



2SLGBTQ+ PRODUCT STRATEGY & PLAN FOR SUPERIOR COUNTRY & TOURISM THUNDER BAY

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Executive Summary

Diversity and Inclusion as a best practice is a value that many organizations uphold and foster. This is certainly the case with Superior Country and Tourism Thunder Bay. This project goes beyond the ethical approach of inclusion and looks at 2SLGBTQ+ tourism as a business case.

Both Superior Country and Tourism Thunder Bay have prioritized 2SLGBTQ+ tourism development, having already undertaken some related activities including digital acquisition and training. This strategic plan for Superior Country and Tourism Thunder Bay provides 2SLGBTQ+ research, a detailed SWOT analysis, tactical approaches, a time-lined action plan and recommendations to take 2SLGBTQ+ tourism in this region of Northern Ontario to the next level.

Pat Forrest, President of Forrest Consulting took the lead role on this project. Pat also served as the lead on a 2SLGBTQ+ tourism product development, marketing and training project for Destination Northern Ontario (DNO) which began with the tourism regions in RTO 13 and, over time, also incorporated five other Regional Tourism Organizations in the province. The project was guided by an industry-based steering committee and has just completed its second phase of development. The Canadian Gay Lesbian Chamber of Commerce (CGLCC) was a key partner on this DNO initiative and was also very supportive and helpful with information for this project for Superior Country and Tourism Thunder Bay. Valuable insights and connections provided by the CGLCC assisted in researching and developing the plan.

Forrest Consulting was supported by the team at STEM Consulting for this project. Working with the client project leads, the entire team reviewed existing resources and determined what market-specific information was needed to create the plan. Both consulting firms have extensive experience in tourism and have both worked on 2SLGBTQ+ market development initiatives previously.

The development approach for the strategic plan encompassed extensive research. A targeted survey was conducted, and the results provided candid responses in relation to destination perception and detailed commentary and suggestions that provided the foundation for some of the tangible action steps cited in the plan. In addition to the survey, there was extensive desk research, interviews and two focus groups. The first focus group was designed to get input on the research conducted as it related to the 2SLGBTQ+ market and the second focus group was comprised on tourism industry leaders and sought their perspective on the feedback, markets, and potential action steps.

“Travel is fatal to prejudice, bigotry, and narrow-mindedness.” –
Mark Twain

Introduction

According to the Canadian Gay Lesbian Chamber of Commerce (CGLCC), 2SLGBTQ+ travellers represent a major opportunity for recovery for our Canadian tourism industry following the pandemic, outspending their mainstream counterparts at as much as seven times the average trip expense. 2SLGBTQ+ travellers are also known to rebound faster after industry shocks, being among the first segments to recover post-9/11 and SARS. During COVID, 90% of 2SLGBTQ+ travellers were seeking travel opportunities within Canada. The Canadian 2SLGBTQ+ travel market is valued at over \$12 billion annually.

Some other facts and figures include:

- It is estimated that there are 140,000 2SLGBTQ+-owned businesses in Canada with an annual buying power of \$90 billion; Source - QBiz
- 2SLGBTQ+ inclusion is closely tied to economic development in countries around the world, according to researchers at the Williams Institute at UCL; Source - QBiz
- Since 2018 Canada has been ranked #1 as a 2SLGBTQ+-friendly destination through two extensive surveys, one by Spartacus and one by Asher Fergusson, a travel researcher;
- 2SLGBTQ+ tourism spending in North America is estimated at more than \$70 billion USD annually and globally it is at \$200 billion USD;
- Estimates place the North American 2SLGBTQ+ community at 30 million people;
- A 2021 Statistics Canada report stated that Canada's 2SLGBTQ+Q population is now at 1 million with 30% between the ages of 15 and 24 and just 7% 65 or older;
- The 2SLGBTQ+ traveller is loyal and tends to support destinations and operators that support the community and are committed to them; and
- Canada is the top travel destination for American 2SLGBTQ+ travellers. Vancouver, Montreal and Toronto are top destinations. Ontario hosted 31% of trips within Canada.

Considering this, Superior Country and Tourism Thunder Bay formed a partnership to seek consulting services to develop a 2SLGBTQ+ Product Strategy and Plan. The marketing strategy and plan that will also identify the interests of the partners' target markets within the 2SLG2BT+ communities in order to determine which products align with those target markets. In addition, product gaps needed to be identified. The partners sought to gain a better understanding of who their potential 2SLGBTQ+ visitors are and how best to attract them to this region.

Both Superior Country and Tourism Thunder Bay had already begun to take steps to tap the potential of this market. Superior Country, as part of the pan-provincial 2SLGBTQ+ tourism development initiative led by Destination Northern Ontario (DNO), has been able to acquire summer and winter photography and summer videography and has begun incorporating these images into its marketing materials. Tourism Thunder Bay has been promoting training and accreditation opportunities with the CGLCC.

Findings & Key Recommendations

Based on extensive desk research, surveying in the key markets, focus groups and interviews, the following reflects the key findings, opportunities, and recommendations. The specific action steps are further detailed in the strategic plan.

Overall, there is good opportunity for both Thunder Bay and Superior Country to grow their share of the 2SLGBTQ+ market. There is strong alignment in relation to the tourism experiences available and the top five activities recognized as key drivers.

Here are the top five activities cited in the survey:

1. Dining
2. Walking/hiking
3. 2SLGBTQ+ Events
4. Beach and water activities
5. Festivals

Other high scoring activities included breweries/cideries/wineries/agri-tourism, culture and heritage experiences, camping, visiting museums and galleries and other outdoor activities.

The greatest challenges uncovered were lack of destination awareness and perceptions relating to safety and welcomeness. The lack of destination awareness speaks more to Superior Country than Thunder Bay. Both Thunder Bay and Superior Country face the perception of potentially being unsafe and not welcoming. Safety is a key consideration for this market and researching crime statistics prior to travelling to a destination is a common practice amongst members of the 2SLGBTQ+ community. A general perception linked to fear around the welcomeness in smaller Northern Ontario communities was cited on several occasions. Again, this would have greater relevance to Superior Country.

References to overall diversity and inclusion were cited in several instances in the survey as was the treatment of Indigenous people. Some lingering bad press has impacted these perceptions and overall perceptions of smaller towns. Perception of lack of 2SLGBTQ+ inclusion is therefore an obstacle that needs to be addressed.

There were also comments linked to lack of gay establishments (gay bars) although in the survey results nightlife along with shopping scored lower as demand indicators.

Couples travel ranked the highest based on the survey though several comments were made in relation to the need for experiences and market recognition for 2SLGBTQ+ family travel.

The SWOT analysis provides a path for leveraging strengths and overcoming weaknesses and some of the perceptions that exist about the North in general and then for Superior Country and Thunder Bay. Through the research and survey input we encountered gaps in relation to perception and reality. This is addressed in the action steps of enhancing overall 2SLGBTQ+ visibility, awareness, safety, and strong messaging that the region is open and ready to welcome 2SLGBTQ+ travellers.

Strengths



- Product aligned with top activities being sought out by the 2SLGBTQ+ traveller
- Commitment to making Superior Country 2SLGBTQ+ welcoming
- Some 2SLGBTQ+ initiatives and training have already taken place in the region

Weaknesses

- Overall destination awareness
- Perception or reality of Conservative and traditional politics
- Perception or reality of lack of diversity
- Limited engagement with the 2SLGBTQ+ community
- Perception or reality of lack of acceptance and support from community
- Perception or reality of white supremacists, homophobia/bigotry

Opportunities

- More inclusive and queer content in rural communities
- Promotion, representation, visibility of 2SLGBTQ+ community
- Flying Pride flags, having supportive signage
- Support and promote 2SLGBTQ+ owned businesses
- Increased communications, marketing, and outreach
- Social media campaigns
- Sharing lived experiences of 2SLGBTQ+ in this area (testimonials, etc.)
- More promotion of Pride events, activities
- Educating community, business operators
- More 2SLGBTQ+ events and inclusion seen in other local events
- More 2SLGBTQ+ safe spaces
- Show gay people happy to live there (in advertising etc.)
- Promote 2SLGBTQ+ friendly activities (shops/cafés, trails, scenery, etc.)

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- Provide support beyond Pride Month
 - More authority figures/politicians making supportive statements and being present at festivals and events
 - Improve safety of minorities
 - Accessible information
 - Build stronger relationships with local 2SLGBTQ+ communities, use as advisors
 - Build stronger relationships with tourism and business leaders regarding this market, use as advisors
 - Opportunity to provide 2SLGBTQ+ images to Destination Ontario and others in promotion of the product pillars



Threats

- Bad press linking to any mistreatment of minority groups
- Businesses indicate that they are 2SLGBTQ+ welcoming, however the adequate training and sharing of information did not reach all employees and results in a negative experience.
- 2SLGBTQ+ visitors have a negative experience and promote this through social media
- Crime rates increase
- Bad press of the treatment of Indigenous people in the communities
- Push back from the community when they see promotion of 2SLGBTQ+ tourism initiatives
- General impact of economic, environment and global impact on tourism – i.e., inflation, health issues, travel restrictions, legislation, exchange rates etc.

