

2022



# 2SLGBT+

ONTARIO TOURISM PRODUCT  
DEVELOPMENT INITIATIVE







# 2SLGBT+

## ONTARIO TOURISM PRODUCT DEVELOPMENT INITIATIVE

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# Background & Context

2SLGBT+ travellers represent a major opportunity in recovery for the Canadian tourism industry post-pandemic. They outspend their mainstream counterparts at 7x the average trip expense and rebound faster after industry shocks, having been among the first segments to recover and travel post-9/11 and SARS.

During the pandemic, 90% of the 2SLGBT+ market was seeking travel opportunities within Canada. They were seeking many of the travel experiences that Ontario has to offer, but they value one thing significantly higher than their mainstream counterparts: their safety, which may bode well for Ontario. The following data further describes the 2SLGBT+ traveller:

- 2SLGBT+ tourism spending in North America is estimated at more than \$70 billion USD annually and globally it is at \$200 billion USD
- Spending in Canada specifically amounts to \$12 billion annually
- Estimates place the North American 2SLGBT+ community at 30 million people
- Canadian gay and lesbian travellers spend nearly twice as much as other travellers and stay longer
- The 2SLGBT+ traveller is loyal and tends to support destinations and operators who support the community and are committed to them
- Canada is the top travel destination for American 2SLGBT+ travellers. Vancouver, Montreal, and Toronto are top destinations. Ontario hosted 31% of trips within Canada

Considering this, Destination Northern Ontario formed an industry-based 2SLGBT+ Tourism Product Development Team in late 2020 and produced the Northern Ontario 2SLGBT+ Tourism Product Development Strategy with input from its team members in March 2021. The strategy was unanimously approved by the team that same month.

Considering that 2SLGBT+ tourism is also a priority of the Ontario Ministry of Heritage, Sport, Tourism and Culture Industries, in March 2021, Destination Northern Ontario submitted a proposal to the province's regional tourism fund to further develop 2SLGBT+ tourism. DNO proposed to draw on the extensive groundwork undertaken to inform the Northern Ontario strategy to manage the creation of a broader Ontario 2SLGBT+ tourism product development strategy. It was proposed to develop a multi-RTO 2SLGBT+ Tourism Product Development Team to replicate the work of the Northern team.

### The steps that were proposed were as follows:

- 01 STEP ONE:** Collect Research
- 02 STEP TWO:** Develop Best-in-Class Criteria
- 03 STEP THREE:** Conduct Asset Inventories and Market-Readiness Assessments
- 04 STEP FOUR:** Address Future Training Opportunities Including Promotion of Training Programs
- 05 STEP FIVE:** Identify Product Development Opportunities
- 06 STEP SIX:** Leverage Partnerships and Advocate for Investment Opportunities
- 07 STEP SEVEN:** Undertake Marketing and Communications

*The proposal was approved in February 2022.*



# RTO Partners

Destination Northern Ontario proposed to work with a minimum of four and a maximum of six RTOs. Outreach to six RTOs that encompassed more rural communities and regions was undertaken and five RTOs agreed to take part in the project.



RT01



RT07



RT09



RT011



RT012





# RTO1



**REGIONAL TOURISM ORGANIZATION 1:**  
Southwestern Ontario Region (includes London and Windsor)

**Joanne Wolnik, Executive Director**  
Southwest Ontario Tourism Corporation (SWOTC)  
622 Dundas Street, Suite 138  
Woodstock, ON N4S 1E2  
joanne@swotc.ca

**Industry site:**  
[www.swotc.ca](http://www.swotc.ca)

**Tourism site:**  
[www.ontariosouthwest.com](http://www.ontariosouthwest.com)

# RTO1

## REGIONAL TOURISM ORGANIZATION 1:

Southwestern Ontario Region (includes London and Windsor)

### The region is publicly branded as “Ontario’s Southwest”.

SWOTC works with 10 Destination Marketing Organizations (DMOs) and tourism industry stakeholders across its region to develop and promote Ontario’s Southwest as a vibrant and prosperous tourism area.

### The region’s 2022-23 operating principles include:

- Visitor dispersion (seasonal and geographic)
- Diversity, equity, and inclusion
- Community wellbeing
- Sustainable and responsible travel
- Industry engagement

Three new high-yield market segmentations based on Environics data have been developed by SWOTC to identify and meet visitors’ key shifts in travel:

- Young Urbanites
- Flourishing Families
- Mature and Secure

### These segments share the following characteristics:

*They are travellers interested in immersing into the local culture, they care for community and environment, care about diversity, equity, and inclusion, are affluent, educated, they assiduously travel to Ontario and like to shop. This bodes well for the 2SLGBT+ segment.*

### The tourism site promotes:

- Beaches
- Food and drink
- Birding
- Motorcycling
- Biking
- Outdoors and recreation
- Arts and culture
- Attractions
- On the Water
- Events

**Keyword Search:** A search by the keyword “LGBT” yielded one result: a “Girlfriend Getaway” package.

SWOTC considers 2SLGBT+ tourism a priority and have agreed that they are at a point where they need to decide on their next steps. As such, the invitation to partner on this initiative was considered timely. With many 2SLGBT+-owned businesses in the region, there is a good opportunity to profile this to underline the safety and friendliness of the region. Development of digital assets and asset inventory and market-readiness assessment are their highest priorities for this partnership initiative.

SWOTC put funds towards photo shoots across the region in 2022 focusing on “the many faces of tourism” which included the LGBTQ+ community.

They have also started the Rainbow Registered accreditation process with CGLCC.



# RTO7



**REGIONAL TOURISM ORGANIZATION 7:**

Bruce Peninsula, Southern Georgian Bay,  
and Lake Simcoe Tourism Region

**Bill Sullivan, CEO**

PO Box 973  
Thornbury, ON N0H 2P0  
bsullivan@rto7.ca

**Industry site:**

[www.rto7.ca](http://www.rto7.ca)

**Tourism site:**

[www.brucegreysimcoe.com](http://www.brucegreysimcoe.com)





# RTO7

## REGIONAL TOURISM ORGANIZATION 7:

Bruce Peninsula, Southern Georgian Bay,  
and Lake Simcoe Tourism Region

### The region is publicly branded as "BruceGreySimcoe".

The organization's vision is to establish BruceGreySimcoe as Ontario's four-season destination of choice.

Its mission is to work collaboratively with tourism partners and stakeholders to build, sustain and grow visitation, investment, and visitor spending.

Its Core Values are to be Collaborative, Transparent, Trustworthy, Innovative, Friendly, and Welcoming.

### The tourism site promotes:

**Great Places:** (Lake Huron shoreline, Sauble Beach, Tobermory, Owen Sound, Collingwood, Blue Mountains, Wasaga Beach, Orillia, Penetanguishene Midland and Barrie).

**Activities:** attractions, beaches, camping, culture, cycling, fishing, golf, local fare, sports and recreation, shopping, relaxation and wellness, tours and information services, trails and paddling, festivals and events and winter.

*Participation in this program has helped RTO7 to foster relationships with the 2SLGBT+ community beyond supporting Pride events. We are working diligently to show visitors that BruceGreySimcoe is a welcoming place to vacation. The training programs that we have offered our operators has provided them with some tangible tactics to offer employment to members of the 2SLGBT+ community and welcome travellers to their businesses. Using the information and tools gained through participation in this program, we will continue to grow this program with all of the RTO7 stakeholders.*

— RTO 7

**Keyword Search:** A keyword search of the tourism site using LGBT as the keyword yielded no assets.

There have been pockets of 2SLGBT+ tourism development in this region, notably at Blue Mountain as well as interest in the CGLCC Rainbow Registry program, especially since the chamber has received Federal Economic Agency for Southern Ontario (Fed Dev) funding to offer the training at no charge. Priority needs for this RTO with respect to the 2SLGBT+ market include asset inventory and market-readiness assessment and digital asset acquisition.



# RTO9 RTO9

Regional Tourism  
ORGANIZATION

## **REGIONAL TOURISM ORGANIZATION 9:** Southeastern Ontario

### **Bonnie Ruddock, Executive Director**

South Eastern Ontario Region  
Suite 403, 829 Norwest Road  
Kingston, ON K7P 2N3  
Telephone: (613) 329-2753

### **Industry site:**

[www.rto9.ca](http://www.rto9.ca)

### **Tourism site:**

[www.southeasternontario.ca](http://www.southeasternontario.ca)



# RTO9

## REGIONAL TOURISM ORGANIZATION 9:

Southwestern Ontario Region (includes London and Windsor)

RTO 9 actively promotes tourism for the South Eastern Ontario region and works to support and grow the tourism industry through product development and marketing initiatives. The organization has invested in two brand concepts. Its consumer regional brand, South Eastern Ontario, gives a sense of place. Its industry brand, RTO 9 (Regional Tourism Organization 9), supports its destination brand and operators within South Eastern Ontario. RTO 9 spans from Cornwall through to the Bay of Quinte and stretches north to the Rideau Canal. Its destinations include Cornwall, Stormont Dundas Glengarry (SDG Counties), 1000 Islands and Rideau Canal Waterways, Brockville, 1000 Islands Gananoque, Kingston, Frontenac County, Lennox & Addington, Prince Edward County, and the Bay of Quinte including the cities of Belleville and Trenton.

Growing experiential tourism is a high priority for RTO 9 and, in alignment with that focus, so is product development either through the

modification of an existing product or formulation of an entirely new product that satisfies a newly defined market niche.

Their products include Prince Edward County's Experience the County (Pause, activities in nature; Equine Soul Session, the Bloomin' Welly Alpaca Trek and Bees and Blooms) and Flashback February (culture, history, and heritage).

RTO 9 has partners who are participating in product development and marketing for the 2SLGBT+ sector. Kingston offers a portal for LGBTQ events in the city and region, [www.outin.ca](http://www.outin.ca) and promotes a LGBTQ tour. Cornwall and Gananoque are participating in the CGLCC audit and others are becoming Rainbow Registered.

RTO 9 has already acquired some 2SLGBT+ images and has put the call out for potential models who represent diversity.

