



Travel
Proud.

LGBTQ+ Travel in 2023: A Contrasting World of Caution & Confidence



2023 Study Participants



11,555
LGBTQ+ travelers



27
countries
and territories

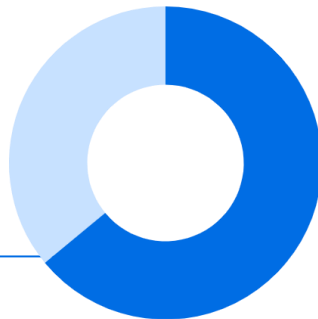
With its mission to make it easier for everyone to experience the world, regardless of who they love or how they identify, Booking.com's most extensive LGBTQ+ travel research to date spotlights the steady progress – as well as the recent setbacks – for these communities when it comes to travel.



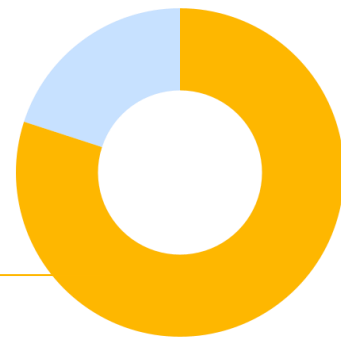


This year's research reveals four in five (80%) of LGBTQ+ travelers report that they must consider their safety and wellbeing as an LGBTQ+ person when picking a destination – up significantly from 64% last year.

2022
64%



2023
80%



Despite the headlines and significant challenges that persist in many destinations, 71% feel that their experience of being LGBTQ+ actually makes them more confident as a traveler – up from 62% in 2022.



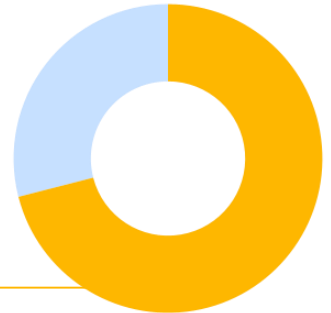
The study shows that mainstream news – including issues around recent major world sporting and music events as well as celebrity and corporate sponsorship – has put discriminatory legislation and views in the spotlight for many and subsequently impacted their vacation decisions.

71% of LGBTQ+ travelers admit that controversy in the press around attitudes, discrimination and violence towards people who identify as LGBTQ+ has had a big impact on their choice of destination.



