PINK MEDIA

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LGBTQ+ TRAVEL

Market Guide 2026

Destinations · Events & Pride · Cruises · Hotels · Tour Operators
Business Travel · Safety · Media · Marketing Best Practices

An in-depth companion report to the
***2026 LGBTQ+ Marketplace Guide** — celebrating 20 years*

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“Every day is an opportunity for authentic LGBTQ+ engagement — keep your Pride message alive 24/7, 365 days per year.”

1 | Introduction & About This Guide

Why travel is the flagship LGBTQ+ marketing vertical

Welcome to the **LGBTQ+ Travel Market Guide 2026**, an in-depth companion to Pink Media's 2026 LGBTQ+ Marketplace Guide. Where the Marketplace Guide surveys the full LGBTQ+ media and marketing landscape, this report goes deep on the single most mature — and still fastest-evolving — vertical in LGBTQ+ marketing: travel and tourism.

LGBTQ+ travelers remain one of the most valuable segments in global tourism. Research consistently shows that LGBTQ+ adults travel more frequently, spend more per trip, and are more likely to choose destinations based on their LGBTQ+ friendliness and safety than the general population. In 2026 the global LGBTQ+ tourism market is valued at roughly **$320 billion**, and the community drives a share of travel spending that far outstrips its share of the population.

This guide is designed for destination marketing organizations (DMOs) and CVBs, advertising agencies, media buyers, hotel and cruise brands, tour operators, corporate travel managers, and LGBTQ+-owned travel businesses — anyone seeking current intelligence on the LGBTQ+ travel economy and how to reach it authentically.

What's Inside

- **Twenty years of perspective** — how the market has evolved from the gay travel web portals and print guides of the late 1990s and 2006 to today's creator-driven, app-native travel economy.
- **Market data** — current market sizing, growth forecasts, spending behavior, and traveler demographics, with sources.
- **The supply side** — the organizations, tour operators, cruise companies, hotel brands, OTAs, media, and technology platforms that make up the LGBTQ+ travel ecosystem in 2026.
- **The demand side** — what motivates LGBTQ+ travelers, from Pride and major events to safety, representation, and community.
- **Marketing guidance** — best practices, campaign case studies, and a practical playbook for destinations and travel brands.

> *"Brand loyalty is earned through consistent, authentic, year-round engagement — not a rainbow logo in June."*

A Note on the Numbers

LGBTQ+ market statistics are produced by different researchers using different methodologies, and figures such as "buying power" (total community purchasing power, estimated at $1.4 trillion in the U.S. by 2026) are frequently confused with the travel market itself (LGBTQ+ spending on tourism, estimated at over $100 billion annually in the U.S. and roughly $320 billion globally). Throughout this guide we distinguish between the two, cite the source and year for key figures, and flag where reputable sources disagree.

2 | Twenty Years of LGBTQ+ Travel

1999 to 2026 — from web portals to an app-native economy

No segment of the LGBTQ+ marketplace has a longer or better-documented marketing history than travel. Tracking that history is more than nostalgia: it shows how each era's infrastructure — print guides, web portals, approval programs, social networks, apps — set up the one that followed, and it gives 2026 numbers their proper context.

1999: The Dot-Com Pioneers

In September 1999, The Wall Street Journal reported on the first wave of gay internet companies courting investors — at a time when no gay-focused U.S. company of any kind had ever gone public. PlanetOut Corp. had just raised nearly $16.5 million at a valuation above $60 million, with backers including Mayfield Fund, AOL, and angels like Rob Glaser of RealNetworks. Mainstream advertisers — airlines prominent among them — were eager to reach an estimated 9.2 million gay and lesbian internet users worldwide.

The Journal noted the structural insight that still drives the market today: gay print magazines like Out and The Advocate never exceeded roughly 120,000 subscribers, while gay websites were already drawing more than half a million unique visitors per month — serving what the paper memorably called the "openly closeted." Travel was among the most popular content and commerce categories on Gay.com, PlanetOut, and GayWired.com from the start.

Source: The Wall Street Journal, "On the Web, Gay Sites Start to Click," September 28, 1999.

2006: The Gay Market Guide Era

By the mid-2000s, LGBTQ+ travel had matured into a measurable industry. The original 2006 Gay Market Guide — this report's direct ancestor — sized the U.S. gay and lesbian travel market at roughly **$65 billion**, applying a conservative 5% population estimate to the Travel Industry Association's $1.3 trillion U.S. travel market.

Community Marketing Inc.'s annual survey of more than 24,000 LGBT travelers documented a remarkably loyal, high-frequency segment:

- 98% said a destination's gay-friendly reputation influenced their decision to visit.
- 96% took at least one short leisure trip per year, versus 56% of mainstream travelers; the average was six overnight trips annually.
- 84% held a valid passport when the national average was roughly 23%.
- 51% had taken a cruise vacation; median household income was $87,500, nearly double the U.S. median of the time.
- Top vacation months were October, September, and February — the off-peak travel pattern destinations still prize today.

The infrastructure of the era: IGLTA (founded 1983) counted 900+ members; TAG Approved certified more than 700 gay-friendly hotels; pioneering tour operators RSVP Travel, Olivia, Atlantis Events, and R Family Vacations ran full-ship charters; and travelers planned trips on sites like GayTravel.com, OutandAbout.com, and PurpleRoofs.com, with Out Traveler, Passport, and The Guide on newsstands.

2009: Mainstream Arrival

By 2009, U.S. LGBTQ+ buying power was benchmarked at $690 billion (alongside $845B African-American and $862B Hispanic buying power), IGLTA membership had grown past 1,200, and the mainstream travel industry had moved in: American Airlines' AA.com/Rainbow, Travelocity and Orbitz gay-travel portals, and new players like GayCities.com blending travel content with social networking. Internationally, the IGLCC counted 17 business organizations across 14 countries representing an estimated 55 million LGBTQ+ consumers.

2017: Global Recognition

The UNWTO/IGLTA Second Global Report on LGBT Tourism (2017) marked the segment's formal recognition by the United Nations' tourism body. It estimated U.S. LGBT purchasing power at $917 billion (2016, Witeck Communications) and calculated — conservatively, at 3% of arrivals — that LGBT consumers accounted for more than 35 million international tourist arrivals per year. Its policy message still resonates: "Great places to live make great places to visit."

2026: The Market Today

Twenty years after the original guide, the LGBTQ+ travel economy is global, digitally native, and increasingly institutionalized — even as political headwinds in several markets have made authentic engagement more consequential than ever.

