

EXTRAORDINARY

Alexandria

**Visit Alexandria's LGBT  
Marketing Workshop**

*August  
24, 2017*

# Welcome

Patricia Washington, President & CEO

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# Workshop

Sara Stanton, LGBT Program Leader

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# Keep in Mind...

- This is a welcoming place for all voices
- It's OK to be a little uncomfortable
- Listen actively and speak from your own experience
- There will be time for questions at the end of each segment, however, if you are more comfortable, there are also note cards on the table where you can write questions

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# What we'll cover

- Background on LGBT tourism and context in Alexandria and Virginia
- Marketing strategies and examples for LGBT visitors
- LGBT wedding market
- Breakout groups and discussions
- Everyone will leave with at least 3 steps they can take to be more LGBT-friendly

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# LGBT Tourism

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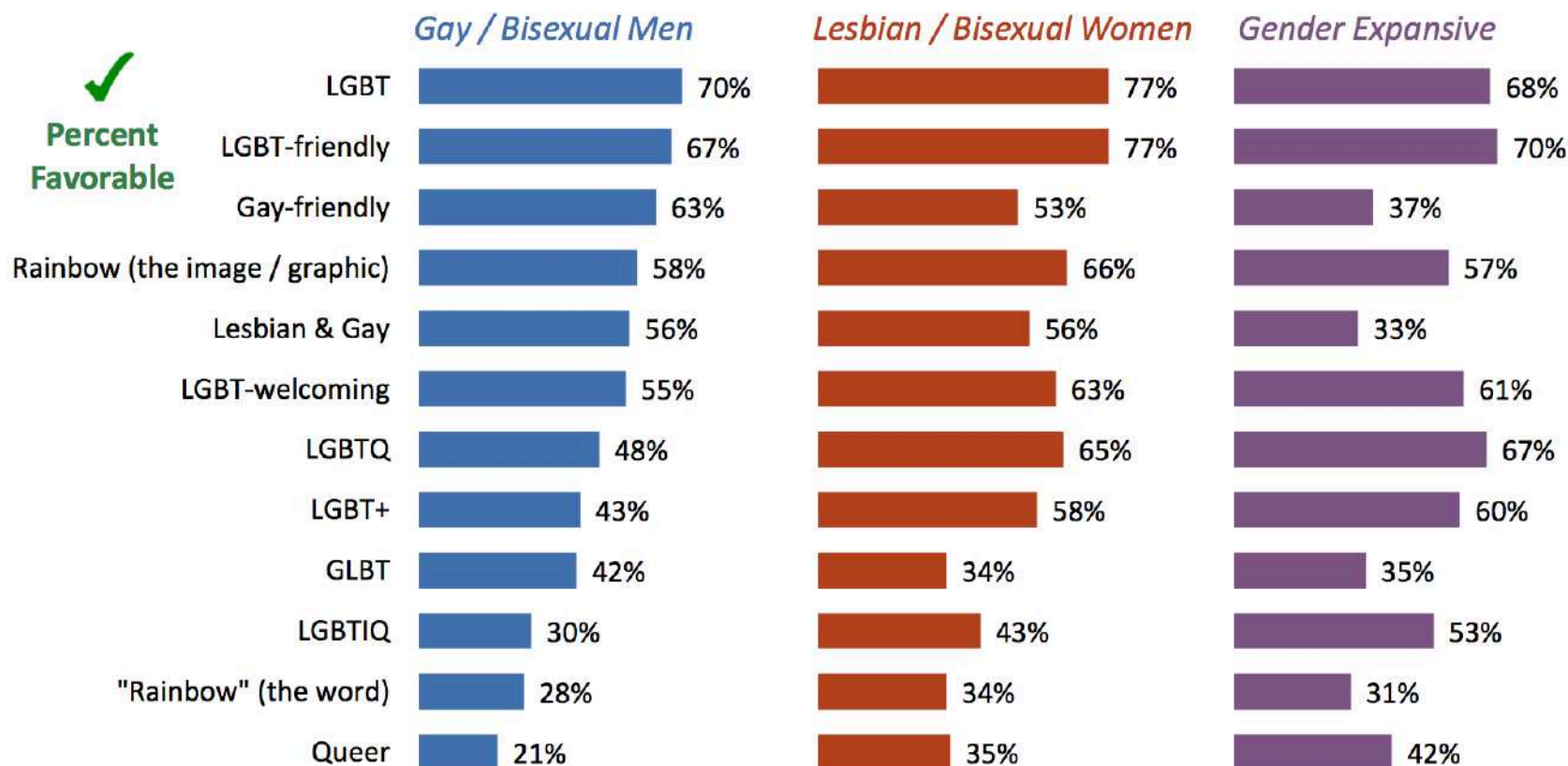
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# LGBT

