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ADVANCING
LGBTQ+ TRAVEL

POST COVID-19 LGBTQ+ TRAVEL SURVEY RESULTS
UNITED STATES
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 8,094 LGBTQ+ individuals who live in the United States and responded to this survey.**

DEMOGRAPHIC BREAKDOWN OF US RESPONDENTS


- 75% of respondents identified as gay; 8% lesbian; 12% bisexual, 3% queer; and 2% pansexual
- 89% of respondents are between the ages of 35 and 65+
- 85% of respondents are men; 11% are women; 2% non-binary; and 2% identify as non-binary, preferred to self-describe or not to say
- 56% of the global survey respondents primary residence is 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.**

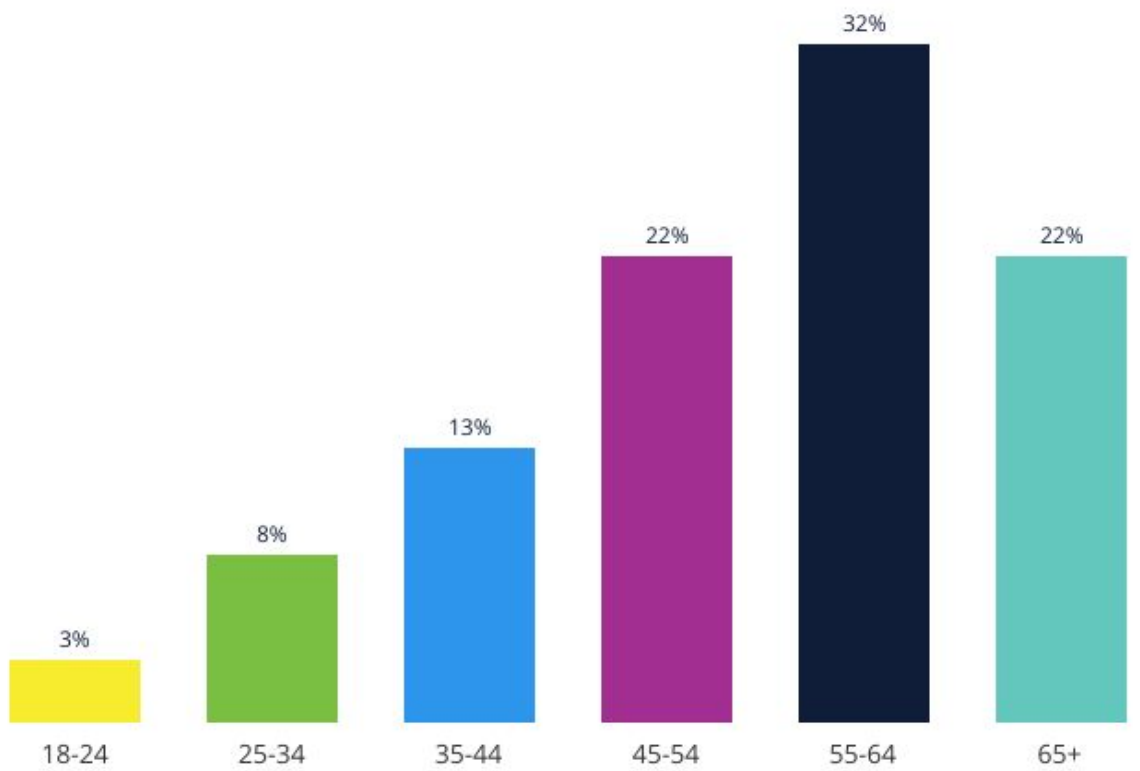
 **Over two-thirds** (68%) of global respondents said they **would feel comfortable traveling again for leisure before the end of 2020**, with September as the most popular choice.

 **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 27% of respondents are still undecided, only about 27% said they would change their destination choices.



