

A photograph of a man wearing a red turban and a grey shirt, seen from the side, holding a camera up to his eye to take a picture of a scenic landscape. The background shows rolling hills and trees under a bright sky. The image is partially obscured by a diagonal grey and black overlay.

 Grindr INTO

# GRINDR TRAVEL

LGBTQ MILLENNIAL SNAPSHOT

# SPENDING POWER

LGBTQ consumers command total spending power of more than **\$5 TRILLION** globally, and spent **\$965 BILLION** in the U.S. alone in 2016.<sup>4</sup> LGBT travelers account for around **\$100 BILLION** in travel spend per year, in the U.S. alone.<sup>2</sup>

## GAY MILLENNIALS ARE TRAVEL OBSESSED

**40%**

Travel for fun  
each quarter

**24%**

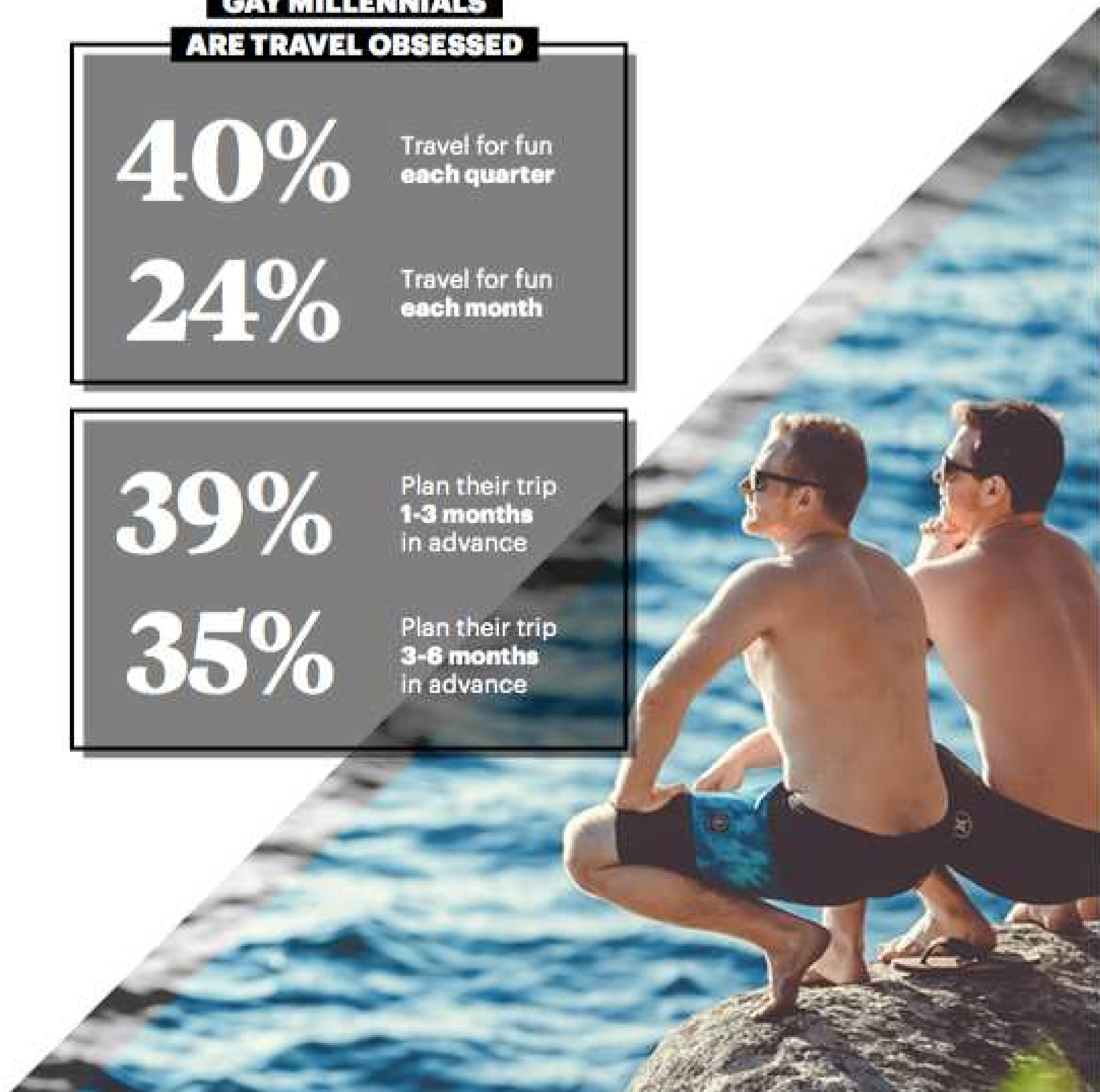
Travel for fun  
each month

**39%**

Plan their trip  
**1-3 months**  
in advance

**35%**

Plan their trip  
**3-6 months**  
in advance



# EMBRACING INTERNATIONAL TRAVEL

**41%** of Grindr users have traveled overseas and loved it, and **42%** can't wait to go international

More than half of gay millennials (**54%**) have a valid passport

Only about **40%** of the U.S. population has a valid passport<sup>3</sup>

Approximately **36 million** overnight visitors who travelled to international destinations around the world last year were part of the LGBT community<sup>5</sup>



## TOP 10 DESTINATIONS GRINDR USERS WANT TO VISIT:

**ITALY**

**FRANCE**

**HAWAII**

**NYC**

**AUSTRALIA**

**UK**

**GREECE**

**SPAIN**

**JAPAN**

**VEGAS**

# GAY FRIENDLY?

**IT MATTERS.**

61% of Gay Millennials said when choosing a destination, airline or lodging, its reputation as gay-friendly is somewhat or very important

More than any LGBT sub-group, 75% of LGBTQ Millennials said having an LGBTQ website makes them more likely to visit a destination<sup>2</sup>

LGBTQ Millennials listed a hotel's LGBTQ-friendly reputation higher in their rankings of motivational factors for choosing lodging than any other subgroup<sup>2</sup>