Measure	2006	2026
U.S. LGBTQ+ buying power	$610 billion	$1.4 trillion
U.S. LGBTQ+ travel market	~$65 billion	$100+ billion annually
Global LGBTQ+ tourism market	Not yet measured	$320.4B (2024) → $579B by 2033
IGLTA footprint	900+ members	Members in 80+ countries
Hotel certification	TAG Approved: 700+ hotels	Booking.com Travel Proud: 140,000+ properties
Community identifier	"Gay & Lesbian"	LGBTQ+ / LGBTQIA+
Primary planning channel	Web portals, print guides	Social platforms, apps, creators
Passport holders	84% (vs. 23% nationally)	84% (vs. ~50% nationally)

The arc is unmistakable: what began as a niche served by dedicated gay businesses is now a market every major travel brand competes for — yet the community still rewards the brands that show up authentically, and still punishes those that don't. The chapters that follow map that market in detail.

3 | Market Size & Economic Power

A $320 billion global market growing 7% a year

$320.4B	$579B	$100B+	+23%
Global LGBTQ+ tourism market, 2024	Projected global market by 2033	Annual U.S. LGBTQ+ travel market	LGBTQ+ travelers outspend the general population

The global LGBTQ+ tourism market is a rapidly expanding sector valued at approximately **$320.4 billion in 2024**, projected to grow to over $579 billion by 2033 — a compound annual growth rate of 6.8% to 7.9% (Reports and Insights; Market.us; Grand View Research). The Travel Industry Association lineage of estimates puts the U.S. LGBTQ+ travel market at over $100 billion annually.

Outsized Share of Travel Spending

Although LGBTQ+ individuals represent roughly 4–5% of the adult population in most markets (and far more among younger cohorts), they account for approximately 13% of global travel spending and roughly 10% of total U.S. travel spending. LGBTQ+ travelers take at least three trips annually on average and spend more than $3,800 per year on vacations; specialized and corporate LGBTQ+ travelers spend $3,000–$5,000 per person per trip. Households with incomes above $150,000 are meaningfully over-represented in the segment.

Where the Money Goes

- Hotels and resorts capture nearly 40% of segment spending, with a clear preference for 4- and 5-star properties.
- North America leads with 40.4% of global share ($119.9 billion as of 2023), followed by Europe; Asia-Pacific is the fastest-growing region.
- Most LGBTQ+ travelers identify as “moderate” spenders, but the luxury segment is expected to grow fastest through 2030.
- LGBTQ+ travelers disproportionately travel off-peak and shoulder season — a pattern documented since 2006 and prized by congested destinations.
- Destination-level data bears this out: Louisville Tourism’s 2023–2024 visitor study found LGBTQ+ travelers spend **$144 per person per day ($427 per party)**, against an all-visitor average of $178 per person ($476 per party) — with high repeat-visit intent.

The Wedding & Honeymoon Economy

Marriage equality created a durable travel category. The U.S. wedding industry is worth roughly $55 billion, and 80% of couples take a major vacation within 12 months of their wedding (CMI). NYC & Company has estimated that marriage equality generates well over $200 million in annual economic impact for New York City alone, which bills itself as the number-one honeymoon destination for same-sex couples.

> ***Buying power is not the travel market:*** *U.S. LGBTQ+ buying power (~$1.4 trillion, 2026) measures all community purchasing power. The LGBTQ+ travel market — tourism spending specifically — is ~$100B+ in the U.S. and ~$320B globally. Use the right number for the right argument.*

96%
take at least one leisure trip per year (vs. 64% nationally)

84%
hold a valid passport (vs. ~50% nationally)

62%
choose destinations based on LGBTQ+ friendliness & safety

$95K+
median household income of LGBTQ+ travelers

Traveler Segments

Segment	What the Data Shows
Solo travelers	51.8% of segment revenue in 2024 — and over 58% of Pride-related travel is booked solo. Solo travel is rising fastest among younger travelers.
Couples	Roughly 40.6% of traveler-type share; the traditional core of the romance, cruise, and luxury markets.
Families	Approximately 45% of LGBTQ+ travelers live in households with children. As early as 2015, CMI found 68% of LGBT parents rated child-friendliness above LGBT-friendliness in destination choice.
Gen Z & Millennials	LGBTQ+ identification reaches nearly 28% among U.S. Gen Z in some 2024 studies. They prioritize authentic, diverse brands, discover travel via TikTok and Instagram, and mix budget with selective luxury.
Luxury travelers	The fastest-growing spend tier through 2030; gravitates to 5-star properties, expedition cruises, and bespoke touring.
Trans & gender-diverse travelers	Face distinct documentation, security, and safety barriers; the IGLTA Foundation's GTAG published a first-of-its-kind global guide for trans and gender-diverse travelers in late 2025.

Behavior Patterns Marketers Should Know

- **Safety is a threshold, not a differentiator.** 62% of LGBTQ+ travelers choose destinations on LGBTQ+ friendliness, and 63% (Virgin Holidays) refuse to visit somewhere with an unwelcoming attitude. But once a destination clears the safety bar, LGBTQ+ travelers choose like everyone else — weather, culture, food, budget. Lead with the destination, prove the welcome.
- **Loyalty follows visible support.** 71% of LGBTQ+ consumers stay loyal to brands that demonstrate clear, consistent support for the community — and Pride travelers show measurable repeat-booking loyalty to inclusive hotel brands such as Kimpton and Hilton.
- **Identity segments differ.** Historic CMI/UNWTO data shows gay and bisexual men over-index on nightlife and adults-only travel (66% visited a gay bar on vacation, vs. 38% of lesbians), while lesbian travelers over-index on family and nature-oriented travel. Treat LGBTQ+ as a portfolio of audiences, not one.
- **Apps are travel infrastructure.** Dating and community apps double as trip-planning tools — roughly 27% of Grindr users actively use the app while traveling (see Chapter 10).
- **Off-peak willingness.** LGBTQ+ travelers are less price- and travel-time-sensitive than average and disproportionately travel outside high season — high-value visitors for destinations managing overtourism.

