cglcc

The Essentials for Successful Strategies

2SLGBTQI+ TRAVEL MARKET-READY SEMINAR



Funded by the Government of Canada
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Canada

Tourism HR Canada
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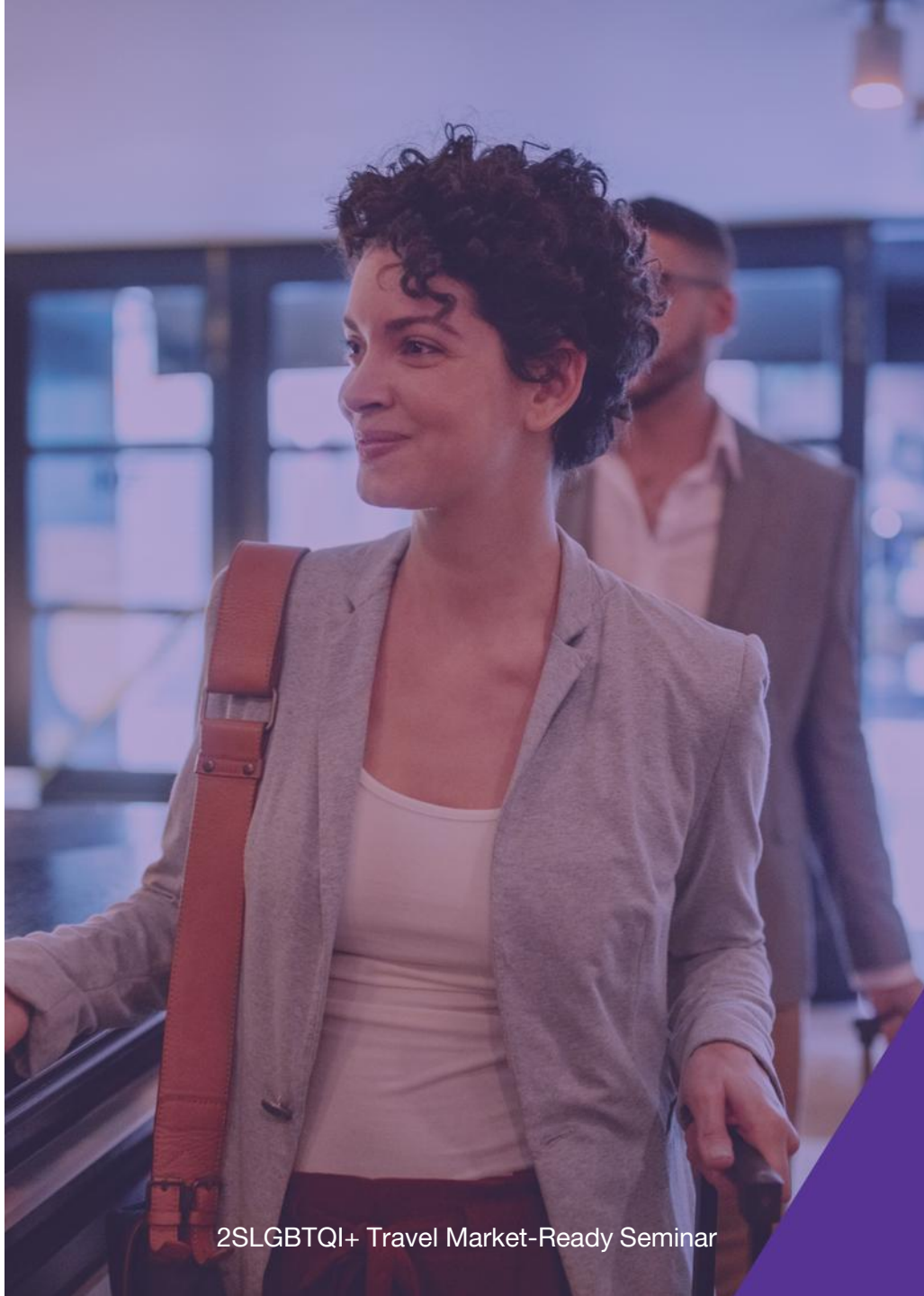
About CGLCC

Canada’s 2SLGBTQI+ Chamber of Commerce (CGLCC) is a national not-for-profit organization uniting and advocating for the over 100,000 2SLGBTQI+ owned and operated businesses in Canada.

We foster economic growth by supporting and nurturing 2SLGBTQI+ businesses, entrepreneurs, students and allies, and by helping Canada’s corporate world connect with the 2SLGBTQI+ business community and customers. We are a leader in supplier diversity and the certifying body in Canada for 2SLGBTQI+ businesses.



2SLGBTQI+ Travel Market-Ready Seminar

PART I:

2SLGBTQI+ Travel Market Guide



Section 01: What is the 2SLGBTQI+ Travel Market?

Section 02: Why is the 2SLGBTQI+ Travel Market Important to Canada?

Section 03: What Have Other Destinations Done to Successfully Attract the 2SLGBTQI+ Travel Market?

Section 04: How Have Other Tourism Businesses Effectively Engaged with the 2SLGBTQI+ Travel Market?

SECTION 01:

What is the 2SLGBTQI+ Travel Market?