DEMOGRAPHIC PROFILE

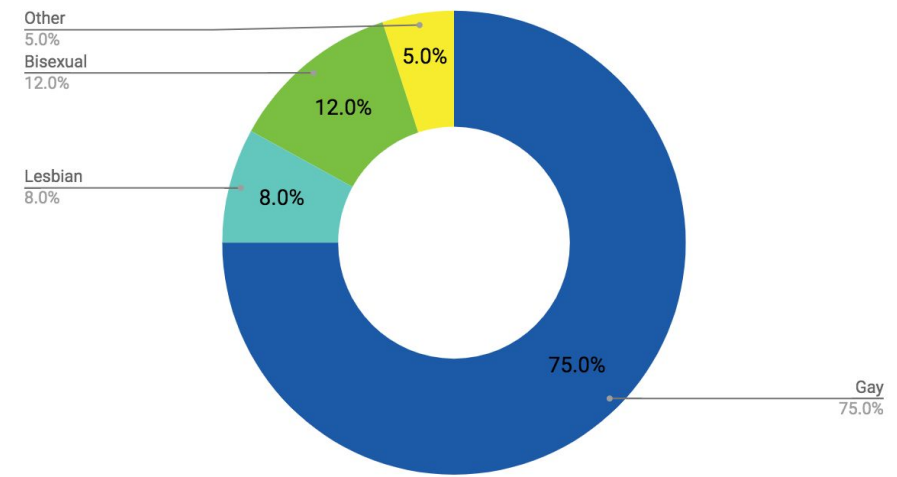
Age



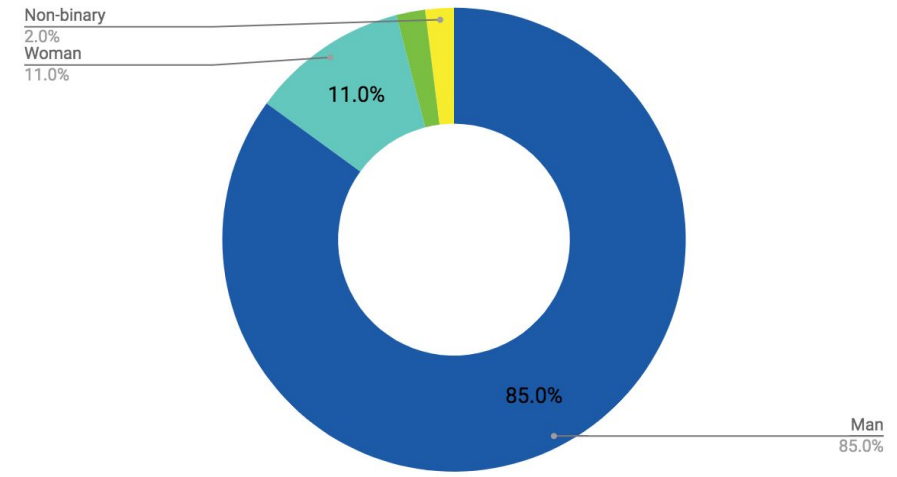
89% of respondents were 35 - 65+

n=8,094

Sexual Orientation



Gender Identity





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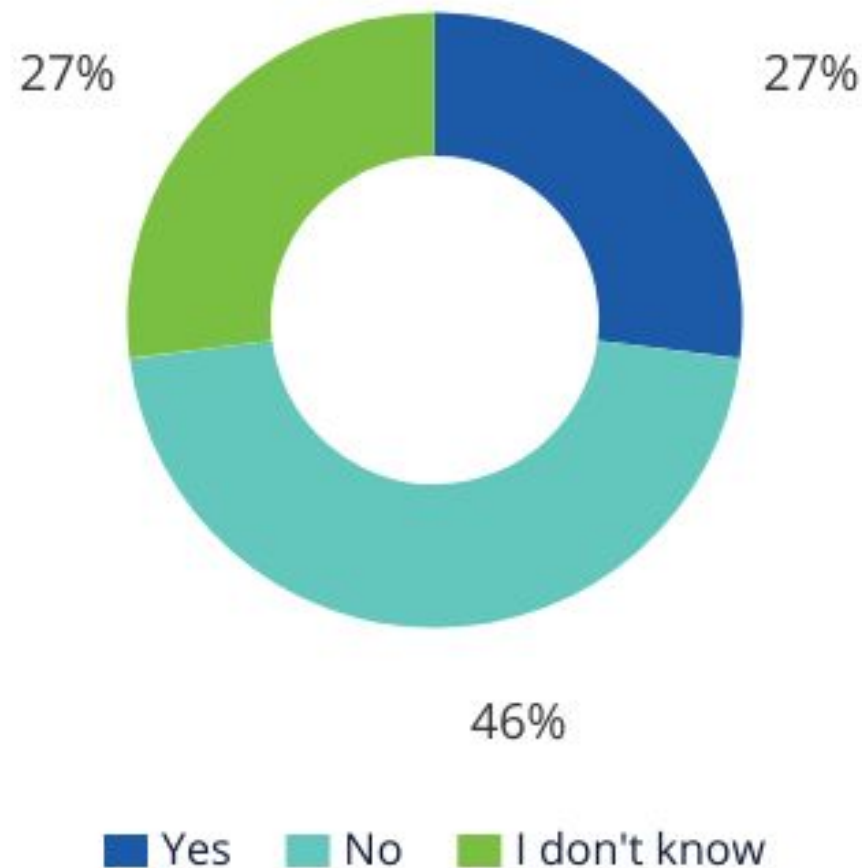