> *"Once a destination clears the safety bar, LGBTQ+ travelers choose like everyone else. Lead with the destination — and prove the welcome."*

Top Destinations, 2024–2026

Category	Leaders
Top U.S. destinations	New York, San Francisco, Los Angeles, Las Vegas, Chicago, Palm Springs, Provincetown, Key West, New Orleans, Asheville
Top international cities	London, Amsterdam, Barcelona, Berlin, Toronto, Puerto Vallarta, Reykjavik, Bangkok, Sydney, Cape Town
Most gay-friendly countries	Iceland, Malta, Spain, Canada, Thailand
Preferred hotel brands	Kimpton, W Hotels, Hilton, Marriott, Hyatt
Top airlines	American Airlines, Southwest, Delta

How Destinations Are Ranked

LGBTQ+ travelers increasingly verify a destination's welcome before booking, using a now-standard set of indexes:

- **Spartacus Gay Travel Index** — annual country ranking across 18 categories, from marriage equality to persecution.
- **Equaldex Equality Index** — crowdsourced, separates legal rights from lived social acceptance.
- **ILGA World maps & ILGA-Europe Rainbow Map** — authoritative tracking of criminalization and protections.
- **Out Leadership State LGBTQ+ Business Climate Index** — U.S. state-by-state scoring increasingly used for meetings and corporate travel decisions.

The “Self-Fulfilling Prophecy” of Destination Marketing

Destinations are not born LGBTQ+-friendly — they market themselves into it. Researcher Alfred Verhoeven (Marketing the Rainbow) points to Bloomington, Indiana, which positioned itself as gay-friendly years before its state’s politics suggested it, and turned that positioning into reality.

His consumer research (n=3,200) found the top LGBTQ+ considerations in destination choice are **established tolerance (69%)**, perceived safety (65%), presence of an LGBTQ+ community (48%), LGBTQ+-friendly advertising (42%), and a recognizable gayborhood (39%) — factors a DMO can influence directly. Notably, Pride events (23%) and circuit parties (11%) ranked far lower, and LGBTQ+ travelers proved less sensitive to travel cost and travel time than straight respondents: they will literally go the extra mile.

> *“Great places to live make great places to visit.”*
>
> *— UNWTO/IGLTA Global Report on LGBT Tourism*

6 | Pride & Events as Travel Motivators

The most powerful travel motivator unique to this market

54%
of LGBTQ+ travelers plan to attend a Pride event this year

76%
travel away from their hometown to do so

58%+
of Pride travel is booked by solo travelers

45%+
of Pride trips involve long-haul travel (4,800+ km)

Pride and community events remain the single most powerful travel motivator unique to this market. The psychology is well documented: the “push” of wanting to express identity freely and the “pull” of belonging — for many travelers, an affirming escape unavailable at home. The economics are equally clear: host cities see an average 13% bump in rideshare activity during major Pride events — nearly double the measured impact of a Taylor Swift tour stop (7.6%) — and search interest for summer Pride destinations begins spiking as early as February (Sojern).

The 2026 Anchor Events

Event	Dates & Details
WorldPride & EuroPride — Amsterdam	July 25 – August 8, 2026. Marks the 25th anniversary of the world’s first legal same-sex marriages. Expected 500,000 to 2 million visitors; Canal Parade and city-center Pride Village.
Gay Games XII — Valencia, Spain	June 27 – July 5, 2026. Eight days, 36+ sports, expected 8,000–12,000 registrants plus cultural programming at the City of Arts and Sciences.
Global Black Pride — Paris	September 9–13, 2026 — the event’s first time in Europe.
Frameline50 — San Francisco	June 17–27, 2026. 50th anniversary of the world’s longest-running, largest LGBTQ+ film festival (~60,000 attendees).
IGLTA Global Convention — Seville	November 2026. The travel industry’s own annual gathering.

Beyond Pride: The Year-Round Event Calendar

Niche community events fill the calendar — and hotel ledgers — across all four seasons:

Season	Selected 2026 Events
Winter	Arosa Gay Ski Week, Switzerland (Jan 17–24, Europe's largest); Beef Dip Bear Week, Puerto Vallarta (Jan 25–Feb 1); Winter Party Festival, Miami Beach (Feb 25–Mar 3); Sydney Gay & Lesbian Mardi Gras (250,000+ spectators)
Spring	Texas Bear Round Up, Dallas (Mar 24–27); The Dinah, Palm Springs (world's largest lesbian event); Queer East Festival, London
Summer	WorldPride Amsterdam; Gay Games Valencia; Frameline50; Circuit Festival, Barcelona (Aug 1–9); Flame Con, NYC (Aug 15); Lesbos Eressos Women's Festival, Greece
Fall / Holiday	International Bears Week, Sitges (Sept 4–13); Folsom Berlin (Sept 10–13); Global Black Pride, Paris; Folsom Street Fair, San Francisco (Sept 27); White Party Bangkok 10th anniversary (Dec 29 – Jan 2)

For marketers, the lesson is the calendar itself: a destination or brand that only shows up for June Pride is missing ten months of high-intent LGBTQ+ travel demand — ski weeks, bear weeks, film festivals, women's events, leather weekends, sports tournaments, and circuit parties, each with its own loyal, repeat-visit audience.

IGLTA — The Global Anchor

Founded in 1983 as the International Gay & Lesbian Travel Association, today's International LGBTQ+ Travel Association (IGLTA) is the premier global network for LGBTQ+ tourism, with members in more than 80 countries spanning destinations, hotels, airlines, cruise lines, tour operators, and travel advisors. Its IGLTA Accredited program has become the modern successor to the TAG Approved certification of the 2000s. The 2026 IGLTA Global Convention takes place in Seville, Spain in November 2026, with Foundation fellowships funding emerging leaders to attend. (iglta.org)

The IGLTA Foundation: Research & Leadership Pipeline

The Foundation (est. 2012) is the industry's research and philanthropy engine. Its recent output signals where LGBTQ+ tourism is heading:

- **Why Values Matter: A Destination Guide to LGBTQ+ Travelers** (2026) — produced with Destinations International and Valuegraphics; identifies three LGBTQ+ traveler Power Values (Harmony, Health & Well-Being, Balance) and a measurable Return on Value, with a five-step framework for DMOs.
- **"Innovation Agents" Think Tank Report** (March 2026) — from the 2025 Palm Springs convention, calling for innovation agents to drive LGBTQ+ inclusion across the travel industry.
- **GTAG Trans & Gender-Diverse Travel Guide** (October 2025) — a first-of-its-kind roadmap for navigating global travel while trans or gender diverse.
- **Entrepreneurship programs** — partnerships with the TUI Care Foundation, The Sigmund Project (2026), and the EQUAL Africa fellowship; an Impact Award recognizing responsible LGBTQ+ tourism businesses (2025: Responsible Travel South America, Quito).
- **Regional think tanks** — São Paulo (2025) on inclusive tourism strategy in Brazil, and the 2023 European Think Tank, whose outcomes — collaborate with local governments even where national politics are hostile, increase LGBTQ+ representation in tourism decision-making, and design beyond homonormativity with intersectionality in mind — remain a working playbook for DMOs.