Thunder Bay SWOT

Strengths

- Thunder Bay has a Pride Festival and several 2SLGBTQ+ groups in the community
- Initiatives to promote 2SLGBTQ+ are already underway
- Product aligned with top activities being sought out by the 2SLGBTQ+ traveller
- Commitment to making Thunder Bay 2SLGBTQ+ welcoming
- A number of 2SLGBTQ+ initiatives and training have already taken place in the community

Weaknesses

- Awareness
 - What is available?
 - Which places are safe? How are they identified?
 - What is there to do?
 - Success stories?
 - How are you 2SLGBTQ+ friendly?
 - What events are there?
- Some input from the survey indicated that there is a perception that Lakehead University is not as open and “trans friendly” as it could be. (This again reinforces the need to close the gap between perception and reality).
- Uneducated people/community/businesses (on language, rights, inclusion, safety, etc.)
- Homophobia in the news
- Attitudes of the community
- Lack of evidence, publicity of safe community

Opportunities

- Safe places for events and programs
- Stating 2SLGBTQ+ friendliness on main tourist website, having images, symbolism and links on website
- Diverse advertising targeting 2SLGBTQ+ community
- Address racism/sexism/2SLGBTQ+ issues with transparency
- Local businesses advertising their support
- Share stories of queer people, queer spaces, and initiatives
- 2SLGBTQ+ representation in marketing materials
- 2SLGBTQ+ section on the City of Thunder Bay and the Tourism Thunder Bay websites





- Share experiences or news stories about positive relationships with the 2SLGBTQ+ community
- Promotion of 2SLGBTQ+ friendly hotels/restaurants, etc.
- Updated and inclusive messaging – up to date acronym, inclusive language, public support, pronouns, etc.
- Social media – recognizing businesses and services that are inclusive
- Showing gay people are happy to live there
- Promote (local, authentic, cultural, fine dining, family) food and drink, night life, activities
- More queer events and dedicated gay bar/physical space downtown for nightlife and events
- Drag shows or 2SLGBTQ+ shows/performers
- Music events, festivals, that are gay friendly
- Queer friendly activities for singles, couples and families + youth
- Businesses with signs welcoming 2SLGBTQ+ community, stating they're 2SLGBTQ+ friendly
- Specific 2SLGBTQ+ section of events/attractions on websites like TripAdvisor
- Pride events - more of them!
- Tourism operators participate at Pride Festivals
- Pride flags, visible support
- First Nations inclusion
- 2SLGBTQ+ family campsites
- Queer inclusive spaces
- Improve safety
- More anti-racism and anti-oppression work happening in the community
- More authority figures making pro 2SLGBTQ+ statements and being present at 2SLGBTQ+ events
- Build stronger relationships with local 2SLGBTQ+ communities and tourism and business leaders, use as advisors
- Opportunity to provide 2SLGBTQ+ images to Destination Ontario and others in promotion of the product pillars

Threats



Negative perceptions and realities are equally harmful to the destination as a safe and welcoming place.

- Perception or reality of homophobia, transphobia and racism
- Perception or reality of embedded right-wing attitudes
- Intolerance towards Indigenous people (by extension, any minority group)
- Hate crimes occur and/or increase
- Crime rates increasing – reality or perception?
- Perceptions that some politicians and the local police departments are not welcoming and open to the 2SLGBTQ+ community
- Perception or reality of white supremacists
- Bad press linking to any mistreatment of minority groups
- Businesses indicate that they are 2SLGBTQ+ welcoming

however the adequate training required and sharing of information did not reach all employees and results in a negative experience.

- 2SLGBTQ+ guests have a negative experience and promoting this through social media
- Push back from the community when they see promotion of 2SLGBTQ+ tourism initiatives
- General economic impact and other factors on the economy and then tourism – inflation, exchange rate, legislation, global health issues etc.

Strategic Initiatives to Grow 2SLGBTQ+ Tourism in Thunder Bay and Superior Country

The following categorizes various initiatives that will help increase 2SLGBTQ+ tourism to both Thunder Bay and Superior Country. The action cited will work for both entities unless otherwise stated. The approach is broken into various headings and resources are included.

1. [Asset Inventory - 2SLGBTQ+](#)
2. [Credible Asset Identification - Criteria/checklist to identify businesses as 2SLGBTQ+welcoming](#)
3. [Community – Awareness, Engagement, Political Presence](#)
4. [Product Development](#)
5. [Product Gaps](#)
6. [Marketing and Communications](#)
 - a. Offline Marketing
 - b. Online Marketing
 - c. Tradeshow
 - d. Events and Sponsorship
7. [Training](#)



The focus from the research, discussion and surveys all highlighted the high need for information on safe and welcoming spaces. There is already information in both Thunder Bay and Superior Country that has identified safe and welcoming spaces and this information could be the start of the asset inventory.

Successful funding applications submitted in partnership with DNO could result in a CGLCC destination audit for Thunder Bay. This would provide affirmation and reinforcement of the many measures already in place and would provide an action plan for further enhancements.

Otherwise, the following action steps are recommended for both Thunder Bay and Superior Country:

Specific Action Steps to develop an asset inventory

In order to initiate the process, the following identification would be helpful:

- Recommend that businesses that have gone through any accreditation would qualify through a check-in to ensure ownership or views have not shifted
- Businesses that are members of any 2SLGBTQ+ associations or organizations
- Businesses that completed the DNO survey in Spring of 2022 that identified themselves as welcoming
- Information from any communities that have completed the DNO 2SLGBTQ+ community assessment
- Reach out to the broader membership with information on the 2SLGBTQ+ strategy and determine whether they are interested in having their business identified as 2SLGBTQ+ welcoming
- Provide tip sheets to businesses to help them meet the needs of this market

Credible Asset Identification

Specific Action Steps to ensure that 2SLGBTQ+ welcoming is accurate and available:

- Create a self-assessment checklist for interested businesses wishing to be identified as 2SLGBTQ+ welcoming
- Provide training options and minimal criteria in order to be identified in marketing materials as 2SLGBTQ+ welcoming
- Encourage businesses to get accredited through the various programs available (listed below in the resource section – i.e., Rainbow Registered, Rainbow Coalition program etc.)



Community – Awareness & Engagement

The need for the community to be aligned with the tourism initiatives surfaced many times in the survey.

Specific Action Steps to ensure alignment between the city initiatives and tourism initiatives:

- 2SLGBTQ+ section on the Tourism Thunder Bay website
- 2SLGBTQ+ representation on municipal websites
- 2SLGBTQ+ section in Superior Country and Superior Country and Lake Superior Circle Tour websites
- Representation of the city, townships, and First Nations at 2SLGBTQ+community events that also have tourists in attendance
- City and municipalities partner with the tourism organizations to encourage businesses to identify themselves as 2SLGBTQ+ welcoming



Product Gaps

Several product gaps have been identified. The product gaps are closely linked to understanding the current assets that are 2SLGBTQ+ welcoming. These would work for both Thunder Bay and Superior Country.

Product gaps:

- 2SLGBTQ+ family, couples travel
- 2SLGBTQ+ lacking representation in product pillars
- 2SLGBTQ+ camping and outdoor (fishing, hunting etc.) experiences
- Cultural experiences – curated 2SLGBTQ+ business for inclusion
- 2SLGBTQ+ driving tours (Ale Trail, Java Journey, others)
- 2SLGBTQ+ events – (open to individuals, couples and families, singles)

Product Development Initiatives

The CGLCC states that, “The goal in creating both inclusive and exclusive products for the LGBT+ community is to provide an environment where individuals can freely express themselves, participate, feel safe from abuse, harassment, and criticism, and not feel singled out due to their sexual orientation or gender identity. In short, an inclusive product is any product visibly welcoming to the LGBT+ traveller, whether it’s made with them in mind or not. In contrast, an exclusive product is any product made with only the LGBT+ traveller in mind.”



The following are initiatives that can be considered. DNO has always been a strong leader in overall product development and is now offering an Experience Design program with a 2SLGBTQ+ lens through the Tourism Excellence North (TEN) program.

One of the key considerations in new product development is to ensure that the businesses listed have gone through an accreditation process for 2SLGBTQ+ (i.e., Rainbow Registered) or those that have self-identified as 2SLGBTQ+ welcoming. This process links back to the asset inventory mentioned above.

A checklist should be provided to those businesses that self-identified as 2SLGBTQ+ welcoming.

