

Connecting our Clients with the Gay & Lesbian Community Since 1992
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CMI's Gay & Lesbian Tourism Profile

Based on national population figures, the American gay and lesbian community represents a US \$65 billion travel market, extrapolated as a *very conservative* 5% of the annual \$1.3 trillion U.S. travel industry as stated by the Travel Industry Association of America. But considering the results of CMI surveys, gay and lesbian travel and tourism represents a *far larger* percentage of the overall travel market based on frequency. In the year 2005 alone, CMI has collected and analyzed *over 24,000 gay and lesbian survey responses*, and we have produced and published specialized survey, focus group and field research reports for a wide variety of clients including destinations, travel suppliers, hospitality groups, etc.

Following are some key findings of CMI's annual "Gay & Lesbian Community Survey," compiled into a profile of self-identified gay and lesbian consumers who belong to gay mailing lists, subscribe to gay publications, visit gay websites, etc. It is not represented as a profile of *all* gays and lesbians, which is virtually impossible. Essentially, this is a valuable profile of consumers you can successfully reach through your gay marketing initiatives. Contact Community Marketing at 415-437-3800 to order a copy of the full report.

Online and field research at CMI's Gay Market Research + Development LabSM in 2005 indicates the following:

Gay & lesbian travel trends...

- 98% of respondents indicated that a destination's gay-friendly reputation influenced their decision to visit there.
- 59% said gay welcoming hotels were very important.
- Gay and lesbian travelers took an average of six overnight trips in the last 12 months, including an average of three short (three or fewer nights) and two long (four or more nights) trips for leisure, and one trip for business.
- 96% of respondents took at least one short leisure trip in the last year, compared to 56% of mainstream travelers. 33% took five or more short trips.
- 87% took at least one long leisure trip; 16% took five or more long trips.
- 55% of respondents took three or more overnight trips in the last 12 months where they traveled to the destination by air. 33% took *five or more*.
- October, September, and February (in that order) were the top vacation months chosen by survey participants, demonstrating the *non-peak seasonal preferences* of gays and lesbians.
- 15 is the median number of hotel nights. Five was the median for car rentals in the last year.
- 51% of respondents had taken a cruise vacation. 31% had cruised in the last two years.
- 28% extended a business trip for leisure; 25% traveled for a pride festival; 22% took a casino vacation.
- Top US destinations: 30% visited New York; Las Vegas 25%; San Francisco 24%; Los Angeles/West Hollywood 24%.
- 36% had visited Canada in the last year. 33% had visited Latin America or the Caribbean.
The most visited other North American destinations: Toronto 9%, Puerto Rico 9%, Puerto Vallarta 9%, Montréal 8%, Vancouver 8% US Virgin Islands 7% and Cancun 7%.
- 29% visited Europe in the last 12 months.
Top European destinations: United Kingdom 12%, France 9%, Italy 8%, Germany 7%, Netherlands 7% and Spain 6%.

Demographics...

- Median household income of US respondents is \$87,500; 2000 US Census indicates a \$41,994 household income.
- Median age of US respondents is 44 years. Median age of Americans (from the 2000 US Census) is 35.
- 84% of US respondents hold a valid passport, as of CMI's 2003 report (national average is 23%).
- 73% belong to a frequent flyer program, up from 67% in 2003. National average is about 27%.
- 53% spent \$5,000 or more per person on vacations in the past year.
- 72% are college/university graduates (national average is 29%); 34% continued on to achieve post-graduate degrees. 24% of the population had obtained a bachelors or higher degree, according to 2000 US Census.
- 76% of those who took the 2005 survey are gay men, 20% are lesbian.
- 62% are in a committed relationship; 6% have children at home; lesbians are almost three times as likely as gay men to have children at home. 33% of all US households have children under 18, according to the 2000 US Census.

References

Gay & Lesbian Tourism Profiles, Community Marketing, Inc., San Francisco, CA; Travel Industry Association of America's Travel Poll; US Census; US Passport Office; webflyer.com
Further information on CMI's Gay Market Research + Development LabSM is located on the web at www.CommunityMarketingInc.com

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