



IGLTA[®]

FOUNDATION

**2021 LGBTQ+ POST COVID TRAVEL SURVEY
UNITED STATES 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 2,712 LGBTQ+ individuals who live in the United States and responded to this survey.**

DEMOGRAPHIC BREAKDOWN OF US RESPONDENTS

- 69% of respondents identified as gay; 11% lesbian; 13% bisexual, 4% queer; and 2% pansexual
- 70% of respondents are between the ages of 25 and 64
- 79% of respondents are men; 16% are women; 2% transgender; and 3% identify as non-binary, preferred to 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 U.S. respondents (77%) said they plan to take their next **major vacation before the end of 2021**.

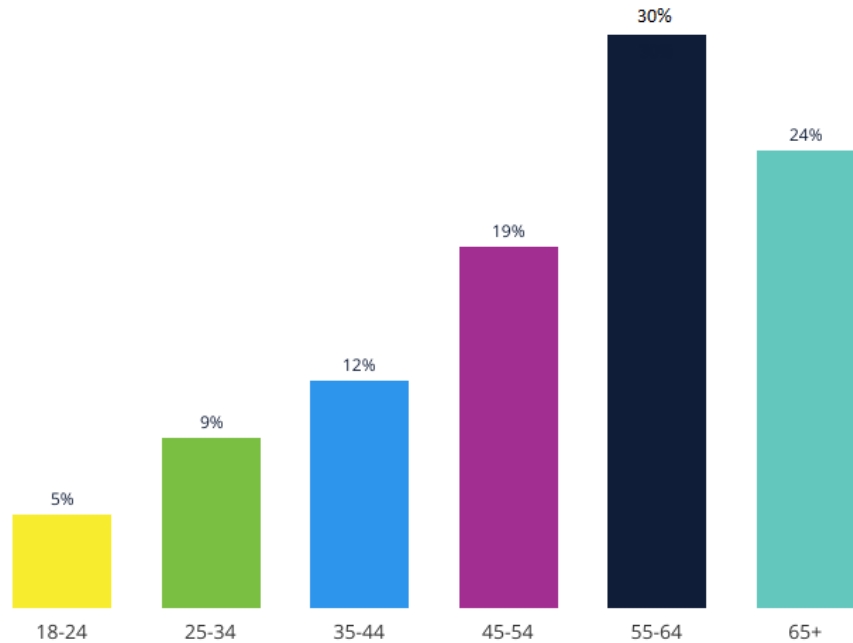
More than one quarter (29.5%) of LGBTQ+ U.S. respondents said they had **made travel reservations in the past week**.

85 percent of our U.S. LGBTQ+ respondents **have a passport**.

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.

