



IGLTA

ADVANCING
LGBTQ+ TRAVEL

POST COVID-19 LGBTQ+ TRAVEL SURVEY RESULTS
MEXICO
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 630 LGBTQ+ individuals who reside in Mexico.**

DEMOGRAPHIC BREAKDOWN OF MEXICAN RESPONDENTS


- 89% of respondents identified as gay; 9% bisexual; 1% pansexual and 1% listed other sexual orientations or selected "other"
- 78% of respondents are between the ages of 25 and 54
- 97% of respondents are men; 1% are women, 2% are non-binary



KEY FINDINGS

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

 **Almost three-quarters (74%)** of respondents in Mexico said they **would feel comfortable traveling again for leisure before the end of 2020**, with September and October as the most popular choices.

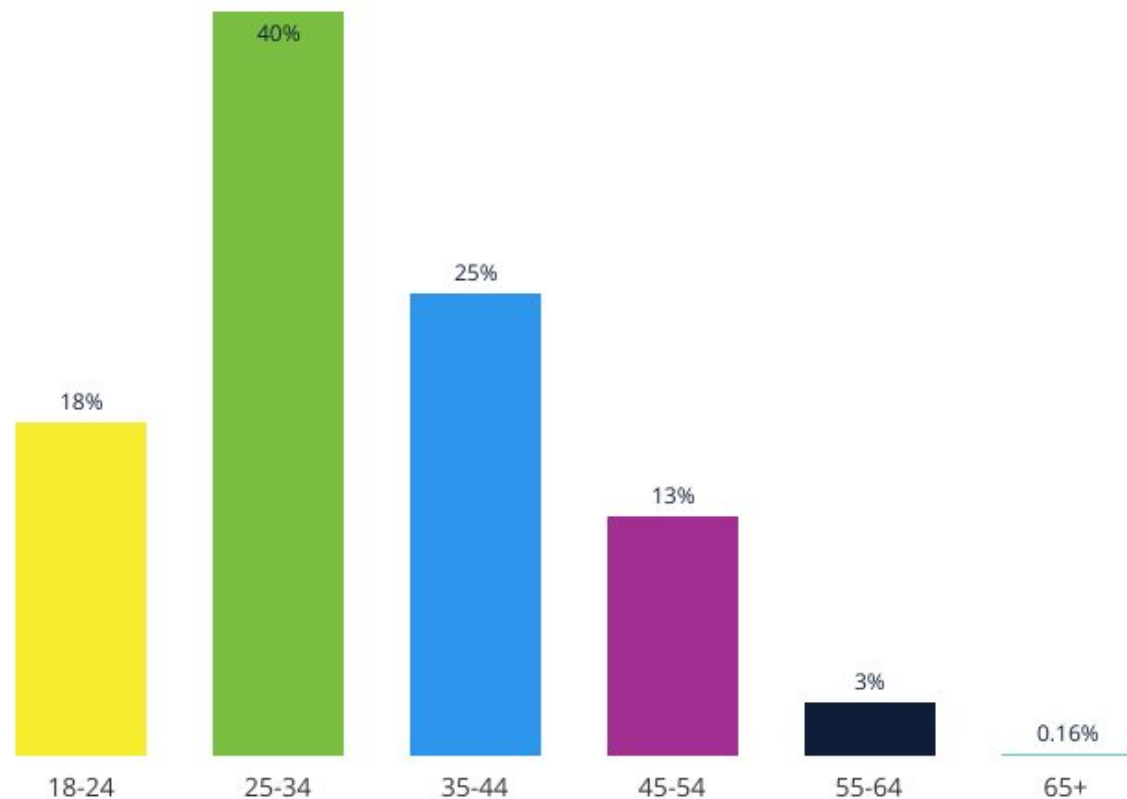
 **Nearly half (46%)** of respondents in Mexico said they **would not change the types of destinations they choose to visit** after the coronavirus situation is resolved, reflecting a **high degree of destination loyalty amid the uncertainty.** While 18% of respondents are still undecided, only about 37% said they would change their destination choices.





