



Open  
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Business

# LGBTQ+ Tourism Perspectives



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Introductions - Open for Business

Presentation of Research Findings

Virgin Fireside Chat Q&A – A Case Study

Open Discussion + Recommendations



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Business Action for  
LGBT+ Inclusive  
Societies

ABB

accenture

ALLEN & OVERY



BCG BOSTON CONSULTING GROUP



BRUNSWICK

BURBERRY LONDON ENGLAND

Deloitte.



DIAGEO



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INDITEX

JPMORGAN CHASE & Co.

KEARNEY



L'ORÉAL

LinkedIn

Linklaters



McKinsey & Company



RELX Group



THOMSON REUTERS



## Our Purpose

Open For Business's purpose is to **improve the legal and social situations of LGBT+ people by using the influence of the private sector.**

## Our Strategy

### Research

Construct and promote the economic and business case for inclusion.

### Global

Catalyze a coherent voice on inclusion from the global business community.

### Local

Create local networks of senior business leaders to advance inclusion.

# How is Open For Business unique?



- 1 Our purpose is to **create inclusive societies**, beyond inclusive workplaces.
- 2 Evidence-based, **data-driven advocacy**, fueled by high-quality content.
- 3 Convening power at the **most senior levels** of business.
- 4 **Truly global reach** and way of working, with a sharp focus on challenging markets.
- 5 Experience **working on-the-ground** with civil society partners.
- 6 **Collective impact** of high-caliber global businesses, committed to making impact.
- 7 **Focused on action and impact**, not just events, networking and best practices.

# A fully collaborative approach

**Open For Business works closely with a wide range of global and local LGBT+ organizations**

Strategic partnerships with international governmental bodies



COMMISSIONER  
FOR HUMAN RIGHTS  
COMMISSAIRE  
AUX DROITS DE L'HOMME



The Commonwealth



The All Party Parliamentary Group on  
Global LGBT Rights



OAS

Working hand-in-hand with global LGBT+ organizations



KALEIDOSCOPE  
INTERNATIONAL TRUST



Human  
Dignity  
Trust



global  
equality  
caucus



ilga  
world



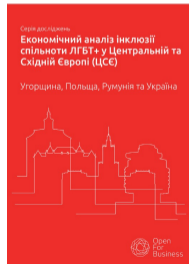
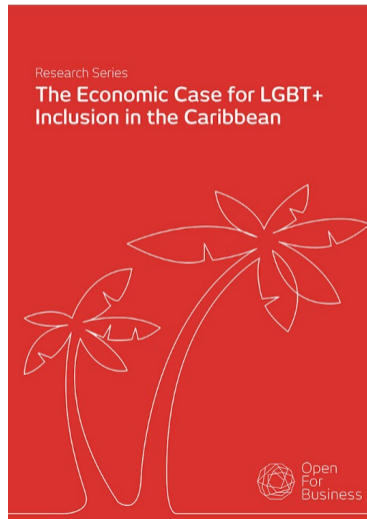
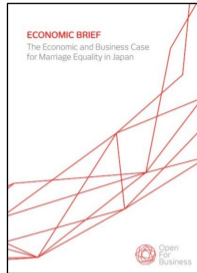
FREE & EQUAL  
UNITED NATIONS FOR LGBT EQUALITY



OUTRIGHT  
ACTION INTERNATIONAL

Recognized by the World Economic Forum as a "Lighthouse Project" for collaboration







# LGBTQ+ Tourism: An overlooked economic focus and opportunity



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- **Laws & Regional Reputation as a barrier**
- **Opportunity for LGBTQ communities**
- **LGBTQ+ Communities & Business Alignment**
- **Business Advocacy, Culture & Employee Policies & Pride**

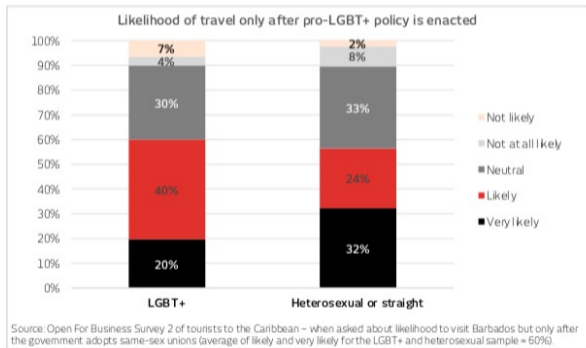


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1. USD689 Million to lose or to gain annually
2. 18% of LGBTQ travelers refuse the region due to laws and reputation.
3. Young travelers (Generation Y/Millennials) prefer destinations that align with their values.

