Buyer Survey of International Gay and Lesbian Travel Association (IGLTA) 2016

Economic Impact and Future Trends

Marie Ozanne, Doctoral Candidate

Donna Quadri-Felitti, PhD, Marvin Ashner Director and Associate Professor

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More information can be found at: http://hhd.psu.edu/shm/Services-Research-Network
IGLTA Buyer Survey 2016

Research objective: Estimate economic impact of IGLTA buyers and investigate future outlook of LGBTQ travel

31.4% response rate (175 buyers) self-reported data

Based on characteristics of the data, best estimates are IGLTA buyers generate between $15.4 and $74.9 million annually in LGBTQ travel.
IGLTA Buyer Survey of IGLTA 2016

• IGLTA buyers are bullish on LGBTQ Travel with 89% expecting it to grow through 2020; 85% see growth through 2025.

• 10% expect it to decline by 2020 and 13% think it will decline further through 2025.

• Biggest worry this year – “lack of expertise/understanding about the segment” (16.22%)

• 5 Year Trend to watch for – LGBTQ “democratization” (22.73%)

• Most frequently mentioned “new LGBTQ-friendly destination” - Israel
Thank you

Thanks to the IGLTA Foundation, Delta Air Lines, and all the members who participated!

Send questions or inquiries to:
Dr. Donna Quadri-Felitti, quadri@psu.edu