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RICHARD GRAY
Managing Director
LGBT market



The only CVB in the U.S. with a designated employee whose sole responsibility is the LGBT market.

Putting the T in LGBT

In September we launched the first ever Transgender Travel Survey in partnership with Community Marketing & Insights.

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Welcoming the Transgender Traveler

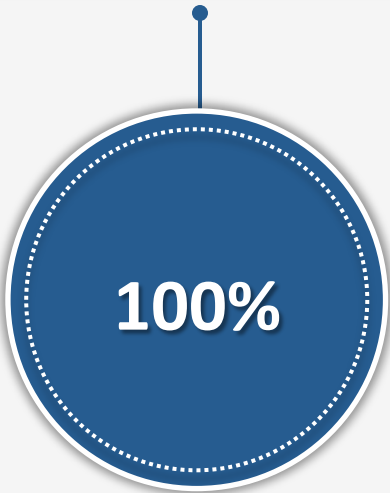
A study for the Greater Fort Lauderdale Convention & Visitors Bureau

Produced By:

 **CMI Community Marketing & Insights**
Community Marketing, Inc.

Respondent Profile

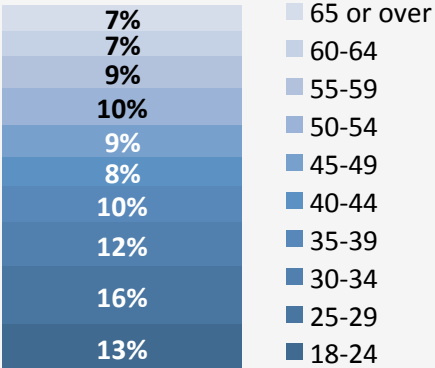
Do you consider yourself part of transgender community?



Relationship Status

Single / not in a relationship	41%
Legally married	23%
In a relationship and living with partner	22%
In a relationship but not living with partner	12%
Engaged	6%
Registered domestic partner	2%
Widow / Widower	2%
Civil union	1%
Prefer not to answer	1%

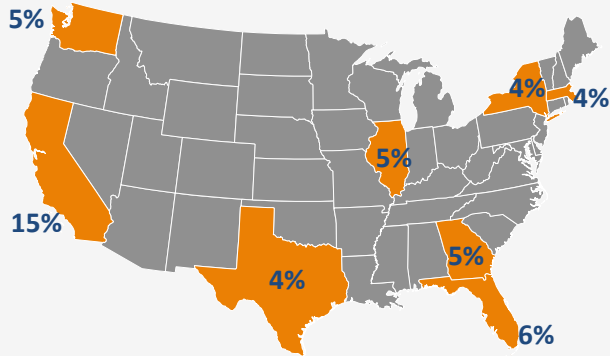
Age



Base: All Transgender n=700

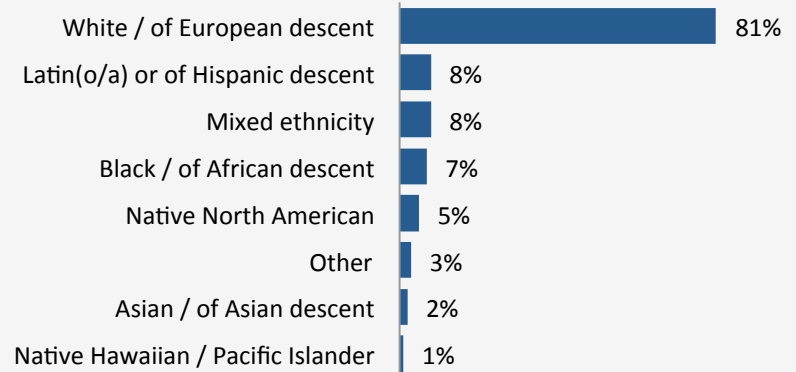
Respondent Profile

Top States Represented



Top states represented above.
Participation achieved from 48 of 50 states

Ethnicity



Prefer not to answer: 3%

Level of Education

Less than high school (no diploma)	1%
High School / Secondary School Graduate (includes GED)	40%
Bachelor's degree	28%
Graduate or professional degree	31%

Children Under 18



Base: All Transgender n=700

Identity within Transgender: Since transgender is an umbrella term, we asked respondents if they self-identify with any of the following terms (check all that apply). The response indicates the wide spectrum of self-identifications within the community.

