

# Practical Tips for Promoting Travel to LGBTQ Consumers

**Presenter: Auston Matta**

Consumer Marketing Manager, IGLTA

**IGLTA**

**SHINE**  
TRAVEL. LEARN. CONNECT.

# About Me

**2003 – 2012:** Engineer

**2012:** 1-year Round-the-World Trip

**2012:** Blog/Website + Travel Writer

**2015:** Influencer Marketing + Outfluential

**2017:** Consumer Marketing IGLTA

# Overview

Trends in LGBTQ marketing

Where to reach LGBTQ consumers?

Consumers trust

IGLTA member opportunities

Recommendations

# Trends

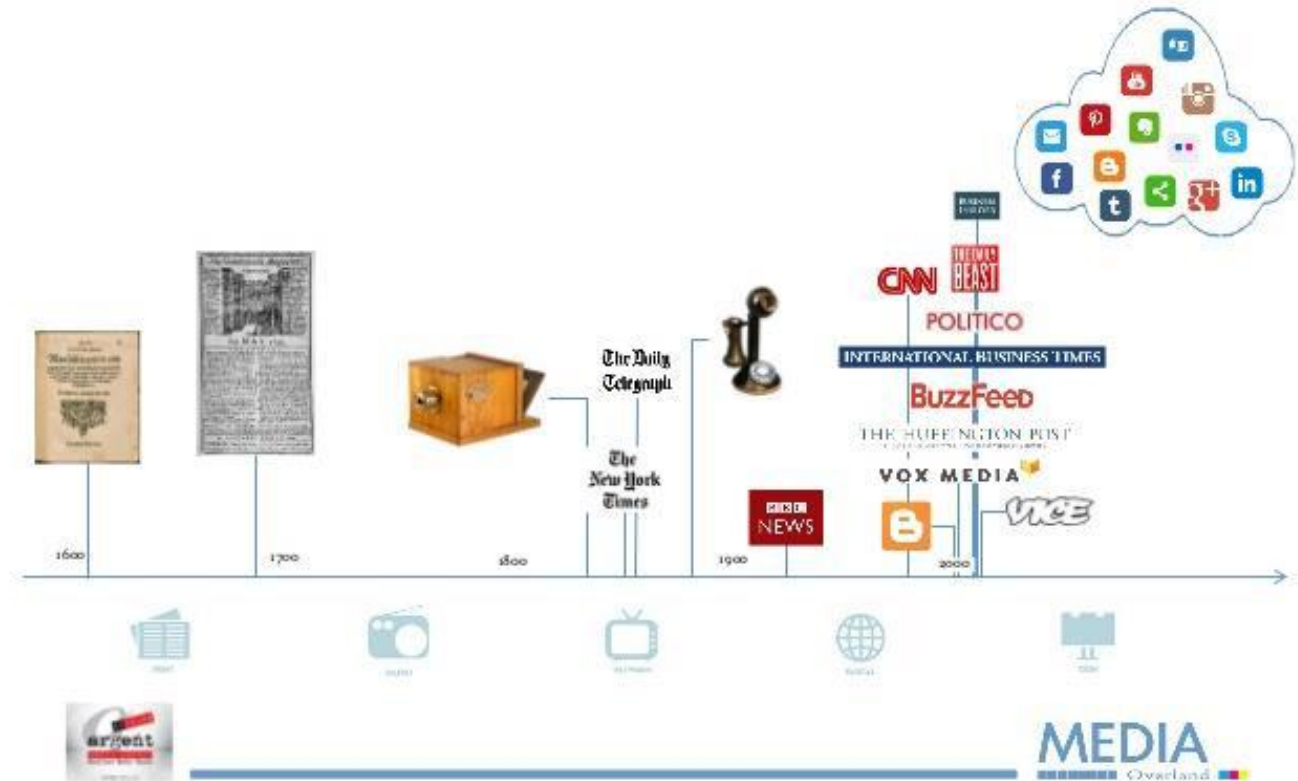
**IGLTA**

**SHINE**  
TRAVEL. LEARN. CONNECT.

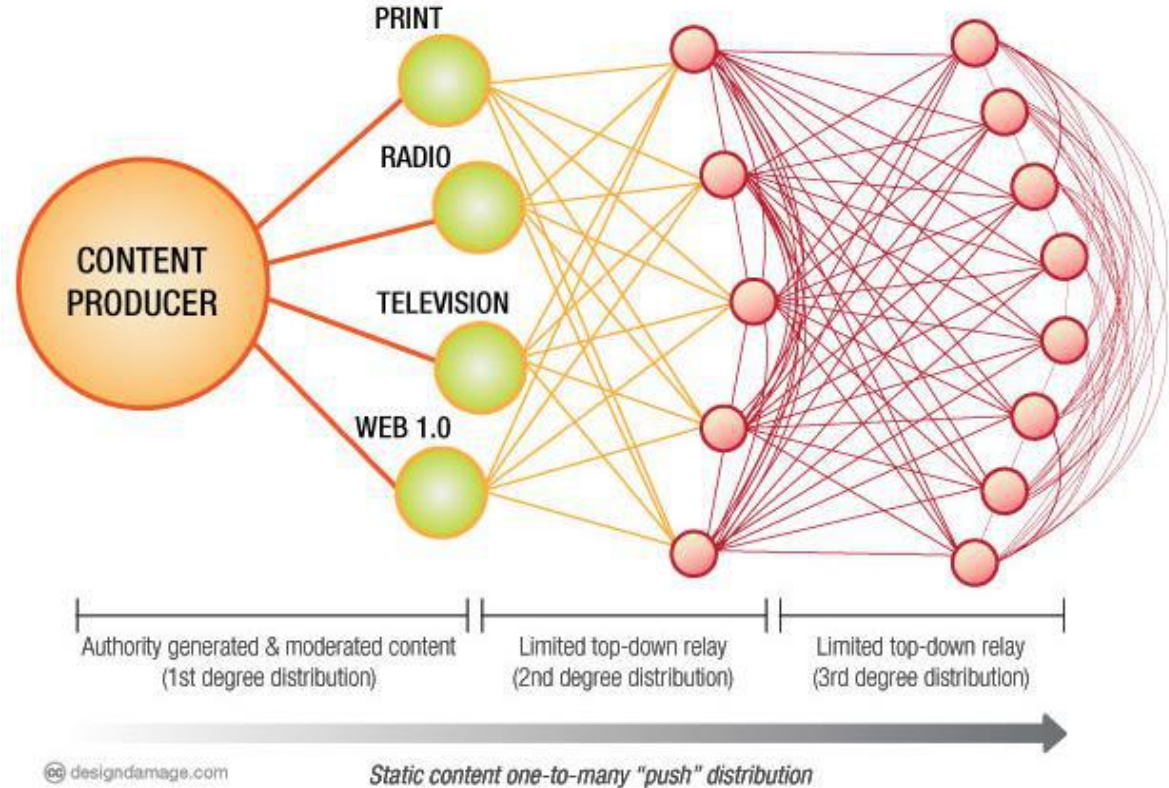
# Trends



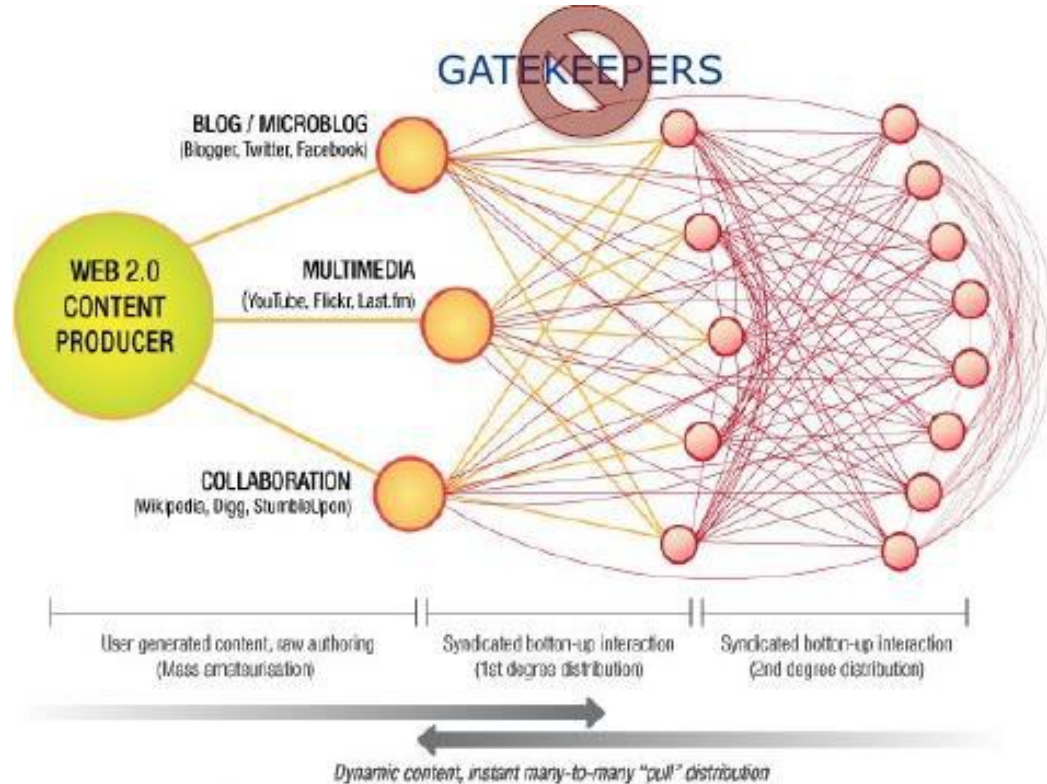
# Evolution of Media



# Evolution of Media



# Evolution of Media





# Consumer Trust

- Traditional commercial ads
- Business that support community
- Press, native content & advertorials