- In 2016, 4.1% of Americans identified as LGBT
- 7.3% of Millennials identified as LGBT
- Gender fluidity is on the rise

**Favorability of Terms:** "LGBT" remains the most popular term to describe the community. LGBTQ has a stable popularity rating, but did not increase since the 2015 survey. The recently emerging term "LGBT+" enters the survey with a low rating among gay and bisexual men, perhaps because "+" is a common term used to indicate HIV positive status. The term GLBT now has a below 50% favorability rating even among men, and CMI recommends that corporations stop using the term. LGBT-friendly is more popular than gay-friendly, especially among women and the gender expansive community.

★ The following terms are often used in corporate marketing to describe or refer to the community. Please rate how you feel about each, when you see them used by corporations. My opinion of the use of the term in corporate advertising is...)



# Who is the LGBT traveler?

- Individuals who identify as LGBT, but also...



Their Friends



And Family



Plus meeting groups



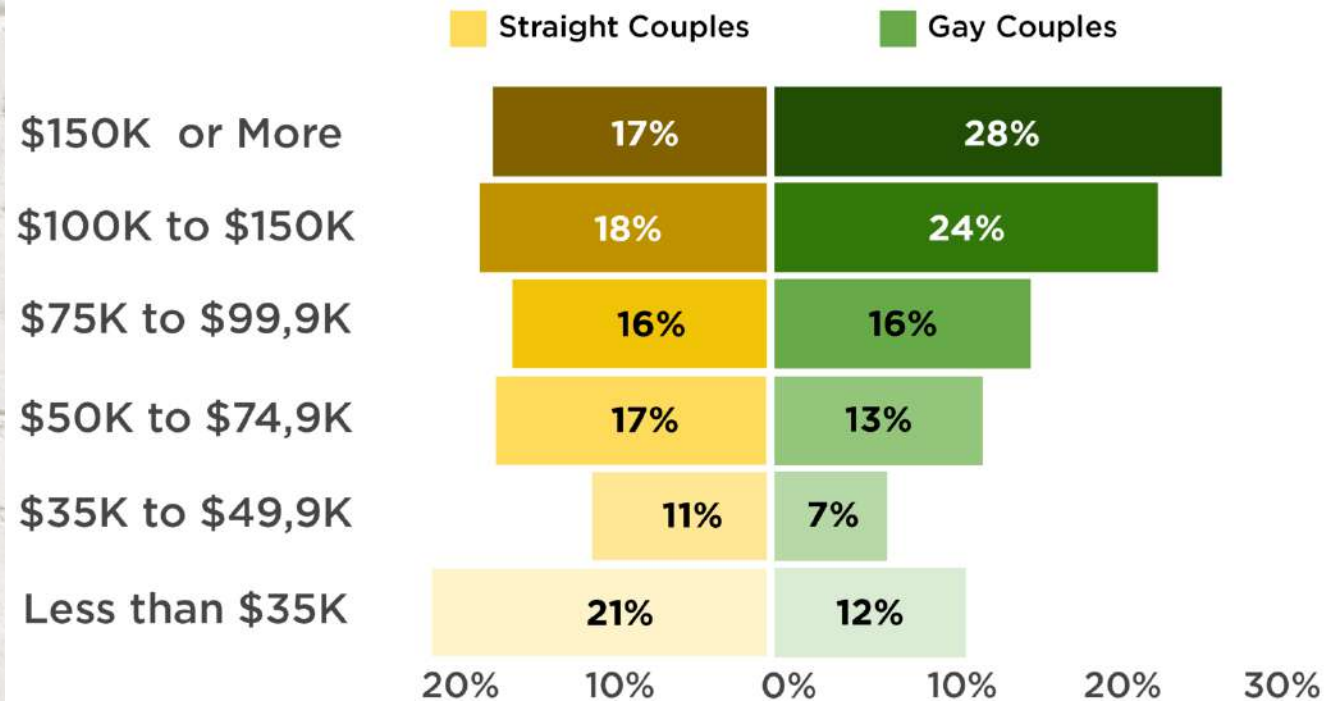
Allies and more



# Who is the LGBT traveler?

- LGBT travelers spend \$57 billion annually, travel more, spend more and stay longer
- Largest disposable income of any niche market
- Spends \$2,300 per year on leisure versus \$1,500 for heterosexual travelers
- 97% of the LGBT community vacationed in 2016 (national average 64%)
- 71% of LGBT travelers are loyal to LGBT-friendly brands

