ATTRACTING THE LGBTQIA+ MARKET

Steve Williams
THE LGBTQIA+ COMMUNITY

- Lesbian
- Gay
- Bisexual
- Transgender
- Queer
- Intersex
- Asexual
- Plus
WHY POINT #1
WHY POINT #2

➤ 5.1% of New Yorkers identify as LGBT vs. 4.5% in the USA*

➤ Gay Men in the US earn on average 10% more than their straight counterparts (Harvard Business Review, 2017)

➤ There is ~1.4 million LGBT business owners in the US

➤ 5.1% of LGBT Individuals in NY have children*

➤ 3 million expected to participate in World Pride NYC

*(UCLA, 2017)
SURVEY ON LGBTQIA+ FRIENDLINESS

➤ Recommendations from family and friends 78%
➤ Look out for rainbow flag 47%
➤ General Travel Websites 45%
➤ Gay travel resources 38%
➤ LGBT travel resources 21%
➤ Don’t research LGBT friendliness 12%
HOW #1 - SIGNAL YOU ARE INCLUSIVE

In the coming weeks, you may hear debate about people of different sexualities and gender identities.

We want you to know that, in line with our values, all people, regardless of their sexuality or gender, are accepted, welcomed, and valued at Taronga.

Be proud of who you are and respect others.
HOW #2 - DON’T MAKE ASSUMPTIONS
HOW #3 - PROVIDE A GREAT EXPERIENCE
CELEBRATE MILLIONS OF MOMENTS OF PRIDE

See why New York is delighted to host the largest Pride celebration in the world, spanning the entire month of June in 2019.
THANK YOU

"With great power, comes great responsibility"

QUESTIONS?

Steve Williams

Email: Steve@ExperienceChampions.com
Facebook: ExperienceChampions
Instagram: experience_champions