The 2SLGBTQI+ Travel Market Customer

- Supports destinations and tourism businesses that support the 2SLGBTQI+ community
- Has the ability to travel
- Has more disposable income
- Is more resilient



2SLGBTQI+ Travel Market $

- North American 2SLGBTQI+ travel market = **$70 billion** annually
- Canadian 2SLGBTQI+ travel market = **$12 billion** annually (increase of **43%** since 2014)
- Global 2SLGBTQI+ travel market = From **$218 billion** annually in 2020, this market is expected to grow to **$568.5 billion** by 2030

But, there's more to welcoming this market than simply asking for their business.

What is the 2SLGBTQI+ Travel Market?

There is no one “2SLGBTQI+” or “gay market.” The market can be split into many segments, including (but not limited to):

- Lesbian
- Gay
- Bisexual
- Transgender
- Transsexual
- Two Spirit
- Queer
- Families
- Couples
- Seniors
- Youth
- Outdoor Enthusiasts
- Foodies
- Etc.

2SLGBTQI+ Demographics

- An estimated 30 million 2SLGBTQI+ people in North America
- 30% have one or more children living in their household
- 45% have a Bachelor's Degree or higher
- 28% have a household income of more than $100,000
- 35% have a household income of $50,000 to $100,000

30 MILLION

Travel Habits

- On average, Canadian 2SLGBTQI+ travellers spend $1,855 per trip, compared to $265 per trip for the general travelling public
- 50% of high-income households spend $2,000 or more per leisure trip and travel 3-4 times per year
- 45% of lesbian travellers take 3-4 short trips per year
- 23% of gay travellers take 2 medium-length trips per year

Travel Habits

Average trip expenditures
has increased 54% in 10 years

For 2SLGBTQI+ leisure travellers:

- 45% travel with their partners
- 30% travel with their family
- 14% travel with friends
- 14% travel solo



Regional Highlights:

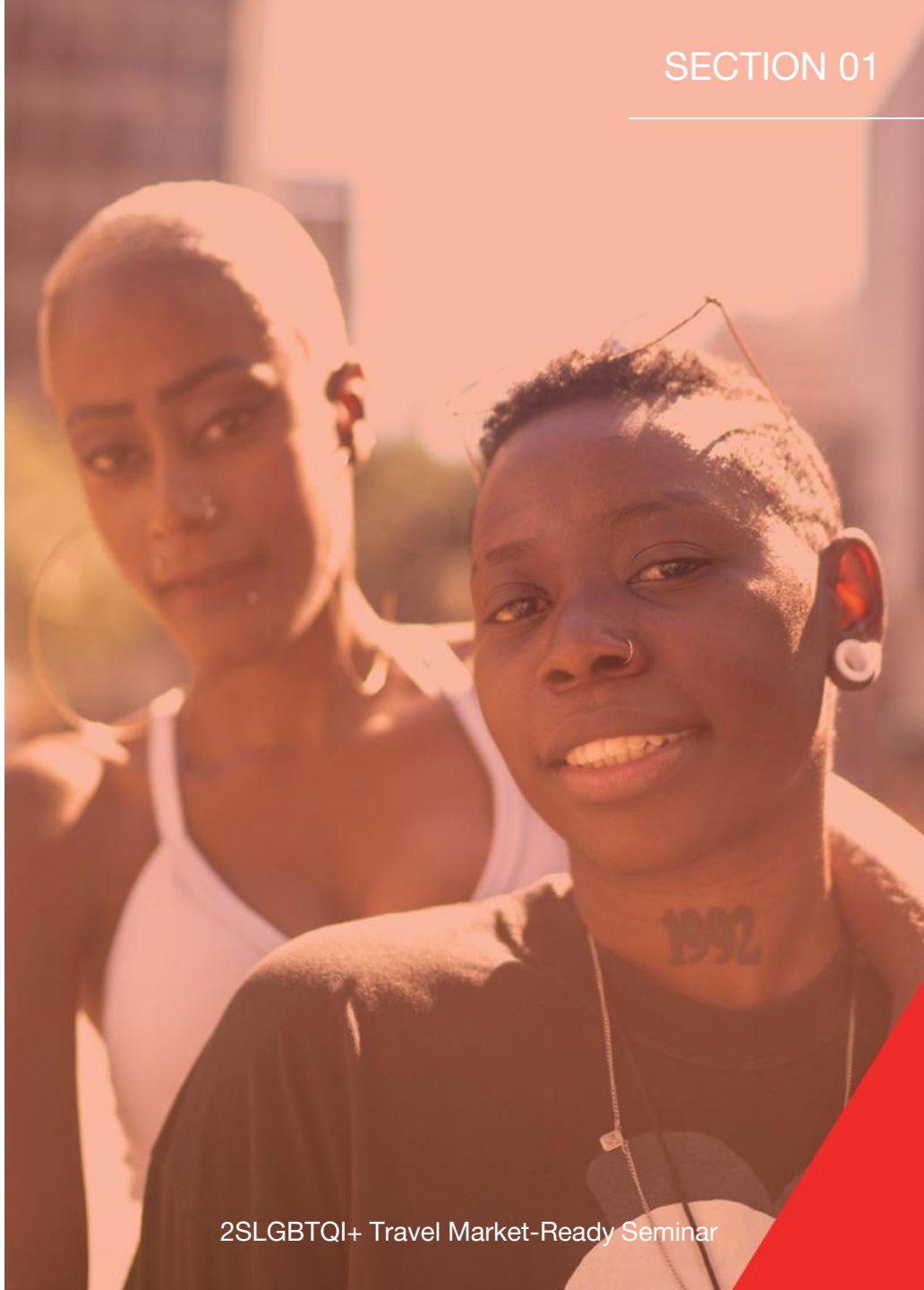
- 2SLGBTQI+ travellers residing in B.C. spend the most per trip ($1,980)
- 90% of 2SLGBTQI+ travellers intend to travel within Canada in 2020
- The most popular destinations are Metropolitan and Tier 2 (mid-sized) cities
- The top destination provinces are Ontario, Quebec, B.C. and Alberta
- 58% of 26- to 35-year-olds travelled to Tier 2 cities at least once in 2019
- 55% of gay travellers visited rural areas at least once in 2019