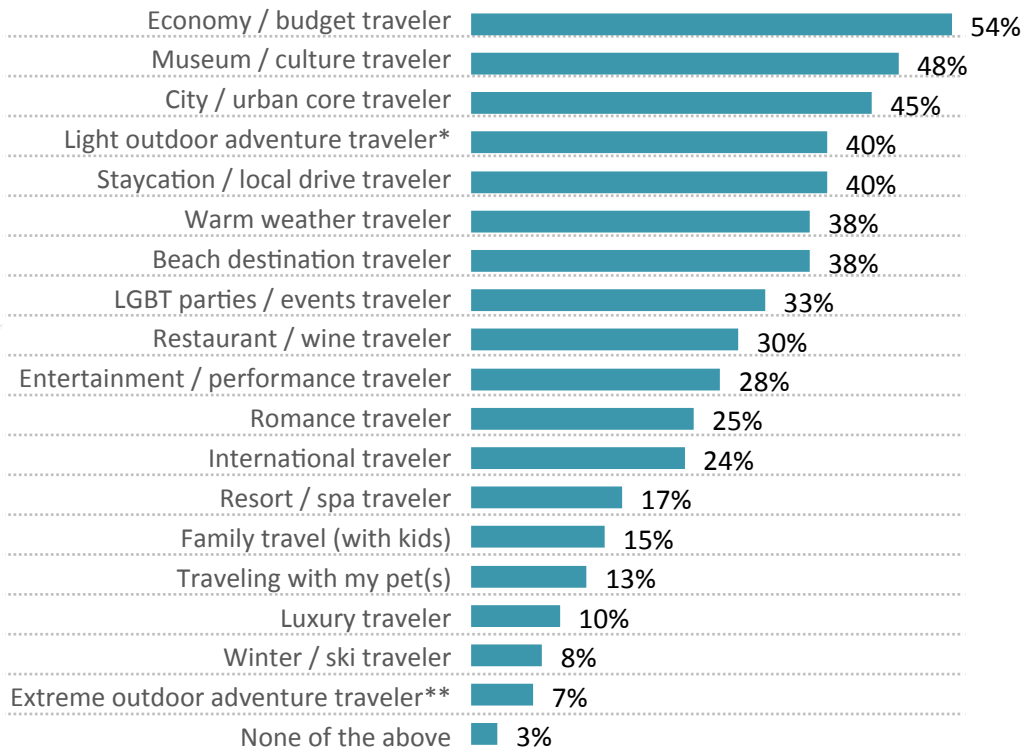
<i>Identity</i>	
Transgender	54%
Transgender MTF	36%
Queer	35%
Transgender FTM	33%
Transsexual	27%
Gender Queer	19%
Pansexual	14%
Lesbian or Gay Woman	12%
Gay man	11%
Gender Fluid	10%
Bisexual man	8%
Bisexual woman	7%
Heterosexual / straight man	6%
Same Gender Loving	5%
Intersex	4%
Questioning	2%
Heterosexual / straight woman	2%
Other	15%



Base: Transgender n=700

Type of Traveler: Transgender survey respondents were most likely to define themselves as economy travelers, culture travelers and urban core travelers. On a second tier, they define themselves as warm weather and beach travelers.

When you think about the leisure trips you have taken in the past three years, what type of traveler are you? Check the traveler types that BEST reflect your travel personality, experiences and typical activities. (Mark all that apply.)

