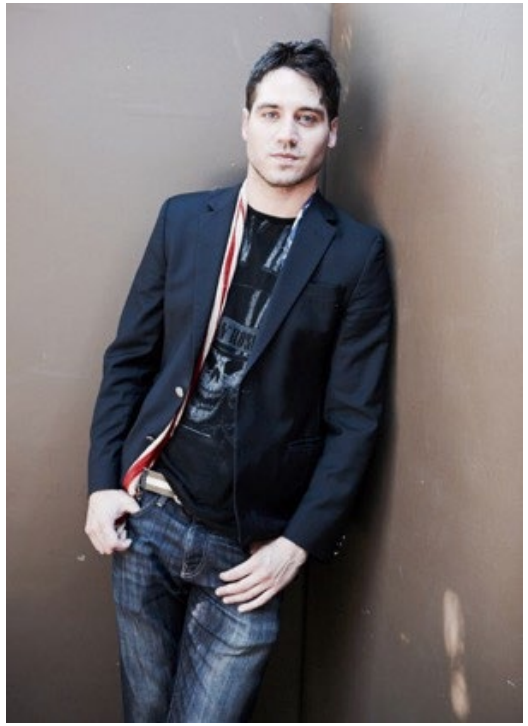
Everyone Welcome

VISIT ST. PETE/CLEARWATER

NOV 4, 2021



Kenny Porpora he/him
Co-founder HospitableMe

HOMOSEXUAL
GAY + LESBIAN
TRANSVESTITE
TRANSEXUAL
TRANSGENDER
LGBT
LGBTQ
LGBTQ+
LGBTTQIAA2SNBGNCPP+
GENDER NON-CONFORMING
NON-BINARY
CIS-GENDER

Third Gender in Humans

WHY LGBTQ+? WHY NOW?

- 52% of Gen-Z identify as something other than 100% straight
- 54% of Millennials and Gen-Z know someone who uses a pronoun other than He or She

LGBTQ+ CONSUMERS

- Over-index for all travel & retail metrics
- Are influential and trend-setting
- Are loyal to brands that welcome + include them
- Are resonant for millennial, GenZ and ally audiences
- Signal inclusiveness to other diverse audiences
- Respond to small acts of inclusiveness

COMPARED TO HETEROSEXUAL HOUSEHOLDS

+48% on WINE

+31% on CANDLES

+32% on TOILETRIES

+43% on ELECTRONICS

$3.7 Trillion

GLOBAL LGBTQ SPENDING

SMALLER HOUSEHOLDS WITH MORE MONEY TO SPEND

GAY MALES 27% >$100K

SMALLER HOUSEHOLDS BUT MORE MONEY TO SPEND, ESPECIALLY FOR GAY MALES WITH 27% >$100K

HOUSEHOLD INCOME	TOTAL	LGBT	L	G	T
>$100K	20%	21%	23%	27%	8%
$70-100K	24%	17%	19%	15%	19%

Source: OutNow Consulting/Neilsen/LGBT Capital

& Company

DISCOVER
Puerto Rico

Kentucky
UNBRIDLED SPIRIT

VISIT
LAUDERDALE
EVERYONE UNDER THE SUN

Visit St. Pete/Clearwater becomes the first Florida DMO in IGLTA's Global Partner program

St. Petersburg, FL (10 December 2018)—The International Gay & Lesbian Travel Association today announced its global partnership with Visit St. Pete/Clearwater, the tourism marketing organization for the popular destination on Florida's Gulf Coast. As a Global Partner, Visit St. Pete/ Clearwater strengthens its commitment to LGBTQ+ -welcoming travel and IGLTA, the organizational leader in advancing LGBTQ+ travel around the world.

"St. Pete/Clearwater's partnership with IGLTA brings with it a level of global recognition in the LGBTQ+ tourism space like no other," said David Downing, CEO & President of Visit St. Pete/Clearwater. "We're honored to work with IGLTA to continue growing as an authentically LGBTQ+-inclusive destination."