**RT011**



**REGIONAL TOURISM ORGANIZATION 11:**

Ontario's Highlands (Haliburton Highlands to the Ottawa Valley)

**Nicole Whiting, Executive Director**

Ontario's Highlands Tourism Organization  
9 International Drive  
Pembroke, ON K8A 6W5

**Industry site:**

[www.ohto.ca](http://www.ohto.ca)

**Tourism site:**

[www.comewander.ca](http://www.comewander.ca)



# RTO11

## REGIONAL TOURISM ORGANIZATION 11:

Ontario's Highlands (Haliburton Highlands to the Ottawa Valley)

OHTO strives to work collaboratively with its partners in tourism to support a responsible tourism approach that will actively engage its thriving industry and build a stronger, resilient future for its communities. OHTO has three guiding principles that it considers for program development and decision-making:

1. **Inclusivity** – supporting diversity, equity and inclusion;
2. **Community alignment** – meeting the needs of visitors while enhancing the quality of life of residents; and
3. **Sustainability** – providing long-term environmental, socio-cultural, and economic benefits to the community.

The branding is “Come Wander”. The target market is the DO Segmentation Profile, “Connected Explorer”.

Ontario's Highlands is well-known as a motorcycle tourism destination. Seeing the potential for this, OHTO initiated the Ride the Highlands program in 2013. Ride the Highlands is a niche activity promotional program geared to the motorcycle enthusiast.

Marketing efforts are directed at increasing engagement with the digital platforms associated with this product, including [www.RidetheHighlands.ca](http://www.RidetheHighlands.ca).

**Keyword Search:** A keyword search resulted in one article on women in business in Haliburton Highlands which profiled a 2SLGBT+ tourism operator. The introduction said:

*“In today's world we must constantly strive to reduce and eliminate the biases that colour the world and our interactions within it. Here in Ontario's Highlands, we imagine a gender equal world, free of bias, stereotypes, and discrimination, where women are free to celebrate their successes and find support for their struggles”.*

The need to develop product for and market to the 2SLGBT+ market has been identified by this RTO but there has been uncertainty about next steps. They require an asset inventory and market-readiness assessment to identify gaps as well as 2SLGBT+ digital assets. They have offered some free webinars on 2SLGBT+ tourism with county partners. They are very focused on diversity, so they want to make this a priority.

# RTO12



## **REGIONAL TOURISM ORGANIZATION 12:**

Muskoka, Parry Sound, Algonquin Park

### **James Murphy, Executive Director**

Explorers' Edge  
3 Taylor Road  
Bracebridge, ON P1L 1S6  
E-mail: james@explorersedge.ca

### **Industry site:**

[www.explorersedge.ca](http://www.explorersedge.ca)

### **Tourism site:**

[www.greatcanadianwilderness.com](http://www.greatcanadianwilderness.com)

The RTO's regions include Algonquin Park, Almaguin Highlands, Loring-Restoule, Muskoka, Parry Sound and South Algonquin.

Under the "Do" category, arts and culture, attractions, fishing, golf, health and wellness, Muskoka, outdoor adventures, paddling, shopping, and spas are listed.

The accommodations section lists a variety of options, including pet-friendly. There is also an "Eat" section. Site users can also explore by #accommodations, #attractions, #craft beer, #fall, #fallcolours, #falldrivers, #golf and #Muskoka.

**Keyword Search:** A keyword search of the tourism site using "LGBT" led to a 2017 article on touring the region in the fall and several other articles, but none appeared to specifically reference the LGBT+ traveller. There is however an impressive 9-page "Events" section which includes a listing of an upcoming performance by world-class drag performer Tynomi Banks.

RTO 12 joined the partnership in mid-March 2022.



## Steering Committee

Destination Northern Ontario established an industry steering committee including representatives from the partner RTOs and other industry experts. The steering committee members are:

NAME	POSITION	SECTOR
Trevor Beard	Executive Director	Northeastern Ontario Tourism
Loren Christie	Business Development	CCLCC
Kim Clarke	Manager, Stakeholder Relations	RTO7
Justin Lafontaine	Program Lead	Ontario Tourism Innovation Lab
James Murphy	Executive Director	RTO 12 (joined March 15)
Kasey Rogerson	Industry Support Coordinator	RTO 11 (represented by Adriana Barbary, Industry Support Coordinator and Julie Mulligan, Marketing Director, while on maternity leave)
Bonnie Ruddock	Executive Director	South Eastern Ontario Region
Rey Stephen	Global Media Specialist (Europe & North America)	Destination Ontario
Joanne Wolnik	Executive Director	Southwest Ontario Tourism Corporation, RTO 1 (represented by Ana Baxter, Research and Strategic Partnerships Manager)

In March 2022, the remaining three Northern 2SLGBT+ team members were invited to join this team and the three members, Stephanie Reid of Thunder Bay, Tara Lucarelli, Tourism Partnership and Marketing Coordinator, City of Sault Ste. Marie and Vicki Banning, Executive Assistant, Superior Country accepted the invitation.

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## STEP 1: Collect Research

DNO developed and circulated a survey on perceptions of 2SLGBT+ friendliness in Northern Ontario's three regions and asked questions about what 2SLGBT+ travellers are looking for. Over 200 responses were collected and from this DNO put together a summary document. With help from RTO 7 and some Northern team partners, DNO revised the survey to include Southern Ontario's regions and to ask more specific questions about 2SLGBT+ traveller preferences. The survey was shared via DNO and CGLCC social media and contacts, in the TIAO newsletter, with the Southern and Northern teams, Pride organizations, tourism partners in Quebec, Manitoba and other provinces, other Chamber of Commerce, DMOs and consumer databases.

In total, 194 2SLGBT+ persons completed the survey. The final report on survey results is found at the end of this document. The following is an overview of the responses.

**Number of respondents:** 194

**Age group:**

Most 60-69 (24%), followed by 30-39% (19%) but all age groups represented

**Origin of respondents:**

93% Ontario but other Canada, U.S. and Europe represented

**How much perception of 2SLGBT+ friendliness influences:**

Highly and somewhat tied at 41%





## What is important in choosing a destination:

Safety 75%  
 Cost 51%  
 LGBT+ friendly 50%  
 Reputation for quality 47%  
 Food and drink 45%  
 Climate 45%  
 Many "Other", notably historical aspect



## Top Five Activities When Travelling:

Dining 72%  
 Hiking/walking 54%  
 Beaches, water 52%  
 Historic sites 51%  
 Museums, galleries 49%



## How many research trips in advance for 2SLGBT+-friendliness? [ 59% ]

Websites 91%  
 Social media 71%  
 Word of mouth 61%



## How do they travel?

Couples 57%



## Perceptions of Ontario Regions:

Northern Ontario: 34% somewhat friendly; 35% unsure  
 GTA/Hamilton: 62% very friendly  
 Southwestern Ontario urban: 46% somewhat  
 Southwestern Ontario small town: 39% somewhat  
 Southwestern Ontario rural: 33% somewhat, 35% unsure  
 Central Ontario urban: 43% somewhat  
 Central Ontario small town: 41% somewhat  
 Central Ontario rural: 30% somewhat  
 Southeastern Ontario urban: 40% somewhat  
 Southeastern Ontario small town: 43% somewhat  
 Southeastern Ontario rural: 35% somewhat



## How to Improve:

Education, visual assurances (signage, stickers, flags)



## STEP 2: Develop Best-in-Class Criteria

From the research and industry knowledge of the product team and drawing on the Northern Ontario criteria, DNO developed a set of best-in-class criteria for Ontario operators who play critical roles in the 2SLGBT+ tourism experience. Best-in-class criteria had already been developed for Northern Ontario from the research and survey completed last winter. From this, DNO developed a 2SLGBT+ tourism self-assessment tool for operators. The self-assessment tool will follow TEN's template of self-assessment tools.

### The tactics were:

- ✓ Review the criteria already established and determine if any additional research or clarification was required;
- ✓ Meet with partners to get input on criteria; and
- ✓ Develop a self-assessment tool that will follow TEN's template of self-assessment tools.



## STEP 3: Conduct Asset Inventories and Market-Readiness Assessments

All the RTOs identified asset inventory and market-readiness assessment as a priority for this initiative. Through Destination Northern Ontario's Tourism Excellence North (TEN) training branch, TEN's community self-assessment tool was adapted to address the 2SLGBT+ market readiness of the regions and their communities. Outside consulting services were procured for this step.

### The tactics, steps and deliverables for the process were:

The goal was to complete an inventory of the RTO's partnering on this initiative that will appeal to this market. This information came from the self-assessment tool that the RTOs used to engage their tourism operators and get input. This inventory has created a better understanding of the product that exists in the regions and allows for a more coordinated effort for development of itineraries and other products.





## STEP 4: Address Future Training Opportunities Including Promotion of Training

The survey results and discussions with the RTO partners confirmed that additional training was required for the regions to become established as being 2SLGBT+-friendly. To date, training has been delivered through a combination of CGLCC and TEN programs.

Some communities within the partner RTOs did not express an interest in 2SLGBT+ tourism. Considering this, it was decided to share information on the economic and other benefits of attracting 2SLGBT+ visitors which would also provide tips on attracting and servicing this market segment.



## STEP 5: Identify Product Development Opportunities

The development of four new or enhanced 2SLGBT+ routes or itineraries was identified as the short-term goal. In the end, six new products were achieved with many more identified as being in the works.





## STEP 6: Leverage Partnerships and Advocate for Investment Opportunities

### Canadian Gay Lesbian Chamber of Commerce

Destination Northern Ontario has been engaging in ongoing discussions with the Canadian Gay Lesbian Chamber of Commerce (CGLCC), primarily with respect to training. CGLCC is “a coalition of all of these positive forces advocating for change to make a more inclusive Canadian economy possible”. CGLCC appointed a staff member to the Northern Ontario LGBT+ Tourism Team and is also on the Ontario team.

#### Its programs are:

##### RAINBOW REGISTERED

CGLCC runs the Rainbow Registered 2SLGBT+ Friendly Accreditation Program. The accreditation program grants a time-limited recognition to businesses and organizations for demonstrating compliance with the quality standard. Accredited businesses are deemed market ready for the 2SLGBT+ customer and given the right to be associated with the program’s prestigious Rainbow Registered designation mark. In addition to benefiting from guidelines that provide information and advice on ensuring 2SLGBT+ customers feel welcome and accepted, accredited businesses will be able to demonstrate and market themselves as safe destinations for the 2SLGBT+ market.

