Everyone Welcome

ESTO • AUGUST 2021
JW MARRIOTT LA LIVE

HospitableMe
Billy Kolber he/they
Kenny Porpora he/him
Our Why

Simple acts of hospitality are the best catalysts for peace, love and understanding.

We make the world a more hospitable place.
Today, we’re going to
1. Discuss diversity + inclusion, sexual orientation, gender identity and their relevance for Destination Marketing Organizations.
2. Help you understand LGBTQ+ consumers and their concerns
3. Share best practices for interacting with our communities
4. Provide you a framework to consider the opportunities and challenges in attracting and welcoming LGBTQ+ visitors.
5. Answer your questions about your LGBTQ+ consumers
No Judgment!
It’s time to think differently about the LGBTQ+ Community.

How you attract us
How you welcome us
How empower your partners to help us feel safe and comfortable
Younger people see gender as something they construct, something that can change and evolve during their lifetime.
LGBTQ+ CONSUMERS

• Over-index for all travel & retail metrics
• Are influential and trend-setting
• Are loyal to brands that welcome + include them
• Share values with millennial, GenZ and ally audiences
• Signal inclusiveness to other diverse audiences
• Respond to small acts of inclusiveness
42% OF AMERICANS
77% LGBTQ

LOS ANGELES LGBTQ VISITORS
8% of ARRIVALS
20% of REVENUE

$218 BILLION
GLOBAL LGBTQ
TRAVEL SPENDING

Source: CMI/US Dept of State/OutNow Consulting/Los Angeles CVB
HOSPITALITY = WELCOMING EVERYONE WITH RESPECT, GENEROSITY + CARE
VIDEO: VIRGIN HOLIDAY
Giving mom the day off?
You can’t provide an authentic welcome to LGBTQ+ people if you don’t understand us or feel comfortable talking with us.
Diversity is being invited to the party.
Inclusion is being asked to dance.
Gender Diversity + Homosexuality in Other Species

Penguins
Lions
Bearded Dragon
Clown Fish
Banana Slug
The Genderbread Person

Identity

Attraction

Expression

Sex

Gender Identity

Anatomical Sex

Gender Expression

Sexually Attracted to...
Gender Diverse People

1. Often prefer/need gender-neutral or single-occupancy bathrooms.
2. Sometimes use pronouns other than He/She.
3. Are often uncomfortable with gendered gifts, activities and costumes.
4. Want to feel welcome, respected and included like everyone else.
5. Want to be seen as whole people, not just a gender.

Caitlyn Jenner  Benjamin Melzer  Marieke Lucas Rijneveld  Jonathan Van Ness  Janelle Monae
HOW DO YOU MAKE US FEEL WELCOMED / INCLUDED?
VIDEO: NOW AND THEN
Conference Registration

First Name: William
Last Name: Kolber
Preferred Name: Billy

Pronouns:
She/Her
He/Him
They/Them
Custom:

Inclusive Leadership 2020
Billy
He/They
Billy Kolber
HospitableMe
New York, NY USA

SPEAKER
LGBTQ-Specific Media
Partnerships for Success
How many gender options has Facebook pre-programmed on their sign-up page?
Facebook has 71 gender options.
Eleven countries issues passports with third-gender or gender-neutral designations

- Australia
- Canada
- Denmark
- Germany
- India
- Ireland
- Malta
- Nepal
- Netherlands
- New Zealand
- Pakistan
February 2019: Airlines for America and IATA Approve Standards for Non-Binary Passenger ID
Um.... Sir? Um.... Ma’am?

82% of trans and gender non-conforming guests have been misgendered in the past year in a restaurant, store, bank, or other public space.

63% of trans and gender non-conforming guests are afraid of being misgendered in those spaces.

23% report being refused service or provided terrible service in stores, banks, or other public spaces because of their gender identity/expression.

60% report restroom discrimination or conflicts in public spaces.

Source: The Equality Institute
HOW DO WE DO BETTER?
Unconscious (or Implicit) Bias
“The same” isn’t always equal
LGBTQ+ Welcoming Signs

The rainbow flag is a sign of welcome, not just for LGBTQ+ people, but for all people. The colors represent life, healing, sunlight, nature, harmony and spirit. But the flag stands for acceptance, inclusion and love. For all people.
Gendered  Gender Inclusive
Bride + Groom  Wedding Party
Son or Daughter  Child
Mother or Father  Parent
Husband or Wife  Spouse

March, 2018: First airline to implement Gender-Neutral Service Standards
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<th>Subjective</th>
<th>Objective</th>
<th>Possessive Adjective</th>
<th>Possessive Pronoun</th>
<th>Reflexive</th>
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<td>Her (I called her)</td>
<td>Her (Her hands are wet)</td>
<td>Hers (That is hers)</td>
<td>Herself</td>
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Fix mistakes and misinterpretations with ease.
DESTINATION MARKETING BEST PRACTICES

1. Educate yourself and your tourism partners.

2. Use inclusive language and imagery. Everywhere.

3. Create inclusive content and marketing.

4. Connect/Partner with local LGBTQ organizations.

5. Foster diversity within your organization.
HOSPITABLEME SERVICES

Everyone Welcome Master Class + Workbook

Everyone Welcome Training

Destination Audit

Destination Market Plan

COMPANION WORKBOOK & TOOLKIT
22 Steps Towards Inclusive Hospitality
“To our friends, neighbors, and visitors, we say you are welcome here. No matter who you are, what you look like, who you love, how much money you have, what your religious beliefs are, or where you are from, the High Line is for you."

– Friends of the High Line
Thanks, Y’all

Hospitable.me

EveryoneWelcome.com
Coupon code ESTO21