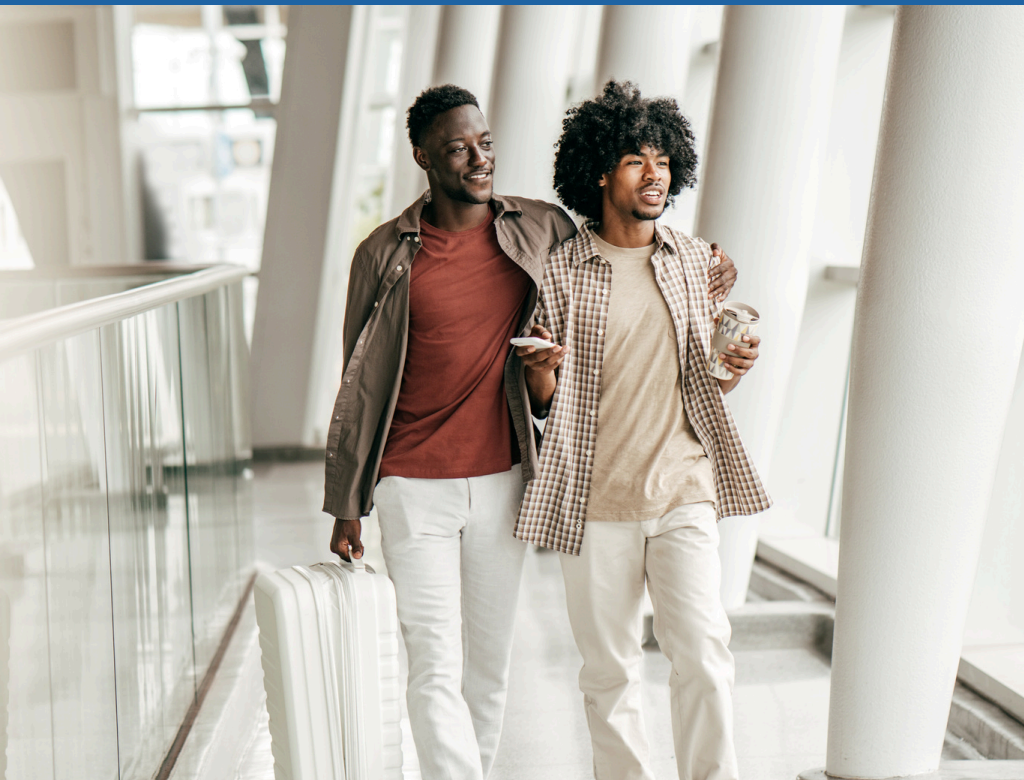


A STRATEGIC GUIDE TO SOCIAL SUSTAINABILITY AND REACHING LGBTIQ+ TRAVELERS



validated by **RIR**
QUEERVADIS
DIVERSITY & INCLUSION PROTOCOL



INTRODUCTION

In today's rapidly evolving tourism landscape, **social sustainability** and inclusivity are no longer optional—they are essential for business growth, reputation, and long-term success. Travelers, investors, and policymakers now demand proof of authentic commitment to Diversity, Equity, and Inclusion (DEI). For businesses that want to thrive in a competitive market, catering to diverse audiences—particularly the LGBTIQ+ community—represents a significant economic opportunity and a chance to lead in social impact.

This guide will provide:

1. **Actionable steps** to improve your social sustainability.
2. **Strategies and insights** to effectively reach and engage LGBTIQ+ travelers.

By adopting these practices, you'll attract a growing audience, comply with ESG requirements, and position your brand as a leader in inclusivity and responsible tourism.

HOW TO IMPROVE YOUR SOCIAL SUSTAINABILITY

1. Business Case and Market Value

- **Profitability:** Businesses that embed social sustainability into their operations see **35% higher profitability** and increased consumer trust. Travelers are increasingly aligning their choices with companies that “**do good**” while delivering exceptional experiences.

- **Regulatory Compliance:**

- The EU's **Corporate Sustainability Reporting Directive (CSRD)** requires businesses to report on their environmental and **social impact** by 2025.