##### NAVIGATING 2SLGBT+ DIVERSITY AND INCLUSION IN THE TOURISM INDUSTRY WORKSHOPS

This workshop offers the basics of an 2SLGBT+-inclusive vocabulary, space, and workplace. Included in the workshop is a self-paced online course to first get participants up to speed on the many different 2SLGBT+ communities. Participants leave with a certificate of participation and a list of action items to transform their workplace into an 2SLGBT+ safe space.

##### TRAVEL MARKET-READY SEMINARS

These seminars offer participants the ability to make a concerted effort to welcome the 2SLGBT+ travel market. This two-hour seminar shares exclusive 2SLGBT+ travel market research and case study best practices from around the world, as well as exposing participants to several custom 2SLGBT+ products to help inspire their own successful 2SLGBT+ tourism-welcoming strategy.



## TOURISM TOOLKIT

The Toolkit is comprised of a series of resources aimed at creating an 2SLGBT+ inclusive organization:

- ✓ 2SLGBT+ Products and Tours
- ✓ Inclusive Procurement Guide
- ✓ Trans and Non-Binary Inclusion Resource Guide
- ✓ 2SLGBT+ Travel Market Guide & Tourism Development Toolkit
- ✓ Glossary of Terminology
- ✓ Hosting 2SLGBT+ Inclusive Events
- ✓ 2SLGBT+ Inclusion Guide
- ✓ 2SLGBT+ Business Case for Inclusion
- ✓ Community Engagement Guide
- ✓ Marketing to the 2SLGBT+ Community
- ✓ Starting an Employee Resource Group
- ✓ Allyship Resource Guide
- ✓ 2SLGBT+ Inclusive Policies and Practices

The Toolkit is accessible to all CGLCC members and Rainbow Registered accredited businesses.

### Product Development:

[LGBT-Products-and-Tours-Web.pdf \(cglcc.ca\)](#)

CGLCC has accessed funding from Fed Dev to enable it to offer its Rainbow Registered program and other 2SLGBT+ training at no charge across Canada. CGLCC is also conducting destination audits in various communities and regions in Southern Ontario including the Thousand Islands, Oxford County, London, and Kingston. These audits complement the 2SLGBT+ community self-assessment tool that was prepared and shared by Tourism Excellence North with the Southern Ontario RTO partners.

Destination Northern Ontario is working with CGLCC and other partners to seek funding from FedNor to enable Northern Ontario communities and regions to benefit from the Rainbow Registry program as well.

Tourism Excellence North is partnering with CGLCC to develop training programs which can be shared with the Southern Ontario RTOs.

## DESTINATION ONTARIO

A meeting was held with representatives of Destination Ontario, Debra Mansillo, Vice President, Industry Relations and International Marketing; Rey Stephen, Global Media Specialist (Europe & North America), and Joey Panetta, Creative Services Manager who provided advice on digital asset acquisition and agreed to provide release forms. DO had no current digital assets of any of the partner RTOs in their inventory.

DO agreed to provide a video shoot to the photo shoots, value \$70,000. Four of the five Southern Ontario RTOs and the three Northern RTOs have requested and will receive the video shoots.

## PRIDE ORGANIZATIONS

This 2SLGBT+ tourism product development initiative prompted many RTOs to reach out to their local Pride organizations for leads on potential models and other information. RTO 7 said, "RTO7 has developed stronger relationships with 3 Pride groups in the region. These relationships will help guide us with product development, marketing, and training initiatives."

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## STEP 7: Undertake Marketing and Communications

All the partner RTOs made significant progress in the acquisition of 2SLGBT+ photography, focusing on the spring and summer months, with video shoots also planned. These will be key tools in marketing the regions to 2SLGBT+ travellers moving forward.







## Next Steps

DNO has submitted a proposal for funding to enable the team to undertake a second phase of this project.

**The team members agreed that the following should be areas of focus:**

- Continue training
- Continue asset gathering
- Continue to work on gathering digital assets
- Focus on creating new itineraries or adapting existing itineraries
- Incorporate into Trip Planner and/or other tools
- Look into what businesses and other partners are out there and use database to push training, celebrate those who are Rainbow Registered
- Work on theme - identity, products, brands
- Engage with ITO on this
- Tie into CGLCC and Culinary Tourism Alliance Activities

## Conclusion

The Ontario 2SLGBT+ partnership has been very successful in developing a both a culture and products that address the interests and needs of 2SLGBT+ travellers. While there is more work to be done, the team members are very pleased with the progress that has been made in a relatively short period.

### The Key Performance Indicators that were achieved are as follows:

- › Number of RTO and DMO partner staff trained in workshop(s): **63**
- › Number of operators trained in workshop(s): **81**
- › Number of operators/businesses completing survey: **159**
- › Number of operators/businesses expressing interest in becoming Rainbow Registry accredited: **49**
- › Number of operators/businesses that achieve Rainbow Registry accreditation: **22**
- › Number of assets identified as LGBT-ready/friendly: **50**
- › Number of assets that are identified as being near ready or planning to become ready: **38**
- › Number of products enhanced and new products developed: **6 (target 4)**
- › Number and kind of digital assets acquired: **5480 photographs, 7 video shoots**
- › Any other KPIs being tracked.

#### RTO 9:

- › Supported 3 Pride events (RTO 9)

#### RTO11:

- › RTO Introduction meetings (new relationships) with Local Pride Organizations: **3**
- › Industry Newsletter Callouts: **5**
- › Industry Dedicated eBlasts: **2**
- › Industry Social Media Posts: **4**
- › Visitor Social Media Posts for 2SLGBT+ Initiative: **3**

*There is much more work to be done to determine tourism assets that are, or are close to being market-ready, then designing marketing campaigns for assets, but we are grateful to have a starting point!*

— RTO 11

#### Any other information you wish to share:

##### RTO 1:

- › Planning to develop itinerary based on Rainbow Registered businesses

##### RTO11:

- › This initiative has provided much needed education, resources, and networking with other RTOs and at a community level with active Pride organizations
- › The photo shoots and assets gained will help our region to showcase our diversity and promote a culture of inclusivity
- › We will continue to take part in the working group, and collaborate with the participating RTOs to share learnings, resources and for training opportunities.



# Financial Statement

## NORTHERN ONTARIO REGIONAL TOURISM (RTO 13) LGBTQ+ PAN-REGIONAL STRATEGY

04/01/2021 to 03/31/2022

Pan-Regional LGBTQ+ Strategy	Actual	Budget	Variance
Research & Product Development - LGBTQ+	\$ 32,481.25	\$ 32,750.00	\$ 268.75
Digital Assets - LGBTQ+	\$ 70,172.85	\$ 66,000.00	\$ (4,172.85)
Stakeholder Engagement - LGBTQ+	\$ 11,087.51	\$ 16,000.00	\$ 4,912.49
Administration - LGBTQ+	\$ 15,714.29	\$ 15,250.00	\$ (464.29)
<b>Total Pan-Regional Project</b>	<b>\$ 129,455.90</b>	<b>\$ 130,000.00</b>	<b>\$ 544.10</b>

Total project underspend: **\$544.10**







2022

# 2SLGBT+

SURVEY RESPONSES



# Perceptions of Ontario as a Destination for 2SLGBT+ Travellers

## SURVEY RESPONSE DATA 2022

### 2SLGBT+ RESPONDENT RESPONSES ONLY

#### QUESTION 1

Does the term LGBT+ apply to you? If 'No', please do not complete the survey.

Answer Choices:	Responses:	Totals:
Yes	79.84%	194
No	20.16%	49
<b>TOTAL RESPONSES</b>		<b>243</b>

ANSWERED: 243 / SKIPPED: 3

#### QUESTION 2

How old are you?

Answer Choices:	Responses:	Totals:
19 or younger	5.67%	11
20 - 29	17.53%	34
30 - 39	22.68%	44
40 - 49	15.98%	31
50 - 59	14.95%	29
60 - 69	19.07%	37
70 or older	4.12%	8
<b>TOTAL RESPONSES</b>		<b>194</b>

ANSWERED: 243 / SKIPPED: 0

**QUESTION 3**

Where do you live?

Answer Choices:	Responses:	Totals:
Ontario	93.30%	181
Manitoba	0.52%	1
Quebec	1.55%	3
Prairie Provinces	0.52%	1
Maritime Provinces	0.00%	0
British Columbia	0.52%	1
Other Canada	0.00%	0
U.S. Midwest	0.52%	1
U.S. North	0.00%	0
U.S. South	0.52%	1
U.S. West	0.52%	1
U.S. East	0.52%	1
U.S. Other	0.00%	0
Europe	1.03%	2
Asia	0.00%	0
Other Overseas - Caribbean	0.52%	1
	<b>TOTAL RESPONSES</b>	<b>194</b>

ANSWERED: 194 / SKIPPED: 0



**QUESTION 4**

To what extent does your perception of a region being LGBT+ friendly influence your decision to travel there?

Answer Choices:	Responses:	Totals:
LGBT+ friendliness HIGHLY influences me in choosing my destination	45.36%	88
LGBT+ friendliness SOMEWHAT influences me in choosing my destination	47.42%	92
LGBT+ friendliness DOES NOT influence me in choosing my destination	7.22%	14
<b>TOTAL RESPONSES</b>		<b>194</b>

ANSWERED: 194 / SKIPPED: 0



**QUESTION 5**

Please rank the importance of the following factors in choosing your destination.

