



LGBT Marketing Workshop Handout

LGBT TOURISM

- LGBT traveler includes family members, friends, meeting groups and allies who do not identify as LGBT
- LGBT people travel more, stay longer and spend more money than any other group
- Largest disposable income of any niche market
- Looking for LGBT-friendly destinations with imagery, advertisements or other LGBT content
- Alexandria is ranked among the top cities in VA and D.C. by HRC and was named one of the Top 7 Towns for LGBT Families in VA (#2)

LGBT MARKETING

Before you can begin marketing, be sure to review your organization's existing practices and policies, then make a thoughtful plan and begin implementing it. Examples:

- Carry products that represent LGBT people or LGBT-owned brands
- Visit Alexandria's LGBT-friendly decal on your window or website and leverage VTC resources
- Use LGBT individuals in your imagery and use inclusive language
- Host an LGBT event!
- Create an LGBT landing page
- Make an LGBT advertisement: use real LGBT individuals, avoid stereotypes, be intentional
- Work with community organizations

LGBT WEDDINGS

- LGBT couples spend more per person than heterosexual couples
- Remember LGBT couples don't follow all wedding traditions
- 87% of LGBT couples find it important that a vendor provides services to all types of couples
- 86% percent of same-sex couples react very positively to advertising that includes images of same-sex couples
- 12% of engaged same-sex couples have experienced discrimination in the planning process
- 47% percent of same-sex couples fear being rejected by a vendor based on sexual orientation
- Make it clear you represent LGBT weddings through imagery and inclusive language

ADDITIONAL RESOURCES

NOVA PRIDE | NOVA Pride is more than a parade and festival. They are a grassroots organization, completely volunteer run, that provides a unified voice, as well as a local base to Northern Virginians.

AGLA | AGLA is a nonpartisan nonprofit open to all lesbian, gay, bisexual, transgender, queer or questioning (LGBTQ) people and allies. We provide socials, foster civic awareness, and engage in community service.

HRC | The Human Rights Campaign is the largest civil rights organization working to achieve equality for LGBT Americans. They have fantastic resources for local issues, workplace equality, buying guides, news and more.