The Wider Organizational Map

Organization	Role
ELTA (European LGBTQ+ Travel Alliance)	Brussels-based umbrella for European LGBTQ+ tourism; partnered with the IGLTA Foundation in 2025 on research, education, and safety initiatives focused on Eastern Europe.
Queer Destinations	Consultancy partnering with tourism boards and brands; its “Queer Destinations Committed” program sets training and hospitality standards.
ILGA World / ILGA-Europe	Global rights federations whose maps and Rainbow Index underpin nearly every safety tool travelers use.
NGLCC	Certifies LGBT Business Enterprises (LGBTBE) — increasingly relevant in travel procurement and supplier diversity.
GALTA / Visit Gay Australia	Australia’s LGBTQ+ tourism association and consumer brand.
ITB Berlin LGBTQ+ Tourism Pavilion	The segment’s flagship trade-show presence each March; ITB 2026 framed LGBTQ+ tourism as “a growth engine,” with Spain a leading player.
GNetwork360	Latin America’s leading LGBTQ+ business and tourism conference, held annually in Buenos Aires since 2007; its 24th edition runs August 27–28, 2026, drawing 1,800+ attendees from 18 countries for B2B networking, workshops, and inclusive-tourism programming.

The dedicated LGBTQ+ travel trade — born on chartered ships and group tours in the 1970s–1990s — is thriving in 2026, segmented by audience, style, and price point.

The Major Players

Company	Profile & 2026 Highlights
Atlantis Events (1991)	World's largest gay-owned vacation company — full-ship charters and resort takeovers serving 20,000+ guests annually; 2026/27 Caribbean and Mediterranean mega-charters.
Olivia Travel (1973)	The premier brand for LGBTQ+ women for five decades — cruises and resorts as community events. 2026: Alaska (April), Dublin-to-Edinburgh luxury cruise (June), Rhône and tulip-season river cruises.
Out Adventures	Small-group adventure in 35+ countries. 2026: Inca Trail, Montenegro & Albania, Philippines island-hopping, China/Tibet, and a Nile cruise aboard a traditional Egyptian dahabiya.
Brand g Vacations (2011)	All-LGBTQ+ river and ocean cruising plus land journeys (average traveler age 59); $1.2M+ donated to community causes over 15 years. 2026: Danube, Ganges "Golden Triangle," Douro, New Zealand, Skeleton Coast.
VACAYA	Large-scale charters and expeditions for the whole LGBTQ+ community; 2026 Chile & Easter Island expedition.
HE Travel (1973)	Gay adventure travel pioneer with 50+ years of trips.
R Family Vacations	Pioneered gay family cruising (2004); now partners with Uniworld on boutique river cruises.
Zoom Vacations	Boutique luxury group tours: Egypt, Bhutan, Peru.
Detours / Source Journeys	Detours: casual small-group trips (2026 Ecuador & Galápagos, Central Europe). Source Journeys: luxury group travel (2026 Norway Fjords, Morocco, Japan).
Identity & regional specialists	Diva Destinations (UK, lesbian); Azul Unlimited (queer/trans dive, Mexico); Toto Tours (Chicago, since 1990); Pink Vibgyor (India); Italy Gay Travels; OUTstanding Travel (Israel); OUT Namibia (safaris); Planetdwellers (Australia); Voyemo (European eco/wellness).
TwoBadTourists.com	A hybrid that blurs old categories — part influencer platform, part tour operator, part marketing agency. Auston Matta and David Duran built one of the longest-running gay travel blogs into a full-service brand producing content, running group trips, and consulting for tourism boards.

Cruising: Two Models, Both Growing

Full-ship charters (Atlantis, Olivia, VACAYA, Brand g) deliver the all-LGBTQ+ environment that built this industry, while mainstream lines court the community directly: Virgin Voyages with adults-only ships and drag programming; Celebrity Cruises — the first major line to perform legal same-sex weddings at sea; and Royal Caribbean, Atlantis's longtime charter partner, with onboard LGBTQ+ meet-ups fleet-wide.

The 2026 Riverboat Surge

River cruising is the segment's breakout category for 2026. Vessels carrying 100–160 guests make full "all-queer" charters economically viable, dock in city centers (Vienna, Bordeaux, Amsterdam), and offer all-inclusive pricing on calm waters — a perfect match for the segment's older, higher-spending cohort. Brand g (Danube, Ganges, Douro), Olivia (Rhône, Dutch & Belgian waterways), R Family/Uniworld, and Out Adventures (Nile dahabiya) all expanded river programs for 2026.

> *Full-ship charters built this industry; in 2026 the breakout story is the river — smaller vessels, city-center docking, and all-inclusive pricing matched to the segment's higher-spending cohort.*

Dedicated LGBTQ+ Hospitality Brands

- **Axel Hotels** — the world's largest LGBTQ+-focused hotel chain, founded 2003 in Barcelona and famous for the "heterofriendly" concept. Twelve properties across Spain, Germany, and Cuba — with Valencia and Porto opening in 2026 (Valencia timed to the Gay Games).
- **Tryst Hotels** — founder Tristan Schukraft's "unapologetically gay" luxury boutique brand. Open: Tryst Puerto Vallarta (Zona Romántica flagship) and Tryst Beachfront San Juan (NGLCC-certified). Pipeline: Fire Island and Wilton Manors (2026), Provincetown, Chicago, and Rio de Janeiro — expected to be the world's largest gay hotel.
- **Independents** — Almar LGBT Luxury Resort and Mantamar Beach Club (Puerto Vallarta); Hotel Gaythering (Miami Beach); Turtle Cove Beach Resort (Queensland, Australia).
- **World Rainbow Hotels** — a global collection of 1,200+ vetted LGBTQ+-welcoming properties; misterb&b remains the community's home-sharing platform.
- **Mainstream chains** — Marriott, Hilton, and Hyatt maintain perfect inclusivity scores with advocacy groups; Kimpton and W remain the community's named favorites.
- **Pink Pillow Berlin Collection** — visitBerlin's pioneering city-wide LGBTQ+ hotel network, launched 2013 as the world's first long-term municipal LGBT tourism program. 60+ member hotels sign a charter pledging equal welcome and active support for Berlin's LGBTQ+ community.
- **Small Luxury Hotels of the World (SLH)** — in June 2026 the collection of nearly 700 hotels launched an LGBTQIA2S+ Inclusion Charter and Toolkit, a portfolio-wide framework for equality, dignity, and respect (slh.com/lgbtq).