- Platforms like **Booking.com** and **Expedia** are moving toward prioritizing verified, third-party certifications for socially sustainable businesses.

- **Customer Demand:**

- A 2023 report shows **73% of travelers prefer businesses with proven social sustainability efforts**, such as ethical employment practices, inclusivity, and local community investment.



2. Best Practices

- **Adopt Fair Labor Policies:** Ensure fair wages, non-discrimination policies, and inclusive hiring practices.
- **Engage with Local Communities:** Invest in local, minority-led businesses and promote authentic experiences that support communities.
- **Accessibility and Inclusion:** Create spaces and services that accommodate all travelers, including those with disabilities and marginalized identities.



3. Tips, Tools, and Templates

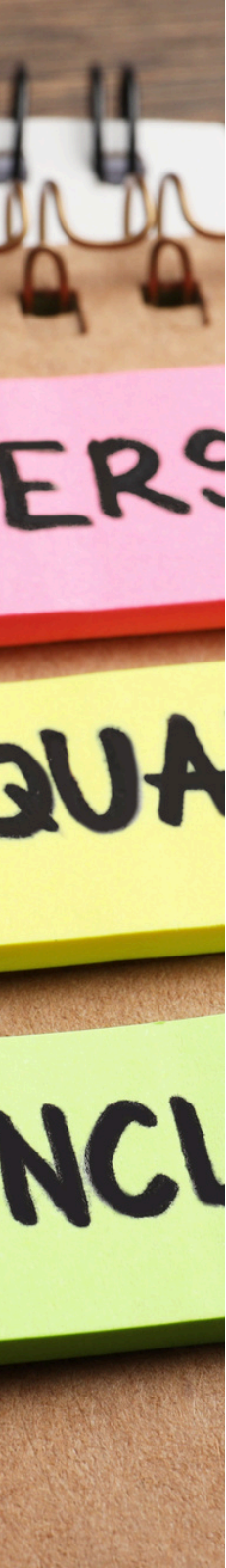
- **Assess Your Impact:** Use tools like the **ESG Social Impact Scorecard** to evaluate your current policies and identify areas for growth.
- **Policy Templates:** Implement DEI statements and action plans for your business. Sample:

“OUR BUSINESS IS COMMITTED TO CREATING INCLUSIVE AND FAIR OPPORTUNITIES FOR ALL, ENSURING THAT OUR SERVICES REFLECT THE DIVERSITY OF OUR TRAVELERS AND COMMUNITIES.”

- **Share Success:** Develop sustainability reports highlighting measurable social impacts.

4. Success Stories

- **Accor Hotels:** Integrated DEI and social inclusion into their operations, offering LGBTIQ+ training for employees and fair hiring policies. This improved customer satisfaction scores and positioned Accor as a global leader in inclusive hospitality.
- **Finland as a Destination:** By promoting community-led, sustainable tourism practices, Finland has attracted socially conscious travelers, boosting both local economies and traveler loyalty.



5. Five Activities to Get Started

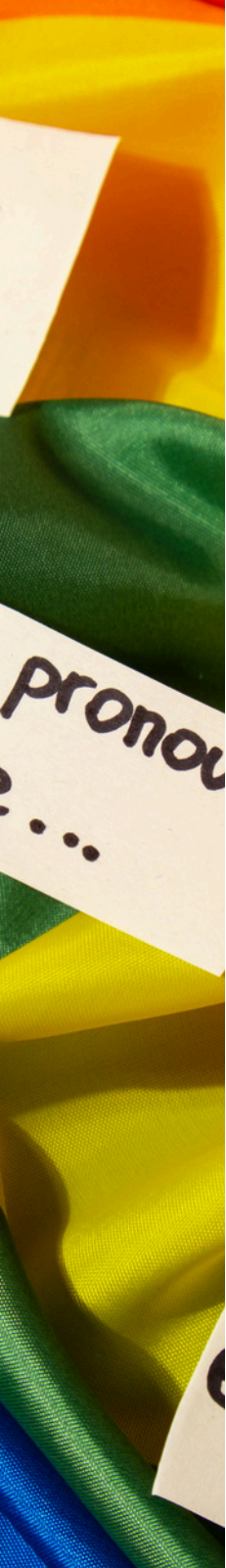
- 1) Conduct a **Social Sustainability Audit** to assess your current initiatives.
- 2) Partner with local organizations that promote **inclusive hiring** and community engagement.
- 3) Train staff on **DEI best practices** (e.g., inclusive language, accessibility protocols).
- 4) Update your marketing to **communicate your impact** authentically—no pinkwashing.
- 5) Pursue a **verified certification** like QueerVadis to solidify your credibility.

