



LGBT+ Market-Readiness as a Recovery Strategy

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Objective

Demonstrate the enormous potential of the LGBT+ travel

Present what you can do to attract LGBT+ travellers

Explain how our programs will help with recovery and support the labour market





About CGLCC

Canada's LGBT+ Chamber of Commerce (CGLCC) is a national not-for-profit organization uniting and advocating for the over 28,000 LGBT+ owned and operated businesses in Canada.

CGLCC Core Activities



**LGBT+ Supplier
Diversity Program**



**Tourism
Program**



**Youth
Entrepreneur
Mentorship
Program**



Advocacy



**Global
Program**



What Is The LGBT+ Travel Market?

A Huge Market with Tons of Potential

- The Canadian LGBT+ travel market = **\$12 billion**
- Has ability to travel
- Has more disposable income... and spends it on travel
- RESILIENCE



Safety Is Critical

- 89% of LGBT+ travellers in Canada consider **safety** to be extremely important.
- LGBT+ travellers support businesses that support the community.
- Being inclusive can benefit a business of any size.



The Importance Of LGBT+ Diversity & Inclusion

Invest In Your Staff

- 1 Skills development and adaptation to industry shifts
- 2 Having staff trained in LGBT+ diversity and inclusion will allow for better customer service
- 3 LGBT+ clientele will feel welcome and accepted
- 4 Staff will improve performance in a safe workplace

Enforce Awareness

You need to constantly be aware of diversity and inclusion to have your business be a safe space

Having it be known that your business is a safe space will improve your reputation, allowing you to find more connections with whom to develop new strategies for recovery and success.

Case Study: Hilton Hotels And Resorts



- Corporate leader in LGBT+ market
- Demonstrates inclusive values
- Forms partnerships with LGBT+ organizations
- Company-wide LGBT+ inclusion training and resources

"As a business of people serving people, diversity and inclusion have been embedded in our culture since our founding more than 100 years ago. We look forward to continuing to champion equality for team members, guests and owners alike."

- Matthew W. Schuyler, Hilton's chief human resources officer

Developing An LGBT+ Tourism Strategy



Developing An LGBT+ Tourism Strategy

1. Find someone to champion your efforts



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2. Form partnerships



Developing An LGBT+ Tourism Strategy

1. Find someone to champion your efforts
2. Form partnerships
3. Offer diversity and inclusion training



Developing An LGBT+ Tourism Strategy

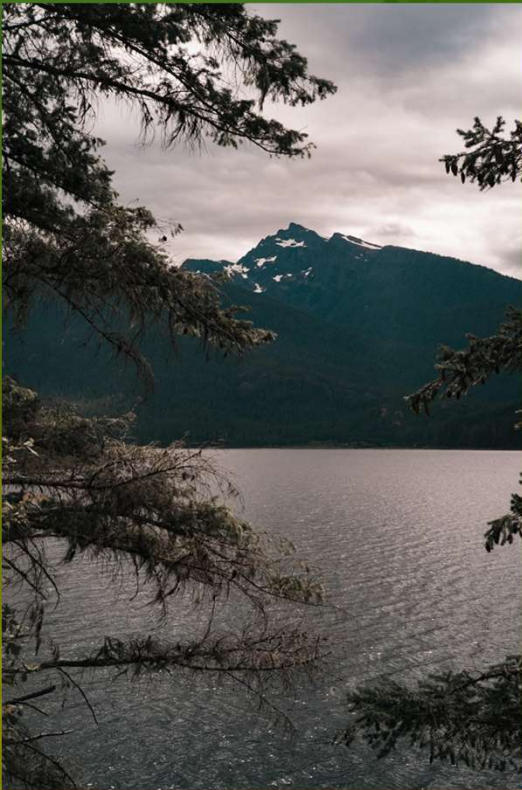
1. Find someone to champion your efforts
2. Form partnerships
3. Offer diversity and inclusion training
4. Be authentic in your promotional efforts



Your efforts could support industry recovery:

- Expanded networks could lead to more business opportunities, e.g. new ideas, sharing tourism
- Encourage other businesses to think more about diversity and inclusion - this helps other markets, creates new opportunities for partnerships and increases visibility

Case Study: Kingfisher Oceanside Resort And Spa (Vancouver Island, B.C.)