Categories:	Very Important	Somewhat Important	A Consideration	Not important	Total
Cost	49.48% 96	35.57% 69	13.92% 27	1.03% 2	194
Rest and Relaxation	50% 95	38.95% 74	10% 19	1.05% 2	190
Shopping	9.79% 19	32.48% 63	35.57% 69	22.16% 43	194
Food and Drink	46.39% 90	43.82% 85	7.73% 15	2.06% 4	194
Climate	43.82% 85	37.63% 73	15.46% 30	3.09% 6	194
Outdoor Activities	32.47% 63	35.05% 68	28.35% 55	4.13 8	194
Other Activities (see below)	17.42% 27	37.42% 58	26.45% 41	18.71% 29	155
Reputation For Quality	44.33% 86	47.94% 93	7.21% 14	0.52% 1	194
LGBT+ Friendly	56.70% 110	30.42% 59	9.79% 19	3.09% 6	194
LGBT+ Events and Attractions	22.28% 43	38.34% 75	31.09% 60	8.29% 16	193
Reputation for Services	39.18% 76	48.97% 95	10.30% 20	1.55% 3	194
Cultural Attractions	44.56% 86	43.01% 83	9.84% 19	2.59% 5	193
Safety/Security	73.58% 142	22.28% 43	3.63% 7	0.51% 1	193
Nightlife	10.88% 21	31.09% 60	40.41% 78	17.62% 34	193
Reputation for Diversity	41.67% 80	43.75% 84	12.20% 5	7.32% 3	192
Recommendation from Family and Friends	21.65% 42	44.33% 86	29.38% 57	4.64% 9	194
Other (see below)	14.86% 11	18.92% 14	17.57% 13	48.65% 36	74

**TOTAL RESPONSES 194**

ANSWERED: 194 / SKIPPED: 0 / TOTAL OTHER RESPONSES: 34

OTHER ACTIVITIES (23): ARTS/CULTURE/HISTORY - 8 / EVENTS & ACTIVITIES - 14 / UNSURE - 5

OTHER (11): INCLUSIVITY - 8 / POLITICS - 1 / TRAVEL - 2

**QUESTION 6**

Select your top 5 activities when you are on vacation.

Answer Choices:	Responses:	Totals:
Beach and Water Activities	74.23%	144
Hiking/Walking	54.12%	105
Dining	52.06%	101
Touring Historic Sites	51.55%	100
Breweries/Cideries/Wineries/Agri-tourism	47.94%	93
Festivals	36.60%	71
Shopping	35.57%	69
Visiting Museums and Galleries	33.51%	65
Other Outdoor Activities	32.47%	63
Spa/Wellness	22.16%	43
Camping	19.59%	38
Bars and Nightlife	18.56%	36
Other (see below)	18.04%	35
Fishing	8.25%	16
Cycling	4.64%	9
Casinos	4.64%	9
Auto/RV/Motorcycling Touring	4.64%	9
LGBT+ Specific Events/Activities	4.12%	8
	<b>TOTAL RESPONSES</b>	<b>194</b>

ANSWERED: 194 / SKIPPED: 0

TOTAL OTHER RESPONSES (8): FAMILY & FRIENDS - 3 / SPORTS - 1 / ANTIQUES: 1 / THEATRE: 2 / EVENTS - 1



**QUESTION 7**

Do you research a destination for LGBT+ friendliness prior to making travel plans?

Answer Choices:	Responses:	Totals:
Yes	69.07%	134
No	30.93%	60
<b>TOTAL RESPONSES</b>		<b>194</b>

ANSWERED: 194 / SKIPPED: 0

**QUESTION 8**

If 'Yes', how do you research?

Answer Choices:	Responses:	Totals:
Websites	94.81%	128
Social Media	75.56%	102
Word of Mouth	61.48%	83
Other (see below)	5.19%	7
<b>TOTAL RESPONSES</b>		<b>10</b>

ANSWERED: 135 / SKIPPED: 59 / TOTAL OTHER RESPONSES (8): NEWS - 2 / INTERNET SEARCHES - 2 / COMMUNITIES &amp; ORGANIZATIONS - 2 / DEPENDS ON TRAVEL COMPOSITION - 1

**QUESTION 9**

As a leisure traveller, how do you usually travel?

Answer Choices:	Responses:	Totals:
Individually	13.92%	27
As a couple	55.67%	108
As a family	18.04%	35
With a group	7.73%	15
Other (see below)	4.64%	9
<b>TOTAL RESPONSES</b>		<b>194</b>

ANSWERED: 194 / SKIPPED: 0

TOTAL OTHER RESPONSES (9): WITH FRIENDS - 5 / COMBINATION OF ABOVE - 3 / UNSURE - 1

**QUESTION 10**

What is your perception of the various regions of Ontario as LGBT+ friendly destinations?

Categories:	Not at all LGBT+ friendly	Somewhat LGBT+ friendly	Very LGBT+ friendly	Unsure	Total
Northern Ontario	25.79% 49	37.89% 72	6.32% 12	30% 57	190
Greater Toronto and Hamilton Area	1.05% 2	26.32% 50	63.16% 120	9.47% 18	190
Southwestern Ontario Urban	3.65% 7	47.39% 91	20.31% 39	28.65% 55	192
Southwestern Ontario Small Town	24.74% 47	40.53% 77	7.37% 14	27.36% 52	190
Southwestern Ontario Rural	29.69% 57	34.90% 67	3.12% 6	32.39% 62	192
Central Ontario Urban	5.76% 11	45.03% 86	22.51% 43	26.70% 51	191
Central Ontario Small Town	18.75% 36	42.71% 82	5.21% 10	33.33% 64	192
Central Ontario Rural	29.32% 56	31.94% 61	2.61% 5	36.13% 69	191
Southeastern Ontario Urban	5.73% 11	42.19% 81	23.44% 45	28.64% 55	192
Southeastern Ontario Small Town	17.19% 33	45.31% 87	7.29% 14	30.21% 58	192
Southeastern Ontario Rural	27.08% 52	35.94% 69	3.12% 6	33.86% 65	192

**TOTAL RESPONSES 194**

ANSWERED: 194 / SKIPPED: 0



## QUESTION 11

If, as an LGBT+ traveller, your perception of any of the previous regions is negative or neutral – what could be done to improve that perception?

## CATEGORIES

## EDUCATION &amp; AWARENESS / 16

- › Compassion, education and support
- › Promoting education and awareness of LGBTQ2+ people, issues and safety
- › Communication
- › Actions speak louder than words. Come on Hamilton Police Department, get going.
- › Just information
- › To continue educating and creating signs of acceptance
- › Education and training. It's hard because in my experiences it's often been rooted in religion and that's hard to change.
- › Education
- › Town councils initiating LGBT+ public education campaigns and Pride celebrations
- › New residents. Education for residents, events to educate and integrate with residents.
- › Governments should regularly inform bigots that they're wrong.
- › Education and encouragement
- › Education
- › Try and get people to understand there is no such thing as normal, every person is unique.
- › It takes time but education and normalization/acceptance go a long way.
- › Education for the resort owners and the travellers.

## PROMOTION &amp; MARKETING / 14

- › PR
- › Advertising specific to community / specific welcome verbalized.
- › Promotion to openly support LGBTQ+ groups through actions, events and visual cues like flags.
- › Better visibility on websites. Better marketing to our specific demographic.
- › Start an LGBT website for destinations and feature places that are very LGBT friendly. Promote, promote, promote LGBT-friendly communities.
- › Diverse marketing to LGBT travellers.
- › Active outreach to the queer community; advertising including queer couples; active policing homophobia and transphobia.
- › More exposure on the different social media platforms of organizations or small businesses
- › More advertising with LGBT people, more gender recognition and more sensitivity training for residents.
- › Posting on their social media websites and signs.
- › Promote on social media, first-person accounts of LGBT+ who live and thrive there.
- › More LGBT advertisements of events etc.
- › Highlight LGBTQIA+ business owners in the area. Collaboration with established LGBTQIA+ organizations like Pride.
- › Marketing that includes the LGBTQ+ community would at least suggest that they are aware this could be a demographic. Advertising in LGBTQ+ friendly media would also indicate this. What about suggesting gender-neutral bathrooms in tourist or public places?



## QUESTION 11 (CONT'D)

If, as an LGBT+ traveller, your perception of any of the previous regions is negative or neutral – what could be done to improve that perception?

## CATEGORIES

## VISUAL INDICATORS / 21

- More visible LGBTQI signage
- More signs and ads stating that businesses are queer-friendly.
- Stickers or indicators to show that shops/vendors/dining is LGBTQ2S+ friendly.
- SWO small town needs to have more safe visibility for members of the LGBT community, the Church of God is your problem.
- Seeing businesses with rainbow stickers always helps; we avoid B&Bs unless we know they are gay-friendly.
- Create an accredited, universally recognized icon for LGBTQ2+ friendly environments that destinations, venues, and accommodations can post on signs, marketing materials, and websites. PR campaign to raise awareness and break stereotypes that certain regions are more traditional or closed-minded.
- I really like seeing the LGBT+ flag in the window of establishments, it makes me feel welcomed and safe.
- Visibility
- More progress with pride decals and evidence that one is not judged if they want to try on and potentially purchase clothes that are perceived to be the opposite gender they appear to be. People don't assume you have a spouse of the opposite sex.
- Pride flags are visible. Pride advertising.
- Pride flags and stickers on business storefronts and websites.
- Rainbow crosswalks, safe place signs and rainbows.
- Resources in tourism, rainbow flag in windows, reviews, allyship and painted crosswalks.
- Having an organization like Pembroke Pride, or just little things like celebrating LGBTQ+ awareness days, and having safe space stickers around every corner.
- More information and more visual cues like crosswalks, flags etc.
- I recently visited Kingston and many of the businesses had rainbows in their windows. I'm not sure if they're permanent, or if it was part of some kind of city marketing/statement, but that visual clue made me feel like the city was more welcoming than I might have originally assumed.
- Indicating friendliness with symbols (i.e., Accommodation venues)
- Be explicit; recognize Pride; signs in shops/hotels.
- More visibility, events or specifically stating it, especially when churches have messages or pride flags.
- I don't think rural areas being less LGBT-friendly is specific to Ontario. Attractions in rural areas or small towns can signal they are a safe space by hosting activities during Pride or even something as small as a rainbow sticker on a store's window makes me feel better!
- Something as small as a rainbow flag on a destination's website can influence my decision on travelling. It would be even more beneficial for the city to list LGBTQ businesses, resources and spaces as well.

**QUESTION 11 (CONT'D)**

If, as an LGBT+ traveller, your perception of any of the previous regions is negative or neutral – what could be done to improve that perception?