Destination Motivators:

1. Safety
2. Cost/Value for Money
3. Climate
4. Political Climate
5. Bucket List Destination
6. Reputation for Diversity and Welcoming the 2SLGBTQI+ Community
7. Friends and Family at the Destination
8. Recommended by Family and Friends
9. Tie between: Proximity to Home and 2SLGBTQI+ Culture and History

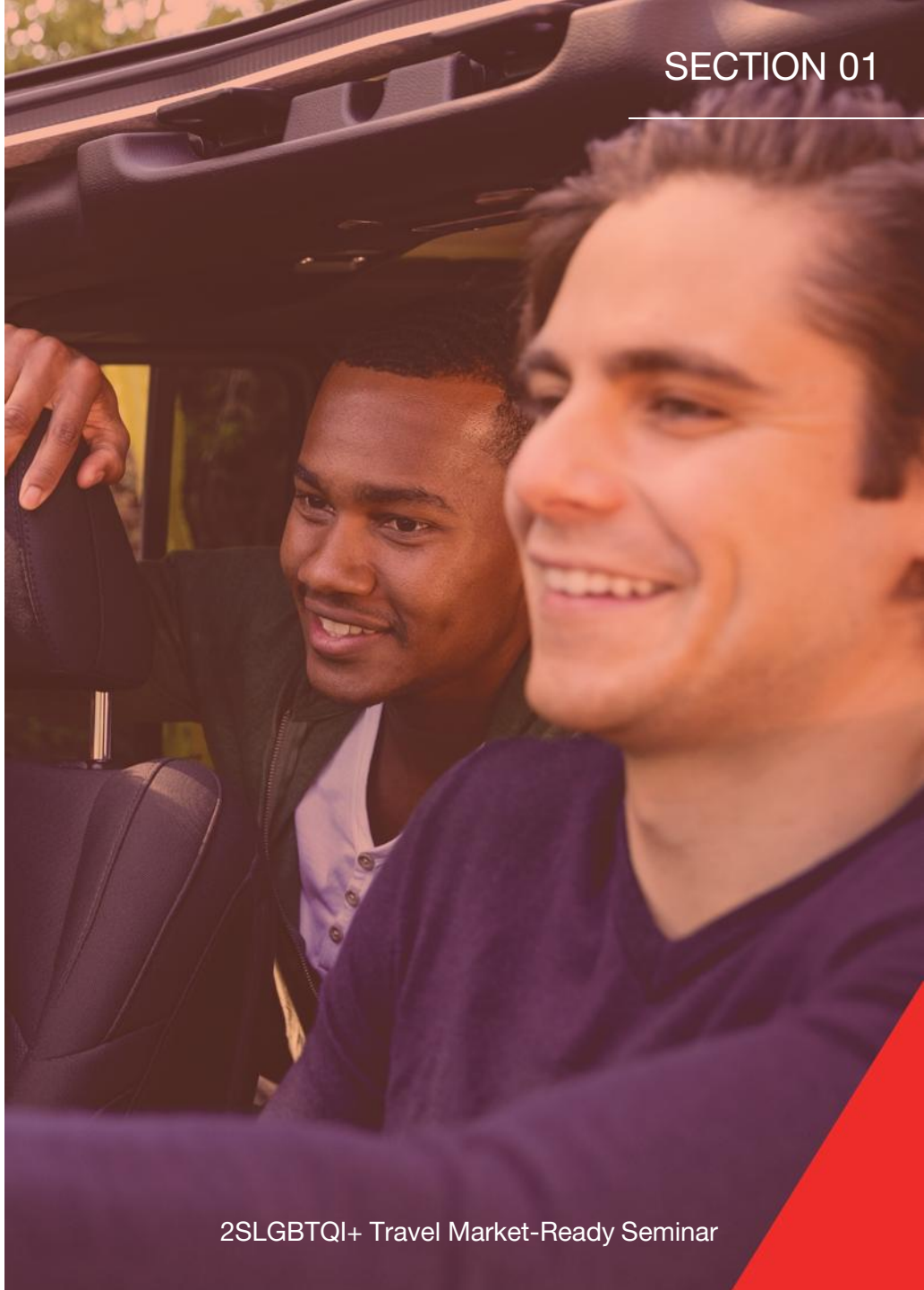
Choosing Accommodations:

1. Cost
2. Positive Reviews and Ratings
3. Accommodation Amenities
4. Proximity to Tourist Attractions
5. 2SLGBTQI+-Friendly



Tourism Activities:

1. Food and Dining
2. Popular Tourist Activities
3. Outdoor Activities
4. Arts and Culture
5. Visiting Family and Friends
6. Shopping
7. Festivals and Events
8. Wellness Activities
9. Tie between: Attend 2SLGBTQI+ Events, Attend Parties, Attend Sporting Events



SECTION 2:

Why is the 2SLGBTQI+ Travel Market Important to Canada?