## Married Straight vs. Married Gay Couples' Incomes



Sources:

<http://www.howmuch.net/articles/married-couples-household-incomes>

<http://www.treasury.gov/resource-center>

howmuch.net

2016

# Who is the LGBT traveler?

Primary motivators when selecting a travel destination:

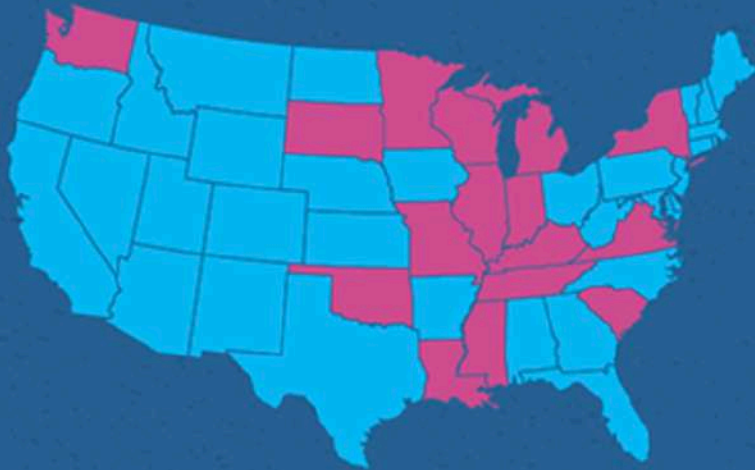
- LGBT-friendly reputation
- Imagery, advertisements
- LGBT content and things to do
- Concern for safety

# TRANS RIGHTS — ARE — HUMAN RIGHTS

In 2016...

**More than 50 bills**  
targeting transgender  
people were proposed in  
**16 states...**

Almost all of them  
**have been defeated.**



- 59% of transgender people have avoided bathrooms in the last year out of fear
- 30% of transgender people report being fired, denied a promotion, or experiencing mistreatment in the workplace in the past 12 months
- 31% of transgender people experienced mistreatment in the past year in a place of public accommodation
- Your support needs to be visible and vocal

Stay informed about trans issues. Visit [aclu.org/trans-rights](https://www.aclu.org/trans-rights) **ACLU**

# Working with the Transgender Community

- Violence is on the rise toward the LGBT community
- The majority of discrimination and attacks come from strangers
- Try to empathize around topics like ID's, bathrooms, etc.
- Pronouns: use GLAAD's glossary of terms ([Gay and Lesbian Alliance Against Defamation](https://www.glaad.org/reference/transgender))  
<https://www.glaad.org/reference/transgender>