- Influencers
- Friends & Family

LESS

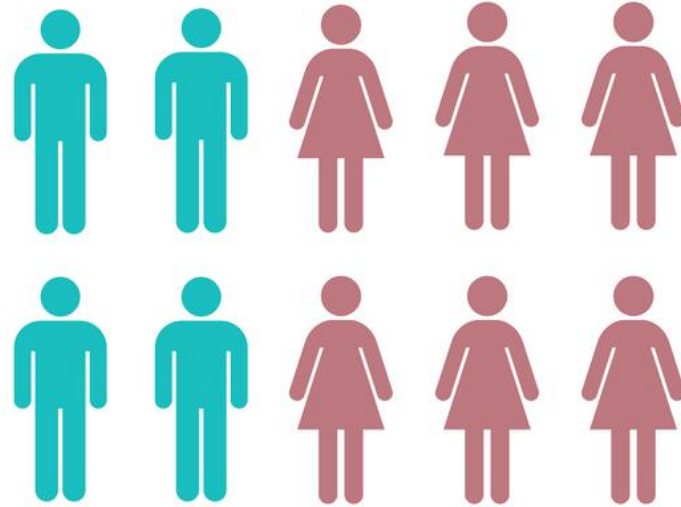


MORE

# Word of Mouth

---

92% of customers trust word-of-mouth recommendations over all other forms of advertising



Source: 2012 State of Inbound Marketing, Hubspot

---

# Social Media

74% of consumers rely on social media to inform their purchasing decisions

52% of travelers change their travel plans after reading blogs and checking social media