DEMOGRAPHIC PROFILE

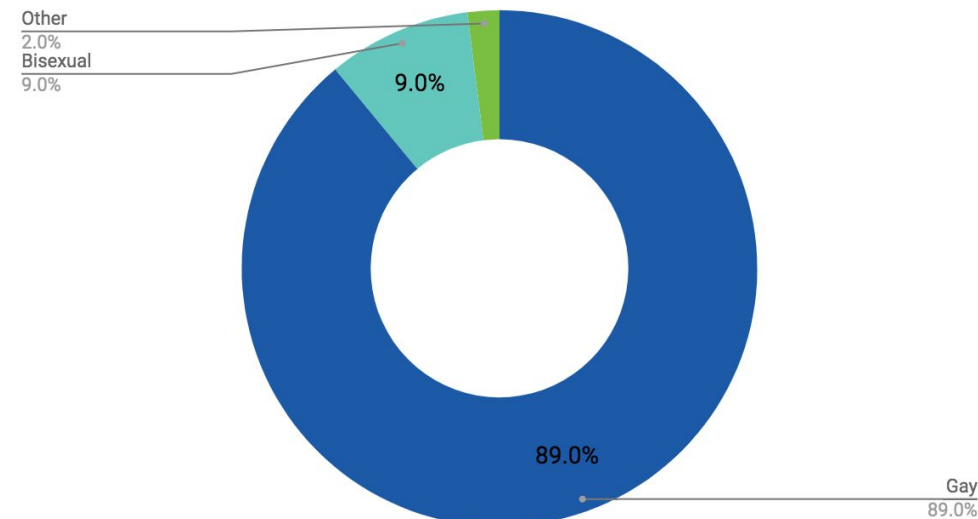
Age



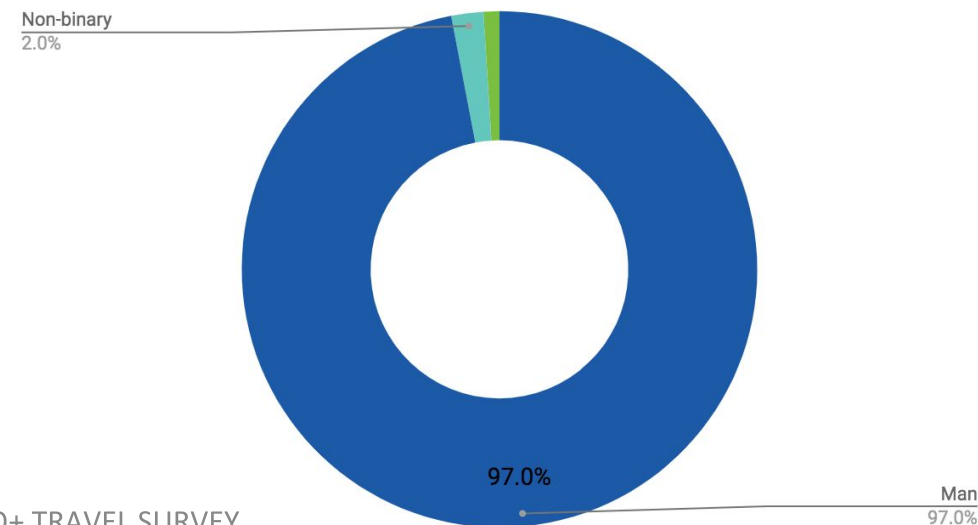
78% of respondents were between the ages of 25 and 54 years old.

n=630

Sexual Orientation



Gender Identity





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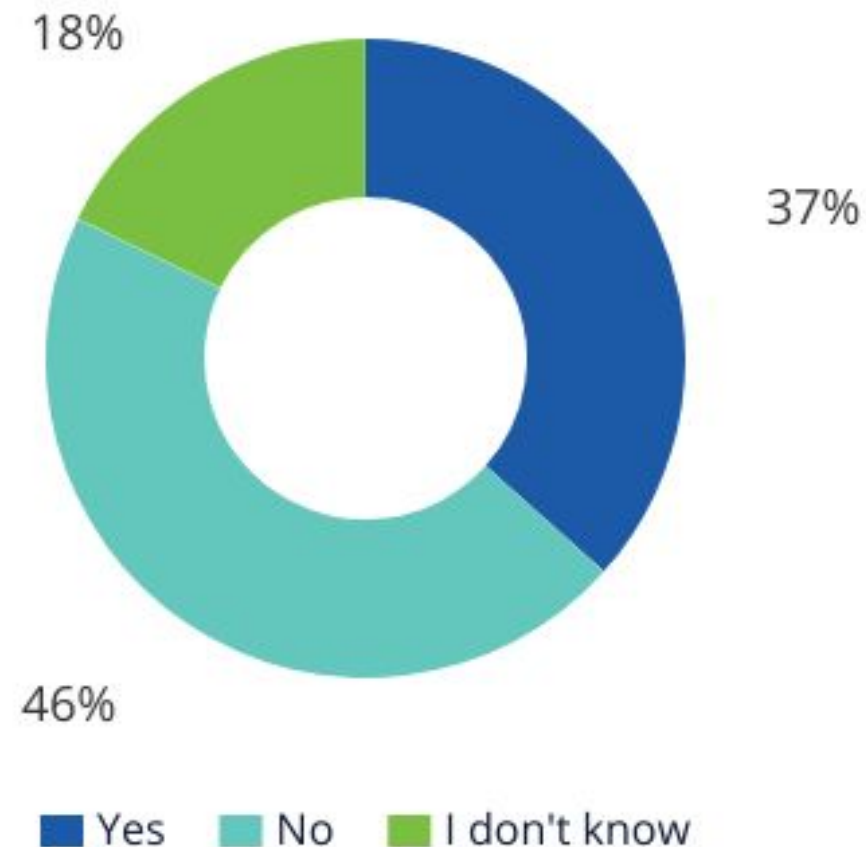