## L.G.B.T. People Are More Likely to Be Targets of Hate Crimes Than Any Other Minority Group

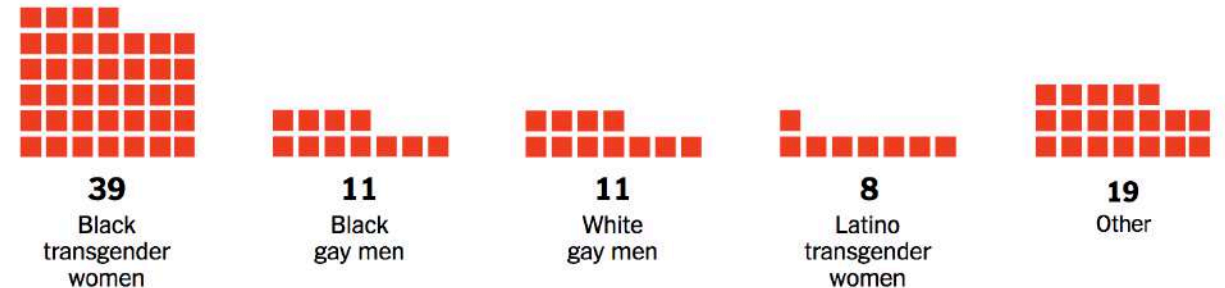
The New York Times

By HAEYOUN PARK and IARYNA MYKHAYLYSHYN JUNE 16, 2016

### Minority Transgender Women Are Frequent Targets

A look at four years of homicides of L.G.B.T. people catalogued by the [National Coalition of Anti-Violence Programs](#) shows that the vast majority of those who were killed were black or Hispanic transgender people.

#### L.G.B.T. homicides by race and sexuality 2012-2015



EATER VOICES OP-ED NORTH CAROLINA

# I Used to Keep Politics Out of My Restaurants. HB2 Changed That.

2

Why an influential North Carolina chef won't keep silent on the "bathroom bill"

by Ashley Christensen | Oct 25, 2016, 12:00pm EDT

Illustrations by Vance Lump



# LGBT Alexandria

- Top ranked city in VA and the D.C. region in the Human Rights Campaign's annual Municipality Equality Index (1<sup>st</sup> in 2015, 2<sup>nd</sup> in 2016)
- Top 7 Towns for LGBT Families in Virginia (Alexandria #2)
- Popular destination for LGBT weddings
- Visit Alexandria launched LGBT initiative in fall 2016 with Virginia Tourism's campaign, landing page
- Community resources include NOVA Pride and AGLA



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# LGBT Alexandria

VIRGINIA IS FOR LOVERS

[WELCOME](#)

[THINGS TO DO](#)

[EVENTS](#)

[PLACES TO STAY](#)

[DEALS](#)

[STORE](#)

[MAPS](#)



## LGBT TRAVEL

Dining



# www.VisitAlexandriaVA.com/LGBT

LGBT FRIENDLY ALEXANDRIA ▾



## LGBT FRIENDLY ALEXANDRIA

On the Potomac River within eyesight of Washington, DC, Alexandria, Virginia welcomes LGBT couples, families and friends to our historic city. Alexandria is nationally recognized for its rich history and beautifully preserved 18th- and 19th-century architecture - an extraordinary backdrop for acclaimed, [chef-driven restaurants](#); a [thriving boutique scene](#); vibrant [arts and culture](#); and a welcoming, walkable lifestyle.

Alexandria is recognized by the Human Rights Campaign as one of the top cities in the state with LGBT-friendly policies, and Visit Alexandria is proud to join [Virginia Tourism Corporation's](#) new statewide LGBT initiative to provide all visitors with a welcoming experience.

The following businesses have been designated as LGBT-friendly by completing a Visit Alexandria LGBT workshop and by making a continued commitment to LGBT-friendly policies and practices.

Transportation ▾

Regions ▾

Keywords

Search >

 MAP EXPLORER

VIEW: [A-F](#) | [G-L](#) | [M-R](#) | [S-Z](#) | [ALL](#)



# Questions on LGBT Tourism?

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# LGBT Marketing

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# Marketing to the LGBT Community

First Step: Review your organization's existing policies and practices

- Ask yourself:
  - Do you get diverse job applicants and clients?
  - What kind of language do you use on forms, applications, and websites?
  - Do you have diverse imagery and products represented?

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# Marketing to the LGBT Community

## Second Step: Make a plan

- Use inclusive language and imagery in all content
- Begin posting jobs on diverse sites and train all staff in diversity
- Identify your market—couples, singles, families
- Create marketing strategy

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# Marketing to the LGBT Community

## Step Three: Implement Marketing Strategy

- Carry products that represent the LGBT population
- Carry LGBT-owned or supportive brands
- Put Visit Alexandria's LGBT-friendly decal on your window or website
- Use LGBT individuals in your imagery and inclusive language, landing page
- Host an LGBT event!
- Leverage Virginia Tourism and Visit Alexandria resources
- It's an ongoing commitment