The OTA Arms Race for LGBTQ+ Trust

Platform	Inclusion Infrastructure (2026)
Booking.com Travel Proud	140,000+ properties hold the Travel Proud badge after “Proud Hospitality” training, in partnership with LGBTQ+ education firm HospitableMe; LGBTQ+-friendly search filter; AI Smart Search understands queries like “LGBTQ-friendly hotel near the beach”; de-gendered booking interface; the badge is dynamically hidden in countries that criminalize LGBTQ+ relationships to protect travelers; IGLTA Platinum Partner.
Expedia Group	IGLTA partner since 2010; 40,000+ hotels have signed its Inclusivity Pledge (zero-tolerance discrimination, gender-neutral-language staff training); use of its “LGBT-welcoming” filter grew 155% year-over-year by mid-2025; Vrbo’s Trust & Safety team removes discriminatory hosts; verified LGBTQ+ community review tools in development.

The contrast with 2006 is the story: where TAG Approved once certified 700 hotels, inclusion signaling is now built into the world’s largest booking platforms at six-figure property scale — making authenticity, training quality, and on-property delivery the new competitive frontier.

Inclusive Hospitality Training, Certification & Standards

If certification was once a directory listing, in 2026 it is a training discipline. More than 140,000 properties worldwide have completed Travel Proud, the inclusive-hospitality certification Booking.com created with LGBTQ+ education firm HospitableMe; trained properties carry a rainbow-suitcase badge travelers can filter for across 20,000+ destinations in 11 languages. HospitableMe — led by Billy Kolber — has become a go-to consultancy setting hospitality and training standards, translating good intentions into staff behavior at the front desk.

Booking.com's 2026 Travel Proud research — surveying 13,000+ LGBTQ+ travelers across 19 countries — reframes why the training matters. Only 31% of respondents say they are fully out when they travel; the rest edit themselves at check-in, scan the room before holding hands, or wipe their phones before crossing borders. Yet 82% also reported at least one positive, identity-affirming moment — correct pronouns, inclusive signage, a knowing welcome.

> *"Travel Proud is now 142,000+ properties trained in 11 languages… But the interesting numbers are 31 and 82, not 142,000. Training changes what travelers experience — one welcome at a time."*
>
> *— Billy Kolber, HospitableMe*

At the luxury end, Small Luxury Hotels of the World extended the same logic to its portfolio of nearly 700 independent hotels, launching an LGBTQIA2S+ Inclusion Charter and Toolkit during Pride Month 2026 — a shared framework ensuring every guest and team member is treated with equality, dignity, and respect (slh.com/lgbtq).

> *"A landmark global commitment… designed to help ensure that every guest and every team member is treated with equality, dignity and respect, regardless of who they are, how they identify, or whom they love."*
>
> *— Uwern Jong, Small Luxury Hotels of the World*

Source: Booking.com, Travel Proud Report 2026 (news.booking.com).

Publications & Platforms

Outlet	Focus
OutThere Magazine	Luxury “experientialist” travel; global authority for high-end LGBTQ+ travel.
Passport Magazine	Affluent LGBTQ+ travelers; print + digital; long-running authority.
Out Traveler	Digital travel sister of The Advocate/Out (equalpride).
TravelGay	The most-used global city-guide platform for LGBTQ+ nightlife, hotels, saunas.
GayCities.com	City-based gay travel guide blending destination listings — bars, hotels, restaurants, events — with user reviews and social networking.
FunMaps.com	Long-running LGBTQ+ destination maps in print and digital, guiding travelers to gay-friendly businesses, neighborhoods, and events.
Fagabond.com	Independent gay travel blog offering first-person destination guides, itineraries, and budget-minded tips for LGBTQ+ travelers.
Pride Journeys	Syndicated LGBTQ+ travel content reaching 750,000 readers via content partners, plus a growing Substack. Its 2026 LGBTQ Travel Directory features nearly 150 destinations and businesses; founder Joey Amato also offers in-market content/photography for CVBs.
Regional leaders	Attitude (UK), Têtu (France), Queer.de (Germany), GCN (Ireland), DNA & Q News (Australia), The Gay Passport (Thailand), Homosensual (Mexico).
Safety media	Spartacus Gay Travel Index, Equaldex, ILGA World — the reference layer every traveler checks; GeoSure adds real-time, neighborhood-level LGBTQ+ GeoSafeScores across 35,000+ neighborhoods worldwide.

Creators & Influencers

Travel decisions in this market increasingly start on a creator's feed. Leading voices for 2025–2026 include Nomadic Boys (Stefan & Sebastien — 70+ countries), Couple of Men (Karl & Daan, authors of the first German queer travel book), The Lesbian Passport (Allyssa), and Every Queer (Meg Ten Eyck). The effective playbook pairs niche creators (queer hiking, diving, food) with longer-term ambassadorships rather than one-off June posts — and prioritizes authentic user-generated content over scripted spots. Other essential voices include Ravi Roth (Ravi Round the World), the high-energy host whose video-first storytelling spans destinations and Pride events; The Globetrotter Guys (Sion Walton-Guest), an award-winning gay travel and lifestyle brand; and TwoBadTourists, which doubles as a creator platform and a working tour operator and marketing agency.

Travel Tech: The Grindr Case Study

No platform illustrates travel-tech convergence better than Grindr, which has repositioned itself as a "digital gayborhood" with travel as a core use case — roughly 27% of users actively use the app while traveling:

- **Roam** (2024) lets travelers "teleport" their profile to a destination up to an hour before arrival — for local chat, restaurant tips, and nightlife scouting.
- **Travel Pass** (2025) bundles unlimited Roam with a "Visitor" profile tag and real-time chat translation.
- **Explore Heatmap** (2025) surfaces lively neighborhoods by user density.
- **2026 roadmap**: in-map hotel booking tests and a "Grindr seal of approval" for vetted local businesses and health clinics; the AI "Wingman" assistant reaches full global availability by 2027.