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WILL YOU CHANGE THE TYPES OF DESTINATIONS YOU CHOOSE TO VISIT AFTER THE CORONAVIRUS SITUATION IS RESOLVED?

46% of respondents said they will 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.**

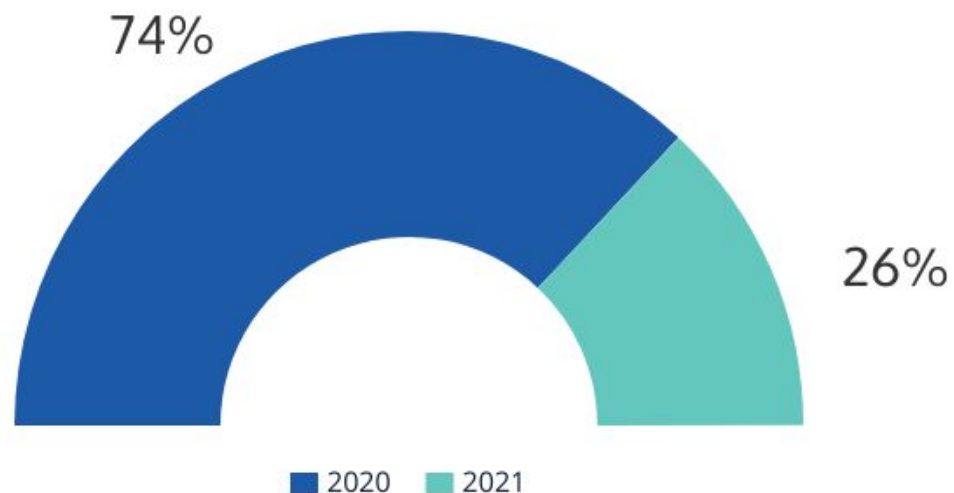
Just over one-third of respondents said they would change the types of destinations they choose to visit after the coronavirus situation is resolved.