Specific Action Steps

- Develop 2SLGBTQ+ targeted packages, itineraries, coupon books etc.
- Develop and promote Pride camping weekend
- Develop Group of Seven tours and programs
- Gay camping and RVing market – target with identification, product development
- Develop Northern Ontario RV touring routes with 2SLGBTQ+ welcoming businesses highlighted
- 2SLGBTQ+ focused events at community attractions
- Develop signature road trip/driving itineraries (e.g., Yonge Street – longest in the world starting from downtown Toronto to Rainy River)
- Develop 2SLGBTQ+ authentic outdoor experiences especially those not currently offered in Southern Ontario
- Pub crawl experience – local brews
- Circle tour development – Java Journey, Ale Trail, other themed tours

Training & Accreditation

The following are some of the available training and resources to assist tourism operators in your city and region in understanding the 2SLGBTQ+ market, working with this market and developing products and experiences.

Specific Action Steps:

- Plan for workshops throughout the year in your community
- Once your product development plans are defined, run a TEN Experience Design 2SLGBTQ+ workshop for businesses that are ready to welcome the 2SLGBTQ+ market and businesses that could work together to assist in developing product for identified gaps and opportunities



CGLCC

- An Introduction to 2SLGBTQ+ Diversity and Inclusion
- 2SLGBTQ+ Diversity & Inclusion – Creating a Welcoming and Accessible Workplace
- Navigating 2SLGBTQ+ Diversity and Inclusion in the Tourism Industry Workshops
- Workforce Session
- Management Session
- Travel Market-Ready Seminars

Rainbow Collective of Thunder Bay

- Gender Neutral Language
- Pronouns 101

TEN

- Overview of 2SLGBTQ+
- Experience Design – 2SLGBTQ+ focus

Accreditation Programs

Rainbow Collective of Thunder Bay

www.rainbowcollectiveofthunderbay.com/workshops

Gender and Sexual Diversity and Inclusion – 1 – 3-hour lecture or interactive session

IGLTA (International Gay and Lesbian Travel Association Accredited™)

www.igлта.org/igлта-accredited/

Rainbow Registered CGLCC

Rainbow Registered is a national accreditation for 2SLGBTQ+ friendly businesses and organizations. When you see a Rainbow Registered symbol, you know the business or organization meets a stringent set of standards to ensure 2SLGBTQ+ customers feel safe, welcomed, and accepted.

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 2SLGBTQ+ customer and given the right to be associated with the program's prestigious Rainbow Registered designation mark.



TAG (Travel Advocacy Group) Approved® Membership

TAG Approved® Accommodations, founded in 1998, is the largest and oldest program of its kind, dedicated to supporting 2SLGBTQ+ accommodations around the world. With approximately 500 participating accommodations meeting best practices qualification, the program provides benefits to help properties better understand, serve and cost effectively reach meeting professionals, tour operators, travel agents and consumers in the U.S., Canada and beyond. It is a program of the IGLTA. The Winnipeg Tourism website lists its TAG approved hotels and states that being a TAG approved accommodation means that it gives back to the community, provides diversity and sensitivity training for employees, and employs staff who reflect the diversity of their community.

Other -CGLCC - Destination Audits

The Destination Audit is designed to assess your strengths and areas for improvement in your overall LGBT+ travel market-readiness or tourism strategies.

Timeline – Thunder Bay & Superior Country

2023	2024	2025	2026 & beyond
Review of strategy plan document - identify priorities and implement accordingly in collaboration with advisory committee	Revisit strategy plan – include advisory committee and make the necessary updates	Revisit strategy plan – include advisory committee and assess initiatives to date	Consider plan refresh considering outcomes of first 3 years of activity
Draft terms of reference for advisory committee and recruit members	Advisory committee to meet on a regular basis – discuss and plan new initiatives and address challenges	Meet on a regular basis – discuss and plan new initiatives and address challenges	Meet on a regular basis – discuss and plan new initiatives and address challenges
Begin to incorporate imagery – digital and video into existing marketing initiatives	Update imagery on tourism sites and influence inclusion of 2SLGBTQ+ imagery on local government and community sites	Update digital assets and share	Share digital assets
Development of Advertising and Social Media plan	Ongoing - Advertising plan for each summer season – include new tourism experiences, 2SLGBTQ+ events, new and existing 2SLGBTQ+ businesses	Pre-season advertising based on recommendations provided and working with 2SLGBTQ+ groups to encourage members to plan trips to the region (i.e., Toronto Out & Out Club)	Ongoing - Advertising plan for each season – include new tourism experiences, 2SLGBTQ+ events, new and existing 2SLGBTQ+ businesses
Website development & redevelopment Consider images, existing events, 2SLGBTQ+ welcoming businesses	Ongoing updates to website - Listing new events - New images - New 2SLGBTQ+ Experiences Implement additional marketing priorities	Ongoing updates to websites Media Fams – working with Travel Media Association of Canada (TMAC) or other accredited association to attract travel media	Ongoing website updates Listing new events - New images - New 2SLGBTQ+ experiences Implement additional marketing priorities Media Fams

2023	2024	2025	2026 & beyond
Asset inventory of businesses – complete listing of businesses that have accredited through one of the available programs or have self-identified as 2SLGBTQ+ welcoming	Start working with businesses that have identified as 2SLGBTQ+ welcoming and encourage businesses to have identifying 2SLGBTQ+ signage	Update and refresh asset inventory annually – review list and consider product gaps that still exist. Promote businesses that are new or new to welcoming	Update and refresh asset inventory annually
Encourage businesses that have self-identified as 2SLGBTQ+ welcoming to go through an accreditation program	Provide broader community training for business operators and front-line staff. Encourage business owners to get accredited	Ongoing training programs for community businesses – expand offering of programs and topics	Ongoing training programs for community businesses – expand offering of programs and topics
Review product gaps – start product development plan	Run product development sessions with a focus on new 2SLGBT + product development	Consider product gaps for 2SLGBTQ+ and create on a product develop plan to address these gaps	Destination assessment and update of product and product gaps
Work with the community leaders to share product and marketing plans and define support required	Work with the community leaders to create alignment in 2SLGBTQ+ tourism strategy including visibility of the city at events and messaging on the city websites	Work with the community leaders to create alignment in 2SLGBTQ+ tourism strategy including visibility of the city at events and messaging on the city websites	Work with the community leaders to create alignment in 2SLGBTQ+ tourism strategy including visibility of the city at events and messaging on the city websites
2SLGBTQ+ section on the community websites in Superior Country and Superior Country and Lake Superior Circle Tour websites	Define which new events could be created and launched late in the year or in 2025	Ongoing updates to 2SLGBTQ+ products, experiences and events	Ongoing updates to 2SLGBTQ+ products, experiences and events

2023	2024	2025	2026 & beyond
Representation of the city, townships, and First Nations at 2SLGBTQ+community events that also have tourists in attendance	Work with the cities to have 2SLGBTQ+ tip sheets and resources available for businesses wanting to work with this market	Ongoing community relations to encourage support for overall D&I and 2SLGBTQ+	Ongoing community relations to encourage support for overall D&I and 2SLGBTQ+
Develop Community Leader Communication plan	Implement Plan <ul style="list-style-type: none"> • Presentations to council • Newsletters • Townhalls 	Ongoing planning with community leaders to be more visible and welcoming to the 2SLGBTQ+ market	Review of 2SLGBTQ+ inclusion initiatives and adjust accordingly
City and municipalities partner with the tourism organizations to encourage businesses to identify themselves as 2SLGBTQ+ welcoming	Pre-season training for all businesses – ideally an online series which covers: <ul style="list-style-type: none"> - General information - Visitor engagement - Tip sheet pointers Options – CGLCC, DNO and other 2SLGBTQ+ organizations offering training.	Pre-season training for all businesses – ideally an online series which covers: <ul style="list-style-type: none"> - General information - Visitor engagement - Tip sheet pointers - Consider a program for new employees and a refresh program Options – CGLCC, DNO and other 2SLGBTQ+ organizations offering training.	Pre-season training for all businesses – ideally an online series which covers: <ul style="list-style-type: none"> - General information - Welcoming indicators - Engagement do's & don'ts Consider a program for new employees and a refresh program Options – CGLCC, DNO and other 2SLGBTQ+ organizations offering training.

Superior Country specific

- Address overall lack of awareness through campaigns
- Ensure destination awareness campaigns have a 2SLBGT+ inclusion approach

OTEC

Customer Service Excellence online training now as 2SLGBTQ+ component

CGLCC Programs

[CGLCC | Training](#)

[CGLCC | Tourism](#)

CGLCC Tourism Toolkit



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

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

The Toolkit is accessible to all CGLCC members and Rainbow Registered accredited businesses through the member portal.

