

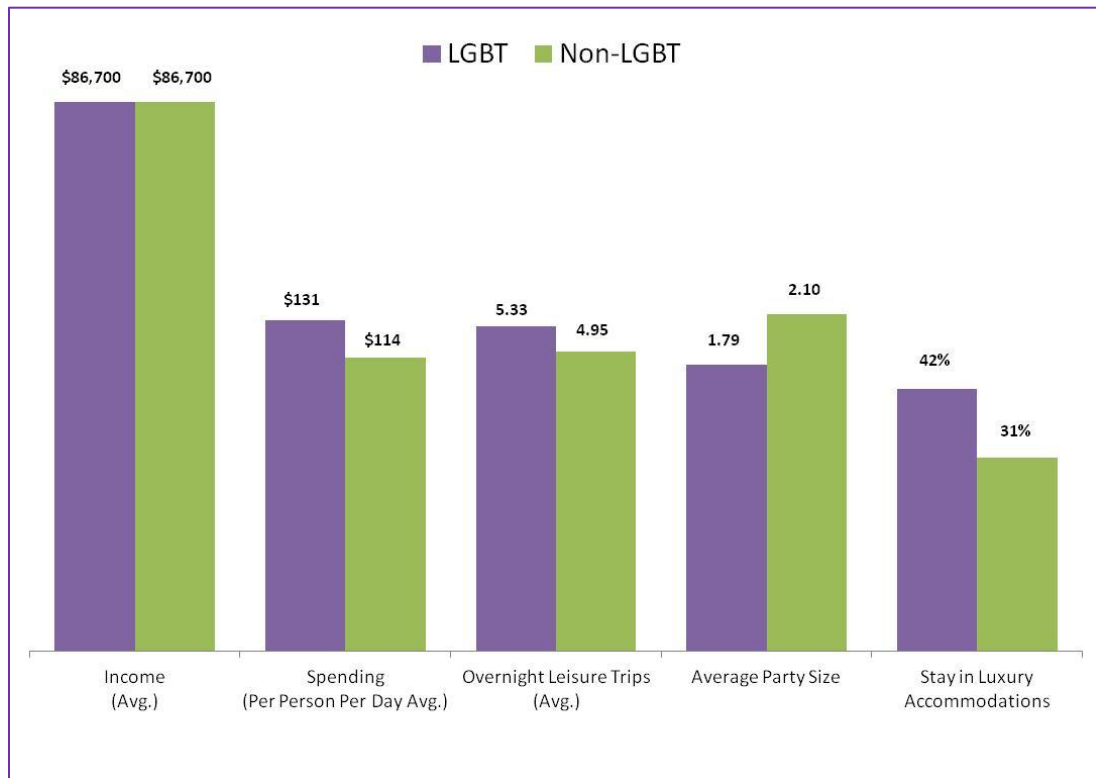


LGBT Leisure Travelers Identified as High Value Tourism Opportunity

McLean, VA, July 8, 2015 –LGBT travelers not only take more leisure trips, but they spend more money than their non-LGBT counterparts, according to a national study by D.K. Shifflet and Associates. Despite smaller travel party sizes and comparable incomes, the study found that LGBT leisure travelers spend about 15% more per person per day than non-LGBT travelers. Furthermore, almost half of LGBT leisure travelers stay in luxury accommodations compared to one-third of non-LGBT travelers.

“The fact that this group is more frequent, higher spending travelers while not having larger incomes is an indication of the priority this group puts on travel,” notes Cheryl Schutz, Vice President at D.K. Shifflet & Associates.

When developing marketing plans and targeting strategies it is important to understand who is traveling to your destination or staying in your hotel. Profiles of specific traveler segments are available for individual destinations and hotel brands through D.K. Shifflet & Associates.



Source: DKSA’s 2014 TRAVEL PERFORMANCE/MonitorSM

###

DKSA’s TRAVEL PERFORMANCE/MonitorSM is a comprehensive study measuring the travel behavior of US residents. DKSA contacts an average of 50,000 distinct U.S. households monthly and has done so since 1991. DKSA is able to provide current behavior and long term trended analyses on a wide range of travel.

DKSA data are collected using an online methodology employing KnowledgePanel®, an address based sample panel offered by GfK. The sample is drawn as a national probability sample and returns are balanced to ensure representation of the U.S. population according to the most recent U.S. Census.

Media Contact: Jim Caldwell | 703.536.0933 | jcaldwell@dksa.com | www.dksa.com
Research Contact: Cheryl Schutz | 703.536.0931 | cshutz@dksa.com | www.dksa.com