Canada is well positioned to grow the 2SLGBTQI+ travel market:

- Ranks consistently as having one of the best qualities of life and as one of the best places to live globally
- Known internationally as progressive, inclusive and safe
- One of the 1st countries to legalize same-sex marriage
- Vibrant and active 2SLGBTQI+ communities
- Wide range of tourism destinations and offerings
- 2SLGBTQI+ festivals large and small are held across the country

U.S. 2SLGBTQI+ Travel Market

According to Destination Canada:

- 26% of U.S. 2SLGBTQI+ travellers have visited Canada in the past 3 years
- Gay and bi men are more likely to visit Canada
- Top destinations are Ontario, B.C. and Quebec
- May to October is the most popular time to visit, however millennials are somewhat more flexible with time of year
- 39% indicated they are definitely/very likely to visit in the next 2 years

SECTION 3:

What Have Other Destinations Done to Attract the 2SLGBTQI+ Travel Market?



Montreal, QC

Key Elements to Success:

- 2SLGBTQI+ tourism champions (Tourisme Montréal, Fierté Montréal)
- Large, well-established and engaged community
- Extensive 2SLGBTQI+ products, programming and events
- Collaborative partnerships with 2SLGBTQI+ and allied organizations
- Dedicated communication channels
- Bold marketing strategy



Whistler, B.C.

Key Elements to Success:

- 2SLGBTQI+ tourism champion (Alpenglow Productions/Whistler Pride, Tourism Whistler)
- Small but active community
- Popular 2SLGBTQI+ events and programming
- Partnerships with 2SLGBTQI+ and allied organizations, businesses and media
- Inclusion training for resort employees
- Year-round marketing and promotions



SECTION 4:

How Have Other Tourism Businesses Successfully Engaged with the 2SLGBTQI+ Travel Market?



Kingfisher Oceanside Resort & Spa (Vancouver Island, B.C.)

Key Elements to Success:

- Long-term commitment to the 2SLGBTQI+ community
- Participation in 2SLGBTQI+ inclusion training
- Updated Standard Operating Procedures (SOP) and employee training manuals
- Supporting and sponsoring 2SLGBTQI+ organizations
- Engaged in community-wide 2SLGBTQI+ market-readiness efforts
- Marketing via 2SLGBTQI+ channels

Hotel Zed

Key Elements to Success:

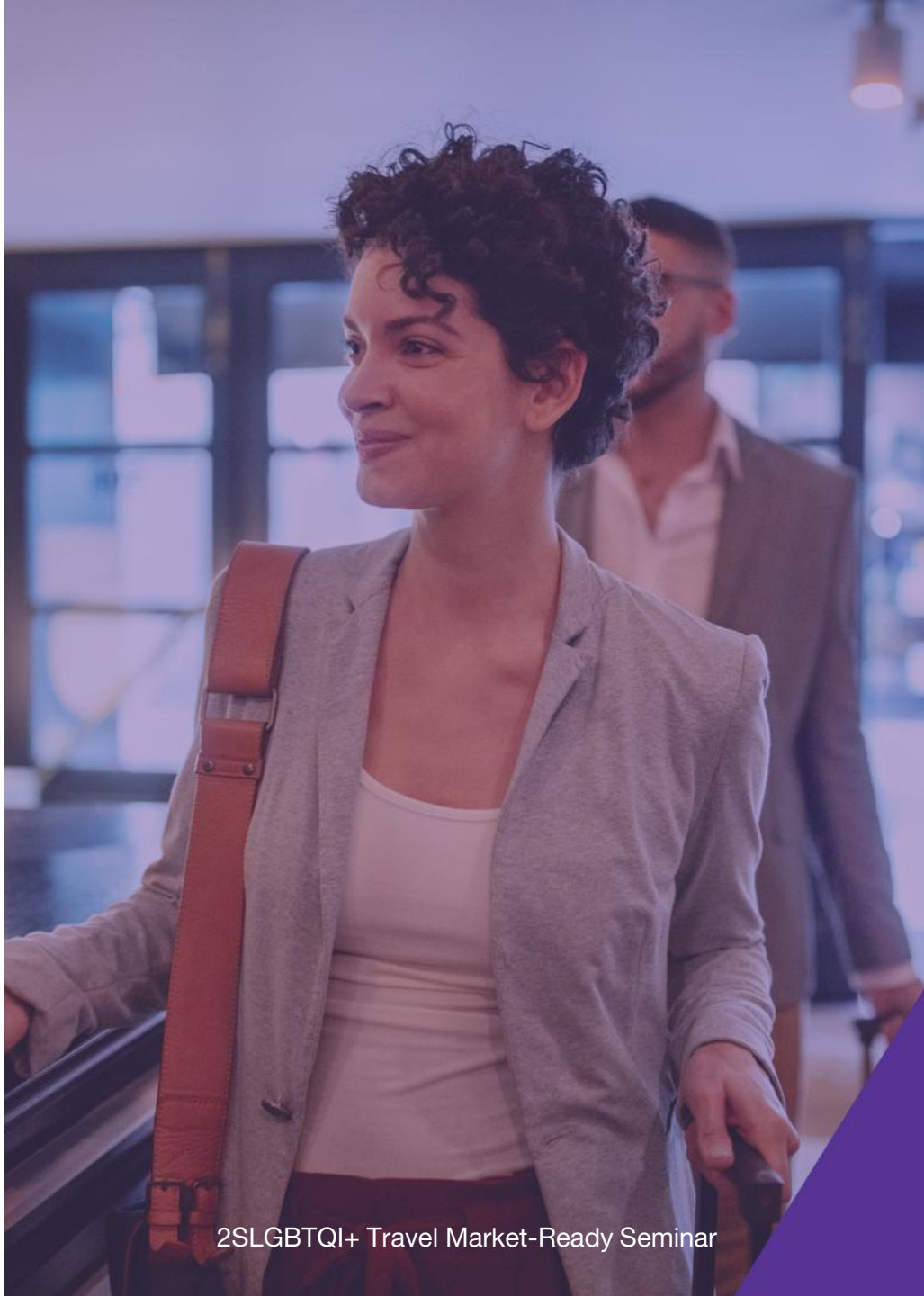
- First hotel chain to have all properties Rainbow Registered, showcasing a larger commitment to inclusivity
- Hosts a section on its home page dedicated to this accreditation
- Features images of queer people on website and social channels
- Brand persona - “rebels against the ordinary” - is in alignment with queer values



