



Gay & Lesbian Canadian Travel Profile Executive Summary: Key Findings

225 gay men (75%) and lesbians (22%) who reside in Canada were extracted from Community Marketing's 10th Annual Community Survey of 4,188 gay and lesbian travelers worldwide. For a full copy of this report, please contact Community Marketing, Inc.

Some of the key findings include:

- Similar to American gay and lesbian travelers, 66% of Canadian respondents took at least two long vacations of five nights or more in the last year. 21% took four or more long trips for leisure.
- 78% of Canadian respondents took two or more short vacations of four nights or less, and 34% took five or more short leisure trips.
- 88% of Canadian respondents took at least one overnight trip by car in the last twelve months. 63% took three or more overnight trips by car, and 40% took five or more.
- 36% of Canadian respondents took three or more overnight trips in the last twelve months by air. 24% of respondents indicated taking five or more air trips. 29% did not travel by air at all in the last year.
- 21% of Canadian respondents reported taking a trip by train in the last twelve months, and 10% took three or more trips via the rails, much higher than the US response of 5%.
- Canadian respondents frequently traveled to cities inside Canada, tying in with the pattern of driving to vacation destinations more than flying. Destinations most visited were Montréal 38%, Toronto 33% and Vancouver 28%. Respondents plan to visit these Canadian destinations at about the same frequency in the next year.
- The six most-visited US cities by Canadian respondents were: New York, Ft. Lauderdale, Miami, Seattle, San Francisco and Los Angeles/West Hollywood. The most significant changes between travel in the last year and projected travel for the next year were for Provincetown (up 177%), Chicago (up 127%), Palm Springs (up 99%) and New York (up 67%). The expected increase in travel to US destinations is especially marked when compared to the relatively flat trends for Canada's destinations among gay Canadians.
- In the last twelve months, Canadian respondents most frequently visited France 9%, the UK 8%, Germany 7% and the Netherlands 6%; however, planned travel indicated a significant shift in travel destinations with interest in the UK, Spain and Italy more than doubling.¹
- Among Caribbean and Mexico destinations, Puerto Vallarta, the British Virgin Islands and Cuba were the top travel destinations. Puerto Vallarta, Cuba, Costa Rica, Australia and New Zealand can all expect a significant increase in the number of gay and lesbian tourists from Canada over the next year, if respondents' expectations are borne out.
- 67% of Canadian respondents had taken an independent/self-organized trip in the last year. 43% said that they had gone to a Pride festival where they spent at least one-night; this is 18 percentage points more than the US response.

¹ Respondents are often optimistic when they indicate the number of destinations that they expect to visit in the next 12 months. Rather than actual *travel* by respondents actually "doubling," the projected increase more accurately represents where *future travel trends* may be strongest.



- Canadian respondents are very loyal to their flag carrier, Air Canada, both in terms of frequent flyer program membership and flights in the last year. Five times as many Canadian respondents indicated that they had flown on Air Canada as flew on American, United and Delta, which followed. The median number of days flown in the last twelve months was six, compared to full field of eight.
- Canadian respondents spent a median of 15 nights in a hotel in the last twelve months. Canadian respondents may be somewhat more motivated by price when selecting lodging as 28% choose the category, "Whatever is least expensive."
- 62% of Canadian respondents had never taken a cruise vacation, 13% more than US respondents. 23% reported taking a cruise in the last two years. 60% of Canadian respondents said they are interested in taking a gay cruise.
- Canadian respondents tend to prefer winter travel (February and March), in comparison to those from the US who prefer autumn (October and September).
- Canadian respondents reported that they strongly prefer to explore new places and visit places with unique attractions. Feeling welcome as a gay traveler was also very important to more than half of this cross-tab. Canadian respondents were most strongly influenced by practicalities such as location and routing (78%), followed by quality (72%), customer service (67%) and price (55%).
- While Canadian respondents often expressed concerns about price/cost, other criteria had more influence for them when selecting a destination. 68% felt that climate was very important them, 62% wanted to be sure a destination was gay-friendly, 60% said safety was an important concern and 57% choose destinations because of the local culture.
- The way a company treats it's gay employees at least somewhat influenced 86% of respondents, and visibility in gay publications influenced 83%. These factors compare very favorably in that loyalty-type programs only had some influence on 70% of respondents.

Demographics:

- The median age is 41.
- Median household income is US \$87,500.
- 70% of respondents have a college degree, and 23% hold a graduate school degree.
- 56% of respondents are in a committed relationship and the medium length of those in a relationship is five years.
- 5% have children under the age of 18 living at home with them, and lesbians are twice as likely to have children living at home as gay men.
- 64% reported being employed full-time and 7% are retired.
- 36% of respondents live in single-family homes, 29% in apartments and 25% in condominiums.
- More than 81% of Canadian respondents said they had a high-speed Internet connection.

For a full copy of the 61-page *Gay & Lesbian Canadian Travel Profile* report, please contact Community Marketing, Inc. at (415) 437-3800. For information about Community Marketing's **Gay Market Research + Development LabSM**, please visit www.CommunityMarketingInc.com.