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WILL YOU CHANGE THE TYPES OF DESTINATIONS YOU CHOOSE TO VISIT AFTER THE CORONAVIRUS SITUATION IS RESOLVED?

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.**

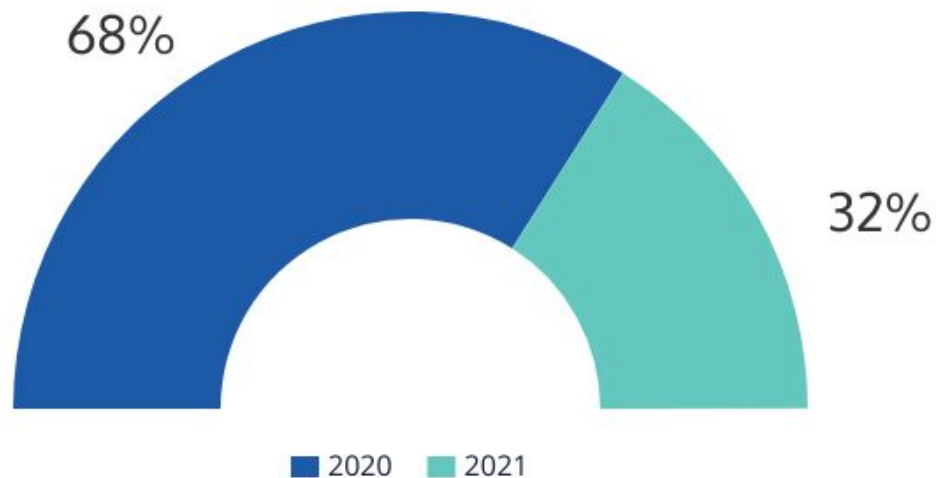
Less than one-third of respondents said they would change the types of destinations they choose to visit after the coronavirus situation is resolved.