# 60%+ LGBTQ+ Travelers are likely to travel to the Caribbean after pro-LGBTQ+ policies and laws are enacted

Open For Business Survey 2 Data

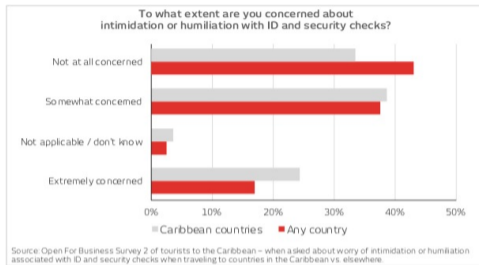




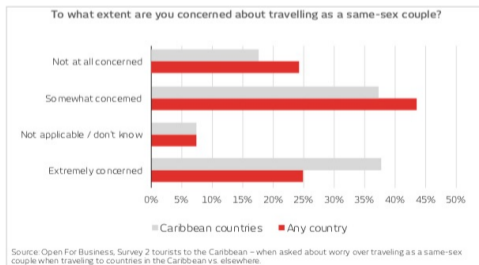
[When] you venture into the island and deeper into the country, [we] advise them 'just be careful in showing your emotions and showing your attachment. Don't walk around holding hands, for example, or don't kiss when you are in a community like that, because ... you don't know what's going to happen.'

25% of LGBTQ+ Travelers are concerned about humiliation and intimidation when traveling to the Caribbean.

Open For Business Survey 2 Data



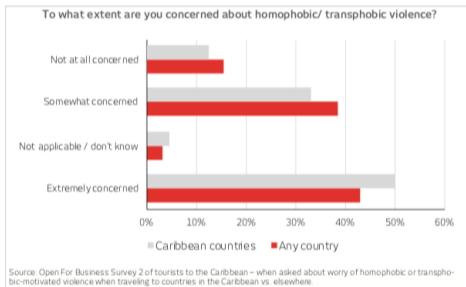
Open For Business Survey 2 Data



# At least 40% LGBTQ+ Travelers are concerned about LGBTQ+ violence



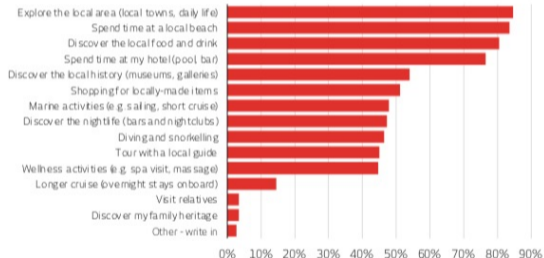
Open For Business Survey 2 Data



# LGBTQ+ travelers want to support and explore local communities (and lie on the beach)

## Open For Business Survey 2 Data

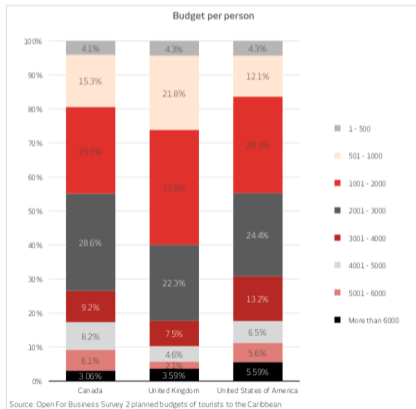
### Which of the following activities would you expect to do during your stay?



Source: Open For Business Survey 2 of tourist's preferences when in the Caribbean.

# LGBTQ+ travelers are higher-spending

Open For Business Survey 2 Data





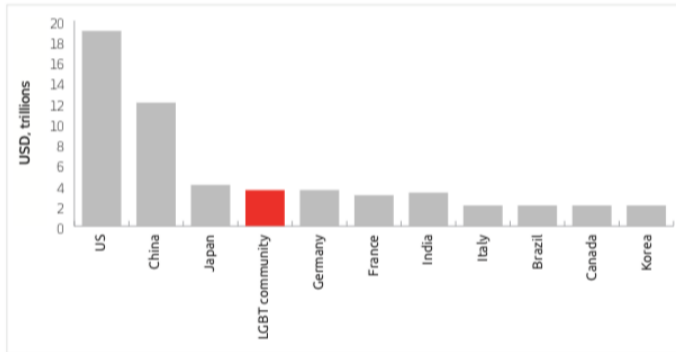


We've also seen, and it's statistically proven, that the LGBT+ community is a high-spending clientele, so the yield is much higher than you get from your [other] customers... If you look at it from purely a business perspective, then you really want to work towards promoting, towards those individuals, as well (Gebhard Rainer)



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## LGBTQ spending power at a glance.



LGBT+ spending power compared with GDP in selected countries



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Over to Liam & Hannah...



## Virgin Fireside Chat Q&A – A Case Study

**Hannah Swift, Country  
Manager – Caribbean at  
Virgin Atlantic**

Videos:

- [UK Ad](#)
- [Pilot Experience](#)
- [Pride Network](#)

## Open Discussion

- **What prevents LGBT+ inclusion in the tourism industry?**
- **What more can companies do to advance LGBT+ inclusion?**
- **Key policies to advance LGBT+ equality in the tourism industry and beyond?**



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## Policy Recommendations

- **Anti-Discrimination/Non-discrimination legislation**
- **LGBT+ inclusive workplace policies + training**
- **Public encouragement and support for policies and legislation that promote LGBT+ inclusion + taking a public stance on LGBT+ issues and supporting LGBT+ civil society organisations and events.**