## AWARENESS GAP

Just **59%** of LGBTQ Millennials said they are aware of LGBTQ-specific pages on tourism bureau sites<sup>2</sup>

Only **22%** of Gay Millennials use tourism bureau websites to plan a trip, while **71%** use review sites

A woman with a long ponytail is rappelling down a dark rock face. She is wearing a dark sports bra and leggings. The background shows a vast landscape of mountains and valleys under a warm, golden sunset sky. The image is framed by a large white triangle on the left side.

## SEEKING NEW ADVENTURES

**49%** of Gay Millennials in the US said they enjoy nightlife when traveling

**46%** said they enjoy local culture and cuisine when visiting a new place

**39%** said they enjoy sightseeing and museums

**35%** said they enjoy quirky off-the-beaten-path spots

More like parks and the great outdoors (**30%**) than wineries and breweries (**18%**)

**76%** of gay millennials are obsessed with or can't wait to take a cruise



# LOCATION IS EVERYTHING

**50%** want a hip and fun hotel

**52%** want a hotel that's in the center of action and nightlife

**55%** want a home-share in the center of the action and nightlife

**71%** have stayed in a big name hotel in the past year

**26%** have stayed in a boutique hotel in the past year

**29%** have stayed in a home-share in the past year

# WELL-CONNECTED & APP-OBSESSED

52% prefer using mobile apps to guide them when on vacation

51% use travel site apps

31% of gay men used dating apps to meet others while on vacation<sup>2</sup>

66% of LGBT Millennials said they used Uber or Lyft<sup>2</sup>



**TRAVEL SITES?**  
**WE'RE INTO IT.**

**5.3x**

Air Travel

**3.0x**

Destinations

**1.8x**

Cruises

**1.7x**

Hotel &  
Accommodation

Unless otherwise noted, all data in this report is from Grindr Travel Surveys of its US audience conducted in 2017.

Data from Grindr Travel Surveys used in this report was derived from a two-part survey fielded on April 3 and September 3, 2017, which polled 6,400 users.