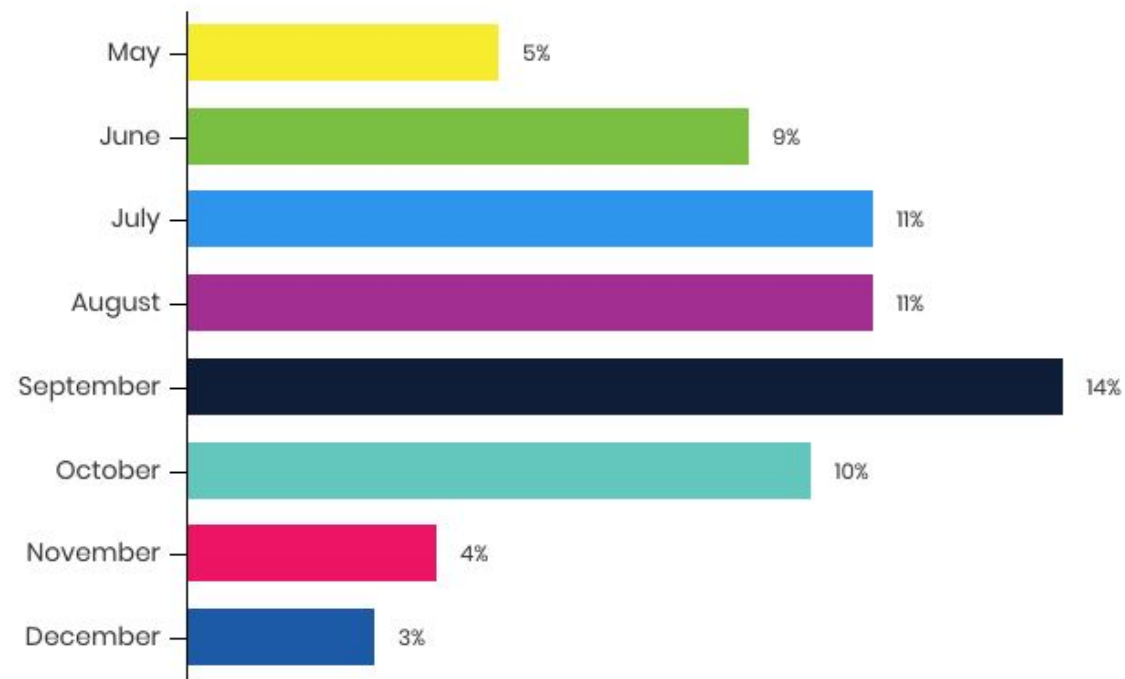
n=8,094



WHEN WILL YOU FEEL COMFORTABLE TRAVELING AGAIN FOR LEISURE PURPOSES?



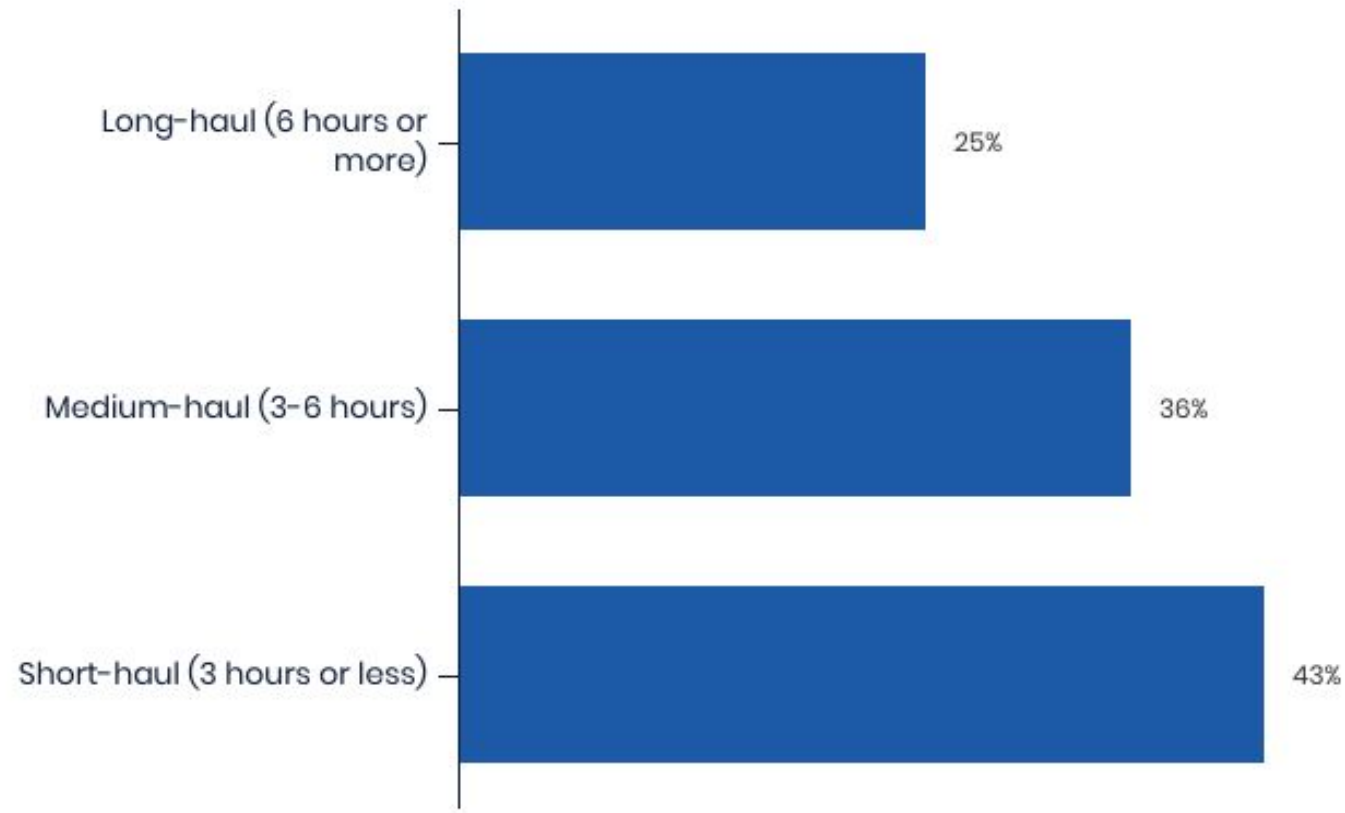
Over two thirds of respondents indicated they would feel comfortable traveling for leisure purposes before the end of 2020.