**CATEGORIES****COMMUNITY SUPPORT & ACCEPTANCE / 23**

- › Folks are as they are, if we are uncomfortable somewhere we don't go there.
- › Tourism welcoming LGBT+ travellers.
- › Generally, has gotten better over time, but still, there is a stigma outside of the big cities.
- › More acceptance
- › Make safer environments and LGBTQAI+ safe spaces.
- › It would not affect me as much in Ontario, because I generally view Ontario to be an accepting province. However, the number of LGBT+ organizations or businesses in the area is a huge way of seeing somewhere as positive.
- › Make it accessible by transit as I don't own a car.
- › Open-minded staff.
- › Improve acceptance
- › The perception of the people that live in that community would have to be visibly changed to be LGBT friendly, in other words, the locals would need to be friendly and accepting and not leering at LGBT folks.
- › More acceptable
- › All are LGB friendly, couldn't care less if they are Trans friendly
- › The people of Dysart are not very welcoming, although LGBT+ owned/supportive businesses helped a bit.
- › Look I don't vacation by going to hotels and stuff and seeing that area, I'm there for an event or something, so the negative perceptions are cultural from the people who live there. As I go in to get gas or the best place to feel a town is their grocery store. An area's culture is often encapsulated in how they buy and consume their food.
- › Less Conservative, more NDP. Less "Freedom truckers" and more pride flags. Less racist bigots and more celebrations of diversity. Laws need to be changed to stop dehumanizing those who do not identify as a straight white rich male.
- › Most of these small towns are run by old white people (Conservatives)
- › Seeing LGBT+ inclusivity would be helpful.
- › Shift in small town thinking
- › No negative perceptions for Ontario – it's either openly trying to entice LGBTQ2+ travellers or in smaller places there is not much specifically for LGBTQ2+ travellers but there is no fear of discrimination or harassment at accommodations, restaurants or attractions.
- › More positive attitudes
- › Culturally people are still weary of LGBT+ couples
- › Law enforcement, visibility and acknowledgement of financial value of travelers
- › Prove me wrong. Show me why I'm wrong for having a negative opinion.

**QUESTION 11 (CONT'D)**

If, as an LGBT+ traveller, your perception of any of the previous regions is negative or neutral – what could be done to improve that perception?

**CATEGORIES****EVENTS & ACTIVITIES / 8**

- › Hosting more LGBTQ+ events or support groups.
- › Signifiers of inclusion/diversity, the positive reputation of inclusivity, diversity/inclusion initiatives and more programming, events, etc.
- › Have venues where people can hang out and get information.
- › Social media posts and more events.
- › Diversity in marketing materials and pride events.
- › More visible Pride events and gatherings or supportive businesses.
- › LGBT events and rainbow flags.

**NO KNOWLEDGE / 9**

- › I have no knowledge of these regions
- › Neutral – Don't have knowledge/what is there to do that is aligned with me
- › I have not traveled or researched
- › Not traveled there
- › I have not had any negative experiences, but I am unsure if they are very or somewhat friendly.
- › Not sure
- › We don't go to those areas – we don't know.
- › Neutral
- › Unsure

**NO KNOWLEDGE / 9**

- › I have no knowledge of these regions
- › Neutral – Don't have knowledge/what is there to do that is aligned with me
- › I have not traveled or researched
- › Not traveled there
- › I have not had any negative experiences, but I am unsure if they are very or somewhat friendly.
- › Not sure
- › We don't go to those areas – we don't know.
- › Neutral
- › Unsure

**NOTHING / 2**

- › Nothing it's people's choice whether they're going to be friendly about it or not.
- › Unfortunately, I don't think there's anything that can be done to make people hold their tongues or shut their eyes.

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TOTAL RESPONSES: 93 / SKIPPED: 102



## QUESTION 12

Is there anything else you would like us to know about LGBT+ travellers/tourism?

## CATEGORIES

## POSITIVE COMMENTS / 6

- › I think Ontario is doing a good job as per Canada, still, I know only the Greater Toronto Area vs Ontario for LGBT+. I believe Ontario is also very friendly, but I have not experienced all of it (only Niagara Falls).
- › We see improvements happening.
- › As a lesbian woman, and a photographer who's been involved with 2LGBTQ+ tourism projects, I think it's really important to do some good research into the towns individually and to not promote towns that are not progressive in their views. Also, it's worth noting there are some really lovely small towns that are quite safe and welcoming. I appreciate that this survey is being done. Thank you.
- › Toronto is one of the most queer-friendly places I have lived or visited. My answer above about GTA and Hamilton is because parts are VERY gay friendly, and parts not so much. I could not give one rating to the whole area. I very often have queer friends who come to stay, and I direct them to where I think they will have the most welcoming and safe time.
- › I am from Niagara and feel like we have a lot to offer to the LGBT+ community.
- › I have no worries about travelling openly anywhere in Ontario. Urban areas are exciting and inclusive and areas with lower population are still friendly.

## ACCEPTANCE / 13

- › Diversity in not only LGBTQ+ but full inclusion of all the people.
- › Accommodating LGBTQI seniors
- › There are all kinds of queer people from all kinds of places. We are not a homogenous community.
- › We do travel, we do spend money and are more likely to do it in businesses where we feel welcomed. We've not encountered any significant problems in campgrounds or businesses and in general, individual staff have always been friendly and we usually feel safe. However, we don't hold hands or do things that draw attention to ourselves.
- › Some of us take for granted how blessed we are, and we just go. We don't even think about the fact that we're gay. We just go. Maybe that doesn't happen around the world but it's how I live my life here. I've been openly gay since 1992. I'm near 50yrs old. I can appreciate all who came before me, but I really feel like I don't need to identify as a traveler.
- › I try to avoid being highly visible
- › It's critical to know LGBT+ are welcome and not just our dollars.
- › We just want to feel like we are accepted and treated as anyone else.
- › We don't want to be treated specially or any different than a straight couple. The most uncomfortable thing is when businesses assume you're not a couple and after correcting it or asking for a bill together, they get defensive or awkward. Just be welcoming to everyone but don't overdo it and make a point of a couple being gay!
- › Enjoy being amongst like-minded travelers.
- › LGBT2SQ is not a monolith; young white gay men drinking, and partying is not the only gay culture.
- › It would be nice for hosts to say they are friendly, rather than me having to ask and risking rejection/hate.
- › LGBT does not need special treatment as LGBT wants to be treated like everyone.

## QUESTION 12 (CONT'D)

Is there anything else you would like us to know about LGBT+ travellers/tourism?

## CATEGORIES

## CENTRALIZED SOURCE / 4

- Promote LGBT friendly places to stay. Have a centralized website for LGBT accommodations, services, dining, activities, etc.
- Ways to find the location of LGBT+ shops, restaurants and venues.
- Comments, stares, and glares are always going to happen, but safety is a huge concern! I know the law will protect us in Canada but people coming from out of Canada may not be aware. Perhaps listing key law points for LGBT anywhere LGBT+ tourism is, might ease tension and uncertainty.
- There is a website called [www.purpleroofs.com](http://www.purpleroofs.com) that helps travelers find LGBT-owned/LGBT-friendly accommodations. Would love an Ontario-based website that provided the same kind of service.

## EVENTS &amp; ACTIVITIES / 3

- Have events that appeal to LGBT that are not heterosexual assumed.
- Anime conventions are amazingly aggressively accepting places XD and no one has asked or cared about my visibly trans status while camping.
- Other than safety, most LGBT+ travellers over 40 are most interested in activities, culture etc.

## NEGATIVE ATTITUDE / 4

- Until people change their perceptions (like we are pedophiles, or it's "wrong" to be gay, it's gross etc.) about the gay community, it doesn't matter how many flags or stickers in windows that are put up, if the area is not okay with gays, then the bottom line is that it will not be a safe space for us.
- It seems as if the dislike for LGBTQ2+ is directly proportional to the distance from downtown Toronto there may be some urban exceptions to this but if there are, those areas perhaps are not getting the word out as well as they could. I hope I am way off on this.
- Ontario feels mostly safe, but I do hesitate using public bathrooms in small-town rural Ontario. It's not the southern US, but there is still most definitely a vibe.
- Stop grouping LGB with T+, we want nothing to do with T+.

## SAFETY / 5

- We travel the world, and our impression is that even 'LGBT+ friendly' destinations can have trouble areas. We ask locals where it's safe
- I mostly care about my safety in travelling not specifically 'friendliness' but I will choose something LGBT+ over something that isn't if given a choice
- I don't necessarily seek out/research LGBT+ friendly destinations per se but I certainly avoid areas where I know or suspect unfriendliness/hate
- I will usually visit LGBT+ bars or other attractions if they are present in a city, but if they don't have any it doesn't mean I won't visit there. Mainly I just need to know that it is safe for me
- If a place is safe and interesting for all travelers, it will be safe and interesting for us also

## VISIBLE INDICATORS / 2

- Seeing a rainbow sticker or signage at the entrance of an establishment makes me feel welcome and safe.
- Just having (even a small) rainbow diversity flag makes me feel welcome even if they aren't an LGBTQ+ space.

**QUESTION 12 (CONT'D)**

Is there anything else you would like us to know about LGBT+ travellers/tourism?

**CATEGORIES**

**PROMOTION & ADVERTISEMENT / 3**

- Businesses should advertise more on their websites, or at least mention being LGBT-friendly. It can be a small thing, even one sentence at the bottom of a website does increase, at least for me, the chances of me choosing to use that business.
- The gay camping in Ontario is awesome and should be promoted worldwide.
- Building better visibility will lead to more reviews in my LGBTQ community which is the highest level of endorsement.

**DISCOUNTS / 2**

- Offer discounts for dining and accommodation
- Free rainbow flags for businesses

**NOT CURRENTLY / 12**

- We have never had any problems, so we have no suggestions at this time.
- N/A
- No, thank you
- N/A
- No
- No
- No
- No
- N/A
- N/A
- No
- No

TOTAL RESPONSES: 54 / SKIPPED: 141





# Perceptions of Ontario as a Destination for 2SLGBT+ Travellers

## SURVEY RESPONSE DATA 2022

### NON- 2SLGBT+ RESPONDENT RESPONSES ONLY

#### QUESTION 1

Does the term LGBT+ apply to you?

Answer Choices:	Responses:	Totals:
Yes	79.84%	194
No	20.16%	49
<b>TOTAL RESPONSES</b>		<b>243</b>

ANSWERED: 243 / SKIPPED: 3

#### QUESTION 2

How old are you?