The Drake Hotel

Key Elements to Success:

- Now has two of its three properties Rainbow Registered
- Hosts events catered to the queer community, such as Drag Brunch, creating an environment where queer guests and travellers feel welcome, while also supporting queer artists
- Home to a boundary-pushing art programme that collaborates with international artists and amplifies marginalized voices
- In addition to being Rainbow Registered, The Drake is also part of World Rainbow Hotels, an international program similar to that of CGLCC's



PART II:

2SLGBTQI+ Tourism Development Toolkit



Section 05: Essential Elements for Successful 2SLGBTQI+ Tourism Development and Marketing Strategies

Section 06: Partnership Development and Community Outreach

Section 07: 2SLGBTQI+ Inclusion Training for the Tourism Industry

Section 08: Additional 2SLGBTQI+ Market-Ready Tools & Resources

Section 09: Tourism Product Development

Section 10: Marketing: Building the Strategy

Section 11: Measurement Tools

Section 12: 2SLGBTQI+ Organizations and Media

SECTION 5:

Essential Elements for Successful 2SLGBTQI+ Tourism Product Development



1 Have an engaged and visible local community:

- Engage 2SLGBTQI+ community leaders, tourism industry champions and the community-at-large to guide and provide input in 2SLGBTQI+ tourism development and marketing strategies;
- Provide opportunities for the local 2SLGBTQI+ communities to participate in 2SLGBTQI+ tourism planning meetings, strategy development, product and program delivery and events;
- Celebrate an “out” 2SLGBTQI+ community and share its history, culture, people and stories;
- Invite multi-sector 2SLGBTQI+ and allied businesses and organizations to take active roles in the initiative (i.e. health care, social services, educational sectors)

2 Establish clear values, a vision and plan:

- Working with 2SLGBTQI+ tourism leaders, community members and industry stakeholders, establish clear values, a vision and plan for 2SLGBTQI+ tourism development and marketing strategies;
- Share plans, strategies and progress updates with the 2SLGBTQI+ community, industry stakeholders and tourism partners;
- Regularly review 2SLGBTQI+ traveller and community feedback and evaluate results to adopt improvements and ensure the long-term sustainability of programs

3 Build collaborative local, regional and broader partnerships:

- Partner with 2SLGBTQI+ and allied organizations and tourism businesses to develop, support and deliver 2SLGBTQI+ tourism products, events, experiences and programs;
- Establish a local/regional partnership group to assess current and new 2SLGBTQI+ tourism development trends, marketing channels and collaboration opportunities;
- Develop/build on partnerships with neighbouring cities and regions to offer day trip and multi-destination 2SLGBTQI+ packages and experiences.

4 Provide dedicated investment and support:

- Offer ongoing 2SLGBTQI+ inclusion training to tourism stakeholders and businesses (including senior management and frontline staff);
- Ensure employee benefits and supports extend to all 2SLGBTQI+-identified employees;
- Fund or sponsor 2SLGBTQI+ tourism initiatives and community groups;
- Implement inclusive procurement policies to buy products and services from 2SLGBTQI+-certified businesses and other diverse suppliers.

5 Offer unique products and experiences:

- Showcase tourism product offerings with unique packages and authentic programs and experiences targeted to the 2SLGBTQI+ travel market;
- Develop and support 2SLGBTQI+ community events and festivals;
- Mentor and assist local 2SLGBTQI+ community members, tourism businesses and allied organizations to develop their own 2SLGBTQI+ tourism programs, experiences and products;
- Foster links between 2SLGBTQI+ and allied tourism businesses and organizations to encourage 2SLGBTQI+ travel package collaborations.

SECTION 6:

Partnership Development and Community Outreach



Within the community, there are several people and groups that should be engaged:

- Local government and government agencies/departments
- Allied business community-at-large
- Residents
- 2SLGBTQI+ community

SECTION 7:

2SLGBTQI+ Inclusion Training for the Tourism Industry



Investing in training programs is critical in becoming 2SLGBTQI+ travel market-ready.