2020 travel intentions month-by-month breakdown.

LIKELIHOOD OF TAKING A FLIGHT WITHIN THE NEXT SIX MONTHS

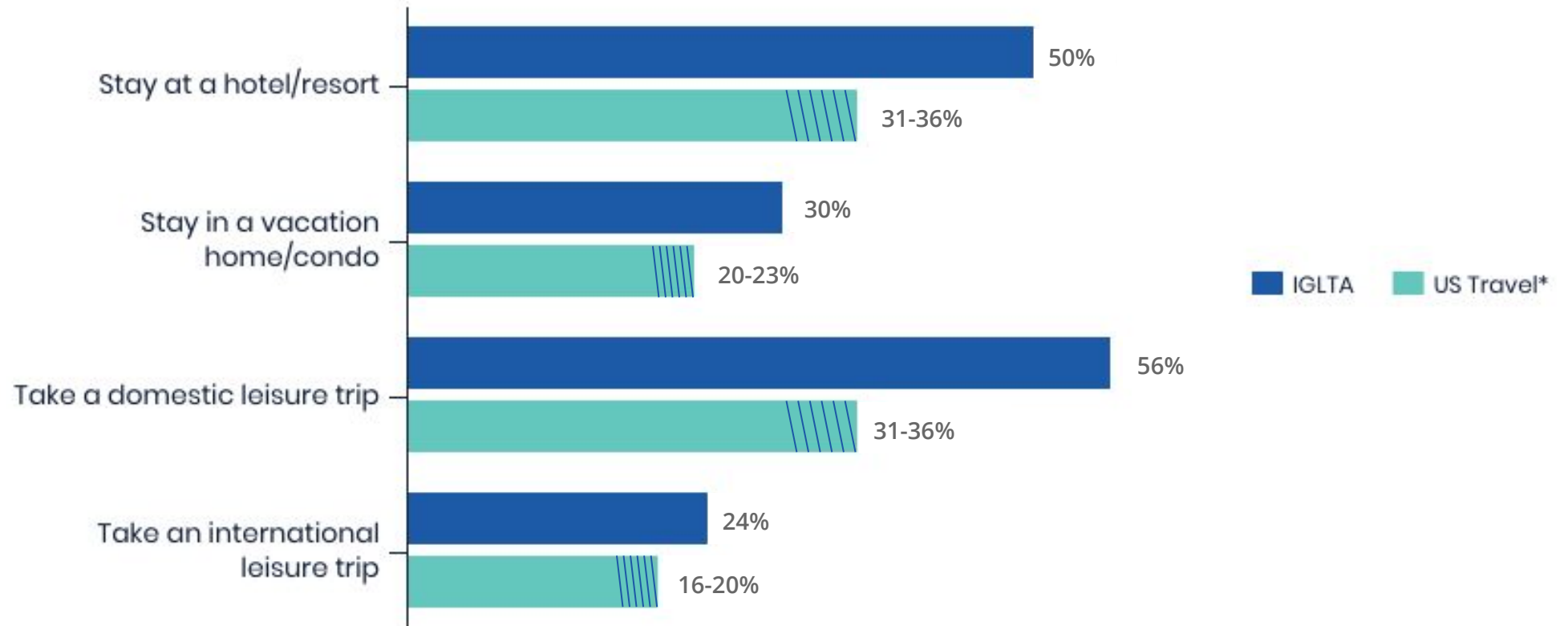
(Likely or Very Likely)



n=8,094

LIKELIHOOD OF DOING THE FOLLOWING ACTIVITIES IN THE NEXT SIX MONTHS

(Likely or Very Likely)



