Preview of IGLTA Foundation report “Going Further: How to Make LGBTQ+ Travel Transformational for Travelers, Communities and the Planet”

Tourism Expo Japan
AM CORNER – FRIDAY 23 SEPTEMBER 2022
THE GLOBAL LEADER IN ADVANCING LGBTQ+ TRAVEL

Mission: create value for LGBTQ+ travelers and expand LGBTQ+ tourism globally by demonstrating its significant social and economic impact.

Founded in 1983 with 25 members, IGLTA now has a truly global presence with a network of **12,000+ business professionals in 80 countries.**
UNWTO AFFILIATE MEMBERS - GLOBAL REPORTS ON LGBTQ+ TOURISM

2012

2017
ABOUT THE IGLTA FOUNDATION

The IGLTA Foundation empowers LGBTQ+ welcoming travel businesses globally through leadership, research and education. Founded in 2012, the foundation is the 501(c)3 public charity subsidiary of IGLTA and supports initiatives for industry organizations, leaders and communities to advance LGBTQ+ travel around the world.

Learn more at: iqlta.org/foundation
The IGLTA Foundation funds research to promote understanding of LGBTQ+ travel within the global tourism industry. This research provides demographic information about LGBTQ+ travelers and economic data about the LGBTQ+ tourism market. The IGLTA Foundation also funds original research on issues affecting the LGBTQ+ travel industry.
Going Further is a paper that sets out a vision of how LGBTQ+ travel should develop in the wake of the global COVID-19 pandemic. It explains why the case for deepening the social, environmental and economic impact of LGBTQ+ travel is stronger than ever before, and through a series of five positive steps for action, provides practical recommendations on how this can be done.
IMPACT OF COVID-19 ON THE GLOBAL LGBTQ+ COMMUNITY

Two-thirds of LGBTQ+ households had lost a job since the pandemic began, compared with just under half of non-LGBTQ+ households. That number jumped to 95% for Black LGBTQ+ people and 70% of Latino LGBTQ+ people.

Source: ABC News (2020) LGBTQ community sees severe impact from pandemic, study finds (23-12-2020)
Likelihood of participating in the following activities on next vacation:

- Reduce my impact on the environment: 67%
- Support small businesses: 79%
- Support LGBTQ+ owned businesses: 85%
- Contribute to LGBTQ+ community projects: 71%

n=6324

SUSTAINABILITY IS IMPORTANT TO LGBTQ+ TRAVELERS
RECOMMENDATIONS: WHERE DO WE GO FROM HERE?

- Lighten our environmental footprint
- Reflect our diverse community
- Build our social impact
- Strengthen LGBTQ+ travel as an agent of change in emerging destinations
- Drive community transformation through travel
FIVE STEPS FOR POSITIVE IMPACT

1. Lighten our environmental footprint
   - Work on your carbon literacy.
   - Develop a specific sustainability vision for your business.
   - Understand the value-action gap.
   - Evaluate which tours, activities and events in your itineraries have the greatest impact on the environment.
   - Give customers the tools to reduce their carbon footprint.
   - Use your communications channels to share advice and best practices.

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2. Reflect our diverse community

- Ensure that fairness and equality reign supreme.
- Understand that tackling systemic inequality is a daily, ongoing commitment.
- Employee training and integration is key.
- When conducting market research, introduce measures to ensure it reflects customers in a balanced way and overcomes unconscious bias.
- Make sure that tours and activities are inclusive.
- Ensure that travelers are aware of how to respect local laws and customs.
- Embrace narratives of color and minority voices.
- Ensure that queer spaces give opportunities for people of color and minority groups to be fully represented.
FIVE STEPS FOR POSITIVE IMPACT

3. Build our social impact

• Build alliances with non profit LGBTQ+ causes in your local community.
• Offer support.
• Show clearly when your business or suppliers are LGBTQ+ owned, and are supporting specific causes.
• Integrate volunteering experiences within tours and activities that support local causes.
• Work with destination authorities to raise awareness of the LGBTQ+ causes.
• When building LGBTQ+ events, provide work opportunities, visibility, logistical support and/or free entry to those such as seniors, those with reduced mobility or those facing financial difficulties.
FIVE STEPS FOR POSITIVE IMPACT

4. Strengthen LGBTQ+ travel

- Support the IGLTA Foundation with a donation.
- Open conversations about welcoming LGBTQ+ visitors in emerging destinations.
- Recognize that deep-seated attitudes won’t change overnight.
- Build your case for seeking government support (or countering opposition) by using the many IGLTA & the IGLTA Foundation resources.
- Experienced businesses should be willing to mentor those in emerging destinations.
- Help local providers that are new to the market.
5. Drive community transformation through travel

- Understand the personal and social issues that travelers care about.
- Help your customers address their own personal goals.
- Make sure that travelers have plenty of opportunities to eat well and exercise during their trips.
- Help single travelers meet others and develop their social skills in an inclusive, friendly environment.
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