Rainbow Collective of Thunder Bay

Gender Neutral Language

This workshop will teach participants options for gender neutral language to describe themselves and the world around them. Participants will learn gender neutral language for introductions, romantic and familiar relationships, and even gendered body parts if appropriate. This session is best suited for those under the gender diverse umbrella who want to find language for people to use in reference to them or folk who are looking for creative ways to expand their knowledge of gender neutral language options.

Learning Objectives:

- Gender neutral language for introductions such as official titles and referencing a group;
- New language to describe relationships no matter the status; and
- Words to describe family relations so that people feel just as much a part of the family.



Pronouns 101

This workshop will teach participants the importance of pronouns, what they are and how to use them. The session will break down common misconceptions around gender neutral pronoun usage, how to properly ask for someone's pronouns and what to do if you make a mistake. Participants will get a quick grammar lesson on how gender-neutral pronouns properly so that they can feel confident using them.

Learning Objectives

Confidence to ask and use proper pronouns;

- When it is appropriate to ask for someone's pronouns; and
- Best practice of gender-neutral pronoun usage.

Enlightened Unicorn

[Enlightened Unicorn - GSD Series | Unicorns.LIVE](#)

Accreditation Programs

Rainbow Collective of Thunder Bay

www.rainbowcollectiveofthunderbay.com/workshops

Gender and Sexual Diversity and Inclusion – 1 – 3-hour lecture or interactive session

This workshop will help participants understand and support the community while challenging their biases and assumptions. Participants will learn language to communicate respectfully with the community and learn how to create more inclusive spaces. Participants will leave feeling confident supporting and collaborating with the gender and sexual diversity community. Participants' businesses will become certified upon successful completion of the session.

Learning Objectives:

- Understand the past and present struggles the community faces due to gender and sexual diversity and their intersecting identities;
- Define 2S2SLGBTQ+IQ+ terminology;
- Differentiate between sex assigned at birth, gender identity, gender expression and attraction;
- Examine where one may hold privilege and how that contribute to bias;
- Proper usage of pronouns and gender-neutral language; and
- Strategies to create more inclusive and equitable environments.

IGLTA (International Gay and Lesbian Travel Association Accredited™)



The program is based on an 8-criteria assessment focused on the 2SLGBTQ+Q+ inclusivity efforts of travel brands. The accreditation is an all or nothing approval, so organizations must meet all 8 criteria each year to continue to claim they are IGLTA Accredited™. It is an audit and declaration that the inclusivity efforts are in place. While applying for accreditation itself is relatively simple, the steps necessary to be inclusive and become eligible as an accredited business are rigorous. IGLTA Accredited™ is managed separately from IGLTA membership, using an independent auditing organization to process the applications.

Businesses pay \$299 USD annually to accredit their property and must reapply each year to maintain status. The first-year application will also incur a one-time fee of \$200 USD. An auditor will work with those applicants who are not initially successful on how to successfully complete the eight steps.

Rainbow Registered CGLCC

Rainbow Registered is a national accreditation for 2SLGBTQ+ friendly businesses and organizations. When you see a Rainbow Registered symbol, you know the business or organization meets a stringent set of standards to ensure 2SLGBTQ+ customers feel safe, welcomed, and accepted.

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 2SLGBTQ+ customer and given the right to be associated with the program's prestigious Rainbow Registered designation mark.

CGLCC Destination Audits

The Destination Audit is designed to assess your strengths and areas for improvement in your 2SLGBTQ+ travel market-readiness or tourism strategies. The Destination Audit program is best-suited to destinations that have already completed diversity and inclusion training and made some efforts to welcome the 2SLGBTQ+ travel market (or completed the Travel Market-Ready seminar). The final recommendation report from the Audit may serve as a benchmarking tool to continue to assess and elevate your 2SLGBTQ+ travel market strategy each year.



CGLCC Travel Market-Ready Seminars

This two-hour seminar will share exclusive 2SLGBTQ+ travel market research and case study best practices from around the world, as well as exposing you to a number of custom 2SLGBTQ+ products to help inspire your own successful 2SLGBTQ+ tourism-welcoming strategy.

Marketing and Communications

Survey respondents told us that they most frequently research a potential vacation destination as follows:

- Websites – 84.2%
- Social media – 64.2%
- Google search – 63.3%
- Other word of mouth – 55.8%
- Print or electronic media – 14.7%
- Influencers – 10.8%

The following additional suggestions have come from discussions with a representative of the CGLCC

as well as from the consultants. Note that there are no 2SLGBTQ+ media in Winnipeg; therefore, billboards in 2SLGBTQ+ neighbourhoods are suggested and priced:

Print Media

Lavender Magazine

Since 1995, Lavender Media, Inc. has been producing this magazine and events aimed at the local, national and international lesbian, gay, bisexual, transgender, queer and 2SLGBTQ+Q-friendly audience. Lavender is published bi-weekly in print, online, iPad and smartphone editions, and connects its readers to current trends in cuisine, family, fashion, fitness, health, news, nightlife, travel and wedding style. It is distributed

free of charge in the Twin Cities of Minneapolis and St. Paul and in some other cities throughout Minnesota and western Wisconsin. This publication was mentioned by at least one survey respondent as a source of travel information.

Lavender Magazine

5100 Eden Avenue, Suite 107

Edina, Minnesota 55437

612-436-4660

Sales Director Barry Leavitt barry@lavendermagazine.com.

Note: Four annual travel editions include the North Shore.

[Media-Kit-2023.pdf \(lavendermagazine.com\)](#)

INspired Media Inc. - Antoine and his team are a CGLCC Diverse Supplier. They have several publications and advertising outlets, including The Pink Pages. Social handles and related publications for them include: @2SLGBTQ+ directory, @PinkPlayMags, @TheLocalBizMag, @theBUZZ_Toronto

QBiz - online and print magazine focused on the 2SLGBTQ+ and business communities. Ashley Huston ashleyh@mediaedgepublishing.com.

Pink Triangle Press - Known/respected publication(s) in the community. Contact them at pinktrianglepress@ptp.media.

IN Magazine - Known/respected publication. elevatemediagroup.co is the representative agency/PR firm. Media & Community Inquiries: jumol@elevatemediagroup.co. Editorial Inquiries: editor@inmagazine.ca.

Billboards in 2SLGBTQ+ neighbourhoods:

Winnipeg: Exchange Village, Riverview, Norwood, St. Boniface, Osborne Village, Corydon, Wolseley, the West End, and River Heights.

Pattison Outdoor Advertising (has local representative)

1-100 Portage Ave E., Winnipeg R3B 3N3

(204) 285-3500

pattisonoutdoor.com

Twin Cities:

<https://www.outfrontmedia.com/-/media/files/mediakits/minneapolis-st-paul-media-kit.pdf?revision=8369e257-2b15-4e49-8d18-21b143e3bb0a&modified=20220204173358>

Minneapolis: Minneapolis Northeast on Central Avenue, Loring Park, home of Twin Cities Pride and Powderhorn Park, three miles south of downtown.

Electronic Media

CP24 News – Bill Coulter, weather specialist, would be a good person to contact and pitch a segment on Northern Ontario – ideally tie to a Pride Event

Travel Shows

Travel Adventure Shows (recommended by Loren Christie CGLCC)

Produced by Unicomm, the Travel Adventure Shows are travel tradeshows that are held in the nine largest travel feeder markets in the United States: Chicago, Boston, New York, Washington D.C., Los Angeles, Denver, the San Francisco/Bay area, Atlanta, and Dallas. Each event brings together international and state tourism boards, booking agents, airlines, resorts, cruises and more. Attendees come to speak with the experts, find a new location to explore and book their next adventure. More than 70% of their attendees book their next trip based on interactions held on our exhibit hall floor.

Last year, they introduced the 2SLGBTQ+ Pavilion to their New York event and it was very successful. This year they are expanding to Chicago. The 2SLGBTQ+ Pavilion is a show within a show, with programming put together by a local 2SLGBTQ+ travel expert.

For New York and Chicago 2024, the cost of a 10x10 booth is \$4295 USD, which includes carpet, six-foot skirted table, two chairs, wastebasket, booth ID sign and up to five exhibitor badges. The multi-show discount drops the price to \$4195 per show. Additional costs tend to vary market by market. Basic electric ranges from around \$115 to \$200. Chicago and Dallas, for example, offer complimentary Wi-Fi in the exhibit hall, New York charges \$250. There are a few show hotels in New York – ranging from \$119/per night to \$190/ per night. In Chicago, the 2023 show hotel was attached to the convention center and cost \$143/per night.

Statistics:

	New York 2023	New York 2022
Total Attendance	21,578	13,972
Travel Trade	2,603	1,900
Travel Advisors	530	810
Media	322	254
	Chicago 2023	Chicago 2022
Total Attendance	16,566	10,772
Travel Advisors	426	228
Media	60	56

Contact: Moe Nagle, Sales Director

Unicomm LLC.