- LGBT+ Inclusion Training
- Found a champion for their efforts - LGBT+ tourism expert Dean Nelson
- Supporting and sponsoring the LGBT+ community



CGLCC Tools & Resources

- LGBT+ Safe Space Accreditation Program '*Rainbow Registered*'
- Navigating LGBT+ Diversity and Inclusion in the Tourism Industry - workshop and online course
- LGBT+ Travel Market Seminar - overview of LGBT+ travel market & Tourism Development Toolkit
- Destination Audit Program - access your LGBT+ travel market-readiness

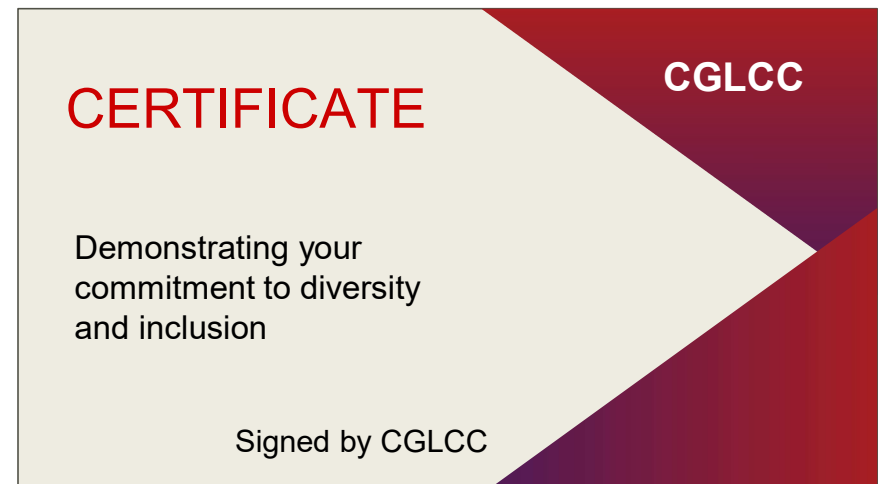
LGBT+ Safe Space Accreditation Program

- Helping businesses, organizations and communities certify their status as LGBT+-friendly
- Allows businesses to demonstrate and market themselves as safe destinations for LGBT+ travellers



D&I Workshops

- Navigating LGBT+ Diversity and Inclusion In The Tourism Industry
- Webinar & online course, leading to a certificate
- Teaches the basics of an LGBT+ inclusive vocabulary, space and workplace
- Workshops regularly reaching maximum capacity



LGBT+ Travel Market Seminar

- Shares exclusive LGBT+ travel market info and case study best practices from around the world
- Features tools and resources to inspire your own successful LGBT+ tourism-welcoming strategy



Destination Audit Program

- Assess your strengths and areas for improvement in your overall LGBT+ travel market-readiness or tourism strategies
- Includes an audit of:
 - Current or planned LGBT+ products/business
 - Critical market information knowledge and skill sets (i.e. HR resources and inclusion training)
 - LGBT+- targeted services and programs
 - Existing or prospective Community networks, partnerships and events
- Resources include workshops, resource guides, working with a destination to improve community engagement, and hosting inclusive events



Recovery

- **Adaptation:** be prepared to capture all sorts of markets. Being open to welcoming new travellers means developing the safety of your business or destination.
- **Visibility:** stand out through your inclusive edge. Improve your reputation while influencing others to do the same.



Contact Us

For more information about our Tourism Program
and to learn more about the CGLCC, visit:

cglcc.ca

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For more information on Tourism HR Canada:
tourismhr.ca

A woman with dark hair, wearing a dark top, is holding a laptop. The entire image is covered with a red-to-purple gradient overlay.

Thank you!

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