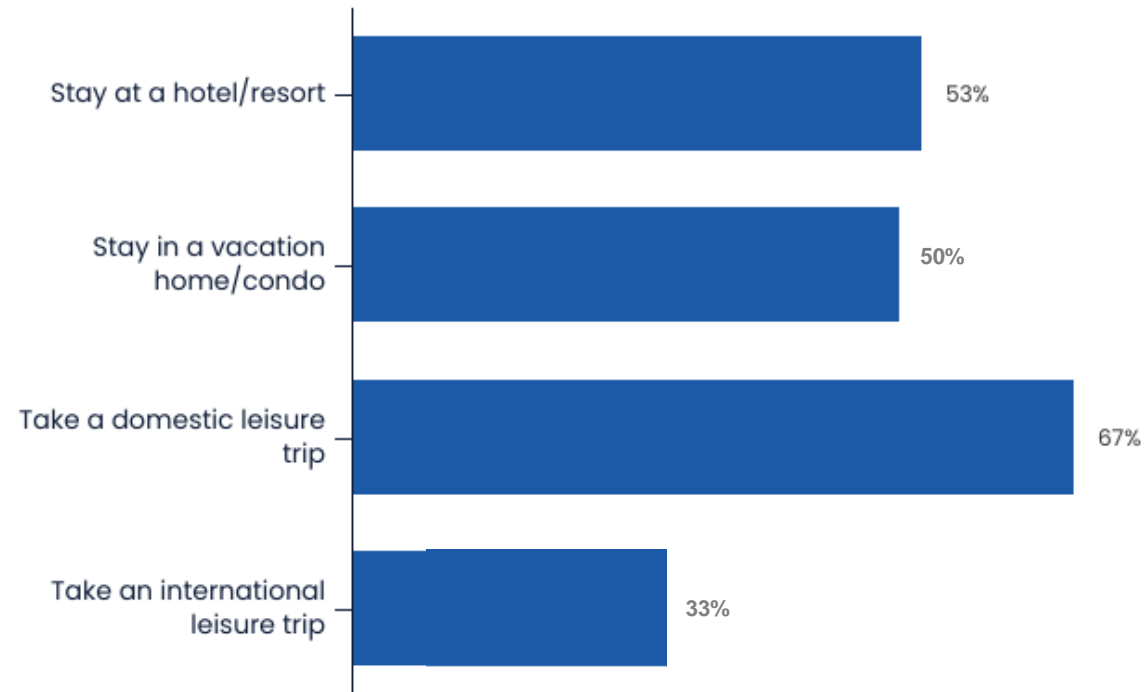
# LIKELIHOOD OF TAKING A FLIGHT WITHIN THE NEXT SIX MONTHS (Likely or Very Likely)



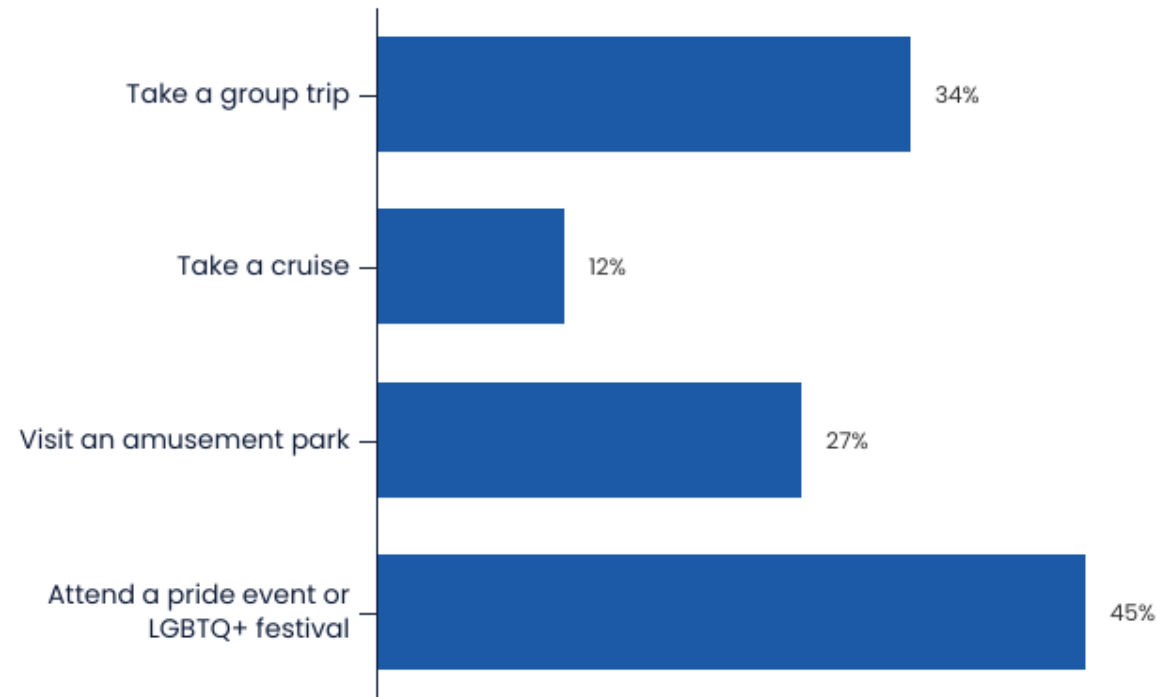
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## LIKELIHOOD OF DOING THE FOLLOWING ACTIVITIES IN THE NEXT SIX MONTHS (Likely or Very Likely)



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



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



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