*The U.S. Travel Association engaged MMGY Travel Intelligence to conduct an ongoing survey to monitor the impact of COVID-19 on U.S. travelers. The online survey is conducted biweekly among 1,200 U.S. residents who have taken an overnight trip for either business or leisure in the past 12 months. We compared their data on a series of benchmark questions 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. The US Travel data was collected biweekly during the month our survey was in the field, so it appears as a range to reflect the shifts over time. IGLTA data: n=8,094



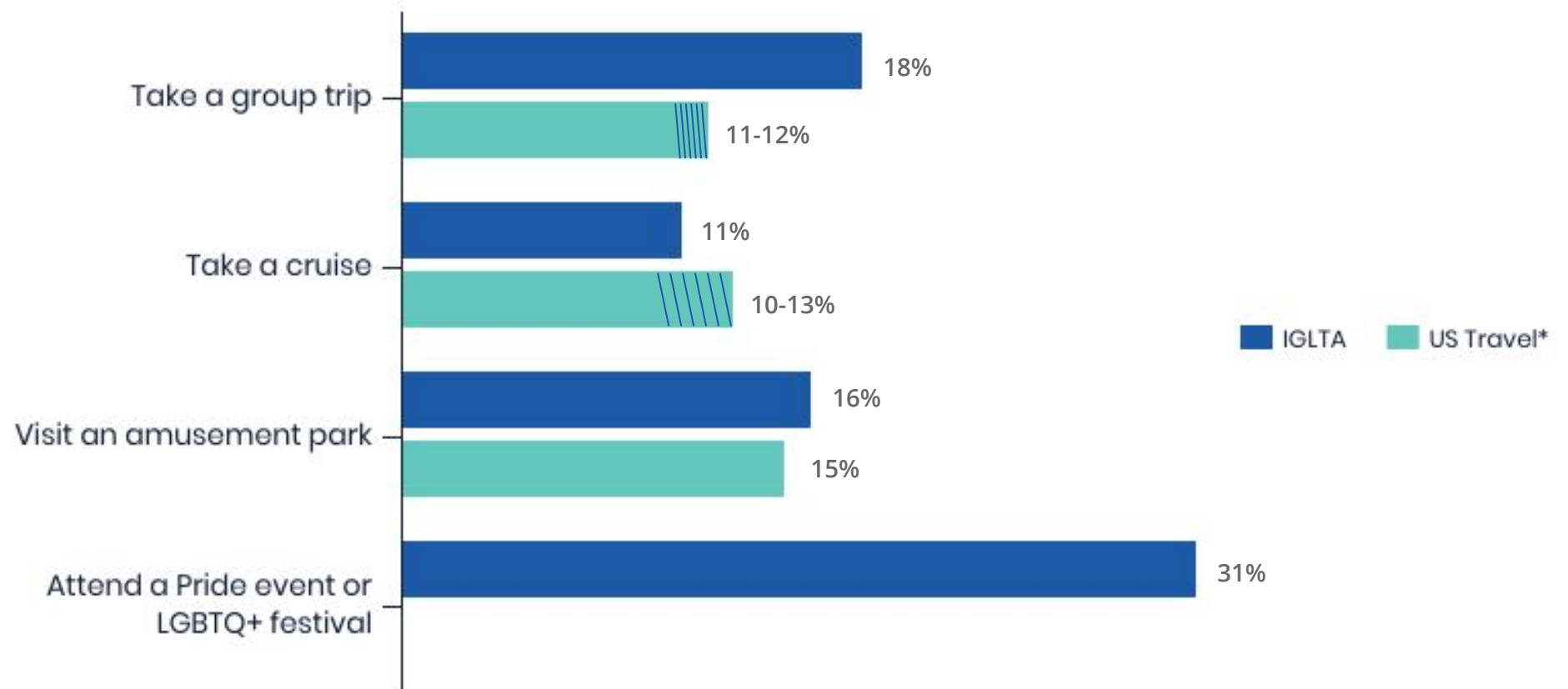
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LIKELIHOOD OF DOING THE FOLLOWING ACTIVITIES IN THE NEXT SIX MONTHS



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** MMGY split this category into ocean cruise (12-13%) and river cruise (10-12%).

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



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