n=630

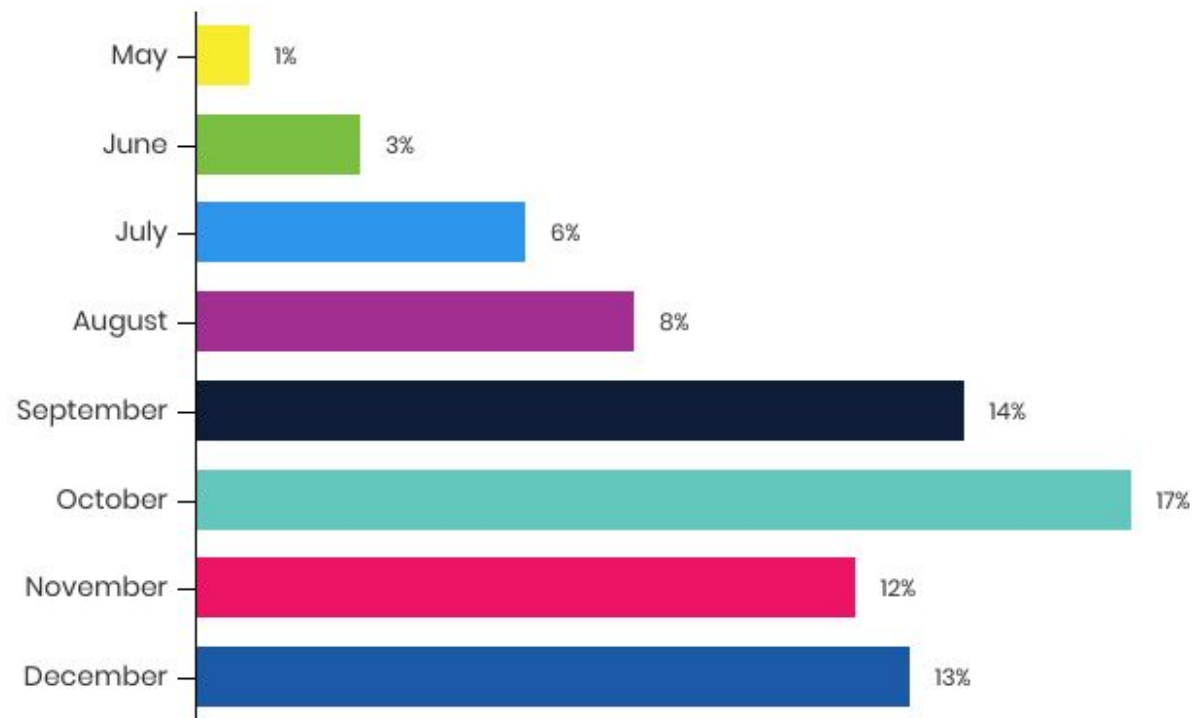


WHEN WILL YOU FEEL COMFORTABLE TRAVELING AGAIN FOR LEISURE PURPOSES?



Almost three-quarters of respondents indicated they would feel comfortable traveling for leisure purposes before the end of 2020.