Workshop curriculum includes:

- Significance of 2SLGBTQI+ issues within the context of broader diversity issues;
- Distinguishing facts and stereotypes about 2SLGBTQI+ people;
- The impact of homophobia, transphobia and heterosexism in the workplace;
- Why safe space is important and what it looks like;
- Reviewing the bottom line, specifically the internal and external benefits of an 2SLGBTQI+-positive space;
- Gaining a better understanding of the impact of language, especially pronouns and assumptions around gender;
- Applying new strategies when interacting with 2SLGBTQI+ employees and customers.

SECTION 8:

Additional 2SLGBTQI+ Market-Ready Resources and Tools



Additional 2SLGBTQI+ Market-Ready Resources and Tools:

- Resource Guide for Implementing Inclusive Procurement Practices
- Building Community Engagement
- Marketing to the 2SLGBTQI+ Consumer
- Trans Inclusion
- Resource Guide for 2SLGBTQI+ Inclusion
- Hosting Inclusive Events
- Developing 2SLGBTQI+ Products/Tours
- Resource Guide for Diversity & Inclusion Policies and Practices

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SECTION 10:

Marketing: Building the Strategy



Key Considerations:

- Do your research and understand the different 2SLGBTQI+ travel market segments
- Consider pricing and product distribution channels
- Identify your destination and tourism product strengths
- Create unique packages and experiences year-round
- Engage 2SLGBTQI+ leaders and community members
- Most importantly, be authentic



Best Practices for Developing Marketing Strategy



1 Engage the community you're marketing to **before** you market to them

- Engage 2SLGBTQI+ community members, get to know their interests, how they would most like to be marketed toward, what language they prefer,
- Network with queer marketing professionals who might be experts in the space
- Provide opportunities for the local 2SLGBTQI+ communities to participate in planning meetings, strategy development, product and program delivery and events

"Building relationships is not about transactions - it's about connections" - Michelle Tillis Lederman

2 Consider the idea that it's not your story to tell

- Research confirms that companies which market ***with*** niche communities, rather than advertise ***to*** them, are perceived as more authentic;
- When creating initiatives for or communicating with marginalized communities, consider that theirs is the story worth telling, and your inclusion in that story is a) perceived as more authentic and b) a better way to build mutually beneficial, ongoing relationships
- Build campaigns and utilize tactics which tell a story - one that includes you but is not *about* you

3 Use communication channels which offer the ability for engagement and feedback

- Relationships go two ways; if you genuinely want to build relationships with queer people, their voices need to be heard
- Traditional advertising is too controlled and thus less authentic; utilize channels which allow engagement and comments, like:
    - Social media - Instagram, Facebook
    - Company blogs
    - Events

4 Use that feedback!

- Consider strategy development and project execution as an ongoing, iterative process, where at every stage exists an opportunity to incorporate queer voices and feedback from community members

5 Third-party validation is always better than self-proclamation

- Your authentic partnership in niche communities is granted - not claimed; the validation from these third parties will always be most valuable
- This best practice encompasses all which came before: engaging the community so you may help them tell their story - with you as a supporting character - will help you garner the validation from those you seek to build relationships with
- Executing a marketing strategy which places these individuals at the forefront, providing you the much-desired associative equity, will reap the most benefits (word-of-mouth/online reviews, ongoing patronage)

6 Implement inclusive marketing strategies and promotional activities:

- Be authentic in all marketing and communications by featuring 2SLGBTQI+ people, stories and imagery in both general and targeted campaigns and platforms;
- Encourage affiliations with local, national, and/or international 2SLGBTQI+ tourism organizations that offer additional resources, support and marketing tools;
- Feature 2SLGBTQI+ information, imagery, package details and relevant web links in general marketing and promotional campaigns and platforms;
- For targeted campaigns, create 2SLGBTQI+ tourism microsites and web pages to provide a fuller picture of 2SLGBTQI+ tourism information, partnerships, packages and support services.