284-C Quarry Road, P.O. Box 5010

Milford, CT 06460

Direct: (203) 713-1082

www.travelshows.com

Sponsorship

Consider sponsoring a Pride event in a target market:

Links for Pride Sponsorship and Advertising Opportunities

- Pride Winnipeg sponsorship: [Sponsorship-Package-2023-Website.pdf \(pridewinnipeg.com\)](#)
- Pride Winnipeg advertising: [Advertising - Pride Winnipeg](#) (dated 2021 but confirmed that information is current)
- Twin Cities Pride sponsorship: [Sponsor – Twin Cities Pride \(tcpride.org\)](#)
- Twin Cities advertising: Requested media kit
- Fierté Sudbury Pride: N/A
- Fierté North Bay Pride: Requested sponsorship and media kit
- Fierté Timmins Pride: [Sponsors | fiertetimminspide](#)
- Sault Ste. Marie Pride: requested sponsorship and media kit



Social Media

CGLCC found great success (*130+% growth in followers over 6 months*) when they engaged paid Instagram Influencers for the launch of the Rainbow Registered website. All their Rainbow Registered channels, including LinkedIn, Twitter, the RR and CGLCC websites, etc. got good exposure as well. Contact: Sari Klaczkowski (sklaczkowski@theinfluenceagency.com) from [The Influence Agency](#). They have a database of Influencers and will make curated recommendations based on your parameters (e.g., can tailor to offer a balance of genders or non-binary influencers, general writing tone, geographic location, etc.). The Influencers CGLCC worked with had at least 10-20k followers each.

Website Development

Note: This information was provided by Amber Phelan, Manager of Marketing and Communications, CGLCC, through a workshop at the Destination Northern Ontario Tourism Summit in 2022. Amber noted that she pulled some of the data from the two Destination Northern Ontario 2SLGBTQO+ plans, but also supplemented it with information from CGLCC's

various research reports and her own 20 years of professional and 30 years of personal experience in the community.

Introduction:

Websites are a significant source of information for 2SLGBTQ+ travellers when researching a destination. In the second Destination Northern Ontario survey (2022), 93% of respondents said that their perception of a region being 2SLGBTQ+ friendly highly or somewhat influenced their destination decision making (page 29). 97% said that 2SLGBTQ+ friendliness was very important, somewhat important, or at least a consideration. 69% said that they research a potential destination for 2SLGBTQ+ friendliness prior to making travel plans and significantly, 95% said that websites were their primary source of information. This information was similar to the data in the first survey.

Concept and Planning

- Be authentic. To do this, work with authentic 2SLGBTQ+ people. Integrate diversity into your planning and procurement processes.
- Integrate views. Include time to incorporate reviews from a variety of viewpoints and stakeholders
- Reach out to communities you normally wouldn't for feedback. Diversity creates innovation and out of the box thinking
- Determine how "loud and proud". Do you want a unique site or would you rather it be integrated? Do you want a separate page for 2SLGBTQ+ and your commitment to diversity or do you want the information included throughout the website?

Design and Content

- Language matters. Resources exist to incorporate more inclusive language in your website content. Make time to review your site with these tools and perspectives in mind.
- Plan out the structure of your site and pages. Look for examples from others you like. Where will you integrate 2SLGBTQ+ friendliness?
- Content is King. Carefully consider your design and written content. Agencies, editors, designers, writers, and other creatives from the 2SLGBTQ+ community can help.
- Safety Seen Here: Show images of our lives and loves. We seek to see ourselves reflected. When we see it, we can envision it for ourselves.
- Free images are available on Unsplash.com and Pexels.com

Launch, Testing and Further Promotion

- Subtle but Effective: Highlight and integrate the 2SLGBTQ+ community beyond Pride Month. Subtlety also works here. Advertise in 2SLGBTQ+ friendly or community-based publications and online channels.
- Don't fear negative feedback and comments. Step back to see if there is something to be learned.

Other Tips:

- Help us share our stories.
- Include queer couples in your advertising
- Verbalize your welcome.
- Diversify your marketing towards 2SLGBTQ+ travellers.

Marketing and Messaging (from the Destination Northern Ontario 2SLGBTQ+ survey)

- Promote Canada’s reputation progressive, open, welcoming
- Promote Pride events and 2SLGBTQ+ inclusivity
- Develop/promote shoulder season and winter events
- Have 2SLGBTQ+ filters on websites
- Celebrate diversity through media relations, www.northernontario.travel etc.
- View your marketing and messaging as an opportunity to clear the air, to recognize and address attitudes and actions of the past and to highlight progress made.

Merchandising/Branding

When promoting food and drink and other social experiences, use images such as the Lake of the Woods Pride Pack beer or Sleeping Giant’s Love = Love beer.

[Pride Pack - Lake of the Woods Brewing Company \(lowbrewco.com\)](http://lowbrewco.com)

Sleeping Giant Brewing Thunder Bay – Love = Love in support of Rainbow Collective, Thunder Bay



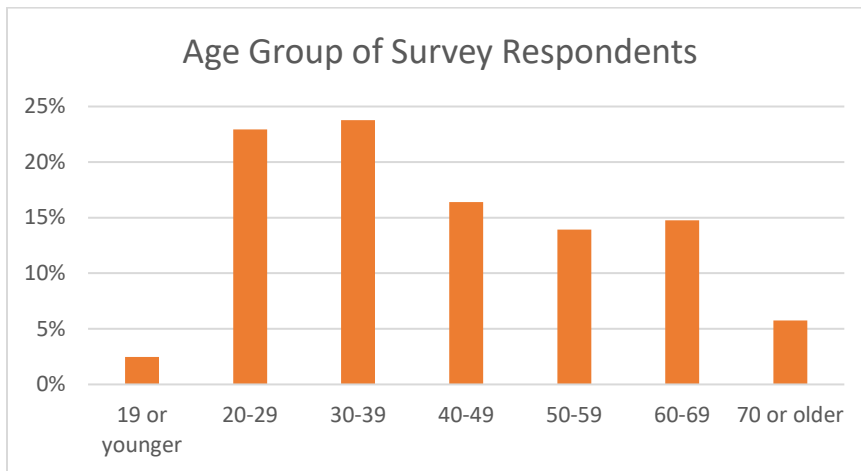
Research, Best Practices

Survey Results – Focus Superior Country & Thunder Bay

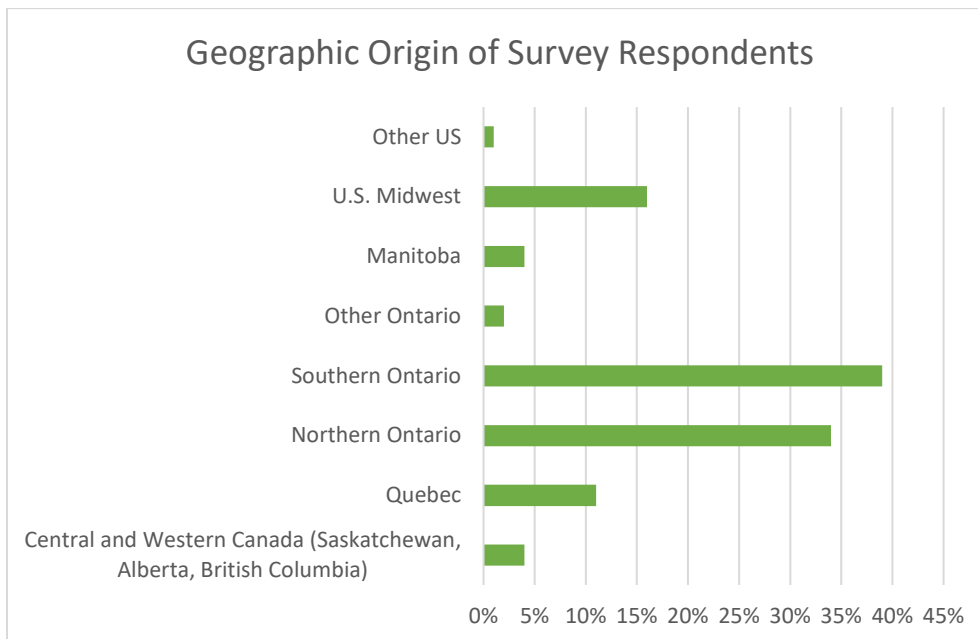
The survey provided very specific and useful information as it relates to traveller perceptions, needs and marketing. This information from the survey was used in the SWOT along with additional data from research and focus groups.

The majority of the respondents identified as 2SLGBTQ+. If they did not, the survey did not take them to the questions and subsequent data, cited below.

The respondents represented a broad range of age groups.