n=630

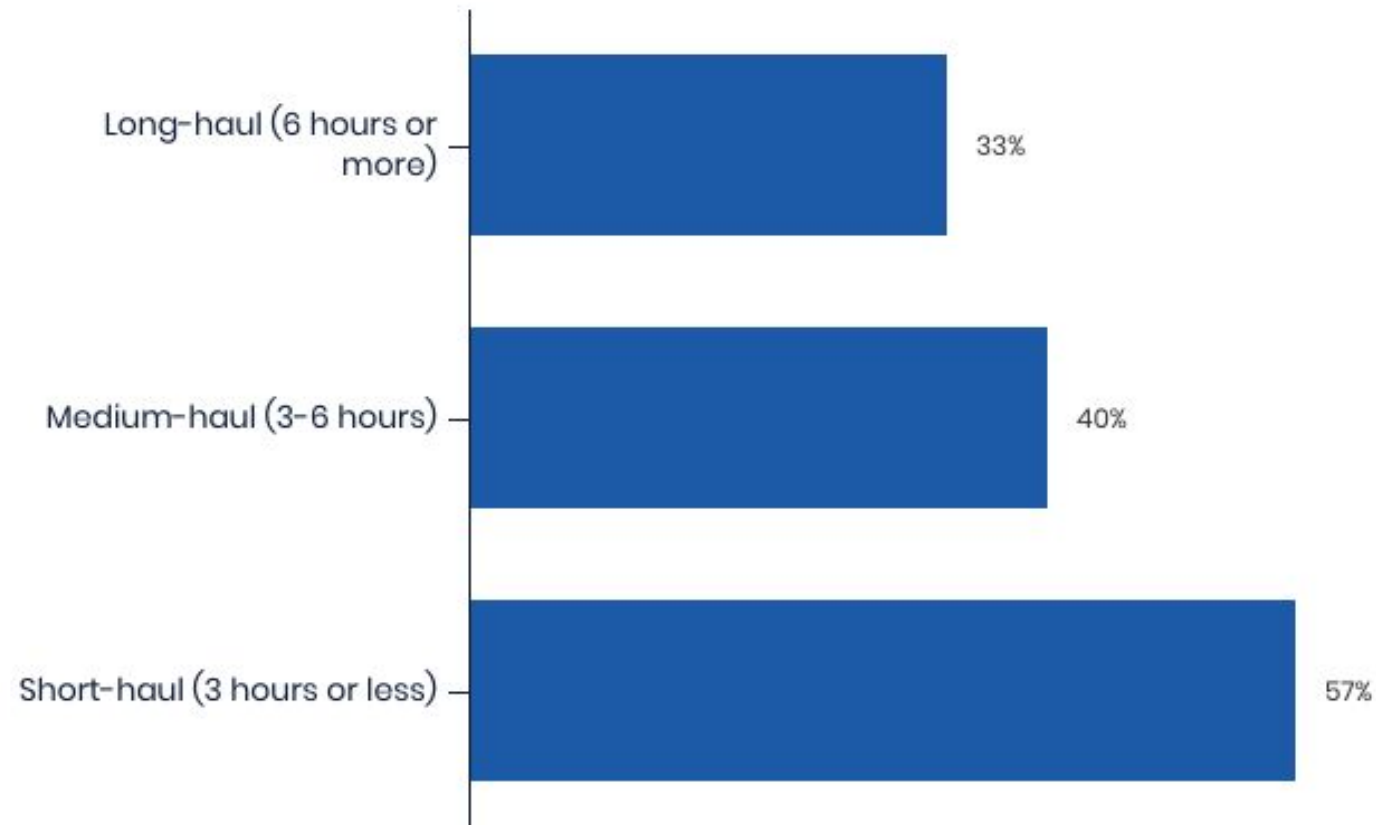


2020 travel intentions month-by-month breakdown.



LIKELIHOOD OF TAKING A FLIGHT WITHIN THE NEXT SIX MONTHS

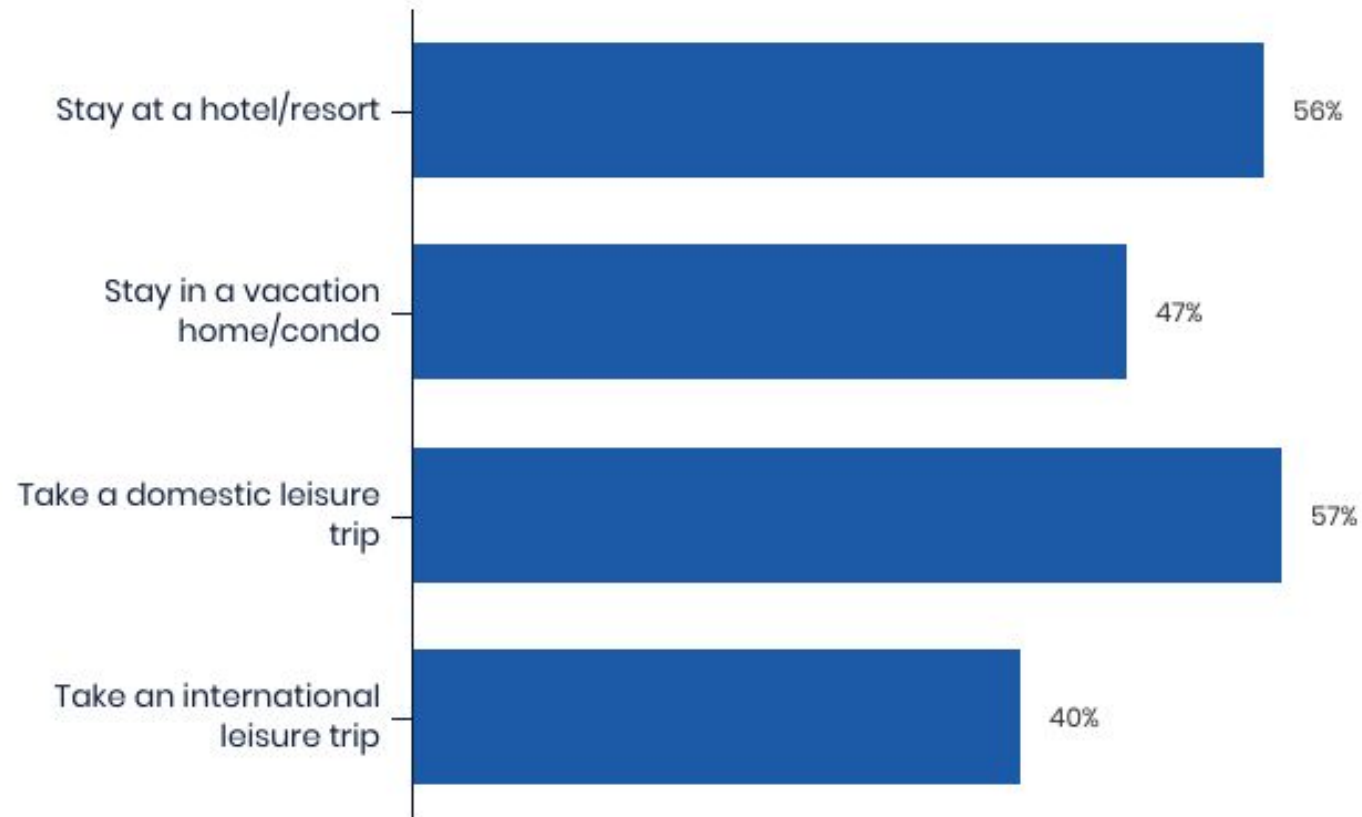
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n=630

