SPENDING POWER

LGBTQ consumers command total spending power of more than $5 TRILLION globally, and spent $965 BILLION in the U.S. alone in 2016. LGBT travelers account for around $100 BILLION in travel spend per year, in the U.S. alone.

GAY MILLENNIALS ARE TRAVEL OBSESSED

40% Travel for fun each quarter

24% Travel for fun each month

39% Plan their trip 1-3 months in advance

35% Plan their trip 3-6 months in advance
41% of Grindr users have traveled overseas and loved it, and 42% can’t wait to go international.

More than half of gay millennials (54%) have a valid passport.

Only about 40% of the U.S. population has a valid passport.

Approximately 36 million overnight visitors who travelled to international destinations around the world last year were part of the LGBT community.

TOP 10 DESTINATIONS GRINDR USERS WANT TO VISIT:

1. Italy
2. France
3. Hawaii
4. NYC
5. Australia
6. UK
7. Greece
8. Spain
9. Japan
10. Vegas
GAY FRIENDLY?
IT MATTERS.

61% of Gay Millennials said when choosing a destination, airline or lodging, its reputation as gay-friendly is somewhat or very important.

More than any LGBT sub-group, 75% of LGBTQ Millennials said having an LGBTQ website makes them more likely to visit a destination.

LGBTQ Millennials listed a hotel’s LGBTQ-friendly reputation higher in their rankings of motivational factors for choosing lodging than any other subgroup.

AWARENESS GAP

Just 59% of LGBTQ Millennials said they are aware of LGBTQ-specific pages on tourism bureau sites.

Only 22% of Gay Millennials use tourism bureau websites to plan a trip, while 71% use review sites.
SEEKING NEW ADVENTURES

49% of Gay Millennials in the US said they enjoy nightlife when traveling

46% said they enjoy local culture and cuisine when visiting a new place

39% said they enjoy sightseeing and museums

35% said they enjoy quirky off-the-beaten-path spots

More like parks and the great outdoors (30%) than wineries and breweries (18%)

76% of gay millennials are obsessed with or can’t wait to take a cruise
LOCATION IS EVERYTHING

50% want a hip and fun hotel

52% want a hotel that’s in the center of action and nightlife

55% want a home-share in the center of the action and nightlife

71% have stayed in a big name hotel in the past year

26% have stayed in a boutique hotel in the past year

29% have stayed in a home-share in the past year
WELL-CONNECTED & APP-OBSESSED

- 52% prefer using mobile apps to guide them when on vacation
- 51% use travel site apps
- 31% of gay men used dating apps to meet others while on vacation
- 66% of LGBT Millennials said they used Uber or Lyft

TRAVEL SITES?
WE’RE INTO IT.

5.3x Air Travel
3.0x Destinations
1.8x Cruises
1.7x Hotel & Accommodation

Unless otherwise noted, all data in this report is from Grindr Travel Surveys of its US audience conducted in 2017. Data from Grindr Travel Surveys used in this report was derived from a two-part survey fielded on April 3 and September 3, 2017, which polled 6,400 users.