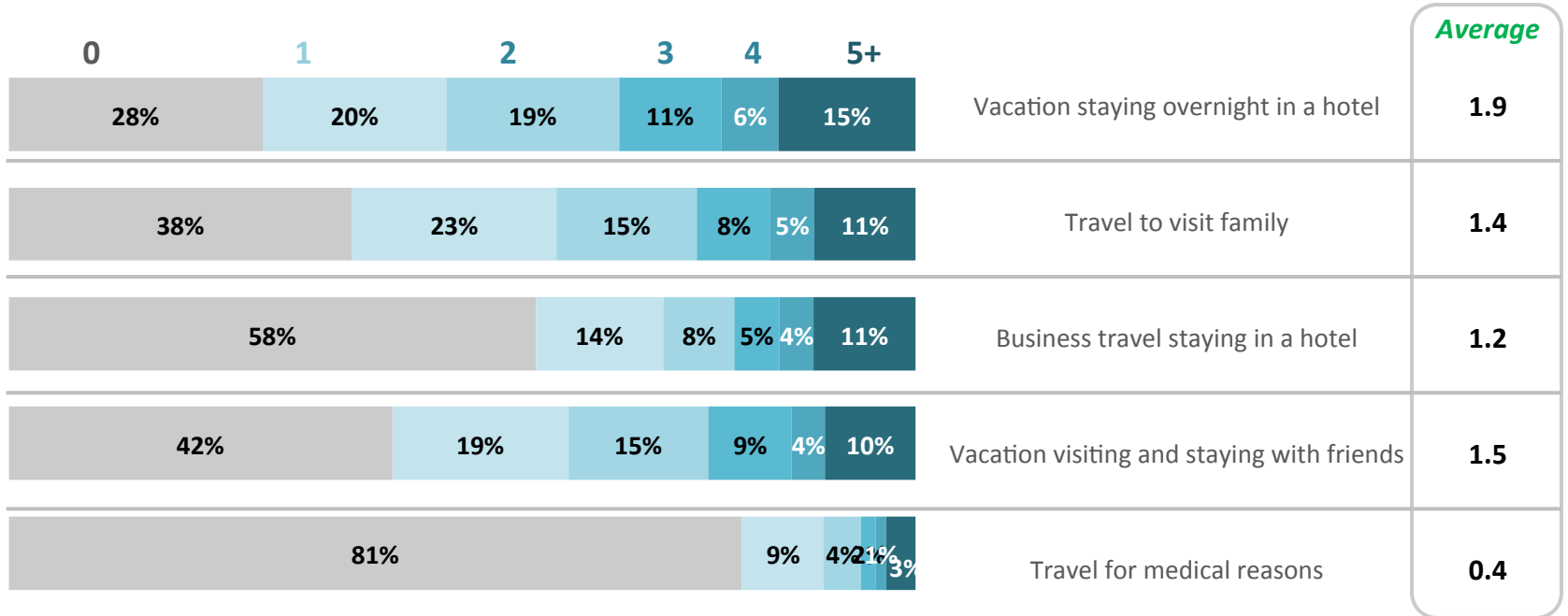


Base: Transgender n=695

*(e.g. biking, hiking, snorkeling, etc.)
**(e.g. mountain climbing, hang-gliding, etc.)

Number of Trips: Transgender respondents take an average of two vacations, one business trip and one trip to visit family/friends per year (spending at least one night in a hotel).