Answer Choices:	Responses:	Totals:
19 or younger	0.00%	0
20 - 29	2.38%	1
30 - 39	2.38%	1
40 - 49	9.52%	4
50 - 59	26.19%	11
60 - 69	47.62%	20
70 or older	11.90%	5
<b>TOTAL RESPONSES</b>		<b>42</b>

ANSWERED: 42 / SKIPPED: 7

**QUESTION 3**

Where do you live?

Answer Choices:	Responses:	Totals:
Ontario	92.86%	39
Manitoba	0.00%	0
Quebec	2.38%	1
Prairie Provinces	0.00%	0
Maritime Provinces	0.00%	0
British Columbia	0.00%	0
Other Canada	0.00%	0
U.S. Midwest	0.00%	0
U.S. North	0.00%	0
U.S. South	0.00%	0
U.S. West	0.00%	0
U.S. East	4.76%	2
U.S. Other	0.00%	0
Europe	0.00%	0
Asia	0.00%	0
Other Overseas	0.00%	0
<b>TOTAL RESPONSES</b>		<b>42</b>

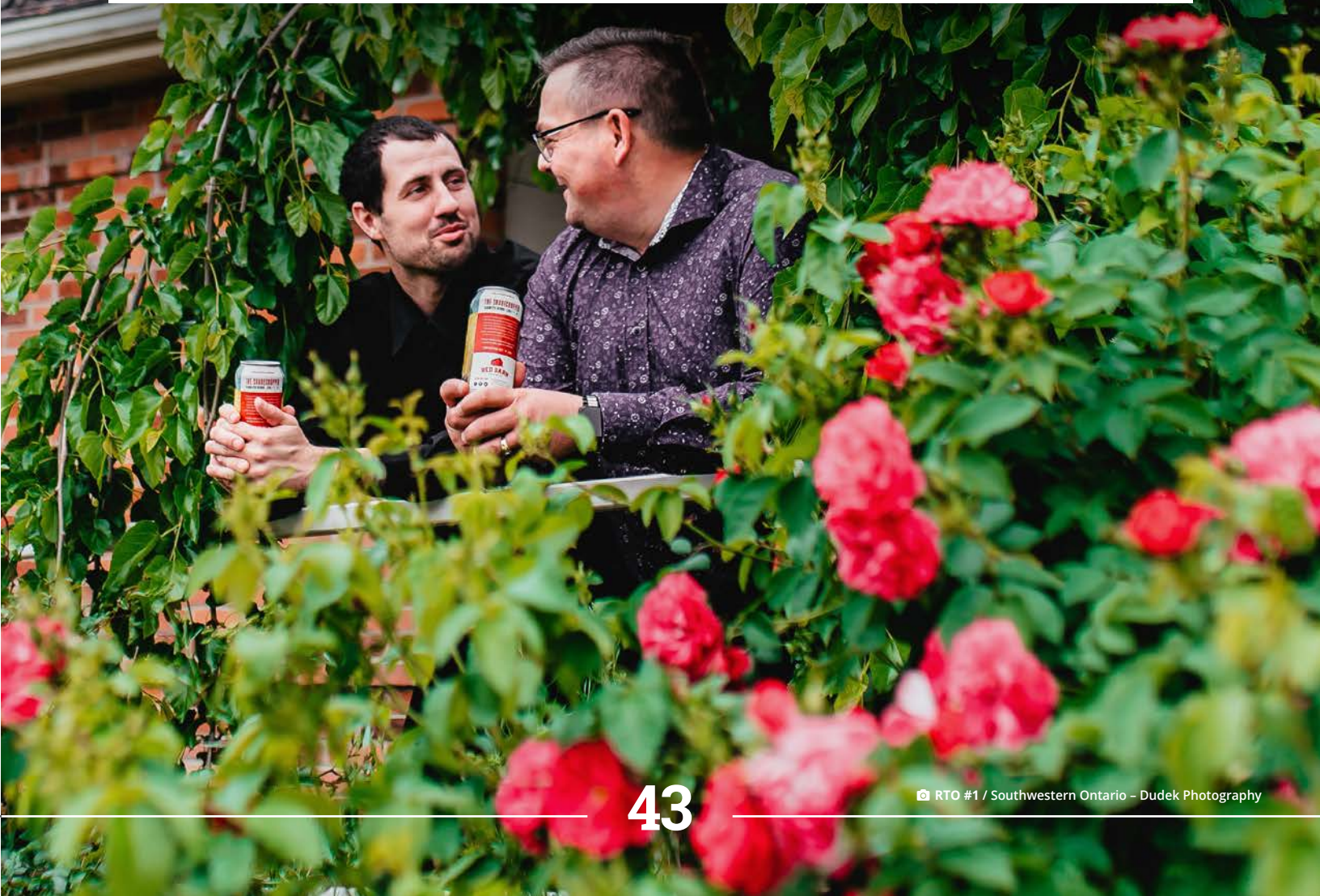
ANSWERED: 42 / SKIPPED: 7

**QUESTION 4**

To what extent does your perception of a region being LGBT+ friendly influence your decision to travel there?

Answer Choices:	Responses:	Totals:
LGBT+ friendliness HIGHLY influences me in choosing my destination	21.43%	9
LGBT+ friendliness SOMEWHAT influences me in choosing my destination	16.67%	7
LGBT+ friendliness DOES NOT influence me in choosing my destination	61.90%	26
	<b>TOTAL RESPONSES</b>	<b>42</b>

ANSWERED: 42 / SKIPPED: 7





**QUESTION 5**

Please rank the importance of the following factors in choosing your destination.

Categories:	Very Important	Somewhat Important	A Consideration	Not important	Total
Cost	57.50% 23	17.50% 7	17.50% 7	7.50% 3	40
Rest and Relaxation	78.57% 33	11.90% 5	2.38% 1	7.14% 3	42
Shopping	9.76% 4	21.95% 9	41.46% 17	26.83% 11	41
Food and Drink	41.46% 17	36.59% 15	14.63% 6	7.32% 3	41
Climate	48.78% 20	34.15% 14	7.32% 3	9.76% 4	41
Outdoor Activities	43.90% 18	41.46% 17	7.32% 3	7.32% 3	41
Other Activities (see below)	21.88% 7	34.38% 11	12.50% 4	31.25% 10	32
Reputation For Quality	60.98% 25	26.83% 11	4.88% 2	7.32% 3	41
LGBT+ Friendly	19.51% 8	19.51% 8	12.20% 5	48.78% 20	41
LGBT+ Events and Attractions	4.88% 2	14.63% 6	19.51% 8	60.98% 25	41
Reputation for Services	60.98% 25	24.39% 10	7.32% 3	7.32% 3	41
Cultural Attractions	41.46% 17	43.90% 18	2.44% 1	12.20% 5	41
Safety/Security	80.49% 33	9.76% 4	0.00% 0	9.76% 4	41
Nightlife	7.32% 3	26.83% 11	39.02% 16	26.83% 11	41
Reputation for Diversity	29.27% 12	24.39% 10	12.20% 5	7.32% 3	41
Recommendation from Family & Friends	36.59% 15	43.90% 18	12.20% 5	7.32% 3	41
Other (see below)	10.00% 2	10.00% 2	5.00% 1	75.00% 15	20

**TOTAL RESPONSES 42**

ANSWERED: 42 / SKIPPED: 7

TOTAL OTHER RESPONSES (8): EVENTS & ACTIVITIES - 5 / SAFETY - 2 / STOP - 1

**QUESTION 6**

Select your top 5 activities when you are on vacation.

Answer Choices:	Responses:	Totals:
Beach and Water Activities	69.05%	29
Hiking/Walking	61.90%	26
Dining	59.52%	25
Touring Historic Sites	47.62%	20
Breweries/Cideries/Wineries/Agri-tourism	42.86%	18
Festivals	33.33%	14
Shopping	28.57%	12
Visiting Museums and Galleries	26.19%	11
Other Outdoor Activities	23.81%	10
Spa/Wellness	21.43%	9
Camping	19.05%	8
Bars and Nightlife	11.90%	5
Other (see below)	11.90%	5
Fishing	9.52%	4
Cycling	7.14%	3
Casinos	7.14%	3
Auto/RV/Motorcycling Touring	7.14%	3
LGBT+ Specific Events/Activities	2.38%	1
	<b>TOTAL RESPONSES</b>	<b>42</b>

ANSWERED: 42 / SKIPPED: 7

TOTAL OTHER RESPONSES (5): ACTIVITIES: 2 / NOTHING: 2 / NEGATIVE: 1

**QUESTION 7**

Do you research a destination for LGBT+ friendliness prior to making travel plans?

Answer Choices:	Responses:	Totals:
Yes	9.52%	4
No	90.48%	38
<b>TOTAL RESPONSES</b>		<b>42</b>

ANSWERED: 42 / SKIPPED: 7

**QUESTION 8**

If 'Yes', how do you research?

Answer Choices:	Responses:	Totals:
Websites	40.00%	4
Social Media	30.00%	3
Word of Mouth	50.00%	5
Other (see below)	20.00%	2
<b>TOTAL RESPONSES</b>		<b>10</b>

ANSWERED: 10 / SKIPPED: 39 / TOTAL OTHER RESPONSES: 2

OTHER: STOP - 1 / NOTHING - 2

**QUESTION 9**

As a leisure traveller, how do you usually travel?

Answer Choices:	Responses:	Totals:
Individually	2.38%	1
As a couple	61.90%	26
As a family	19.05%	8
With a group	7.14%	3
Other (see below)	9.52%	4
<b>TOTAL RESPONSES</b>		<b>42</b>

ANSWERED: 42 / SKIPPED: 7 / TOTAL OTHER RESPONSES: 4

OTHER: FRIENDS - 1 / CHILDREN - 1 / NONE - 2



**QUESTION 10**

What is your perception of the various regions of Ontario as LGBT+ friendly destinations?

