

HospitableMe x Tourism Cares

Los Angeles 2024

Every destination and brand has unique challenges and opportunities in building LGBTQ+ visitation. As a global leader in inclusive hospitality strategy and training, HospitableMe helps destinations and brands identify and activate those opportunities. In our years of experience, we've identified best practices most common to the most successful destinations in the segment.

The LGBTQ+ travel segment is among the most desirable: queer travelers travel more often, spend more when they travel, are more loyal and resilient than their mainstream counterparts.

Best Practices For LGBTQ+ Tourism

- **Education:** For yourself, your team and your partners. LGBTQ+ travelers face unique challenges. You'll want to understand:
 - The ways they have been historically excluded and disrespected
 - The common issues they face when they travel
 - The language and imagery that resonates vs. alienates
 - The different segments of the community
- **Look inside:** How inclusive is your organization? Do you have:
 - Written non-discrimination and code of conduct policies
 - Gender inclusive language in job application and new hire materials?
 - Gender-inclusive restrooms/policies
- **Look outside:** How does your destination or brand look to prospective LGBTQ+ visitors? Do they see themselves in your marketing? What are third parties saying about you?
- **Connect with your local community:** From informal focus groups to an established advisory council, engaging with your local community is the best way to make sure your efforts are authentic.

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- **Join Networks:** IGLTA (The international LGBTQ+ Travel Association) is the most valuable. You may also have a local LGBTQ+ chamber of commerce.
- **Learn what venues/attractions/experiences are popular** with your local LGBTQ+ community.
 - Feature them in your mainstream marketing
 - Visit them with LGBTQ+ media/influencers
 - Partner to support them and improve the LGBTQ+ visitor experience
 - Use them to find other LGBTQ+ popular/owned tourism businesses
- **Engage your Convention Center** and Convention Sales teams to address issues faced by LGBTQ+ meeting attendees
 - Gender-inclusive restrooms and/or signage
 - Community language and pronoun usage
- **Engage your tourism partners** to increase safety and welcome for LGBTQ+ Visitors.
 - Education about LGBTQ+ visitors
 - Gender-inclusive restrooms and/or signage
- **Create LGBTQ+ specific marketing** materials and campaigns
 - LGBTQ+ media is very targeted and cost effective

Turbocharge your journey to inclusive hospitality.

Schedule a call today at calendly.com/hospitableme

Find more resources at hospitable.me

 billy@hospitable.me