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# Avoiding Stereotypes and Clichés

- Use real LGBT individuals and couples in everyday situations
- Avoid showing oversimplified stereotypes, i.e. effeminate gay men or masculine lesbians
- Use language to help drive home your purpose
- Use LGBT content throughout your messaging
- Be inclusive and diverse!
- Intent versus Impact

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# Examples

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# LGBT Community

A SENSE OF PRIDE

## At Kimpton, We're Part of the Community

Since our founding in San Francisco more than three decades ago, Kimpton has been a part of the LGBT community. It wasn't a strategy. It wasn't a business plan. It was just the right thing to do. Across the Kimpton experience — from the nonprofits we champion, to the special packages and

We certainly don't do it for the applause, but it's been gratifying to earn a 100 percent rating from the [Human Rights Campaign's Corporate Equality Index](#) for the past decade, as well as recognition as Out Traveler's [Best Hotel Chain](#) (2013).

And it's been especially rewarding working with



HOME

RESTAURANT

MENU

DRINKS



DRAG BRUNCH

RESERVATIONS

THE FAMILY

GIFT CARDS

## Hank's Pasta Bar

600 MONTGOMERY STREET  
ALEXANDRIA, VA 22314

(571) 312-4117



**SATURDAY'S SPARKLE**  
**SUMMER KNIGHT** WITH WHITNEY GUCCIGOO,  
GADFRIE ARBULU &  
A SPECIAL GUEST STAR  
**DRAG BRUNCH**  
**@ HANK'S PASTA BAR**  
3RD SATURDAY OF EVERY MONTH  
CALL 571-312-4117 TO RESERVE!

“MOM, DAD,  
*I'm electric.*”



Volt runs on an electric battery and a gas generator. So, whatever revs your engine, we support you 100%. Happy Motor City Pride from the entire Chevrolet family.



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Freedom started here.

In addition to our famous historical sites, Philadelphia and its Countryside has scores of gay-friendly restaurants, clubs, theaters and shops where you will feel warmly welcomed. We invite you to have a great time in the place where all people were given the freedom to live life as they choose. To plan your next trip, reserve a hotel package, or download a brochure, visit [gophila.com/gay](http://gophila.com/gay).

### PHILADELPHIA

• Get your history straight and your nightlife gay.

Bucks • Chester • Delaware • Montgomery • Philadelphia Counties



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**LET'S GET TOGETHER.**

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Looking for a quick jaunt that's the best of both worlds? Check out Alexandria. You'll find delightful restaurants and a lively bar scene. Handcrafted cocktails and homemade gelato. And a bustling waterfront that's just a short ride from D.C. So if you're up for a little bit of this and a little bit of that, visit the town where it all comes together.

Visit [AlexandriaVA.com/LGBT](http://AlexandriaVA.com/LGBT)

Just minutes from D.C. | #ExtraordinaryALX

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# Questions on LGBT Marketing?

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# LGBT Weddings

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# LGBT Weddings Market

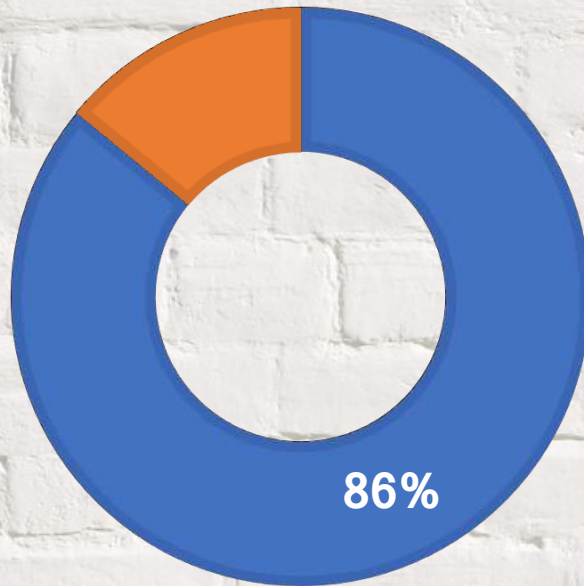
- Spend an average of \$117 per person compared to \$100 for heterosexual couples
- Have smaller, more intimate weddings (perfect for Alexandria)
- Much more diverse age distribution of old and young couples
- Majority get married at historic home or building, restaurant, function or public place
- Tradition goes out the window
- Language is key: avoid stereotypes, words like bride and groom, "gay weddings", etc.
- Alexandria Wedding Showcase