Grindr's 2025 "Unwrapped" data crowned Soho (London) the world's "gayest gayborhood," ahead of Chueca (Madrid) and the Castro (San Francisco). For advertisers, LGBTQ+ apps (Grindr, Scruff, Sniffies and others) offer geo-targeted, full-screen formats that remain among the most direct routes to LGBTQ+ travelers in-market.

11 | Business Travel & Duty of Care

Reframed as risk management and talent retention

Once treated as a niche HR topic, LGBTQ+ business travel has been reframed as corporate risk management and talent retention — and the data explains why.

92%
of LGBTQ+ business travelers report discrimination while traveling for work

95%
have felt the need to hide their orientation on a business trip

9%
of corporate travel policies include LGBTQ+-specific considerations

- Approximately 92% of LGBTQ+ business travelers report discrimination while traveling for work — 31% tied to sexual orientation, 34% to gender identity (SAP Concur).
- Nearly 62% of global LGBTQ+ business travelers feel they have not had equal opportunity to travel versus colleagues, and 98% believe that hurts career growth.
- 56% of American business travelers believe work travel is less safe for LGBTQ+ colleagues — unsurprising when roughly 70 countries still criminalize same-sex relationships.
- Yet only 9% of corporate travel policies include LGBTQ+-specific considerations — the single clearest gap in corporate duty of care.

The 2026 Corporate Playbook

- **Inclusive booking systems** — non-binary “X” gender markers, Mx. honorifics, and name-match guidance for travelers whose documents are in transition.
- **Pre-trip destination vetting** — country-level risk assessment with 24/7 legal and security support.
- **Policy parity & opt-outs** — no career penalty for declining travel to high-risk jurisdictions.
- **Allyship training** for all travelers and travel managers, not just LGBTQ+ staff.
- **Benchmarking** against the HRC Corporate Equality Index 2026 and IGLTA corporate resources.

The supplier-diversity dimension matters too: LGBTQ+-owned businesses contribute an estimated $1.7 trillion to the U.S. economy (NGLCC), and NGLCC-certified LGBT Business Enterprises increasingly include hotels, DMCs, and travel agencies that corporate travel programs can engage directly.

12 | Safety, Trust & the Travel Decision

The foundation every other chapter rests on

Safety is the foundation every other chapter rests on. As far back as 2016, Virgin Holidays found that 32% of LGBT travelers had been treated differently on holiday because of their sexuality, 63% refused to visit unwelcoming destinations, and 80% said the travel industry didn't do enough to inform LGBT travelers about local laws before departure. A decade later, the industry has far better tools — but the traveler still does the work.

How LGBTQ+ Travelers Vet a Destination

- **Legal & social environment** — anti-discrimination laws and decriminalization status via the Equaldex Equality Index (which separates legal rights from social acceptance), the Spartacus Gay Travel Index, and ILGA maps.
- **Documentation & entry** — gender-marker consistency across documents for trans and non-binary travelers; certified copies of marriage, parentage, and custody papers for families; doctor's letters for gender-affirming medications and prosthetics.
- **On-the-ground safety** — local LGBTQ+ NGO updates, IGLTA-accredited hotels, medication legality research (PrEP, HIV medication, hormones), and digital-footprint hygiene in high-risk areas.
- **Personal threshold** — an honest assessment of comfort with discretion, local norms around public affection, and risk tolerance.

Risk Tier	Typical Traveler Posture
Low risk	Full, authentic self-expression; the destination competes on experience alone.
Moderate risk	Discretion outside established LGBTQ+ districts; vetted accommodations preferred.
High risk	Pre-booked, vetted international chains; no public affection; sensitive apps deleted; legal/security support on call.

What This Means for Destinations & Brands

- **Transparency converts.** Publishing plain-language information — local laws, neighborhood guidance, verified inclusive businesses — turns anxiety into bookings. Booking.com's decision to hide its Travel Proud badge in criminalizing countries shows safety-first design at platform scale.
- **Certification is table stakes, delivery is the brand.** IGLTA accreditation, Travel Proud, Queer Destinations Committed, and NGLCC certification signal intent; staff behavior at the front desk decides whether the traveler returns.
- **Trans inclusion is the 2026 frontier.** The IGLTA Foundation's GTAG guide and growing airline/hotel adoption of X markers address the travelers facing the highest documented barriers.

13 | Marketing to LGBTQ+ Travelers

Best practices — the four pillars

The 2025–2026 consensus is unambiguous: the era of seasonal “pinkwashing” is over. Effective LGBTQ+ travel marketing is year-round, safety-aware, operationally backed, and community-funding — and the community can tell the difference. 71% of LGBTQ+ consumers remain loyal to brands that demonstrate clear, consistent support.

The Four Pillars

1. Authentic Representation

- Show the full community across life stages: same-sex couples, LGBTQ+ families with children, older travelers — not just the nightlife stereotype.
- Feature real local LGBTQ+ residents, guides, and business owners in destination content.

2. Digital & Influencer Strategy

- Partner with niche creators (queer hiking, cycling, diving, food) on long-term ambassadorships; prioritize authentic UGC over scripted advertising.
- Use contextual and interest-based targeting across LGBTQ+ media, apps, and programmatic inventory — layered with geo-targeting so spend lands only in feeder markets.

3. Operational Inclusivity — “Walk the Talk”

- Inclusive booking systems (non-binary options, Mx., Partner 1/Partner 2), staff sensitivity training, and transparent safety information including anti-discrimination policies and gender-neutral facilities.
- Pursue meaningful certification: IGLTA membership/accreditation, Travel Proud training, Queer Destinations Committed.

4. Partnership & Community Impact

- Sponsor beyond June — film festivals, sports leagues, community organizations — and bundle “safe-travel” packages with vetted partners.
- Put real money into community causes and say where it went; performative percentages are noticed.

Why Values Beat Demographics: The Power-Value Playbook

The most consequential 2026 addition to the DMO toolkit reframes the targeting question itself. **Why Values Matter: A Destination Guide to LGBTQ+ Travelers** — produced by the IGLTA Foundation and Destinations International with values-research firm Valuegraphics — shows that demographics are a weak predictor of behavior: people inside the same demographic cohort resemble one another only about 13% of the time, so strategies built on demographics alone are wrong about 87% of who travelers really are. Values, not labels, drive the decision.