Categories:	Not at all LGBT+ friendly	Somewhat LGBT+ friendly	Very LGBT+ friendly	Unsure	Total
Northern Ontario	14.63% 6	17.07% 7	9.76% 4	58.54% 24	41
Greater Toronto and Hamilton Area	2.44% 1	14.63% 6	53.66% 22	29.27% 12	41
Southwestern Ontario Urban	4.88% 2	39.02% 16	21.95% 9	34.15% 14	41
Southwestern Ontario Small Town	12.20% 5	34.15% 14	9.76% 4	43.90% 18	41
Southwestern Ontario Rural	17.07% 7	24.39% 10	12.20% 5	46.34% 19	41
Central Ontario Urban	4.88% 2	34.15% 14	29.27% 12	31.71% 13	41
Central Ontario Small Town	9.76% 4	31.71% 13	12.20% 5	46.34% 19	41
Central Ontario Rural	12.20% 5	21.95% 9	17.07% 7	48.78% 20	41
Southeastern Ontario Urban	4.88% 2	29.27% 12	31.71% 13	34.15% 14	41
Southeastern Ontario Small Town	9.76% 4	31.71% 13	17.07% 7	41.46% 17	41
Southeastern Ontario Rural	12.20% 5	31.71% 13	14.63% 6	41.46% 17	41
<b>TOTAL RESPONSES</b>					<b>41</b>

ANSWERED: 41 / SKIPPED: 8

**QUESTION 11**

If, as an LGBT+ traveller, your perception of any of the previous regions is negative or neutral – what could be done to improve that perception?

**CATEGORIES****STOP PROMOTING / 2**

- › Stop pushing transgender agenda down our throats. You are disgusting.
- › This is a disgusting survey. Couldn't care less about LGBTQ S2.

**ACCEPTING & FRIENDLY / 5**

- › Should be friendly regardless of sexual preference, but that doesn't seem to matter anymore as long as we cater to those that want to draw attention to themselves.
- › Educate the residents to be more friendly as to what's in it for them.
- › I think it is important for all areas of the country to be welcoming and inclusive.
- › More inclusive spaces.
- › Allow all queers to walk the streets fully nude.

**ACCOMMODATIONS / 1**

- › Identify certain accommodations as a short-term option.

**NOTHING/NOT SURE / 4**

- › N/A
- › None
- › Not sure
- › Nothing required

---

TOTAL RESPONSES: 12 / SKIPPED: 37

**QUESTION 12**

Is there anything else you would like us to know about LGBT+ travellers/tourism?

**CATEGORIES****STOP PROMOTION / 5**

- › Stop the LGBTQ agenda now
- › Stop making it any different than it would be for anyone else. I am sick of all this diversity being shoved down my throat. I'm old, female, fat, white and educated and proud of it. I also eat meat, drive a gas-guzzling car, and avoid discussing my sex life with anyone.
- › There is no need to market tourism to people based on their sexual orientation.
- › It's 2022, stop bringing sexuality into a destination. People are going to feel uncomfortable when you designate a type of destination for sex!
- › You might want to reconsider focusing your efforts on a tiny but way too vocal minority.

**REASONING / 3**

- › Why is it so important? I accept their relationships. But, why does it have to be noted? I have family who are LGBT. Not sure why I had to do this survey.
- › Why does it matter? No one is doing surveys about my heterosexual stays being treated as normal.
- › Who the hell cares if someone is LGBT, they are people just the same as anyone else and it should not be a factor in travel.

**INCLUSION / 2**

- › We very much appreciate their business
- › As above – inclusivity and diversity should be a high priority

**NO / 5**

- › No
- › No
- › None
- › No. Disgusting survey
- › Not relevant to me

---

TOTAL RESPONSES: 15 / SKIPPED: 34



# Perceptions of Ontario as a Destination for 2SLGBT+ Travellers

## SURVEY RESPONSE DATA 2022

**2SLGBT+ RESPONDENT RESPONSES ONLY**  
**UNEDITED QUALITATIVE SURVEY RESPONSES**

### QUESTION 5

Please rank the importance of the following factors in choosing your destination.  
(Other raw data)

#### CATEGORIES

##### EVENTS & ACTIVITIES / 14

- Activities specific to ethnic/culture/race
- Healing, community building, connecting to nature, cooking local produce, music, dancing
- Day tours
- Tournaments, conventions & anything notable to the region such as arcades in Japan
- If there is anything else in the area with other activities
- Event
- Concerts, shopping/downtown options, coziness
- Any activities e.g., Things to do

##### INCLUSIVITY / 8

- Family friendly
- Accommodating for people of size
- Pet friendly
- New and safe accommodations close to attractions and amenities, music events, art shows, markets, kid's activities
- Have not been able to say this previously - I am LGB, I am not LGBT+ - stop grouping us with them.

##### TRAVEL / 2

- Transportation accessibility
- Distance from home and travel time required

**QUESTION 5 (CONT'D)**

Please rank the importance of the following factors in choosing your destination.  
(Other raw data)

**CATEGORIES****POLITICS: / 1**

- › Political climate\

**ARTS/CULTURE/HISTORY / 8**

- › Art galleries and cultural destinations
- › Arts and culture
- › Metaphysical or spiritual attractions
- › Art and history
- › Historical sites, museums
- › Quirky attractions, unique museums, Agri tourism, historic sites
- › New destination with lots of history
- › Nature, historical, weather

**UNSURE / 1**

- › Unsure

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TOTAL RESPONSES: 34

**QUESTION 6**

Select your top 5 activities when you are on vacation. (Other raw data)

**CATEGORIES****FAMILY/FRIENDS: / 3**

- › Visiting family
- › Friends
- › Visiting family

**SPORTS: / 1**

- › Golf

**EVENTS / 1**

- › Running events

**ANTIQUES / 1**

- › Antiques/Architectural salvage

**THEATRE / 2**

- › Love theatre
- › Theatre and music

---

TOTAL RESPONSES: 8

**QUESTION 8**

If 'Yes', how do you research? (Other raw data)

**CATEGORIES****NEWS / 2**

- › Newspaper, magazine articles
- › News articles

**INTERNET SEARCHES / 2**

- › Mostly googling if I will be murdered
- › Google several sites of businesses, activities in the region and review comments etc.

**COMMUNITIES & ORGANIZATIONS / 2**

- › The local LGBT or PFLAG groups in the area of choice
- › Contacting Pride organizations in the city I am looking to travel to for a feel of what to expect. I was looking into going to Budapest recently to visit family, but Hungary is not so LGBTQ friendly, so I reached out to Budapest Pride for some feedback and recommendations

**DEPENDS ON TRAVEL COMPOSITION / 1**

- › Depends on who I am going with\

**AVOID AREAS / 1**

- › I avoid Trans friendly areas

TOTAL RESPONSES: 8

**QUESTION 9**

As a leisure traveller, how do you usually travel? (Other raw data)

**CATEGORIES****COMBINATION OF THE ABOVE / 3**

- › All of the above
- › Individual or family or friends
- › Either individually or I meet up there with friends from other places

**UNSURE / 1**

- › Unsure, haven't travelled much yet

**WITH FRIENDS / 6**

- › With friends
- › Friends
- › With a friend or two
- › Usually with a friend or two
- › With a friend
- › With a friend

TOTAL RESPONSES: 10



## QUESTION 11

If, as an LGBT+ traveller, your perception of any of the previous regions is negative or neutral – what could be done to improve that perception?

## CATEGORIES

## EDUCATION &amp; AWARENESS / 16

- › Compassion, education, support
- › Promoting education and awareness of LGBTQ2+ people, issues and safety
- › Communication
- › Actions speak louder than words. Come on Hamilton Police Department, get going
- › Just information
- › To continue educating and creating signs of acceptance
- › Education and training. It's hard because in my experiences it's often been rooted to religion and that's hard to change
- › Education
- › Town councils initiating LGBT+ public educational campaigns and Pride celebrations
- › New residents :). Education for residents, events to educate and integrate with residents
- › Governments should regularly inform bigots that they're wrong
- › Education and encouragement
- › Education
- › Try and get people to understand there is no such think as normal, every person is unique...e
- › It takes time but educations and normalization/acceptance goes a long way
- › Education for the resort owners and the travellers

## PROMOTION &amp; MARKETING / 14

- › PR
- › Advertising specific to community / specific welcome verbalised
- › Promotion to openly support LGBTQ+ groups through actions, events, visual cues like flags
- › Better visibility on websites. Better marketing to our specific demographic
- › Start an lgbt website for destinations, feature places that are very lgbt friendly. Promote promote promote lgbt friendly communities
- › Diverse marketing to lgbt travellers
- › Active outreach to the queer community ; advertising including queer couples ; active policing homophobia and transphobia
- › More exposure in the different social media of organisation or small business
- › More advertising with LGBT people, more gender recognition, more sensitivity training for residents?
- › Posting on their social media websites and signs
- › Promote on social media, first person accounts of LGBT+ who live and thrive there
- › More lgbt advertisement of events etc
- › Highlight LGBTQIA+ business owners in the area. Collaboration with established LGBTQIA+ organizations like Pride
- › Marketing that includes the LGBTQ+ community would at least suggest that they are aware this could be a demographic. Advertising in LGBTQ+ friendly media would also indicate this. What about suggesting gender neutral bathrooms in tourist or public places?

## QUESTION 11 (CONT'D)

If, as an LGBT+ traveller, your perception of any of the previous regions is negative or neutral – what could be done to improve that perception?

## CATEGORIES

## VISUAL INDICATORS / 21

- More visible LGBTQI signage
- More signs and ads stating that businesses are queer friendly
- Stickers or indicators to show that shops/vendors/dining is LGBTQ2S+ friendly
- SWO small town needs to have more safe visibility for members of the LGBT community, the Church of God is your problem
- Seeing businesses with rainbow stickers always helps; we avoid B&Bs unless we know they are gay-friendly
- Create an accredited universally recognized icon for LGBTQ2+ friendly environments that destinations, venues, accommodations can post on signs, marketing materials, and websites. PR campaign to raise awareness and break stereotypes that certain regions are more traditional or closed minded
- I really like seeing the LGBT+ flag in the window of establishments, it makes me feel welcomed and safe
- Visibility
- More progress pride decals and evidence that one is not judged if they want to try on and potentially purchase clothes that are perceived to be the opposite gender they appear to be. People don't assume you have a spouse of the opposite sex.
- Pride flags visible. Pride advertising.
- Pride flags and stickers on businesses store fronts and websites
- Rainbow crosswalks, safe place signs, rainbows
- Resources in tourism, rainbow flag in window, reviews, allyship, painted crosswalk
- Having an organisation like Pembroke Pride, or just little things like celebrating lgbtq+ awareness days, and having safe space stickers around every corner
- More information, more visual cues I'd crosswalks, flags etc
- I recently visited Kingston and many of the businesses had rainbows in their windows. I'm not sure if they're permanent, or if it was part of some kind of city, marketing/ statement.. but that visual clue made me feel like the city was more welcoming than I might have originally assumed
- Indicating friendliness with symbols (ie. Accommodation venues)
- Be explicit; recognize Pride; signs in shops/hotels
- More visibility, events or specifically stating it, especially when churches have messages or pride flags
- I don't think rural areas being less LGBT friendly is specific to Ontario. Attractions in rural areas or small towns can signal they are a safe space by hosting activities during Pride or even something as small as a rainbow sticker on a store's window makes me feel better!
- Something as small as a rainbow flag on a destinations website can influence my decision on travelling. It would be even more beneficial for the city to list LGBTQ businesses, resources, and spaces as well

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TOTAL RESPONSES: 10

## QUESTION 11 (CONT'D)

If, as an LGBT+ traveller, your perception of any of the previous regions is negative or neutral – what could be done to improve that perception?

