

Tourism Research: Untapped LGBT Market in Latin America



World's Largest Global LGBT Research Study Uncovers Large and Untapped Gay Markets in Latin America

The Latin American region represents a very large - and untapped - lesbian, gay, bisexual and transgender (LGBT) marketing opportunity for the travel and tourism industry, reveals research released today.

Findings from the 2010 Out Now Global LGBT Study, which will be released in full at World Travel Market on November 10, reveals Latin America is home to more than 25 million LGBT people. This group of people represent a valuable multi-billion value market opportunity for a broad range of companies, including tourism brands, destinations and a diverse range of industries.

Undertaken by Out Now Global - the leading LGBT marketing strategy and research agency - the new research surveys LGBT people living across the Latin American region on a wide range of topics, including spending habits, education, parenting, relationships, age, income, travel, lifestyle, workplace discrimination and harassment issues.

The study has uncovered vast untapped market opportunities relevant to a large number of companies. In tourism, the research reveals significant tourism spends made by millions of LGBT consumers living in countries in the region.

The Out Now study shows that in 2010, LGBT consumers living in Argentina spent a total of USD\$4 billion on leisure travel expenditures. In Mexico, 5 million LGBT customers spent USD\$8 billion on tourism spending, while in Brazil local LGBT consumers spend more than USD\$20 billion on leisure travel annually.

Founder and CEO of Out Now Global, Ian Johnson, said the new study reveals a wealth of data about Latin America, as well as 16 other major markets across the world.

"Out Now is really pleased to be bringing the first global LGBT research project to so many countries around the world," said Johnson. "We are especially pleased to be revealing the results of the first large scale study of the Latin American region - one of the world's growth hotspots and until now a region where LGBT customers were largely ignored by the tourism industry and other companies. This new Out Now research is set to change all that."

"One country in the research that particularly stands out is Brazil," Johnson added. "Not only is Brazil the clear number one destination in the Latin American region for inbound LGBT travellers from countries including the US, UK, Germany, France and the Netherlands - it is also the largest LGBT outbound tourism market in the region, with Brazilian LGBT people spending more than USD\$20 billion every year on travel and tourism expenditures."

The study's wealth of new research data is being released at next month's World Travel Market, the premier global event for the travel industry.

WTM Chairman Fiona Jeffery said: "This new Out Now Global research is a truly groundbreaking study. Never before has there been a study of such reach and depth of gay and lesbian consumers, and we are delighted Out Now has chosen to premiere such a significant new body of research study at WTM.

Johnson added: "LGBT consumers around the world are increasingly the focus of attention from global marketers. After years of being ignored, this is a largely welcome development, however the response of consumers to any corporate overtures will depend very much on how companies conduct themselves in their marketing efforts. Those companies that seek only to exploit a profit opportunity, without taking the trouble to understand LGBT consumers as people, are unlikely to succeed."

In 2011 Brazil will become the focus of increasing LGBT marketing activities. Out Now is commencing work with leading brands to bring its industry-leading LGBT marketing expertise to the country. The International Gay and Lesbian Travel Association (IGLTA) will convene its Annual Convention in Florianopolis, Brazil in mid-2011.

A business conference on LGBT marketing and tourism is to take place mid-2011 in São Paulo 'Expo Business LGBT Mercosul' (Expobusinesslgbt.com.br)

Brazilian organisation for promoting LGBT tourism - has just begun an arrangement with the Brazilian Tourism Ministry to promote tourism to the country.

About the '2010 Out Now Global LGBT Study':

Total sample size now exceeds 30,000 respondents. Data collection is in 10 languages across 23 countries: Argentina, Australia, Austria, Brazil, Canada, Chile, Ecuador, France, Germany, Ireland, Israel, Italy, Japan, Mexico, Netherlands, Peru, Poland, Portugal, South Africa, Spain, UK, Uruguay, USA. Data from this research can be freely quoted, but must always be correctly referenced as being from the '2010 Out Now Global LGBT Study'.

About Out Now Global:

Out Now was established in 1992 and is relied upon by leading brands and tourism companies worldwide. Clients include IBM, Toyota, Citibank, German National Tourist Office, Delta Air Lines, Qantas Airways, Lufthansa and Hilton Hotels. Out Now services include research, strategy, training and communications.

About World Travel Market:

World Travel Market, the premier global event for the travel industry, is the must-attend four-day business-to-business exhibition for the worldwide travel and tourism industry.

Almost 46,000 senior travel industry professionals, government ministers and international press, embark on ExCeL - London every November to network, negotiate and discover the latest industry opinion and trends at WTM.

WTM, which celebrated its 30th anniversary in 2009, is the event where the travel industry conducts and concludes its deals. WTM 2009 will generate £1,139 million of travel industry contracts, revealed independent research by Fusion Communications.

WTM is owned by the world's leading events organiser Reed Exhibitions (RE), which organises a

portfolio of other travel industry events including Arabian Travel Market and International Luxury Travel Market.

RE holds more than 500 events in 38 countries throughout Americas, Europe, the Middle East and Asia Pacific covering 47 industry sectors including aerospace & aviation, healthcare, manufacturing and sport & recreation.

In 2008 RE, part of the Reed Elsevier group, brought together more than six million industry professionals from around the world generating billions of dollars in business.

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