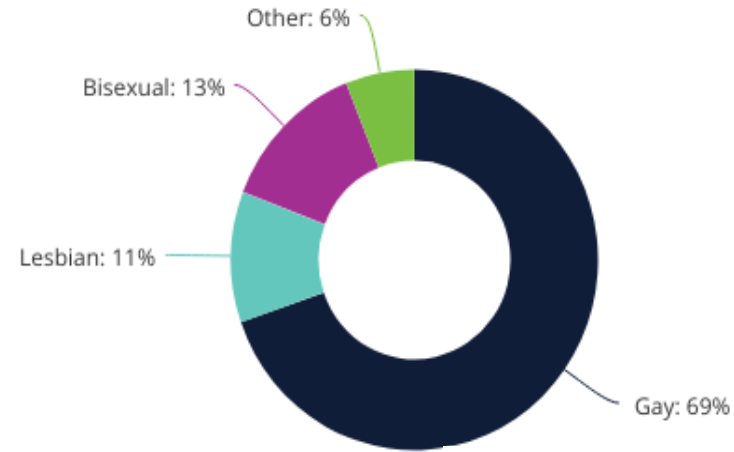
DEMOGRAPHIC PROFILE

Age

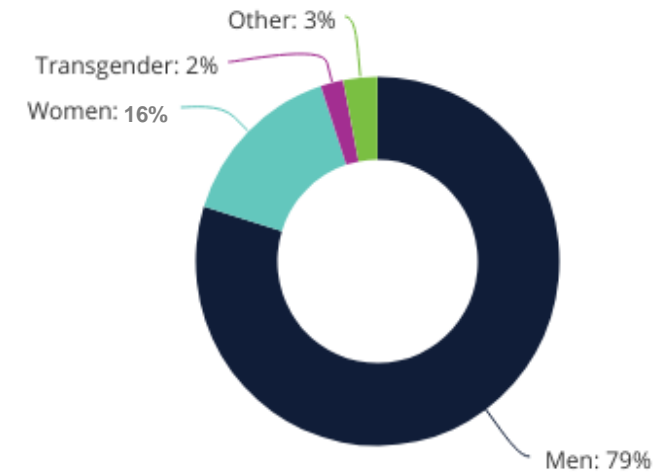


70% of respondents are between the ages of 25 and 64

Sexual Orientation

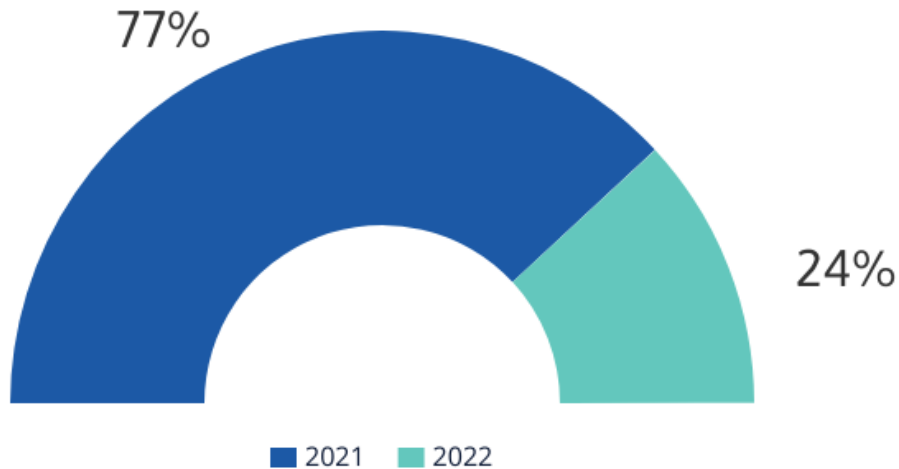


Gender Identity

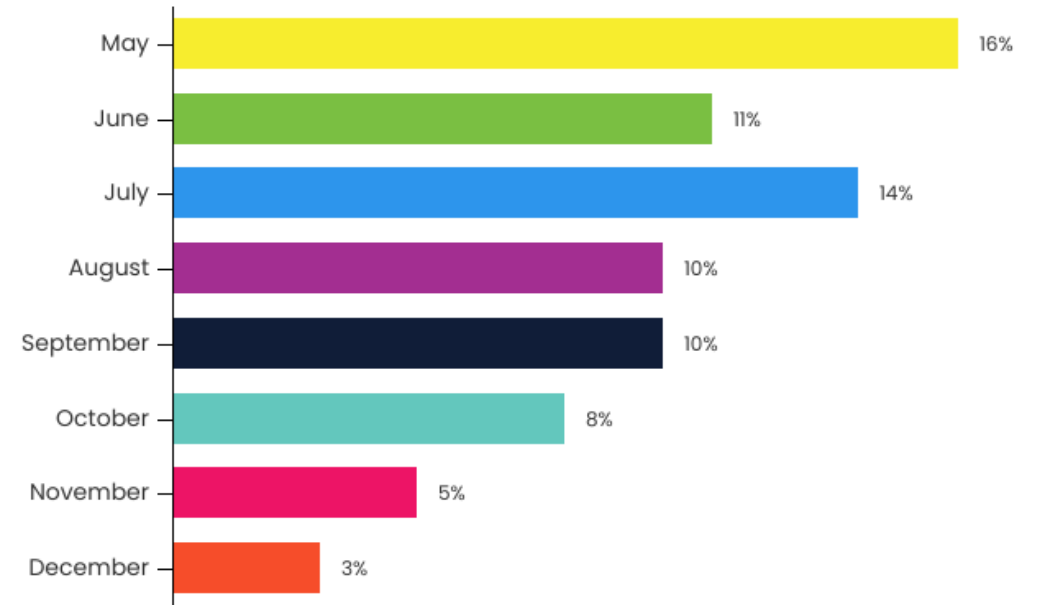


n= 2,712

WHEN DO YOU PLAN TO TAKE YOUR NEXT MAJOR VACATION?