## CATEGORIES

## COMMUNITY SUPPORT &amp; ACCEPTANCE / 21

- Folks are as they are, if we are uncomfortable somewhere we don't go there
- Tourism welcoming LGBT+ travellers
- Generally has gotten better over time, still there is a stigma outside of the big cities
- More acceptance
- Make safer environments and lgbtqi+ safe spaces
- It would not affect me as much in Ontario, because I generally view Ontario to be an accepting province. However, number of LGBT+ organizations or businesses in the area is a huge way of seeing somewhere as positive
- Make it accessible by transit, I don't own a car
- Open minded staff
- Improve acceptance
- The perception of the people that live in that community would have to be visibly changed to be LGBT friendly, in otherwords, the locals would need to be friendly and accepting and not leering at LGBT folks
- More acceptable
- All are LGB friendly, couldn't care less if they are Trans friendly
- The people of Dysart are not very welcoming. Although LGBT+ owned/supportive business's helped a bit
- Look I dont Vacation by going to hotels and stuff and seeing that area, Im there for a event so something so the negative perceptions are cultural from the people who live there as I go in to get gas or the best place to feel a town is there grocery store. An area culture is often encapsulated in how they buy and consume there food
- Less conservative, more ndp. Less "Freedom truckers" more pride flags. Less racist bigots and more celebrations of diversity. Laws need to be changed to stop dehumanizing those who do not identify as a straight white rich male
- Most of these small towns are run by old white people (Conservatives)
- Seeing LGBT+ inclusivity would be helpful
- Shift in small town thinking
- No negative perceptions for Ontario – it's either openly trying to entice LGBTQ2+ travellers or in smaller places there is not much specifically for LGBTQ2+ travellers but there is no fear of discrimination or harassment at accommodations, restaurants, or attractions..
- More positive attitudes
- Culturally people are still weary of LGBT+ couples
- Law enforcement, visibility, acknowledgement of financial value or travelers
- Prove me wrong. Show me why I'm wrong for having a negative opinion



**QUESTION 11 (CONT'D)**

If, as an LGBT+ traveller, your perception of any of the previous regions is negative or neutral – what could be done to improve that perception?

**CATEGORIES****EVENTS & ACTIVITIES / 8**

- › Hosting more LGBTQ+ events or support groups
- › Signifiers of inclusion/ diversity, positive reputation of inclusivity, diversity/ inclusion initiatives, programing, events, etc
- › Have venues where people can hang out and get information
- › Social media posts and events
- › Diversity in marketing materials, pride events
- › More visible Pride events and gatherings or supportive businesses
- › LGBT events, rainbow flags
- › Hold LGBT events in a high profile manner

**NO KNOWLEDGE / 9**

- › I have no knowledge of these regions
- › Neutral – Don't have knowledge/what is there to do that is aligned with me
- › I have not traveled or researched
- › Not traveled there
- › I have not had any negative experiences, but I am unsure re very or somewhat friendly..
- › Not sure
- › We don't go to those areas – we don't know
- › Neutral
- › Unsure

**NOTHING / 9**

- › Nothing it's peoples choice weather their gonna be friendly about it or not
- › Unfortunately, I don't think there's anything that can be done to make people hold their tongues or shut their eyes

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TOTAL RESPONSES: 93

## QUESTION 12

Is there anything else you would like us to know about LGBT+ travellers/tourism?

## CATEGORIES

## POSITIVE COMMENTS / 6

- I think ON is doing a good job as per Canada, still I know only the greater Toronto area vs ON for LGBT+. I believe ON is also very friendly, but I have not experienced (only Niagara Falls)
- We see improvement happening
- As a lesbian woman, and a photographer whos been involved with 2LGBTQ+ tourism projects, I think it's really important to do some good research the towns individually, and to not promote towns that are not progressive in their views. Also worth noting there are some really lovely small towns who are quite safe and welcoming. I appreciate that this survey is being done. Thank you.
- Toronto is one of the most queer friendly places I have lived or visited. My answer above about GTA and Hamilton is because parts are VERY gay friendly, and parts really not so much. I could not give one rating to the whole area. I very often have queer friends who come to stay and I direct them to where I think they will have the most welcoming and safe time.
- I am from Niagara and feel like we have a lot to offer to the LGBT+ community
- I have no worries about travelling openly anywhere in Ontario. Urban areas are exciting and inclusive and areas with lower population are still friendly

## ACCEPTANCE / 9

- Diversify in not only LGBTQ+ but full inclusion of all of the people
- Accommodating LGBTQI seniors
- There are all kinds of queer people from all kinds of places. We are not a homogenous community
- We do travel, we do spend \$\$ and are more likely to do it in businesses where we feel welcomed. We've not encountered any significant problems in camp grounds or businesses and in general, individual staff people have always been friendly and we usually feel safe. However we don't hold hands or do things that draw attention to ourselves
- Some of us take for granted how blessed we are, and we just go. We don't even think about the fact that we're gay. We just go. Maybe that doesn't happen around the world but it's how I live my life here. I've been openly gay since 1992. I'm near 50yrs old. I can appreciate all who came before me but I really feel like I don't need to identify as a traveler
- I try to avoid being highly visible
- It's critical to know LGBT+ are welcome, not just our dollars
- We just want to feel like we are accepted and treated as anyone else
- We don't want to be treated specially or any different than a straight couple. The most uncomfortable thing is when businesses assume you're not a couple and after correcting it or asking for a bill together, they get defensive or awkward. Just be welcoming to everyone but don't overdo it and make a point of a couple being gay!
- Enjoy being amongst like-minded travellers
- LGBT2SQ is not a monolith; young white gay men drinking and partying is not the only gay culture
- It would be nice for hosts to say they are friendly, rather than me having to ask and risking rejection/hate
- LGBT does not need special treatment as lgbt wants to be treated like everyone

**QUESTION 12 (CONT'D)**

Is there anything else you would like us to know about LGBT+ travellers/tourism?

**CATEGORIES****CENTRALIZED SOURCE / 4**

- Promote lgbt friendly places to stay. Have a centralized website for lgbt accommodations services dining activities etc
- Ways to find location LGBT+ shops, restaurants, and venues
- Comments, stares and glares are always going to happen but safety is a huge concern! I know the law will protect us in Canada but people coming from out of Canada may not be aware. Perhaps listing key law points for LGBT anywhere LGBT+ tourism is might ease tension and uncertainty?
- There is a website called <http://purpleroofs.com/> that helps travellers find LGBT-owned/ LGBT-friendly accommodations. Would love an Ontario-based website that provided the same kind of service

**EVENTS & ACTIVITIES / 3**

- Have events that appeal to LGBT that are not heterosexual assumed
- Anime conventions are amazingly aggressively accepting places XD and no one has asked or cared about my visibly trans status while camping
- Other than safety, for most LGBT+ travellers over 40, people are most interested in activities, culture etc

**NEGATIVE ATTITUDE / 9**

- Until ppl change their perceptions (like we are pedo's, or it's "wrong" to be gay, it's gross etc) about the gay community, it doesn't matter how many flags or stickers in windows that are put up, if the area is not okay with gays then the bottom line is that it will not be a safe space for us
- It seems as if the dislike for LGBTQ2+ is directly proportional to the distance from downtown Toronto...there may be some urban exceptions to this but if there is those areas perhaps are not getting the word out as well as they could. I hope I am way off on this
- Ontario feels mostly safe but I do hesitate using public bathrooms in small town rural Ontario. It's not the southern US, but there is still most definitely a vibe
- Stop grouping LGB with T+, we want nothing to do with T+

## QUESTION 12

Is there anything else you would like us to know about LGBT+ travellers/tourism?

## CATEGORIES

## SAFETY / 5

- We travel the world and our impression is that even 'LGBT+ friendly' destinations can have trouble areas. We ask locals where it's safe
- I mostly care about my safety in travelling not specifically 'friendliness' but I will choose something LGBT+ over something that isn't if given a choice
- I don't necessarily seek out/research LGBT+ friendly destinations per se but I certainly avoid areas where I know or suspect unfriendliness/hate
- I will usually visit LGBT+ bars or other attractions if they are present in a city, but if they don't have any it doesn't mean I won't visit there. Mainly I just need to know that it is safe for me
- IF a place is safe and interesting for all travelers, it will be safe and interesting for us also

## VISIBLE INDICATORS / 2

- Seeing a rainbow sticker or signage at the entrance of an establishment makes me feel welcome and safe
- Just having (even small) rainbow diversity flag makes me feel welcome even if they aren't an LGBTQ+ space

## PROMOTION &amp; ADVERTISEMENT / 3

- Businesses should advertisements more on their websites, or at least have a mention of being lgbt friendly. This small thing that can be one sentence on the bottom of a website does increase at least for me the chances of choosing to use that business
- The gay camping in Ontario are awesome and should be promoted worldwide
- Building better visibility will lead to more reviews in my lgbtq community which is the highest level of endorsement

## DISCOUNTS / 2

- Offer discounts for dining and accommodation
- Free rainbow flags for businesses

## NOT CURRENTLY / 12

- We have never had any problems so we have no suggestions at this time
- Na
- No thankyou
- N/A
- No
- No
- No
- No
- n/a
- n/a
- No
- No

TOTAL RESPONSES: 54 / SKIPPED: 141



THANK YOU



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