A vertical photograph on the left side of the page shows two men standing outdoors. The man on the left is wearing a pink t-shirt and white pants, and the man on the right is wearing a white t-shirt and dark pants. They are both smiling and laughing, with the man on the right having his arm around the man on the left. In the background, there is a yellow and red bus decorated with flowers.

HOW TO REACH AND ENGAGE LGBTIQ+ TRAVELERS

1. Business Case and Market Value

- **Economic Power:** The global LGBTIQ+ travel market is valued at **over \$200 billion annually**. This community represents a high-spending, loyal audience actively seeking inclusive businesses.
- **Reputation and Trust:**
 - **78% of LGBTIQ travelers** choose businesses that visibly support their community.
 - Inclusivity drives customer loyalty—**70%** of LGBTIQ travelers are repeat customers for certified businesses.
- **Market Growth:** Events like **EuroPride 2025 in Lisbon** and Pride celebrations worldwide are significant drivers of travel decisions, highlighting a critical revenue opportunity for businesses.



2. Best Practices

- **Authentic Representation:** Showcase LGBTQ+ travelers, families, and couples in your marketing—going beyond stereotypes.
- **Cultural Competency:** Equip staff with knowledge on gender identities, pronouns, and safe, inclusive interactions.
- **Inclusive Experiences:** Promote experiences that celebrate diversity, such as Pride events, community-led tours, and safe travel spaces.

3. Tips, Tools, and Templates

- **Inclusive Language Guidelines:** Use gender-neutral terms and inclusive imagery across marketing.
- **Safe Environment Protocol:** Implement processes to ensure LGBTIQ+ travelers feel secure, particularly at check-in or during experiences.
- **Content Ideas:**
 - *“Top 5 Pride Events to Visit This Year”*
 - *“How [Your Business] Supports Queer Travelers Through Certified Inclusivity.”*



4. Success Stories

- **Visit Fort Lauderdale:** By creating targeted campaigns and partnering with LGBTIQ organizations, Fort Lauderdale became a top queer-friendly destination, seeing a **15% increase in tourism revenue** year-over-year.
- **The LaLiT Hotels (India):** Hosting Pride events and supporting queer talent internally elevated their brand, increasing bookings and building deep loyalty with LGBTIQ travelers.

A close-up, side-profile photograph of a couple kissing. The person on the left has curly hair and is wearing a purple corded jacket. The person on the right has straight hair and is wearing an orange jacket. They are both wearing jeans with rainbow-colored straps. The background is a solid yellow color.

5. Five Activities to Get Started

- 1) Audit your current marketing materials for **inclusive representation**.
- 2) Partner with organizations like QueerVadis to deliver **LGBTIQ+ inclusivity** training for your staff.
- 3) Develop campaigns tied to significant events like **Pride Month** or **EuroPride 2025**.
- 4) Collaborate with **LGBTIQ influencers** and community-led businesses for authentic storytelling.
- 5) Pursue **LGBTIQ certification** to showcase your genuine commitment and build trust with travelers.

CONCLUSION

Improving your social sustainability and engaging LGBTIQ+ travelers goes beyond business—it's about building trust, fostering inclusivity, and creating lasting impact. Businesses that take tangible action will not only thrive economically but will also lead as champions of change in the tourism industry.

WHY TRAINING AND CERTIFICATION MATTER

- A QueerVadis certification validates your efforts, ensuring that inclusivity is more than a marketing claim.
- Training empowers your team to serve all travelers authentically, creating safe, welcoming, and exceptional experiences.

CONTACT US



info@sondersandbeach.com