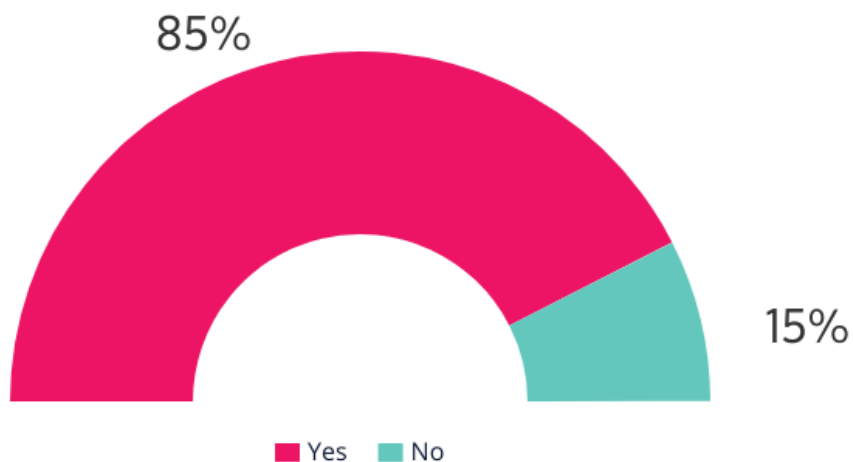


The majority of US respondents (77%) said they plan to take their next **major vacation** before the end of 2021.



USA 2021 travel intentions month-by-month breakdown.

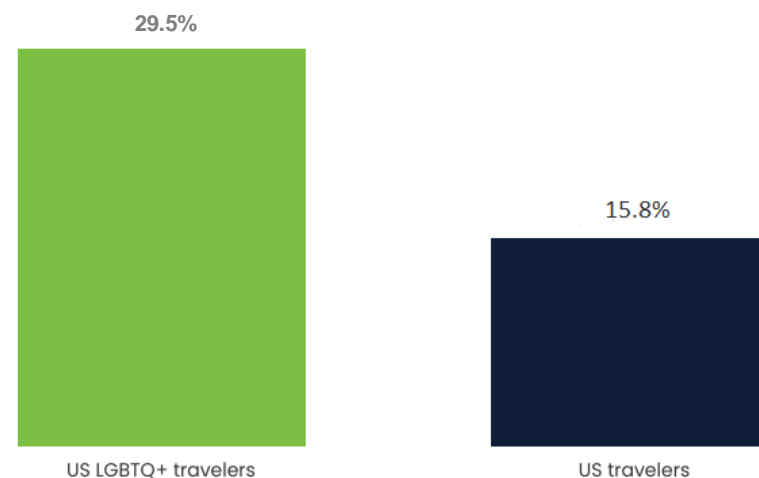
DO YOU HAVE A PASSPORT?*



*Just 42 percent of U.S. citizens have a passport, according to the U.S. Department of State.