**IGLTA**

SOURCE: 2012 STATE OF INBOUND MARKETING,  
HUBSPOT & WORLD TRAVEL TOURISM COUNCIL



# Considerations

**IGLTA**

**SHINE**  
TRAVEL. LEARN. CONNECT.

# Considerations

## Media

- Traditional
- Digital
- Emerging

## Channels

- Paid
- Owned
- Partnerships

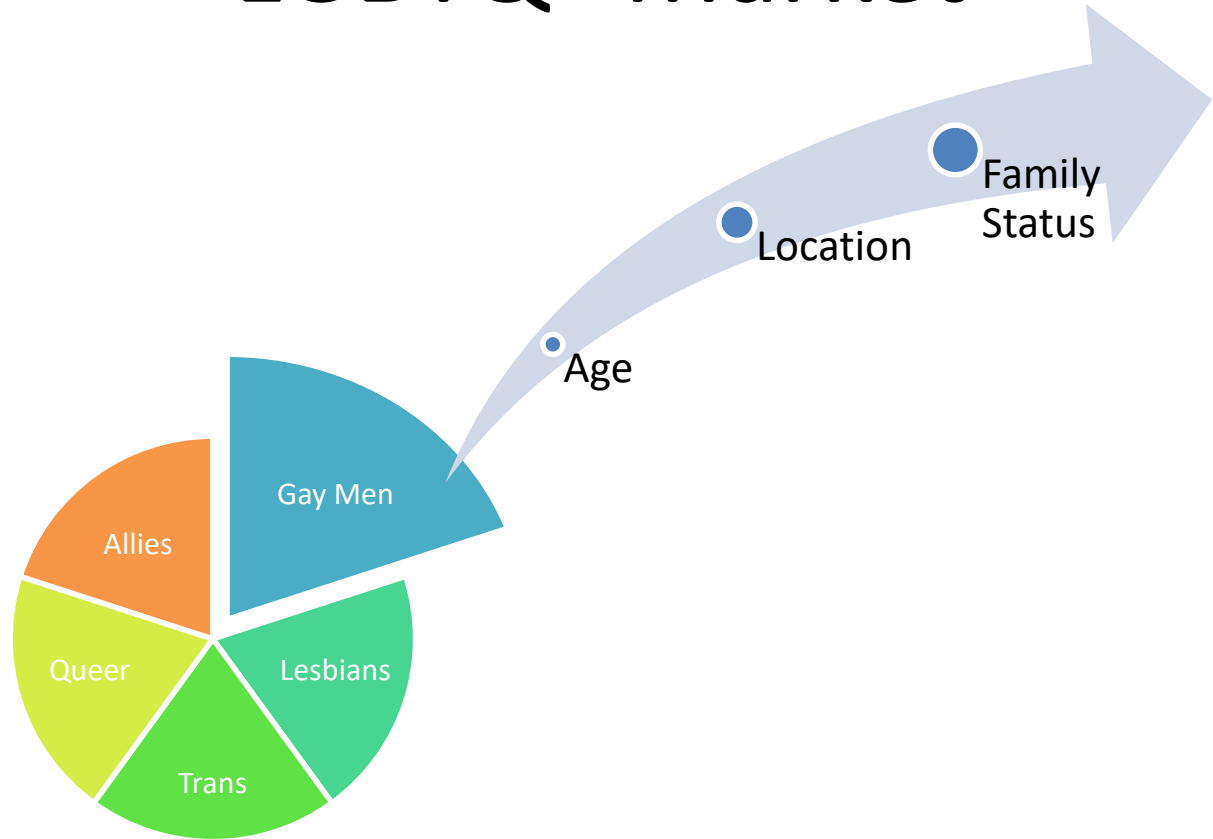
## Placement

- LGBTQ Targeted
- Mainstream

# LGBTQ “Market”



# LGBTQ “Market”



# How to Reach LGBTQ's?



# How to Reach LGBTQ's?



## Media

- Magazines & Print
- Website & digital publication
- Radio & TV



## Online

- Search
- Programmatic Ads
- Apps
- Social media
- User generated content
- Email Marketing
- Influencers



## In-Person

- Events & venues
- Neighborhoods
- LGBT organizations

# IGLTA Member Opportunities

**IGLTA**

**SHINE**  
TRAVEL. LEARN. CONNECT.

# IGLTA Consumer Reach



40K followers



15K unique users



21K subscribers



Distribution via trade shows

# Member Benefits

Enhanced website  
profile

Online tours & events

Ad discounts via media  
members

Media  
networking/tradeshaw  
& giveaway

**IGLTA**

*3:30pm – 5:00pm, Fri May 5<sup>th</sup> @ Palm Court*



# Additional Opportunities

Web & newsletter banners

Consumer e-blasts

Ad discounts via media members

Brochure distribution at consumer events

TravelOutNewsWire  
(300+ media)

Consumer promotions

Featured destination/property/member

# Recommendations

# Recommendations

Where to start?

Understand the landscape

Follow travel trends

Be authentic

Support the community

Be smart (e.g. targeting, images, copy)

Be where LGBTQ people are

# Questions?

Auston Matta

Consumer Marketing Manager, IGLTA

Tel: +1.954.630.1637 ext. 720

[auston.matta@iglta.com](mailto:auston.matta@iglta.com)