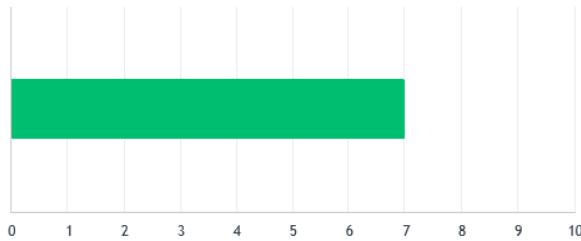
The survey options covered all of Canada, the US and an option for global input. The chart below reflects percentage of respondents from each region. If there was no input from a specific province or region it is not reflected in the data below.



The survey looked at key motivators in travel planning and considerations that are non-negotiable in relation to choosing a destination.

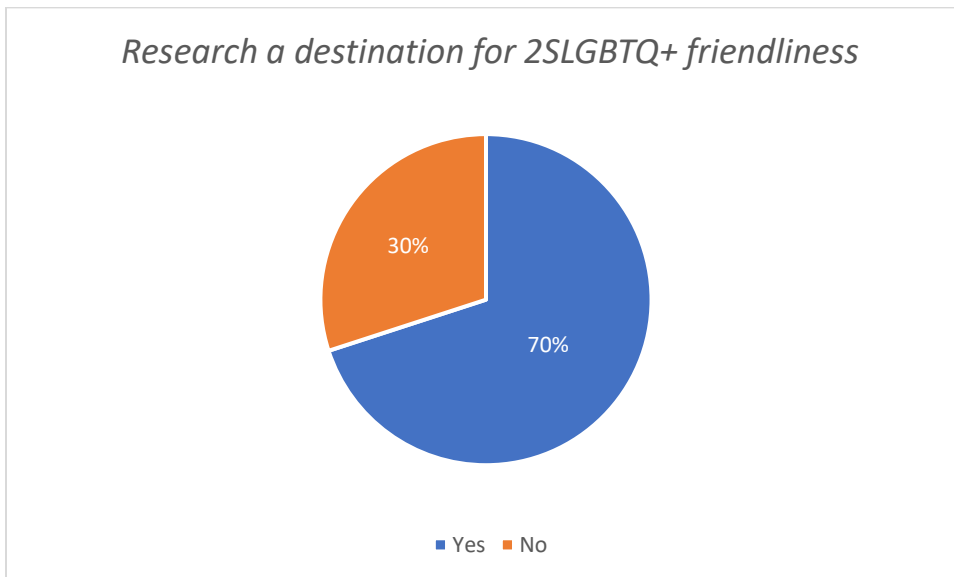
The question posed: To what extent does your perception of a region being 2SLGBT+ friendly influence your decision to travel there? (1 being not at all and 10 being very much).

There were 122 responses to the question and input ranged from 1 – 10. The average response was 70% do consider the perception of the region in travel planning. There were a number of other key considerations which are further detailed below.



Linked closely to the perception of the destination was the pre-trip planning research.

The question posed: *Do you research a destination for 2SLGBTQ+ friendliness prior to making travel plans?*



Answered: 119

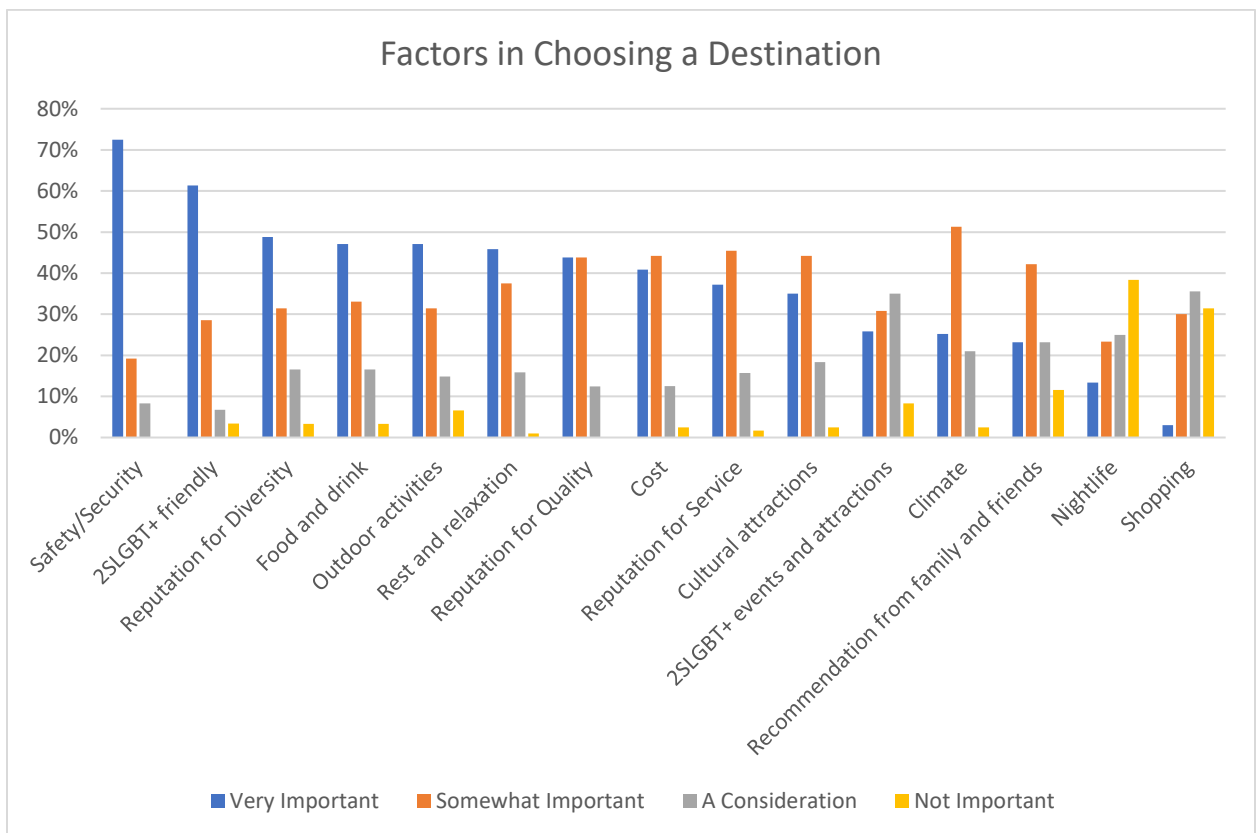
In addition to the perception of the destination the following factors reflected key considerations in trip planning and the activities that were of interest.

The question posed to the respondents was:

Please rank the importance of the following factors in choosing your destination. (Very Important, Somewhat Important, A Consideration, Not Important)

The following chart is a combination of all the responses. The chart clearly depicts that safety and diversity & inclusion are top considerations.

The lowest scoring factors were nightlife and shopping, both of which are less prevalent in the regions though in the commentary there was repeated comments relating to the need for a gay bar in Thunder Bay.



Comments linked to the question:

- Safe places for people of color and LBGTQIA+
- Child friendly as we often travel with our kids
- Open hostility is where problems tend to arise for us. I lived in Thunder Bay for two years. I don't think it was much of an issue
- With respect to the 2SLGBTQ+ designation, I hope that businesses will be encouraged to be very aware that it isn't just a matter of putting a sign in a window and staff should know what it means if there is a PRIDE sign in their window
- Accessibility

- Commitment to safety for 2SLGBTQ+

The following chart is a summary of those that responded, “**very important**”. The top 3 considerations under very important were all closely linked overall safety, welcomeness and diversity and inclusion (D&I). The D&I factors reached beyond 2SLGBTQ+ inclusion and several examples were cited in the comments which are summarized below.



Respondents were asked to rank their top five activities. The opportunity from these responses is high as both Thunder Bay and Superior Country can meet these top 5 demand drivers.

The question posed to the respondents was:
What are your top five activities when you are on vacation? (Please check 5 boxes).