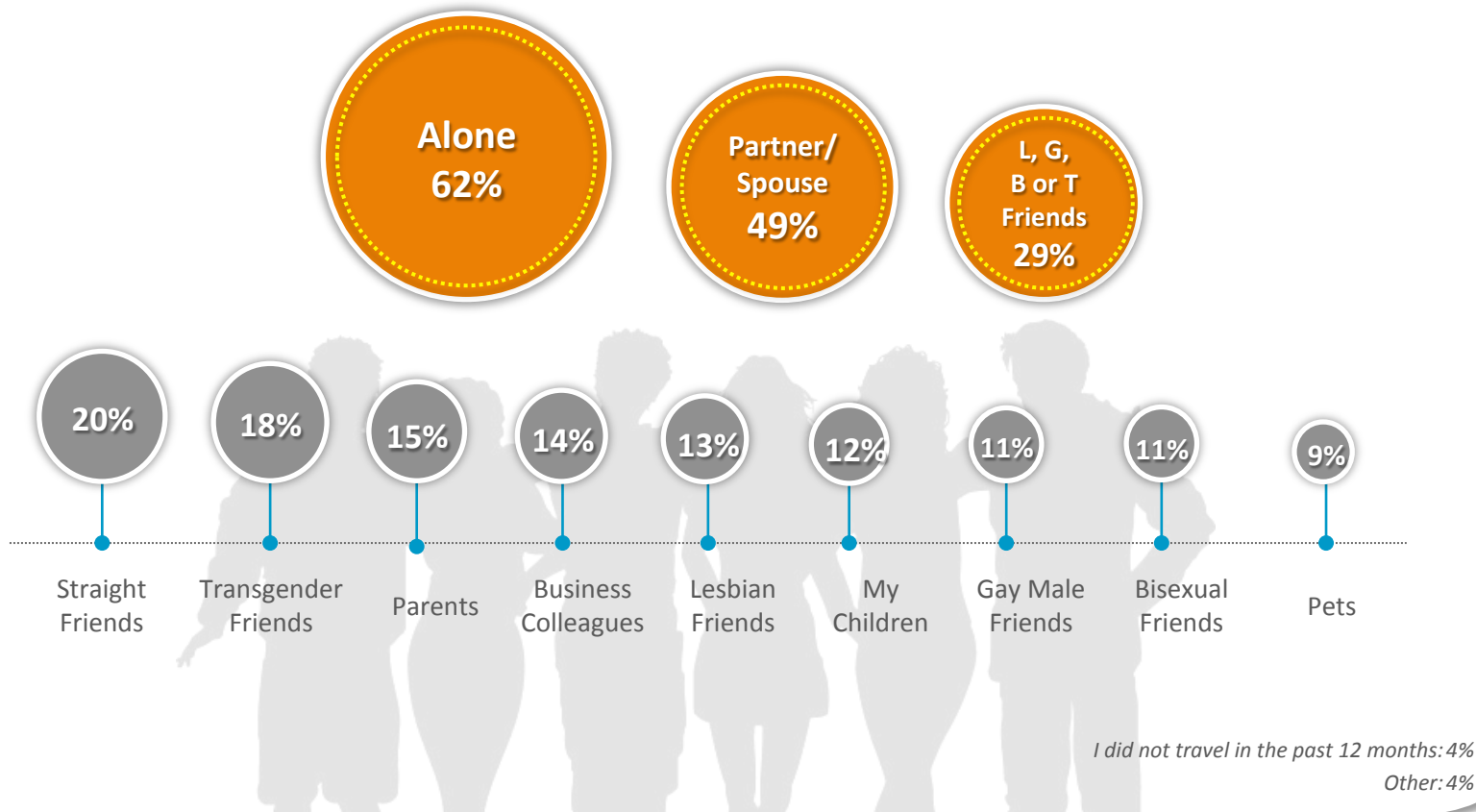
In the last year, how many times have you traveled for personal or business reasons in the following categories?



Base: Transgender n=700

Travel Companions: A significant number (62%) of transgender participants indicated traveling alone, at least sometimes. About half tend to travel with a partner or spouse. Relatively few (18%), indicated typically traveling with transgender friends, but over a quarter (29%) travel with LGBT friends.