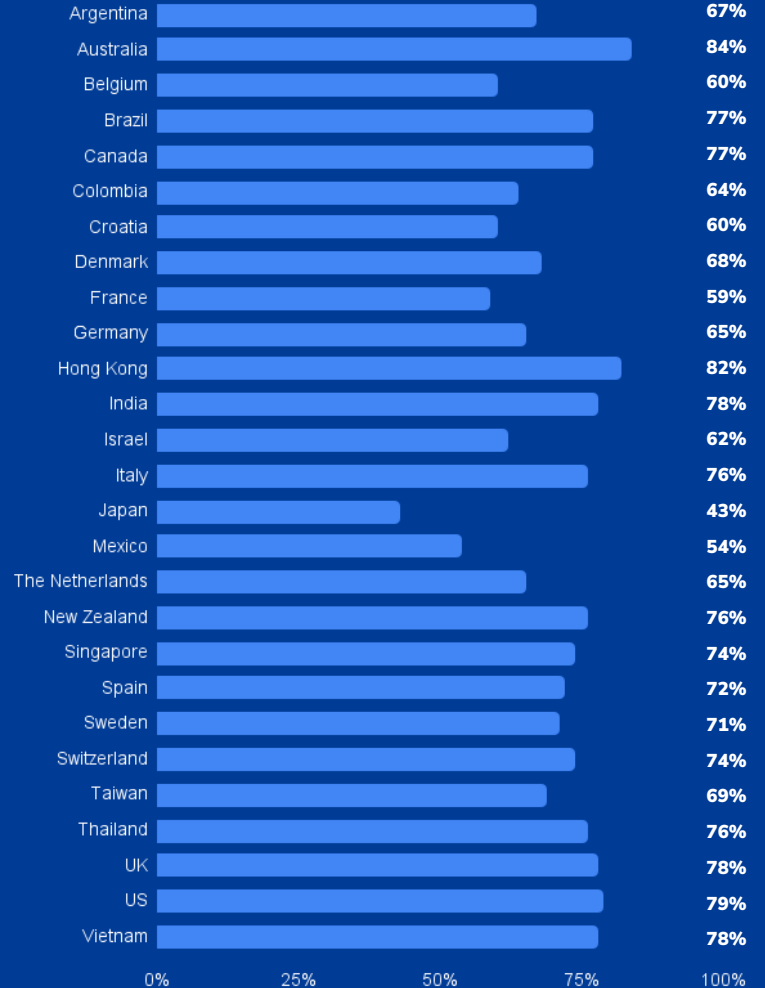
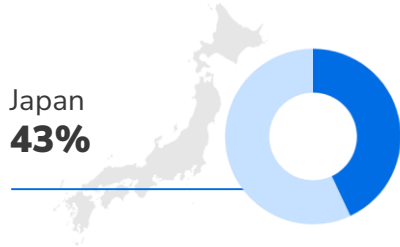
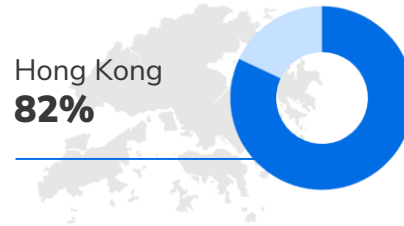
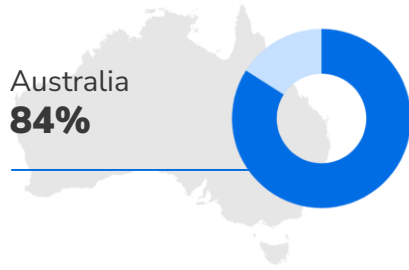
71%

say controversy in the press has had a big impact on their choice of destination



Market breakdown

LGBTQ+ travelers from Australia (84%) and Hong Kong (82%) are the most cautious, while those from Japan (43%) and Mexico (54%) are the least cautious.





The Regressive Revolution

Personal safety is now an increased point of discussion for LGBTQ+ people when planning travel



64%

of LGBTQ+ travelers say that some destinations are completely off-limits



62%

admit that being an LGBTQ+ person has impacted how they present themselves in terms of their clothing and make-up choices while traveling



41%

have cancelled a trip in the past year after seeing a destination not supporting those who identify as LGBTQ+

The Power of Positive Experiences

Positive travel experiences are proving far more common too and, no doubt, increasing the confidence of LGBTQ+ communities. Over four fifths (82%) of LGBTQ+ travelers say they have experienced some form of positive interaction, and specifically when it comes to those interactions with places to stay.



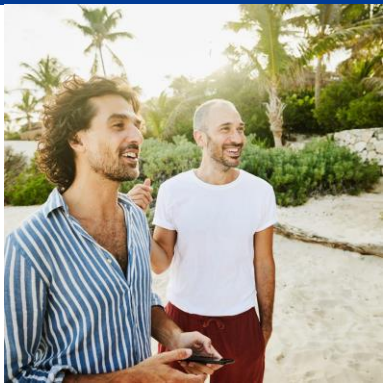
42%

have had friendly and informative correspondence with the accommodation ahead of arrival (up 17% from 2022)



47%

say they have had great first impressions on arrival such as welcome drinks and friendly staff (up 16% from 2022)



83% of LGBTQ+ travelers feel confident to partake in any activities they want, when it comes to experiences on vacation.

Booking.com has curated a list of LGBTQ+ friendly destinations based on recommendations from LGBTQ+ travelers around the world.*

From dynamic capital cities to tropical beachside retreats, these destinations all encourage LGBTQ+ travelers to express themselves freely.