Drawing on 1,800+ LGBTQ+ respondents across eight inbound markets (Canada, Mexico, the UK, India, Germany, Brazil, Japan, and France) all considering U.S. travel in 2026 — part of a global database of one million surveys across 180 countries — the study identifies three "Power Values" that motivate LGBTQ+ travelers far more than the general population:

- **Harmony** — "I can be myself here." 75% of LGBTQ+ travelers vs. 44% globally.
- **Health & Well-Being** — "I can care for myself here." 67% vs. 44% globally.
- **Balance** — "My life fits here" — sustainable, multi-generational belonging tied to family in all forms. 57% vs. 35% globally.

All three rest on a precondition: travelers must first feel safe, welcome, and accepted. When destinations design around these values across the journey — inspiration, planning, and in-destination — Valuegraphics measures a clear "Return on Value": LGBTQ+ traveler loyalty and trust each rise 30%, engagement rises 20%, and willingness to pay rises 15%.

Destinations International frames the payoff across four social-impact pillars — economic growth, community well-being, responsible stewardship, and access & participation — with a five-step process for embedding LGBTQ+ values into destination strategy. Early proof points: Louisville (8.8/10 likelihood to return), Discover Puerto Rico, Palm Springs, Chicago, Frederick, and Newport.

For DMOs Specifically

The UNWTO/IGLTA global report's destination guidance has aged well: show up at the trade events (ITB Berlin's LGBTQ+ Pavilion, FITUR, the IGLTA Convention), sponsor and logistically support local Pride and cultural events, pursue quality certification and training — and above all, hire dedicated LGBTQ+ marketing expertise inside the DMO rather than treating the segment as a June add-on. The IGLTA Foundation × Destinations International toolkit (May 2026) now gives DMOs a research-backed framework for exactly this.

> ***Case study: Visit Lauderdale's "Everyone Under the Sun"*** *— a complete brand identity built around a diverse, welcoming community rather than a seasonal campaign. Greater Fort Lauderdale, which has courted LGBTQ+ travelers since 1996, welcomes ~1.5 million LGBTQ+ visitors annually generating ~$1.5 billion — proof that decades-long consistency compounds.*

What does best-in-class look like right now? These campaigns set the bar across destination, brand, and community-led marketing.

Destination & Travel Campaigns

Campaign	Why It Worked
“Portugal. Travel to Feel.” — Proudly Portugal / KOBU Agency	Emotion-led national destination campaign; nearly 5 million digital impressions; positioned an entire country, not one city, as emotionally safe.
“One Story. One Future” — OUTFRONT Media × GLAAD (2025)	Out-of-home digital billboards and transit art amplifying queer voices — visibility infrastructure in physical public space.
“Richmond is Out” (2024)	A mid-size U.S. city overcame stereotype headwinds with confident, specific queer tourism storytelling.
Discover Puerto Rico — “LGBTQ+ Capital of the Caribbean”	Research-driven, community-informed strategy (launched 2018) that built island-wide LGBTQ+ branding, trust, and preference — and helped Puerto Rico host the record-breaking 2023 IGLTA Global Convention.

Brand Benchmarks Travel Marketers Should Study

Campaign	Lesson for Travel
Hinge — “No Ordinary Love” (2025)	Queer writers telling queer joy stories; hire community storytellers, don’t just cast them.
Levi’s — “It’s Not Our First Rodeo” (2024)	Leveraged allyship history since 1991 and 1970s LGBTQ+ rodeo culture; heritage is credibility.
Nike — “Be True” (2024)	Centered safety and inclusion in sport; product (gender-neutral apparel) backed message.
Skittles — “Find Your Community” (2024)	Funded local hobby groups — community impact over awareness.
Lime — “Third Spaces” (2024)	Safe transport to LGBTQ+ “third spaces” in 14 cities; mobility as inclusion.
Absolut — “Out & Open”	Tangible support for LGBTQ+ bars — the venues travelers actually visit.
“Be You, With Us” — Marriott International	Marriott’s first global LGBTQ+ campaign (2012) followed a decade of quiet internal work — durable welcome is built on policy and culture before advertising.

The common thread: every campaign above pairs message with mechanism — money, infrastructure, product, or policy. In 2026, the LGBTQ+ traveler’s first question of any rainbow ad is “and what else?”

Spotlight: Thomas Roth & David Paisley — The Birth of LGBTQ+ Travel Research

If the LGBTQ+ travel market has a measurement, it largely has Thomas Roth and David Paisley to thank for it. In 1992 — when corporate outreach to LGBTQ+ consumers was sparse, unstructured, and built on stereotype — they founded Community Marketing, Inc. (CMI) in San Francisco, the firm that helped move the community from an ignored niche to a demographic global brands actively court.

Travel was where it started. Having visited more than 60 countries and authored several “World Passport” travel guides, Roth anchored CMI’s early work in tourism and hospitality. Together they launched the International Conference on Gay & Lesbian Tourism and ran the first “Best Practices in Gay & Lesbian Hospitality” training seminars — the programs that taught major airlines and hotels how to genuinely welcome LGBTQ+ travelers, years before it was fashionable.

As the field matured, so did the firm, adopting the trade name Community Marketing & Insights. CMI’s annual LGBTQ Community Survey grew into one of the largest of its kind — tens of thousands of responses supported by a proprietary panel of more than 50,000 participants. The client roster grew to include Google, UPS, Wells Fargo, Target, AT&T, and Marriott.

Throughout, they championed “authentic marketing”: genuine, year-round commitment over seasonal Pride campaigns, support for LGBTQ+ media, and holding firm on inclusive values under backlash. In October 2025, after running CMI for more than 30 years as an NGLCC-certified LGBT-owned business, Roth and Paisley secured its legacy: the Human Rights Campaign Foundation acquired CMI and its community surveys. CMI’s traveler data underpins much of this very guide.

Sources: Community Marketing & Insights; CMI Annual LGBTQ Community Survey; Human Rights Campaign Foundation acquisition of CMI (October 2025).

Spotlight: Marriott, American Airlines & the Architect of LGBTQ+ Travel Marketing

Behind two of travel's most consequential LGBTQ+ inclusion stories is the same strategist: Bob Witeck, founder of Witeck-Combs Communications (today Witeck Communications). His blueprint — authentic structural change first, marketing second — set the standard the rest of the industry now follows. Witeck later co-authored the definitive account of the American Airlines turnaround as a Wharton/Reaching Out MBA case study, "Navigating Through a Perfect Storm."