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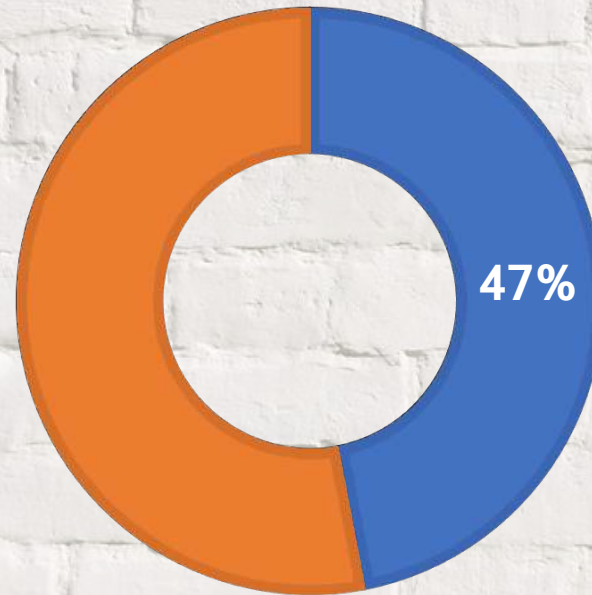
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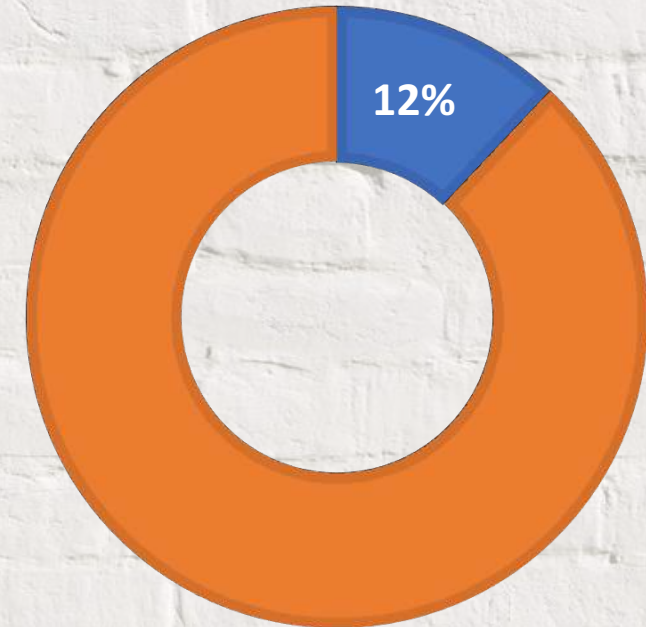
# LGBT Weddings Market



86% percent of same-sex couples react very positively to advertising that includes images of same-sex couples



47% percent of same-sex couples fear being rejected by a vendor based on sexual orientation



12% of engaged same-sex couples have experienced discrimination in the planning process

# Questions about LGBT Weddings?

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# Breakout Groups

- **Group 1: Marketing & PR with Vito**
  - Staying in JP Morgan Chase Room
- **Group 2: Weddings with Claire**
  - Sun Trust Foundation Room
- **Group 3: Boutiques with Patricia**
  - Carlyle Room

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# **Breakout Group Discussion**

**Notes will be provided  
after the meeting**

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# Virginia Tourism's LGBT Initiative

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# Next Steps

- 1. Self-designate as LGBT-friendly on VTC's website and check our website for your LGBT listing
- 2. Review your organization, Make a plan, and Implement it
- 3. Keep in touch: We want to hear about and support your LGBT initiatives, let's plan something!
- 4. Stay tuned: Visit Alexandria will be developing LGBT content, partnering with local and regional community organizations and providing more educational workshops as part of our continued LGBT initiative. Keep an eye on the website and member newsletters for more information.

# Final Questions

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**Thank you.**

**Patricia Washington, President & CEO**

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# Additional Resources



**ADVOCATE**



**ADWEEK**

