

NAVIGAYTOUR

S H A R E T H E A D V E N T U R E

Facts about the GLBT Travel Market

The GLBT travel market is highly desirable. As a demographic, gays and lesbians tend to have disposable income, travel frequently and use the Internet to research destinations, make purchase decisions and book travel.

Here are some facts about gay and lesbian travelers:

- GLBT Market Power:
 - \$61 billion travel market
 - Biggest spend of any group – over \$42,000 annually per capita
 - 76% have household incomes above the national average
 - 40% have household incomes above \$100,000
- Frequent Travelers:
 - 98% took vacations in the past 12 months
 - 86% took at least one short (1-3 nights) US domestic vacations
 - 81% took at least one long (4+ nights) domestic US vacation
 - Gay visitors spend an average of \$233 per day, compared to the general leisure traveler, who spends \$101
- Internet Savvy:
 - “Gay and lesbian users are extremely responsive to Internet advertising and are relatively more likely to interact with online ads in multiple ways, including clicking on ads, entering sweepstakes, and using search engines to find out more about products or services as a result of viewing ads online”
 - 81% of gay respondents book travel online
- Respond to advertising in GLBT publications and Web sites:
 - 94% of gays and lesbians go out of their way to purchase products and services marketed directly to them in gay media
 - 71% said that cities and countries that actively court GLBT visitors have a favorable influence on their travel decisions

Sources:

1. Community Marketing, Inc. 11th Annual GLBT Travel Survey
2. Witeck Combs – www.witeckcombs.com
3. JupiterResearch: Gay & Lesbian Users Online, 2007

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