VISIT ST. PETE/CLEARWATER IS AN ALLY

IGLTA®

When you think of outdoor or natural-based vacations, what activities attract you the most? Please mark all that apply.

	Gay & Bi+ Men	Lesbian & Bi+ Women	Transgender & Non-binary Participants	Millennials+	Generation X	Baby Boomers
Explore beaches and coastal areas	68%	73%	64%	71%	73%	67%
Hike or walk in nature	60%	69%	66%	72%	65%	57%
Visit national/state parks the region is known for	57%	70%	59%	68%	62%	60%
Visit historical or archaeological sites	54%	51%	55%	49%	54%	55%
View wildlife or marine life	44%	57%	51%	51%	51%	49%
Experience fall colors	42%	54%	50%	49%	46%	50%
Explore mountains	40%	47%	44%	51%	42%	37%
Water sport activities (snorkeling, swimming, surfing, etc.)	34%	38%	24%	37%	39%	30%
Explore jungles or forests	30%	31%	28%	38%	30%	23%
Kayaking, canoeing or boating	23%	35%	27%	36%	29%	23%
Experience wildflowers	22%	35%	32%	30%	29%	28%
Explore deserts	20%	21%	22%	22%	20%	19%
Ziplines	19%	17%	13%	21%	17%	13%
Winter activities (skiing, snowboarding or snowshoeing)	15%	14%	11%	18%	15%	8%
Road or mountain biking	11%	10%	10%	11%	12%	8%
None of the above	4%	3%	3%	3%	3%	5%

Source: Community Marketing and Insights 24th Annual LGBTQ Tourism & Hospitality Survey

Demographic Differences

On a 5-point scale, how important are the following, in your vacation destination selection process?

Selected 5 Very Important or 4 Important on the 5-point Scale	Gay & Bi+ Men	Lesbian & Bi+ Women	Transgender & Non-binary Participants	Millennials+	Generation X	Baby Boomers
Destination is safe / has low crime rates	74%	75%	67%	68%	76%	80%
Destination is LGBTQ-friendly	80%	81%	79%	82%	81%	78%
Destination is an LGBTQ hotspot	37%	23%	35%	34%	31%	26%
Destination offers urban excitement	64%	39%	42%	60%	48%	45%
Destination offers natural beauty	75%	86%	81%	77%	80%	84%

Source: Community Marketing and Insights 24th Annual LGBTQ Tourism & Hospitality Survey