American Airlines' transformation began not with a campaign but with a crisis. In 1993, a flight-crew member messaged the Dallas/Fort Worth operations center asking that pillows and blankets be replaced because of "activists returning from the gay march on Washington" — an implied HIV/AIDS slur that was leaked to the Associated Press. Months later, a frail passenger living with AIDS was removed from a Chicago flight. Together the two episodes — the "perfect storm" — ignited boycott calls and forced a reckoning. American discovered it had no written policy barring sexual-orientation discrimination; CEO Robert Crandall ordered one added on the spot.

Witeck's counsel was that brand recovery had to come from the inside out. American added gender identity to its nondiscrimination policy in 2001, recognized its LGBT employee group GLEAM (today Pride) in 1994 — the first company-recognized LGBT business resource group at any airline — and built the industry's first dedicated LGBT sales team, the "Rainbow TeAAm," later inducted into the IGLTA Hall of Fame (2006). American became a founding corporate member of the NGLCC and, since the Corporate Equality Index launched in 2002, is the only airline to score a perfect 100 every single year.

Witeck brought the same playbook to Marriott International beginning in the mid-2000s. When CEO Bill Marriott extended health benefits to same-sex domestic partners in 1999 — a sensitive move given the founding family's faith — the guidance was to frame it authentically as a business-and-fairness decision and to skip the press release; that quiet execution spared Marriott the backlash other brands faced, and made it one of the first hotel chains to offer equal partner benefits nationwide. Marriott has held a perfect 100 on the CEI every year since 2007, grown its LGBTQ+ associate network "LGBTQ+ ONE" to more than 6,000 members across 99 countries, and in 2018 became the first global hospitality company to endorse the UN LGBTI Standards of Conduct for Business.

The visible payoff was marketing. Marriott's 2012 "Be You, With Us" — its first dedicated global LGBTQ+ campaign — earned a GLAAD Amplifier Award nomination, and in 2014 the company built "#LoveTravels" into the cornerstone of its purpose-driven marketing. Through political headwinds that sent other brands into retreat, Marriott leadership from the late Arne Sorenson to current CEO Tony Capuano kept investing. The lesson for every travel marketer is the one Witeck proved twice: the campaign is the visible tip of a decade of policy, data, and nerve.

> *In 2026, the LGBTQ+ traveler's first question of any rainbow ad is "and what else?" The campaign is the visible tip of a decade of policy, data, and nerve.*

Sources: R. Witeck & T. Kincaid, "Navigating Through a Perfect Storm: American Airlines & the LGBT Community" (Wharton/Reaching Out MBA case, 2011); American Airlines LGBTQ Fact Sheet (2019); Marriott LGBTQ Backgrounder (2025); HotelsMag; Marriott, "Be You, With Us."

15 | Sources & Further Reading

The research behind the guide

Primary Research & Reports

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- IGLTA Foundation — 2023 European Virtual Think Tank Report; “Innovation Agents” Think Tank Report (2026); Brazil Think Tank (2025); GTAG Trans & Gender-Diverse Travel Guide (2025); LGBTQ+ Tourism Toolkit with Destinations International (2026). iglta.org
- Community Marketing & Insights (CMI) — Annual LGBTQ Community Survey series.
- IGLTA Foundation × Destinations International — *Why Values Matter: A Destination Guide to LGBTQ+ Travelers* (2026), built on the Valuegraphics LGBTQ+ Travelers study (1,800+ respondents; one million surveys across 180 countries). iglta.org
- Market sizing: Reports and Insights; Market.us; Grand View Research (North America LGBTQ tourism); Out Leadership State LGBTQ+ Business Climate Index 2025.
- Williams Institute, UCLA — LGBT demographic studies (incl. African-American and Latino/a LGBT population reports).
- Sojern 2025 Pride travel data; WTTC “Travelling with Pride”; SAP Concur LGBTQ+ business-traveler research; Travel Guard/HospitableMe LGBTQ+ Travel Safety Report (2025).

Industry & Media

- Pink Media — pinkmedia.lgbt/markets/destinations.html and the 2026 LGBTQ+ Marketplace Guide. pinkmedia.lgbt
- ILoveGay.NET — “Marketing the Rainbow: The Ideal Traveler” (Alfred Verhoeven) and the Marketing the Rainbow case-study library. ilovegay.net
- Queer Adventurers — LGBTQ travel trends and inclusive travel coverage. queeradventurers.com
- Booking.com Travel Proud; Expedia Group inclusion programs; Grindr investor and product releases (2025–2026).
- Spartacus Gay Travel Index; Equaldex; ILGA World; HRC Corporate Equality Index 2026.
- Historical: The Wall Street Journal (Sept. 28, 1999); Gay Market Guide 2006; Gay Market Report 2009 (Pink Banana Media archives).

Statistics in this guide are drawn from the sources above as compiled in Pink Media’s LGBTQ Travel 2026 research file. Where sources disagree, the most conservative defensible figure is used and the distinction between buying power and travel-market spending is preserved.

16 | About Pink Media

A company with INFLUENCE!

Pink Media is a leading LGBTQ+ digital media and marketing network with offices in New York and Los Angeles, led by President Matthew Skallerud — active in LGBTQ+ digital media since 1995. Through the #ILoveGay social media network — now reaching over 1.5 million followers across platforms and destinations — Pink Media connects travel brands and destinations with LGBTQ+ audiences year-round.

What We Do for Travel & Destination Clients

- **#ILoveGay Content Marketing Ad Network** — your content amplified through LGBTQ+ travel communities on Facebook, Instagram, LinkedIn, Threads and more, organically and via paid social.
- **Hyper-targeted advertising** — programmatic display, mobile (including Grindr and other LGBTQ+ apps), video, and Connected TV with ACR technology, geo-targeted down to the ZIP code so destination campaigns reach only the right feeder markets.
- **Influencer & content marketing** — pairing destinations with LGBTQ+ travel creators and turning the resulting content into long-term brand assets.
- **PR amplification** — turning press releases and earned media into a targeted LGBTQ+ marketing channel.

#ILoveGay Network Reach	Figures
Monthly LGBTQ+ impressions	17,000,000
Social media reach	25,000,000
Display ad impressions / month	10,635,000
Email recipients	250,000
LinkedIn LGBTQ+ Advertising Group	31,000+ members

*Campaigns start at $500 per month — built around impressions, reach, click-throughs, and engagement you can see. Call (323) 963-3653 or visit **www.PinkMedia.LGBT** to get started.*

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