LIKELIHOOD OF DOING THE FOLLOWING ACTIVITIES IN THE NEXT SIX MONTHS

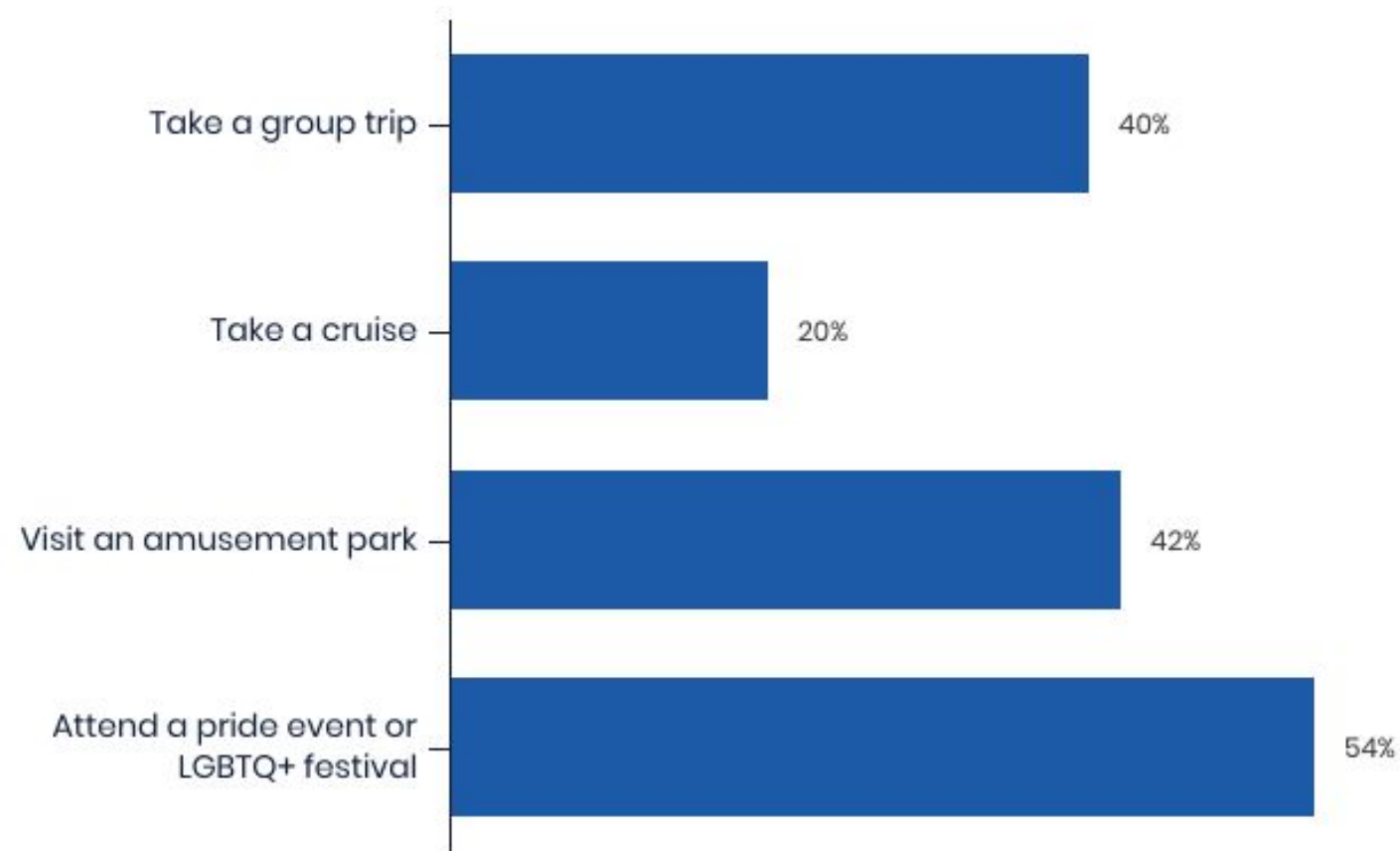
(Likely or Very Likely)



n=630

LIKELIHOOD OF DOING THE FOLLOWING ACTIVITIES IN THE NEXT SIX MONTHS

(Likely or Very Likely)



n=630

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



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