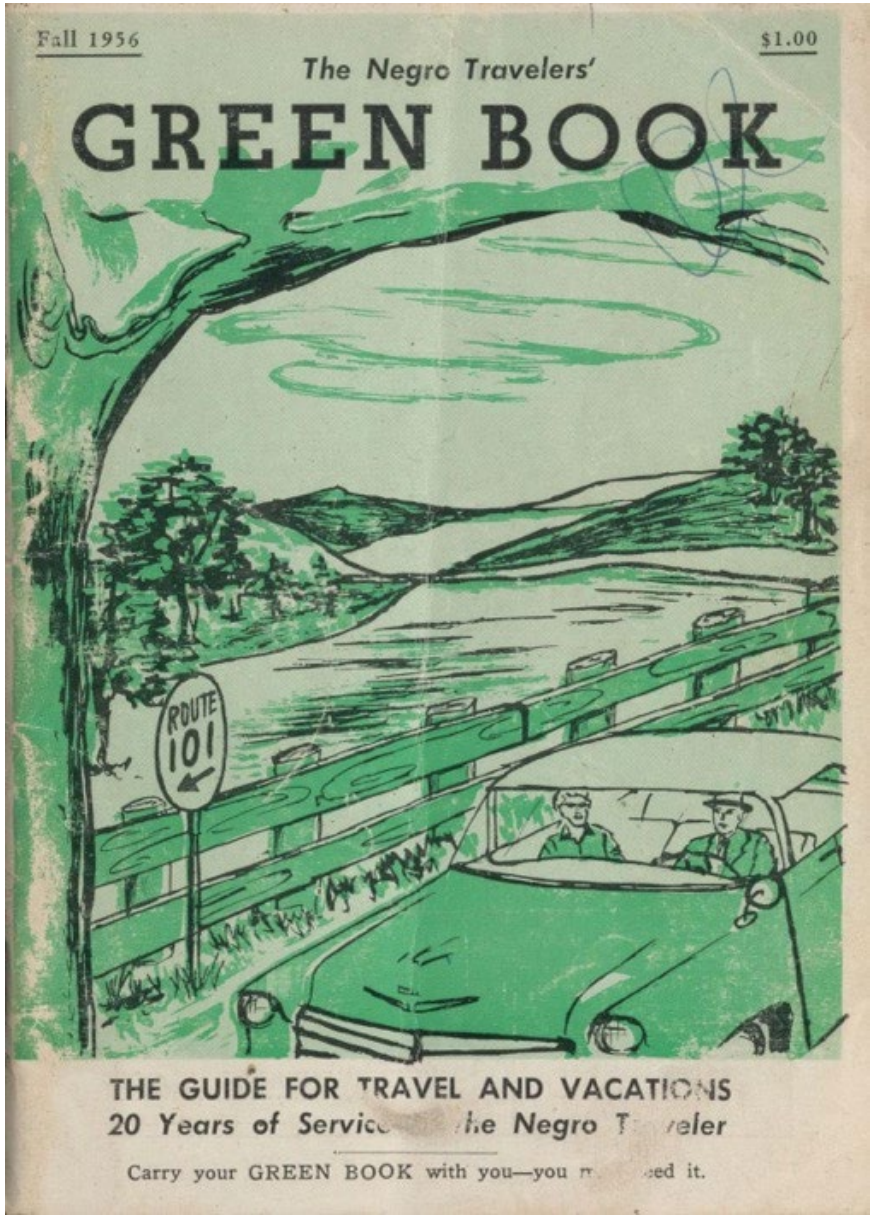
St. Pete Beach

The Sunset Capital of Florida

An Opportunity for ALL of Pinellas County

- Natural Beauty
- Beaches + Warm Weather
- LGBTQ+ Friendly

HOSPITALITY = WELCOMING EVERYONE WITH RESPECT, GENEROSITY + CARE