n= 2,712

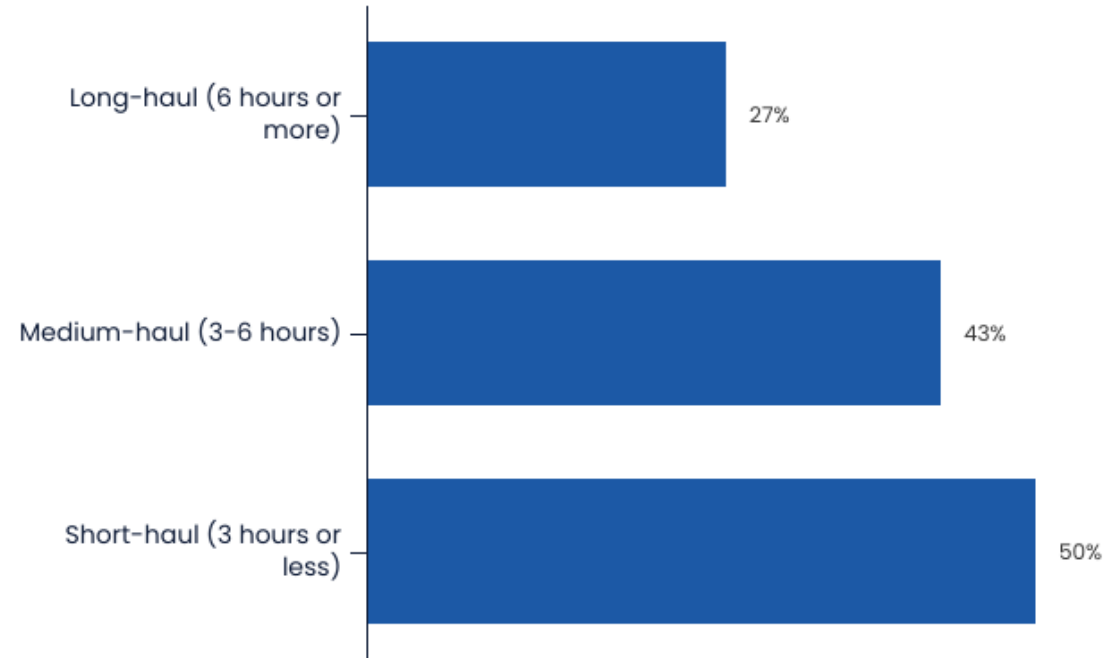
RECENT TRAVEL BOOKINGS*



29.5% of respondents said they had made travel reservations in the past week. The 2021 survey dates were 26 March to 9 April 2021.

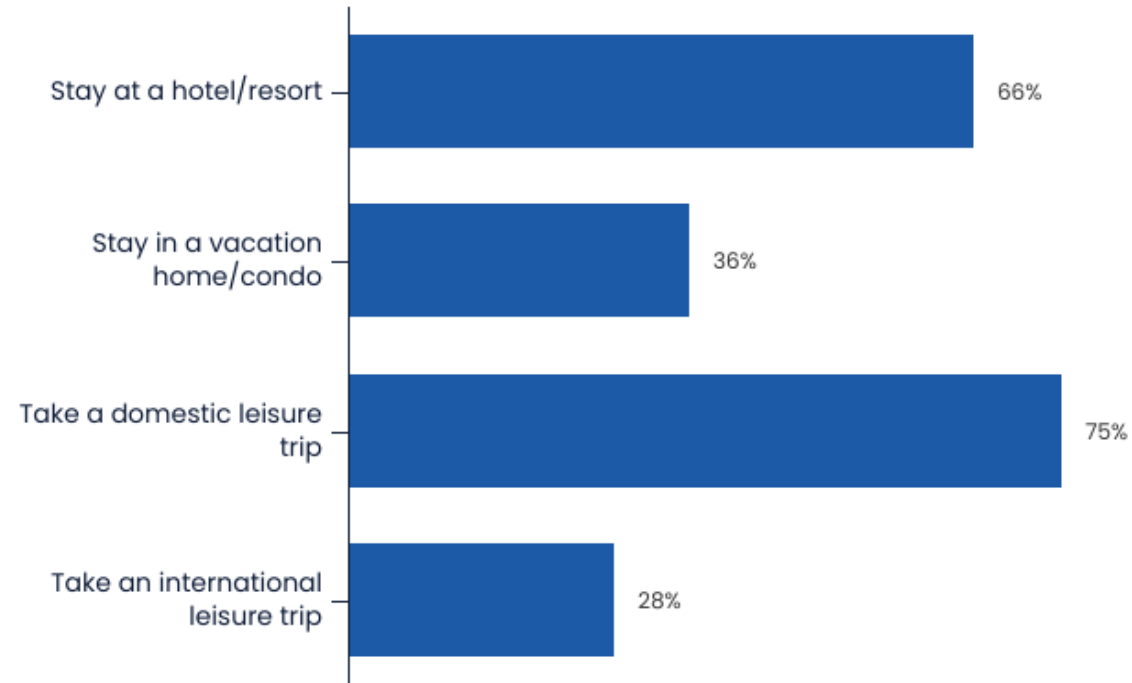
*Destination Analysts conduct ongoing surveys to monitor the impact of COVID-19 on U.S. travelers, reaching out to approximately 1200 travelers in three-day increments. We compared their data on a travel booking question from the similar time frame that our survey was in the field with the aggregated responses we received from those who specifically identified as LGBTQ+ in the U.S. n=2,712