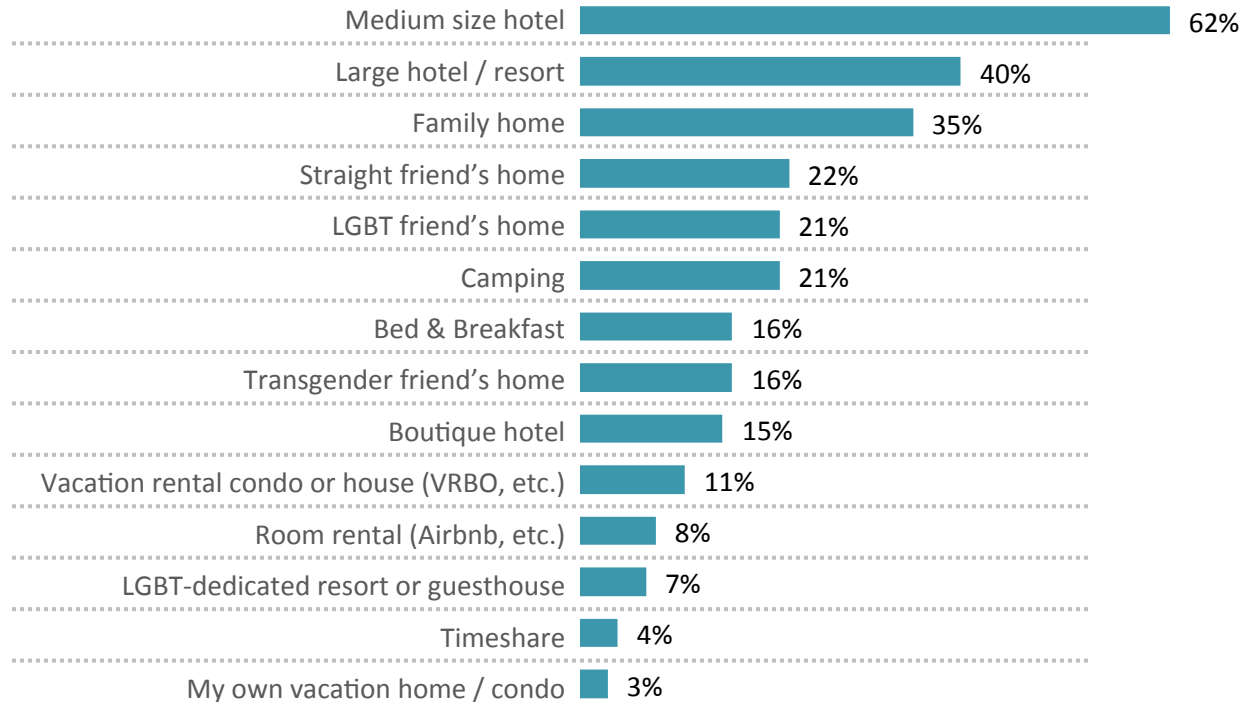
With whom do you typically travel? (Please mark all that apply.)



Base: Transgender n=698

Accommodations: Transgender travelers are most likely to stay in medium and large hotels and indicate a strong tendency to prefer larger properties over smaller hotels, guesthouses, etc.

In the past 12 months, in which type of accommodations did you stay?
(Please mark all that apply.)



I did not travel in the past 12 months: 7%

Other: 4%

Base: Transgender n=695

Air Travel: Air travel brings concerns specific to the transgender community, especially TSA body searches, identification document issues and lack of gender neutral restrooms at airports.

Do you enjoy traveling by plane?

No, I do not enjoy plane travel for reasons specific to the transgender community.

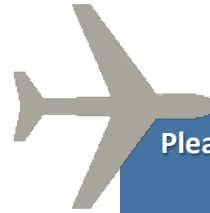
21%

No, I do not enjoy plane travel for reasons common to everyone.

26%

Yes

52%



Please tell us why you do not enjoy plane travel for reasons specific to the transgender community.

33%	Pat-Downs / Body Searches
31%	Body Scans
22%	Identification Document Issues
14%	Overall TSA Procedure
8%	Lack of Gender Neutral Restrooms at Airports
6%	Luggage Inspections
6%	Discrimination

Base: Transgender n=123

Base: Transgender n=698

Safety in Destination Selection: Physical and verbal violence are top concerns for transgender travelers, especially surrounding the safe and comfortable use of public facilities.

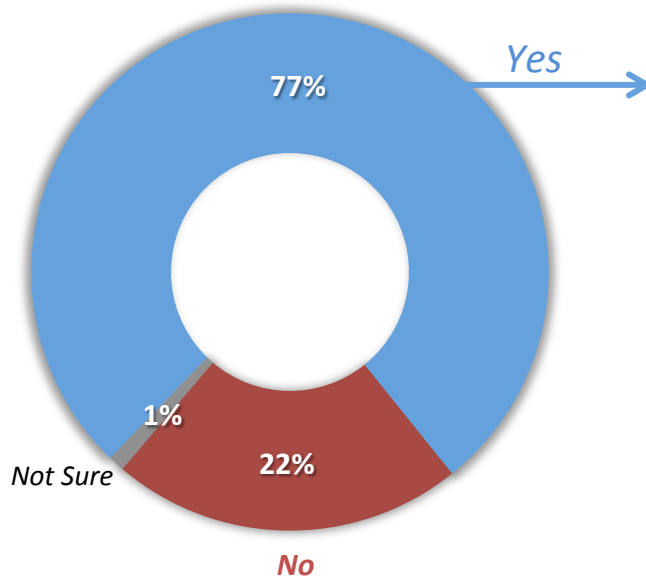
In a few sentences, please describe your safety concerns when you are traveling.