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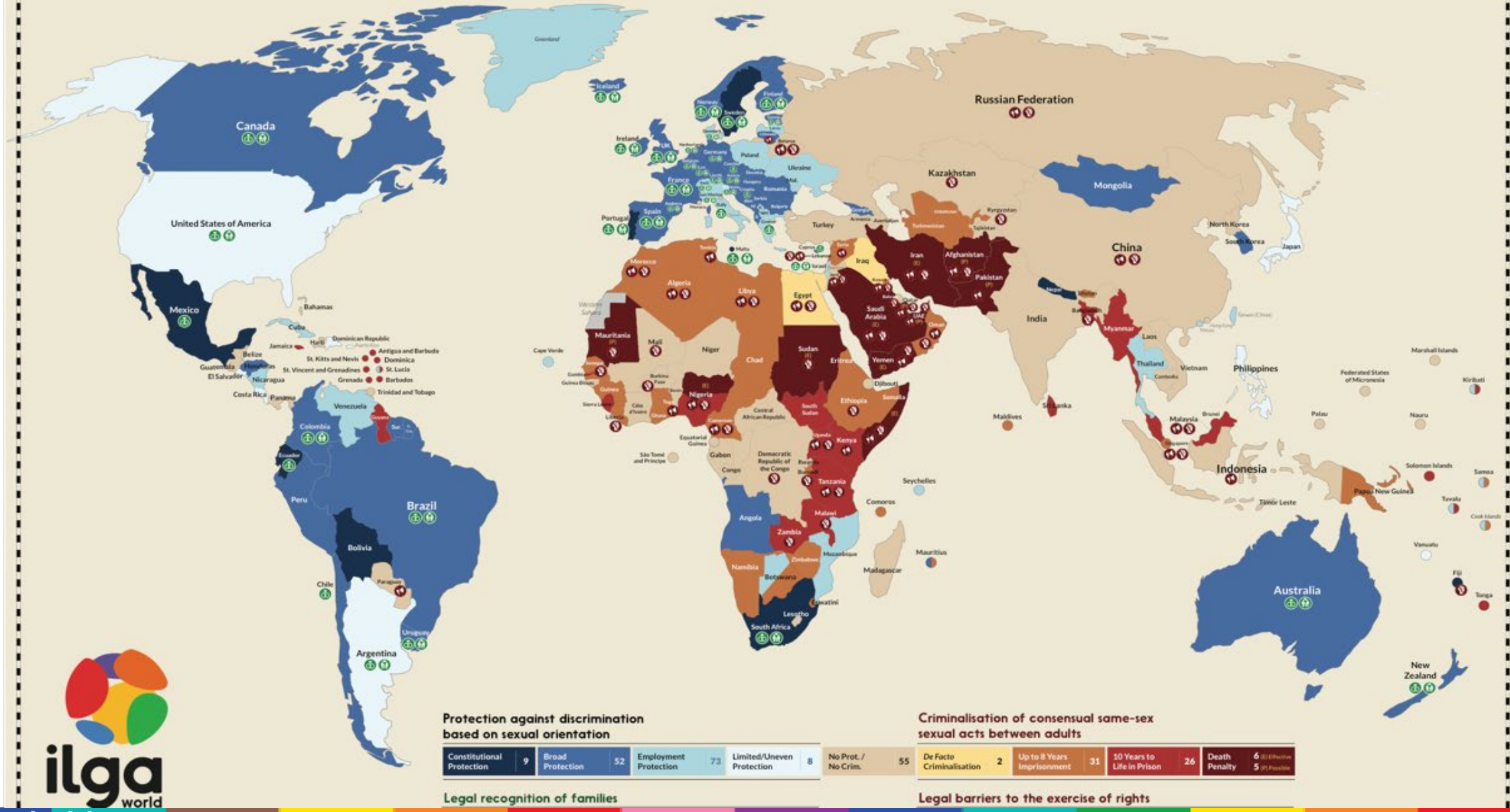
SEXUAL ORIENTATION LAWS IN THE WORLD - 2019

From criminalisation of consensual same-sex sexual acts between adults to protection against discrimination based on sexual orientation



