

# LGBTQ2 TRAVEL IN CANADA | TRAVEL ECONOMY SERIES

With Pride celebrations happening across Canada this summer, TIAC is pleased to dedicate our newest Travel Economy Series to the diverse segment of LGBTQ2 travel, and what it means for Canada's tourism industry. The International Gay and Lesbian Tourism Association (IGLTA) defines LGBTQ2 tourism as "the development and marketing of tourism products and services to lesbian, gay, bisexual or transgender people".<sup>1</sup> Here is an overview of some interesting facts about LGBTQ2 travel.



## #1

Canada shares the #1 spot as the most gay-friendly travel destination in the world<sup>2</sup>



## \$917 BILLION

This number represents the purchasing power of LGBTQ2 travelers globally in 2016<sup>3</sup>



## \$270 MILLION

The estimated tax revenue generated from 2018 Pride Toronto celebrations<sup>4</sup>

## DID YOU KNOW?

LGBTQ2 travel has rapidly developed in recent decades. This market started with tours and itineraries specifically for gay and lesbian travelers in the 1970s, and went through a significant boom with the legalization of gay marriage in many places around the world (including Canada!) in the early 2000s.<sup>5</sup> With significant progress being made globally recognizing LGBTQ2 rights, this segment of travelers now looks much like any other leisure traveler globally.

## LGBT+ DIVERSITY & INCLUSION TRAINING FOR WORKPLACES

The CGLCC offers an online training course on LGBT+ diversity and inclusion in the workplace. Created by Trust Communications Inc. and fully endorsed by the CGLCC, the four-module course is available to businesses of all sizes. More info can be found at [cglcc-diversity.online-compliance.com](http://cglcc-diversity.online-compliance.com).

## HOW CAN BUSINESSES BECOME MORE RECEPTIVE TO LGBTQ2 TRAVELERS?

While some travel services and products are specifically targeted to LGBTQ2 people, destinations and other travel service providers use marketing to reassure LGBTQ2 customers that they're respected by their brands. Hostility towards LGBTQ2 populations can have serious impacts on a destination's brand reputation, so it's important to encourage openness and support not only in tourism businesses, but also in our communities.<sup>6</sup> Companies and destinations can accomplish this by including diversity and inclusion training for employees, and ensuring business policies and practices are LGBTQ2 inclusive. Making a commitment to the community by actively supporting and being involved in LGBTQ2 initiatives will take support beyond just marketing and signal a true investment and commitment.<sup>7</sup>

<sup>1</sup>Second Global Report on LGBT Tourism – Affiliate Members Report, Volume 15". UNWTO 2017 [http://cf.cdn.unwto.org/sites/all/files/pdf/lgbt\\_report\\_compressed\\_0.pdf](http://cf.cdn.unwto.org/sites/all/files/pdf/lgbt_report_compressed_0.pdf)

<sup>2</sup>Spartacus Gay Travel Index 2019 <https://spartacus.gayguide.travel/blog/gay-travel-index-2019/>

<sup>3</sup>UNWTO 2017

<sup>4</sup>Pride Toronto 2018 Economic Impact Report, Pride Toronto, 2018 [https://issuu.com/pridetoronto/docs/pride\\_toronto\\_2018\\_economic\\_impact](https://issuu.com/pridetoronto/docs/pride_toronto_2018_economic_impact)

<sup>5</sup>UNWTO 2017

<sup>6</sup>"Handbook on the Lesbian, Gay, Bisexual, Transgender and Queer (LGBTQ2) Travel Segment". European Travel Commission 2018. <https://etc-corporate.org/uploads/reports/ETC-Handbook-on-LGBTQ2-Travel-Segment.pdf>

<sup>7</sup>Darrell Schuurman (Co-Founder and CEO, CGLCC), email correspondence to Meagan Zettler, June 27, 2019.