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



n=2,712

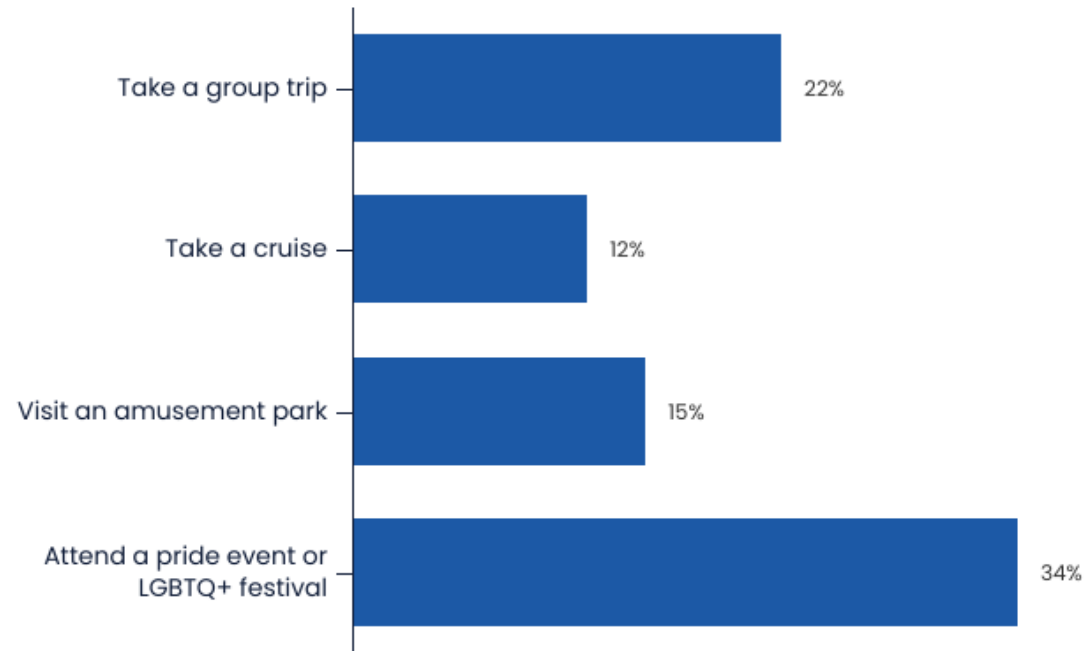
LIKELIHOOD OF DOING THE FOLLOWING ACTIVITIES IN THE NEXT SIX MONTHS (Likely or Very Likely)



n=2,712

LIKELIHOOD OF DOING THE FOLLOWING ACTIVITIES IN THE NEXT SIX MONTHS

(Likely or Very Likely)



n=2,712

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



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PASSPORT
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Xtra



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