ilga world

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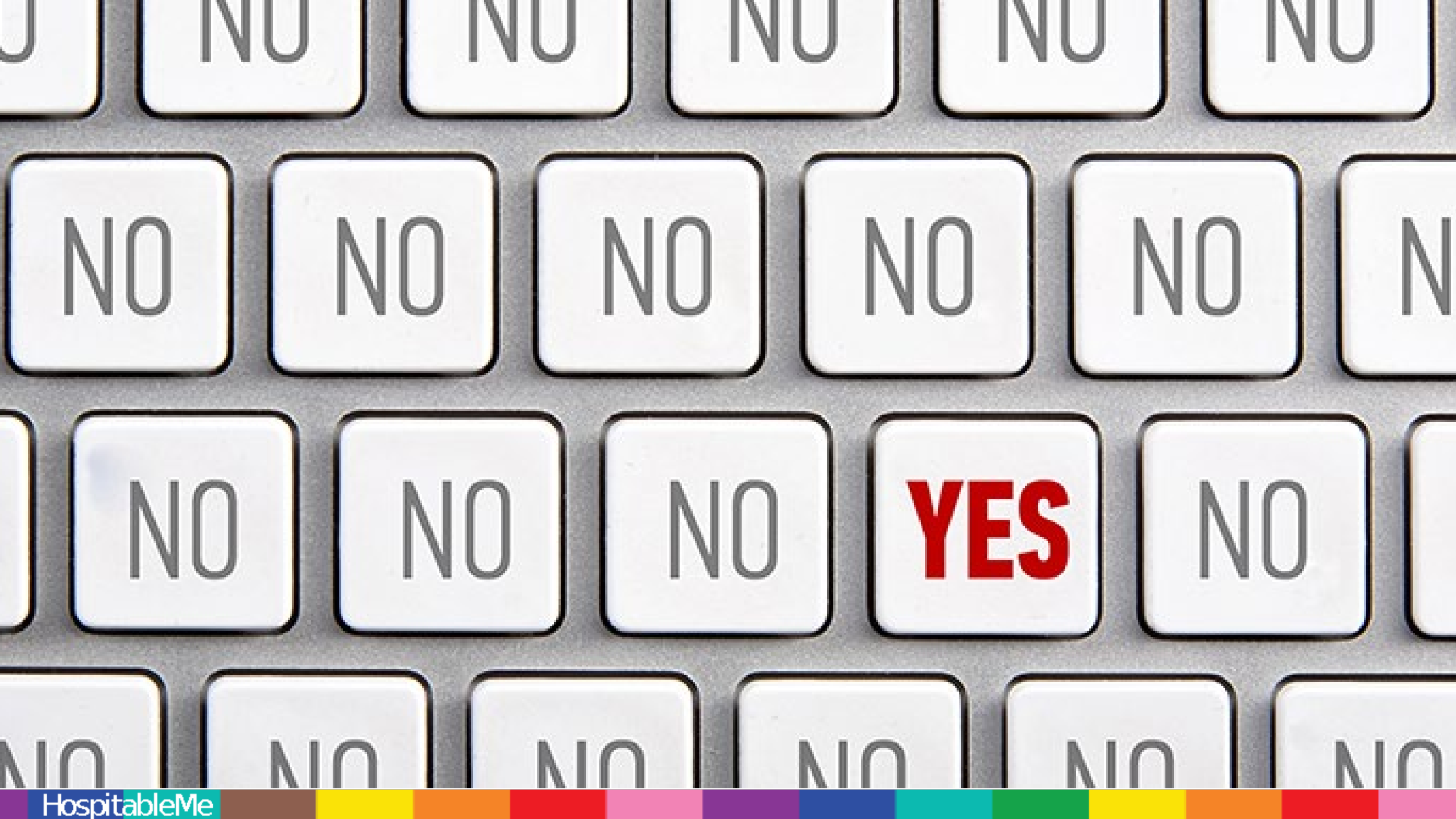
Source: Center for American Progress + Movement Advancement Project

12% of LGBT people report avoiding restaurants due to fear of discrimination

25% of LGBT people experienced discrimination because of their sexual orientation or gender identity in employment, housing, and/or public accommodations—and that transgender people and LGBT people with disabilities are particularly affected.

34% of LGBT people who experienced discrimination in the past year avoided public places like stores and restaurants.



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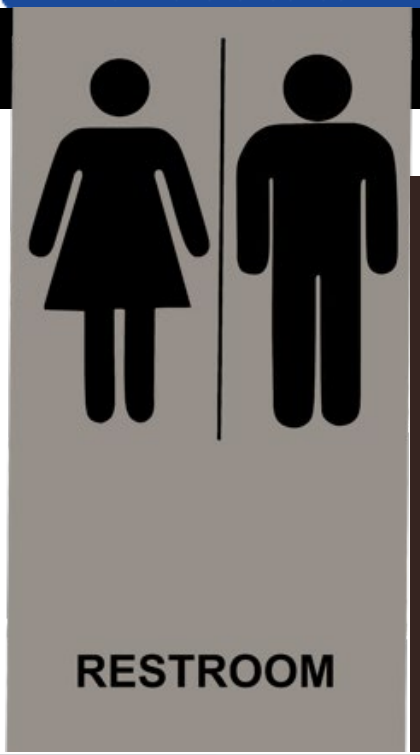

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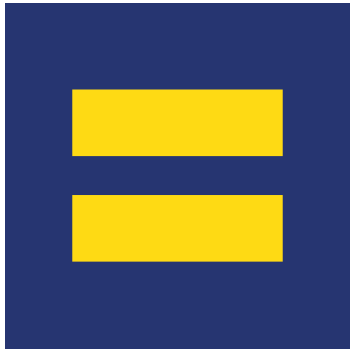
LGBTQ+ Branding