Comments:

- Kid-friendly activities
- I don't travel during global pandemics, especially since other diseases keep popping up and will continue and now that the worst effects of the climate crisis are here. Every single time I leave, could be the time I get stranded away from home.
- Visiting with family and friends, tattoo artists I like to experience a city, as a city. I prefer not to need to deal with strip malls and parking lots all day
- Waterfalls

Growth Potential of Target Markets

Canada

Canada is known around the world as one of the most open and welcoming countries as it relates to 2SLGBTQ+. In August of last year this position was further strengthened by launching Canada's first Federal 2SLGBTQ+ Action Plan

"August 28, 2022

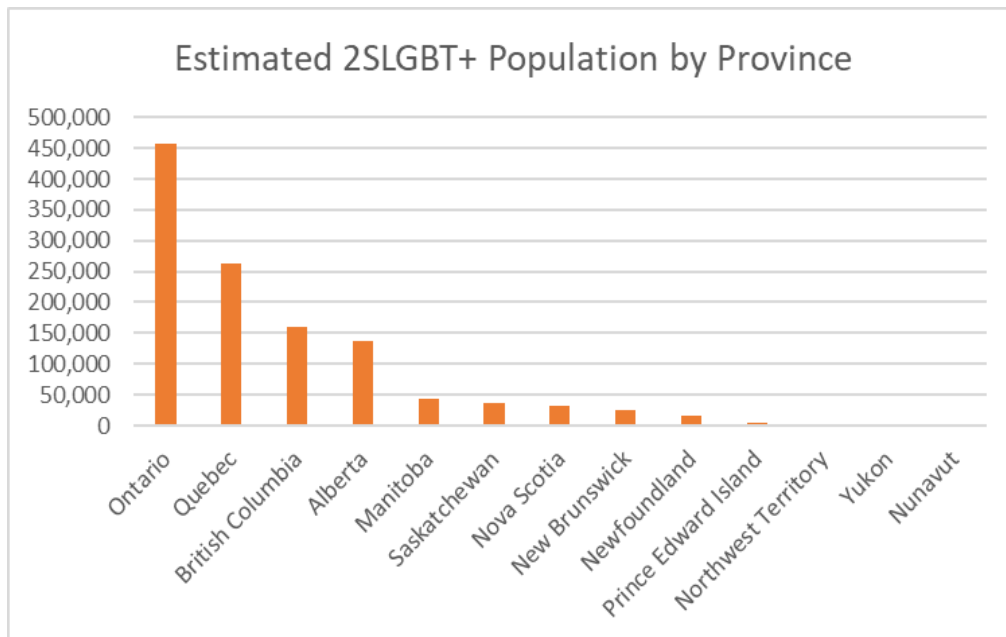
Ottawa, Ontario

Canada gets a little bit stronger every day that we choose to embrace and to celebrate who we are, in all our uniqueness. We are a diverse nation enriched by the lives, experiences, and contributions of 2SLGBTQ+ people. Let us celebrate all the communities that make Canada such a diverse country, and work together to build a better future, with pride.

The Rt. Hon. Justin Trudeau, Prime Minister of Canada"

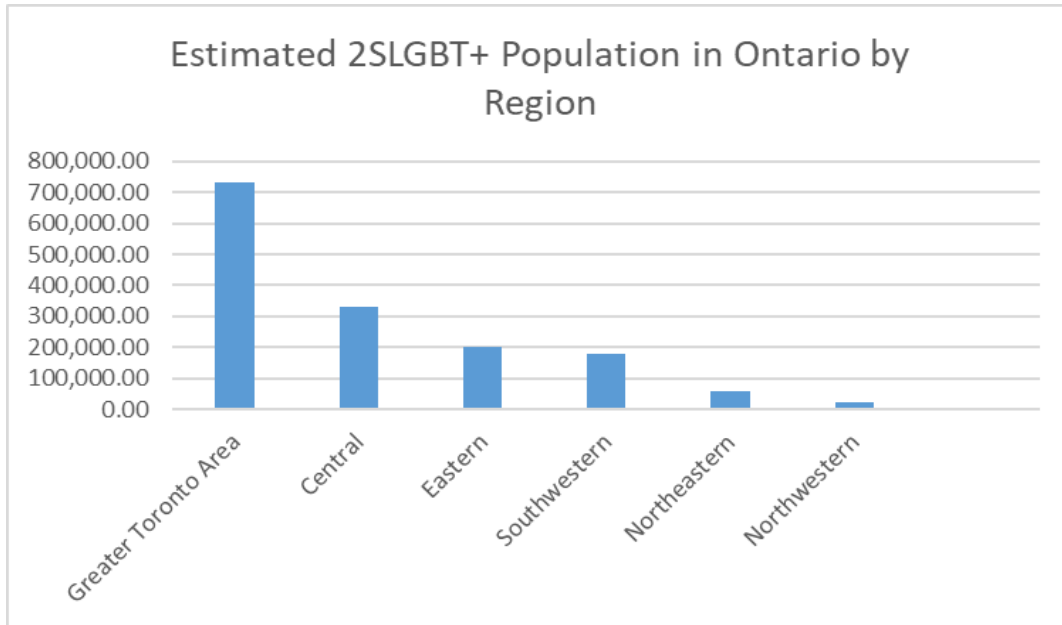
The Prime Minister, Justin Trudeau, joined by the Minister for Women and Gender Equality and Youth, Marci Ien, today launched *Canada's first Federal 2SLGBTQ+ Action Plan... Building our future, with pride*, a whole-of-government approach to achieve a future where everyone in Canada is truly free to be who they are and love who they love."

Specific research on the 2SLGBTQ+ market was not available for each province, however it is estimated that in Canada 3-4% of the population identify as 2SLGBTQ+. The following chart is based on taking the overall population of each province and then estimating 3% of the population identifies as 2SLGBTQ+.



Ontario

A similar approach was taken for the Ontario market. An estimation of 3% was used to determine the number of residents that identify as 2SLGBTQ+.



City of Winnipeg

Winnipeg's population as of 2021 was 749,000. It is estimated that 3% of its population identifies as 2SLGBTQ+ and it is promoted as having the largest 2SLGBTQ+ population between Toronto and Vancouver. The most 2SLGBTQ+ friendly neighbourhoods are Exchange Village, Riverview, Norwood, St. Boniface, Osborne Village, Corydon, Wolseley, the West End, and River Heights.

The city has a long-standing history of being inclusive of 2SLGBTQ+ people. Despite this, it was difficult to engage 2SLGBTQ+ organizations and local tourism and business organizations in promoting the survey.

By the early 70s in Winnipeg, establishments like Happenings Social Club and the Mardi Gras offered the 2SLGBTQ+ community a place to call their own. The 70s also saw a good deal of equal rights marches which had been fostered by Winnipeg's politically active university campuses. It was also during this time that the Manitoba Gay Coalition was established, which included organizations from the more rural communities of Thompson and Brandon.

Winnipeg's first Pride parade took place on Sunday, August 2, 1987 after Manitoba's Human Rights Code was passed. The Pride Winnipeg Festival has taken place ever since, growing from a single day event to a 10-day celebration.

The term Two-Spirit was also coined in Winnipeg by academic Albert William McLeod.

Winnipeg's most famous new landmark is the Canadian Museum for Human Rights, the "first museum solely dedicated to the evolution, celebration and future of human rights". The city is home to a diverse and close 2SLGBTQ+ community with a rich history of inclusion and recognition, including being the first major North American city to elect an openly gay mayor (1998-2004).

Same-sex marriage has been legal in Manitoba since 2004 (at the time they were one of only eight jurisdictions in the world to do so), while Pride Winnipeg has been staged annually since 1987.

Growth potential: [2SLGBTQ+ Travel- A full service bilingual travel agency - Out'n About Travel \(outnabouttravel.com\)](https://www.outnabouttravel.com); local clubs and organizations including Out There Winnipeg.



Minnesota

Lesbian, gay, bisexual, and transgender (2SLGBTQ+) persons in the U.S. state of Minnesota have the same rights and responsibilities as non-2SLGBTQ+ people. Minnesota became the first U.S. state to outlaw discrimination based on sexual orientation and gender identity in 1993, protecting 2SLGBTQ+ people from discrimination in the fields of employment, housing, and public accommodations. In 2013, the state legalized same-sex marriage, after a bill allowing such marriages was passed by the Minnesota Legislature and subsequently signed into law by Governor Mark Dayton. This followed a 2012 ballot measure in which voters rejected constitutionally banning same-sex marriage.

Minnesota is frequently referred to as one of the most 2SLGBTQ+-friendly states in the Midwestern United States. Though legislation outlawing same-sex sexual activity

remains on the books, it has not been enforced since 2001 when the state Supreme Court ruled it unconstitutional. In July 2021, an executive order was signed and implemented that bans conversion therapy state-wide.

4.1% of adults 18+ in Minnesota identify as 2SLGBTQ+ according to Gallup/Williams 2019. The total 2SLGBTQ+ population of Minnesota is 210,000 (Williams, 2020). 45% of these were living in the Twin Cities, 15% in other cities and 39% in small towns.

The Twin Cities metro area (population 3.69 million) has a vibrant 2SLGBTQ+ culture, scene, and nightlife, with annual pride events, community centers, bars, clubs, cafés, and other venues. In 2015, an

estimated 400,000 people attended the Twin Cities Pride parade, named the Ashley Rukes GLBT Pride Parade. The first gay march in Minnesota took place in 1972 in downtown Minneapolis, on the third anniversary of the Stonewall riots. It was attended by around 50 people.

Minneapolis' most popular neighbourhoods among 2SLGBTQ+ residents are Minneapolis Northeast on Central Avenue, Loring Park, home of Twin Cities Pride and Powderhorn Park, three miles south of downtown.

Outside of the Twin Cities, annual pride events are held in large cities such as Duluth, Moorhead, St. Cloud and Rochester. In smaller more rural communities, the 2SLGBTQ+ community is less visible, and prevailing social attitudes tend to be more conservative, though Pine City is home to one of the state's only rural prides.