San Carlos de Bariloche
Argentina



Ghent
Belgium



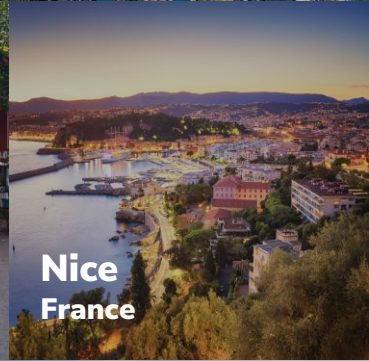
Las Vegas
United States



Kyoto
Japan



Puerto Vallarta
Mexico



Nice
France



Chiang Mai
Thailand



Ottawa
Canada



Amsterdam
Netherlands

When considering what makes chosen destinations the most inclusive for LGBTQ+ people:

35%

feel they can dress and act however they feel comfortable and be accepted and welcomed respectfully everywhere they go

35%

opt for them because they can be themselves on public transportation in the destination and feel safe

35%

chose them as they can see a diverse range of LGBTQ+ people throughout the destination



Active Allyship in the Travel Industry

The travel industry is playing a part in shifting attitudes and perceptions. Nearly four fifths (78%) of LGBTQ+ travelers feel more comfortable traveling due to the increased inclusivity of the travel industry.



65%

research travel brands and experiences, to understand the role they play in supporting people who identify as LGBTQ+



69%

agree that they are more likely to favour airlines and brands with inclusive policies (e.g. gender neutral uniforms)



66%

say they are more likely to book travel and experiences with brands who are LGBTQ+ owned than those who are not

“In a world of increasing contradictions and instability, it’s no surprise that the LGBTQ+ travelers of today are simultaneously more cautious and more confident. I understand the self-confidence that comes from growing up and learning to navigate the world as a gay man, as well as the extra thought for safety and well-being that we see LGBTQ+ travelers grapple with today.

At Booking.com, we believe that everyone should be able to experience the world as themselves, always. While visibility, understanding and acceptance of LGBTQ+ people has come a long way in recent years, we can’t take that progress for granted. The travel industry should strive to be a beacon of inclusion, helping to foster an environment where everyone can flourish and thrive, whether exploring closer to home or traveling to the other side of the world.”



**Arjan Dijk,
CMO and Senior Vice
President at Booking.com**



Travel Proud

Since launching publicly in [2021](#), Booking.com's [Travel Proud](#) program provides free inclusive hospitality training for accommodations to help them gain a better understanding of the specific challenges faced by LGBTQ+ travelers – as well as what can be done to make every guest feel more welcome, regardless of where they come from, who they love or how they identify.

The training is now available in English, Italian, French, Spanish, German and Brazilian Portuguese with training sessions available in all languages at least once a week.



24,000
certified properties
globally



with welcoming
Travel Proud stays available in
118 countries and territories



and over
7,030 cities.

Methodology

For the purposes of this survey, data was gathered from an extensive online panel survey conducted in April 2023. 11,555 respondents were surveyed, whom all identified as LGBTQ+, across 27 global markets. LGBTQ+ travelers were identified across demographics of sex, gender and sexual orientation.

In terms of markets, respondents were surveyed across Argentina (209), Australia (608), Belgium (206), Brazil (508), Canada (803), Colombia (309), Croatia (206), Denmark (201), France (1000), Germany (1011), Hong Kong (204), India (403), Israel (206), Italy (602), Japan (407), Mexico (307), The Netherlands (511), New Zealand (209), Singapore (210), Spain (408), Sweden (203), Switzerland (202), Taiwan (205), Thailand (210), UK (1004), US (1003) and Vietnam (200).

*As part of the survey, all 11,555 LGBTQ+ participants were asked the following question: Based on your own experience, please share up to 5 destinations in your home country (or region) that you think are the most welcoming/inclusive for LGBTQ+ people. Local destination lists were produced based on answers to the above, by establishing the destinations that were named most frequently by respondents in each country or territory. Additional qualitative-based research was then conducted to enrich the quantitative findings from the survey, in order to create a diverse list that also includes lesser-known destinations within a country or territory that may received fewer survey-based responses, but still demonstrated other strong signs of being welcoming and inclusive for LGBTQ+ people.