What Not to Do: Examples of Queer Marketing Gone Wrong

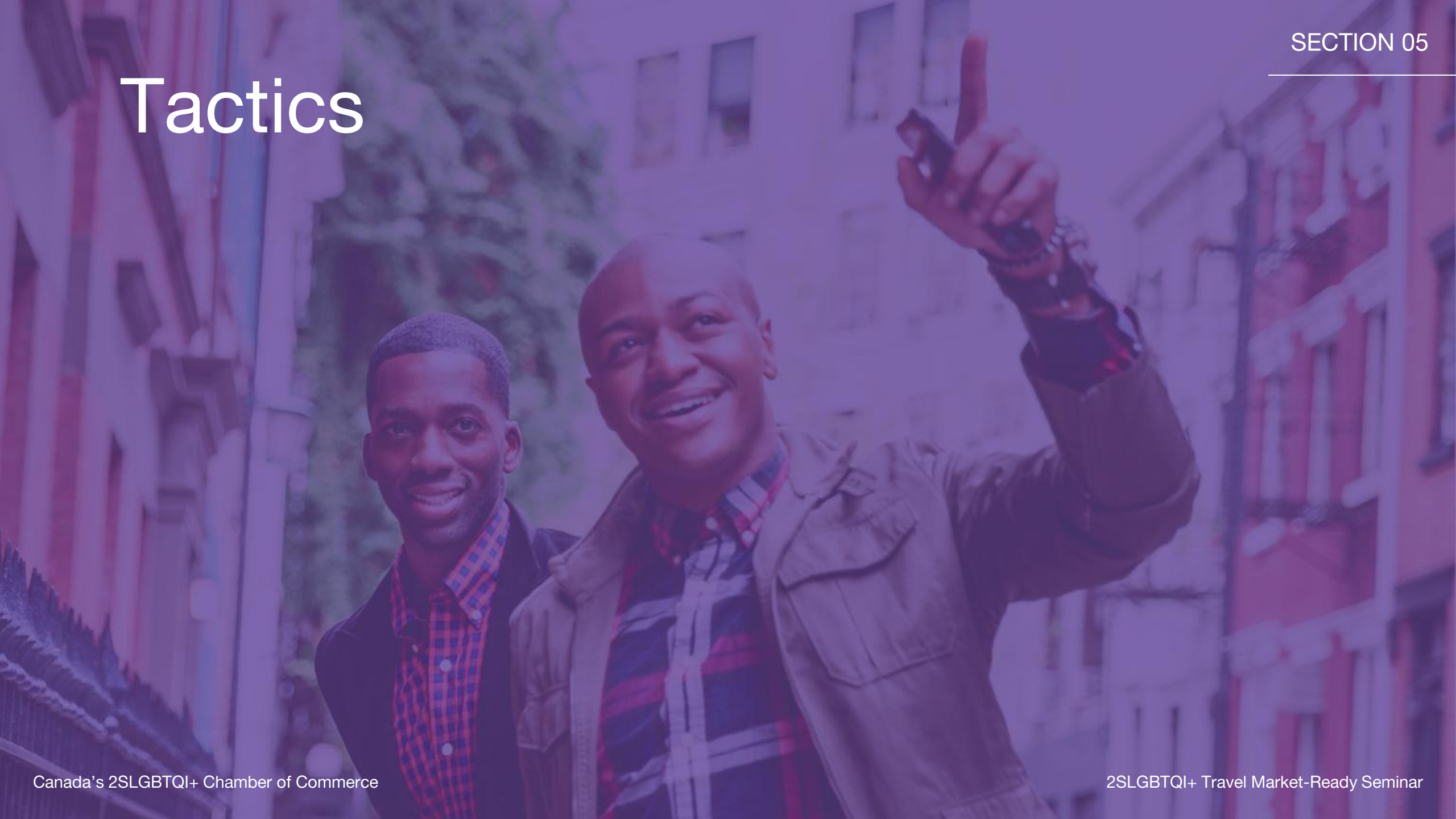



M&S
FOOD
LGBT
LETTUCE, GUACAMOLE
BACON + TOMATO
12
BUD LIGHT
SELTZER
PRIDE PACK
LIMITED EDITION
MINT

Bud Light x Dylan Mulvaney



Tactics



Top Sources of Travel Information for Canadian 2SLGBTQI+ Travellers:

- Friends
- Family
- Official Tourism Destination Websites
- Hotel/Airline Websites
- Travel Blogs
- Travel Forums
- Other Vacation Rental Websites

Importantly, a majority of 2SLGBTQI+ travellers (76%) would travel to a destination or visit a tourism business if they know it has an 2SLGBTQI+-friendly reputation. What are the most effective ways you can communicate that?

Website, Social Media and Marketing Collateral:

Incorporate 2SLGBTQI+ content and imagery:

- Include authentic and diverse images of people, couples and families
- Display 2SLGBTQI+ organization membership or accreditation decals
- Link to 2SLGBTQI+ organizations, events and programs
- Share stories and posts on the local 2SLGBTQI+ community
- Provide an opportunity for 2SLGBTQI+ community members and organizations to promote events and initiatives
- Highlight your commitment to inclusion (i.e. referencing inclusion and diversity training)



Proudly Rainbow Registered

All of our Hotel Zed and ROAR properties are proud to be Rainbow Registered.

We are the first hospitality chain to be fully Rainbow Registered across all locations, and we hope to inspire others to follow suit.

This national accreditation is granted by Canada's LGBT+ Chamber of Commerce (CGLCC) to businesses and organizations who meet a stringent set of standards to ensure 2SLGBTQUIA+ folks feel welcome, safe and accepted.

Consumer Shows:

Activating Your Space:

- Imagery – Use appropriate, authentic, and enticing imagery
- Collateral – Make sure you have something that people can take away with them that speaks directly to them and encourages them to follow up or engage you
- Staffing – People working the event need to be knowledgeable about the 2SLGBTQI+ community and activities available at your destination or tourism business. It is recommended that all frontline staff partake in an 2SLGBTQI+ inclusion training workshop prior to representing you

Media Relations:

- Engage with 2SLGBTQI+ media organizations and social media influencers
- Send out media releases announcing your 2SLGBTQI+ events, programs, and tourism offerings
- Host “fam tours” for 2SLGBTQI+ travel writers and influencers
- Incorporate 2SLGBTQI+ content in all of your media kits and materials
- Capture local 2SLGBTQI+ stories, historical and cultural facts for use in communications

Saugeen Times

Saugeen Shores Chamber of Commerce is Rainbow Registered

By **Submitted** - June 2, 2023

SAUGEEN SHORES CHAMBER OF COMMERCE



Saugeen Shores-Saugeen Shores Chamber of Commerce is proud to announce that they have become Rainbow Registered with the Canadian Gay Lesbian Chamber of Commerce (CGLCC).