Overall Travel Concern Trends		
45%	Fear of Physical or Verbal Violence (Harassment/Hate Crimes)	<ul style="list-style-type: none"> • Fear of being assaulted or harassed in a variety of settings-especially in bars, restrooms and changing areas • Compounded fears of a combination of racism, transphobia and homophobia • In addition to listing fear of assault, many fear being killed or raped
22%	Restrooms	<ul style="list-style-type: none"> • Availability of gender neutral restrooms • Restroom policies in different locations (state-by-state, hotel, etc.) • Fear of danger at rest stops
16%	Homeland Security and TSA Employees	<ul style="list-style-type: none"> • Invasive body scans and pat-downs • Having to “out” themselves to agents • Prejudice or judgmental communications
12%	Lack of Protection (Under the Law or Lack of Police Impartiality)	<ul style="list-style-type: none"> • Local laws pertaining to discrimination or hate crimes • Impartial police • Being taken “seriously” in case of an emergency or hate crime
7%	Identifying Documents	<ul style="list-style-type: none"> • Having mismatching documents • Inability to obtain matching documents (passport, etc.)
4%	Hotel or Accommodations	<ul style="list-style-type: none"> • Mis-gendering, incorrect pronoun use or insensitivity among staff • Having security on staff to deal with hate crimes or harassment among other guests • Identification documents not matching
	Other Concerns	<ul style="list-style-type: none"> • Being affectionate with a partner or spouse • Shopping • Overall crime rate of the destination as a gauge for safe travel • Whether to travel with or without someone else for safety reasons • Whether to travel during the day or at night • Being able to travel with a concealed weapon for safety • Availability of healthcare and assurance that they will be treated as needed


Base: Transgender n=489

Top Transgender Travel Destinations: Respondents were asked to write in any destinations traveled to on vacation over the past 12 months. Urban destinations topped the list. Fort Lauderdale is a top ten travel destination for the transgender community.

In the past 12 months, did you go on vacation and stay at least one night in a hotel?