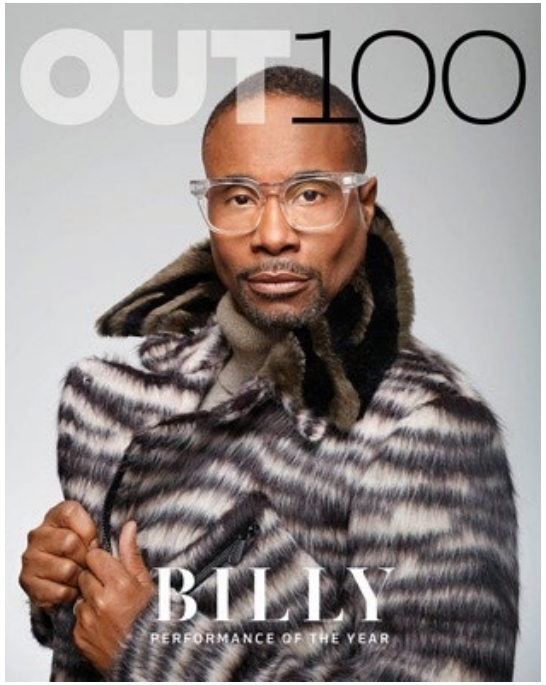
The rainbow flag is a sign of welcome, not just for LGBTQ+ people, but for all people. The colors represent life, healing, sunlight, nature, harmony and spirt. But the flag stands for acceptance, inclusion and love. For all people.



Connect with the Community

OUT COAST
LGBTQ Florida Travel

METRO
LGBTQ WELCOME CENTER



EVERY QUEER

QUEERTY*
Free of an agenda (except that gay one)

st pete pride

“The same” isn’t always equal

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Gendered	Gender Inclusive
Bride + Groom	Wedding Party
Son or Daughter	Child
Mother or Father	Parent
Husband or Wife	Spouse

March, 2018: First global brand to implement Gender-Neutral Service Standards

Gendered:
Good Morning Ladies + Gentlemen

Gender Inclusive:
Good Morning

- Friends
- Guests
- Y’all
- ( )

Subjective	Objective	Possessive Adjective	Possessive Pronoun	Reflexive
She *(She is here)*	Her *(I called her)*	Her *(Her hands are wet)*	Hers *(That is hers)*	Herself
He	Him	His	His	Himself
Ze	Zir	Zir	Zirs	Zirself
Xe	Xem	Xir	Xirs	Xirself
Sie	Hir	Hir	Hirs	Hirself
They	Them	Their	Theirs	Themself

them.

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ENGAGEMENT BEST PRACTICES

1. Don’t make assumptions about your consumers or colleagues.
2. Follow their lead on relationships and pronouns.
3. Proactively welcome LGBTQ+ consumers and colleagues.
4. Acknowledge non-binary consumers needs (bathrooms!)
5. Tone and body language are important.
6. Fix misinterpretations and mistakes with ease.
7. Focus on Respect.
8. It’s okay to ask!
9. Foster diversity in your organization.

It’s complicated but we’re mostly the same

"To our friends, neighbors, and visitors, we say you are welcome here. No matter who you are, what you look like, who you love, how much money you have, what your religious beliefs are, or where you are from, the High Line is for you.."

– Friends of the High Line

Master Class: VSPC40

Module 1: Introduction

- 1.1. Hospitality Values(1:21) START
- 1.2. The Program(1:32) START
- 1.3 Why Inclusive Hospitality Training?(1:48) START

Module 2: Language

- 2.1 Who is the LGBTQ+ Community?(5:07) START
- 2.2 No One is LGBTQ+(2:03) START
- 2.3 Where Language Meets Identity(1:59) START

Module 3: The Market

- 3.1 LGBTQ+ Guests as a key for diversity(2:52) START
- 3.2 LGBTQ+ Tourism Spending(2:12) START
- 3.3 It's more than just Dollars & Cents(2:23) START

Thanks, Y'all

kenny@hospitable.me

bit.ly/followHM

bit.ly/joinEW

everyonewelcome.com

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