

# Buyer Survey of International Gay and Lesbian Travel Association (IGLTA) 2016

## Economic Impact and Future Trends

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More information can be found at: <http://hhd.psu.edu/shm/Services-Research-Network>

# IGLTA Buyer Survey 2016

**Research objective:** Estimate economic impact of IGLTA buyers and investigate future outlook of LGBTQ travel

**31.4%** response rate (175 buyers) self-reported data

Based on characteristics of the data, best estimates are IGLTA buyers generate between **\$15.4 and \$74.9** million annually in LGBTQ travel.

# IGLTA Buyer Survey of IGLTA 2016

- IGLTA buyers are bullish on LGBTQ Travel with 89% expecting it to grow through 2020; 85% see growth through 2025
- 10% expect it to decline by 2020 and 13% think it will decline further through 2025.
- Biggest worry this year – “lack of expertise/understanding about the segment” (16.22%)
- 5 Year Trend to watch for – LGBTQ “democratization” (22.73%)
- Most frequently mentioned “new LGBTQ-friendly destination” - Israel

# Thank you

Thanks to the IGLTA Foundation, Delta Air Lines, and all the members who participated!

Send questions or inquiries to:

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