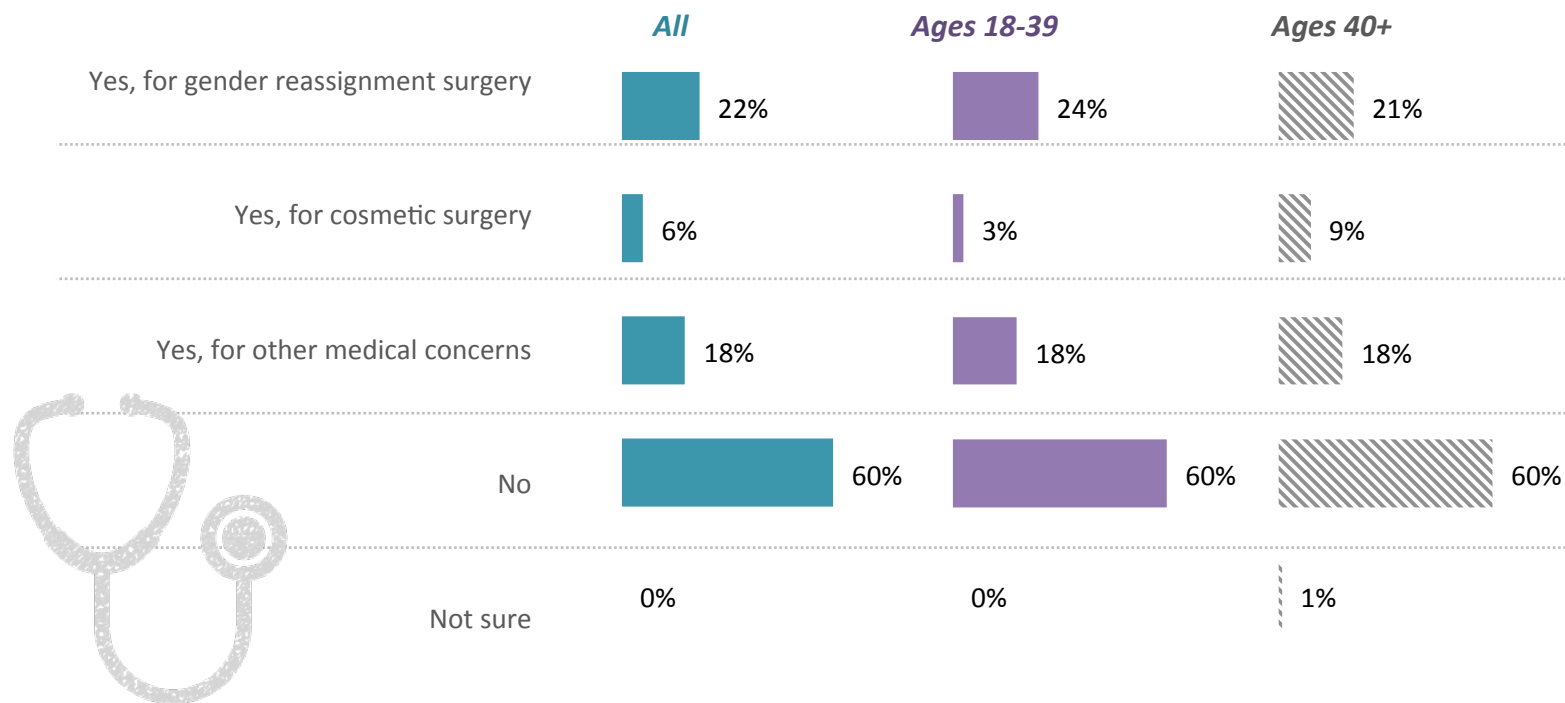
Please list up to three destinations... n=443

New York	11%
San Francisco	10%
Atlanta	10%
Las Vegas	10%
Chicago	8%
Washington, D.C.	7%
Philadelphia	6%
Los Angeles	5%
 Ft. Lauderdale	5%
Seattle	5%

Base: Transgender n=698

Medical Travel: 40% of transgender participants have traveled to a different city for medical reasons.

In the past, have you ever traveled to a different city for medical reasons?
(Mark any that apply.)



Base: Transgender n=682; 18-39 n=347; 40+ n=335

Transgender Community Recommendations to GFLCVB

If you were advising the Greater Fort Lauderdale Convention & Visitors Bureau on how best to attract transgender visitors, what would you tell them? Write-in question.

Write-In Responses	
32%	Implement non-discrimination and transgender-friendly policies/laws to improve safety in Fort Lauderdale.
13%	Target transgender travelers by advertising Fort Lauderdale's welcoming attitude, transgender-friendly businesses and attractions in transgender-specific media, LGBT media, and even mainstream media.
13%	Have as many gender-neutral/single-stall bathrooms and other facilities (like change rooms) as possible, to ensure transgender comfort when traveling in Fort Lauderdale.
9%	Have the city provide sensitivity/transgender training to not only employees working in service industries but also administrative staff, especially the police force and cab drivers.
8%	Develop and feature transgender friendly areas and attractions , especially nightlife, in their communications.
6%	Host transgender community events, especially conventions.
6%	Build and utilize a strong local transgender community. Invite transgender members onto the city tourism board in order to figure out how to attract and be sensitive to transgender travelers.
5%	Show all-inclusive ads with real transgender individuals, couples and transgender families, rather than featuring only drag queens.

Additional Suggestions: Educate locals to be more transgender-friendly; Put in transgender traveler directories to show transgender-friendly businesses and gender neutral bathrooms in the area; Hire transgender people and provide equal healthcare benefits; Use social media; Promote the doctors and rehab facilities in the area to attract transgender travelers to do surgeries; Provide incentives or prizes for transgender people to travel there and write/share vacation stories; Word of mouth and encourage transgender peer referrals; Use correct terminology when advertising.

Base: Transgender n=346



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