"Becoming Rainbow Registered was something we have been diligently working towards and it was very important for us to accomplish. Being Rainbow Registered means that we are a welcoming and safe space for the 2SLGBTQ+ community." said Christine Mitchell, Executive Director of Saugeen Shores Chamber of Commerce.

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Quinte's best source for news

Prince Edward County Chamber of Commerce achieves Rainbow Registered Accreditation

Belleville, ON, Canada / Quinte News
Zach McGibbon
Jan 30, 2023 | 12:16 PM

PRINCE EDWARD COUNTY, ON | January 30, 2023 *–The Prince Edward County Chamber of Commerce is celebrating a milestone in its commitment to principles of equity, diversity, and inclusion, having successfully been designated Rainbow Registered®—an accreditation bestowed by Canada's LGBT+ Chamber of Commerce.*

Rainbow Registered® is a national accreditation for LGBT+ friendly businesses and organizations. When members, partners, or consumers see a Rainbow Registered® symbol, it indicates that the business or organization meets a stringent set of standards to ensure LGBT+ customers feel accepted within their mandate.

"The PEC Chamber is incredibly proud to have achieved this national accreditation, given our continued commitment to equity, diversity, and inclusion," said Lesley Lavender, CEO. "Not only is having LGBT+ friendly policies within your company the right thing to do – it's also good for business. Synchronizing diversity and inclusion efforts with a company's innovation strategy and roadmap, ensures a company's purpose is set for innovation in the first place."


mylessexton
Following
Message
2,355 posts
93.5K followers
7,373 following
Myles Sexton they/them
- @cityline
- HIV/AIDS Advocate - 6 Years Sober
- @ourprivatebits podcast
- @cafawards Winner
- @tattooed_ty
- Queer Fashion Nomad
podcasts.apple.com/ca/podcast/coming-out-again/id169279
Followed by ashkanhobian, hey.mitchell, allons.y + 22 more
EST. 1979
Chez Piggy
RESTAURANT
&
BAR
mylessexton
Original audio
mylessexton Lets check out some @rainbowregistered Businesses in @visitkingstonca , Ontario! Kingston remains on the ancestral homelands of the Huron-Wendat, Anishinaabe,and Haudenosaunee Confederacy. Businesses Featured @thesmithkingston @chezpiggy @panchanchobakery@glowskincareco_ @aquaterrakingston @whiskeyandroseinc @northsideespresso
#RainbowRegistered #RainbowRegistered_Partner #VisitKingston #exploreontario #nonbinary #2slgbtqia #lgbtq #travel
12w
sylviamantella This looks very beautiful, and thank you for sharing. What would we do without you?
12w 1 like Reply
View replies (1)
canadiando_ kingston! I love this town
11w Reply
Liked by laurencozzzi and others
MAY 20
Add a comment...
Post

Overall Marketing Recommendations:

The ideal goal you should strive for is to fully integrate your 2SLGBTQI+ strategy within your overall marketing strategy.

By incorporating 2SLGBTQI+ imagery, messaging and content into your regular marketing activities, you are showing your commitment to the 2SLGBTQI+ market.

By integrating, rather than speaking separately to the market, you are demonstrating to 2SLGBTQI+ travellers that you are truly invested in them and see them as an integral part of your business.

SECTION 11:

Measurement Tools



Track your progress and success using a mix of tools including:

- Website and/or 2SLGBTQI+-focused webpage analytics
- Social media likes and tweets
- Reviews, ratings and comments
- Bookings and sales
- Media hits
- Promotional contest engagement
- 2SLGBTQI+ partnerships

SECTION 12:

2SLGBTQI+ Organizations and Media



Regional Canadian 2SLGBTQI+ Chambers of Commerce:

- LOUD Business (BC) - *loudbusiness.com*
- Alberta 2SLGBTQI+ Chamber of Commerce - *ab-lgbt.com*
- Manitoba 2SLGBTQI+ Chamber of Commerce - *mb-lgbt.biz*
- Ontario 2SLGBTQI+ Chamber of Commerce - *qben.com*
- Chambre de commerce 2SLGBTQI+ du Québec - *cclgbtq.org*

Canadian 2SLGBTQI+ Organizations:

- Egale Canada: *egale.ca*
- Fierté Canada Pride: *fiertecanadapride.org*
- PFLAG Canada: *pflagcanada.ca*
- Pride at Work/Fierté au travail Canada: *prideatwork.ca*

International 2SLGBTQI+ Tourism Organizations:

- International Gay & Lesbian Travel Association (IGLTA): *iglta.org*
- TAG Approved®/Community Marketing & Insights: *tagapproved.com* / *cmi.info*

Canadian 2SLGBTQI+ Media:

- IN Magazine: *inmagazine.ca*
- Fugues: *fugues.com*
- Pink Ticket Travel *pinktickettravel.com*
- Wander+Lust *pinktickettravel.com*
- Outwords: *outwords.ca*
- Proud FM: *proudfm.com*
- Wayves: *wayves.ca*
- Xtra: *dailyxtra.ca*

Thank You!

For more information, contact:
tourism@cglcc.ca
cglcc.ca/tourism



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