The 2SLGBTQ+ community in Duluth is strong. The Gloria Dei Church, First United Methodist Church, and Pilgrim Congregational Church are all 2SLGBTQ+-friendly. The Duluth-Superior community hosts Bayfront Pride Festival in September. The festival features block parties, family picnics and other activities.

2SLGBTQ+ residents of Duluth also have access to resources such as Aurora Center, Together for Youth, and Arrowhead Transgender Group, as well as other local queer organizations. The 2SLGBTQ+ community in Duluth is diverse and promotes self-esteem, equality, respect, and acceptance.

Growth potential: www.twincityriders.com; Duluth 2SLGBTQ+ residents; North Shore focus; Pride organizations

Perceptions of Canada, Ontario, and Northern Ontario as 2SLGBTQ+ Destinations

Perceptions and Rankings of Canada

Canada is in general recognized as being progressive and open.

This perception has been confirmed by the Spartacus Gay Travel Index which has been published every year since 2012. Since 2018, in that index, Canada has been ranked #1 in the world as a 2SLGBTQ+ friendly destination based on the legal situation and living conditions in the country. While tied with other countries from 2018-2021, Canada most recently stood alone in the category. In 2021, the latest version of the survey, 17 categories of conditions were reviewed in a total of 202 countries in 2021. That same year, the U.S.A. was ranked 34th with a wide variation in levels of acceptance across the states noted. Worth noting is that a new category, gay marketing, was added in 2021 as an indication of acceptance of 2SLGBTQ+ people by the local society.

Travel researcher Asher Fergusson (www.asherfergusson.com) and his wife created the 2SLGBTQ+Q+ Travel Safety Index in 2019. Each year, they update the rankings based on a range of criteria including 2SLGBTQ+ rights, Gallup findings on local attitudes and more recently trans murder rates. Of 203 countries analyzed for 2022, Canada was found to be the number one country for 2SLGBTQ+ travel safety.

These positive ratings are well worth highlighting in messaging.

A survey conducted by Destination Northern Ontario with its 2SLGBTQ+ Tourism Product Development team in 2021 sought to determine perceptions of Northern Ontario among 2SLGBTQ+ travellers. A total of 211 persons who identified as 2SLGBTQ+ completed the survey, in whole or in part.

This was a younger group of respondents. Most of them (32.44%) were 20-29 years of age, followed by 30.67% saying they were 30-39 years old. 14.67% and 14.22% were 50-59 and 40-49 respectively.

As the survey was directed at Ontarians, particularly Southern Ontarians, it is not surprising that 70.22% of respondents were from Southern Ontario and 26.22% from Northern Ontario.

It is clear that their perceptions are important to them. When asked to what extent their perception of a region being 2SLGBTQ+-friendly influences their decision to travel there, 52.44% said that their perception highly influenced them. 41.78% said that it somewhat influenced them.

When asked what factors they take into consideration when choosing a destination, the vast majority (80%) said safety and security. Quality was also an important consideration at 66.7% as was 2SLGBTQ+ friendliness at 52% and service at 47.56%.

Almost 80% stated that they research a destination for LGBSTQ+ friendliness prior to making travel plans and 55% said they travelled as a couple, followed by individually at 18.22% and 11.56% as a family.

When asked of their awareness of the three sub-regions of Northern Ontario, they answered as follows (with 100 being very aware and 0 being not at all aware):

- Northeastern Ontario – 65
- Algoma – 52
- Northwestern Ontario - 2

Importantly, they ranked them as follows in terms of 2SLGBTQ+-friendliness (again with 100 being very friendly and 0 being not at all friendly):

- Northeastern Ontario - 42
- Algoma - 40
- Northwestern Ontario – 39

When asked what could be done to change negative or neutral perceptions, responses were provided in the following categories: education (locals, business operators, political figures, police and students), events (staging and marketing, more frequent Pride and other events, entertainment), political (having more leaders onside and voicing their support), safety, businesses and accommodations (being accepting and welcoming, promoting 2SLGBTQ+ friendly ones, training front line and other staff, signage/flags etc.) and marketing and communications.

In 2022, DNO and its newly formed Ontario 2SLGBTQ+ Tourism Product Development Team undertook a second survey to determine perceptions of Northern and Southern Ontario rural, small town and urban destinations among 2SLGBTQ+ travellers. This survey received 194 responses, mostly from Ontario (93.31%).

Similar to the 2021 survey, perceptions continued to be valued by respondents, with 41% saying they were highly influenced by their perceptions and 41.42% saying they were somewhat influenced.

Once again, safety and security were deemed of the greatest importance in choosing a destination, with 71% choosing that factor. This was followed by rest and relaxation at 51%, cost also at 51%, 50% 2SLGBTQ+-friendly, 47% reputation for quality, food and drink at 45%, climate also at 45% and cultural attractions at 44%.

This survey asked about the respondents' top five activities while on vacation. The most prevalent choices were:

- Dining - 71.55%
- Hiking/walking - 53.56%
- Beach and water activities - 51.88%
- Touring historic sites - 50.63%
- Visiting museums and galleries 48.54%
- Festivals - 35.98%
- Breweries/cideries/wineries - 35.15%
- Shopping - 31.8%

Of the Thunder Bay and Superior Country pillars, fishing garnered 5.86% of votes, outdoor activities besides hiking/walking (camping, cycling and other outdoor adventures) received

18.41%, 7.95% and 22.18% of votes respectively. Auto and RV touring was a top five activity among 5.02%. Typically urban activities (bars and nightlife, shopping, spa/wellness) received 18.41%, 31.8% and 18.83% respectively, so these need to be considered important as well, especially considering that festivals, historic sites, museums and galleries and dining also ranked highly, and these are often urban activities. Hunting was not a choice in this survey.

58.58% stated that they research a destination for 2SLGBTQ+-friendliness prior to making travel plans, using websites (91.16%), social media (71.43%) and word of mouth (61.22%) as their primary sources.

Again, most travel as a couple (56.9%). Family came next at 18.41% and individually was third at 11.72%.

Perceptions of Northern Ontario as 2SLGBTQ+-friendly were similar to the earlier survey with 32% not at all 2SLGBTQ+ friendly, 34% saying somewhat, 6% saying very and 36% saying they were unsure. Perceptions of rural Northern Ontario destinations was not an option in this survey, but respondents were asked about rural, small town and urban destinations in Southern Ontario. Rural locations received the lowest scores, followed by small towns.

DNO Research & Survey

- 93% of respondents said that their perception of a region being 2SLGBTQ+-friendly highly or somewhat influenced their destination decision making.
- 97% said that 2SLGBTQ+-friendliness was very important, somewhat important, or at least a consideration.
- 69% said that they research a potential destination for 2SLGBTQ+ friendliness prior to making travel plans. Almost 95% said that websites were their primary source of information.
- 26% of respondents said that their perception of Northern Ontario was that it was not at all 2SLGBTQ+ friendly.

Key Takeaways:

- While the Northern Ontario survey was completed by a younger demographic, the age groups responding to the all-Ontario survey were more evenly distributed
- Respondents to both surveys were overwhelmingly from Ontario
- 2SLGBTQ+-friendliness is important to both groups of respondents, with only 5.8% in the Northern Ontario survey and 17.8% in the Ontario survey saying it was not important to them in choosing a destination
- Safety and security were the most important considerations for both groups of respondents
- The Northern survey did not inquire about top five activities when on vacation. Respondents to the Ontario survey said that they were, in declining order, dining, hiking/walking, beach and water activities, touring historic sites and visiting museums and galleries.

- Grouped together in the second survey, destination and gateway community activities (dining, bars and nightlife, festivals, casinos, museums, galleries, historic sites, shopping, breweries/cideries/wineries and spas) are popular
- Fishing was chosen as a top five activity by 5.7%
- Grouped together in the second survey, outdoor activities (hiking/walking, camping, cycling, other outdoor adventures) are very popular
- Almost 80% of the Northern Ontario survey respondents and almost 59% of the Ontario survey respondents research a destination before making travel plans
- How they researched was not asked in the Northern Ontario survey. In the Ontario survey, websites were most frequently mentioned, followed by social media and word of mouth
- In both cases, most respondents travel as couples
- Perceptions of the three regions of Northern Ontario as a destination for 2SLGBTQ+travellers are not high. The perception of Northern Ontario in the second survey is also not high with 24% saying it is not at all friendly, 31% saying it is somewhat friendly.

For the complete survey results, please see Appendix.



Best Practices North America



Destination Northern Ontario's 2014 *Northern Ontario Tourism Product Development Strategy* identified that the Canadian 2SLGBTQ+ travel market was relatively untapped at that time, stating that Philadelphia, PA; Atlantic City, NJ and Hudson Valley, NY were successfully marketing to these "lucrative travellers". This was likely due in part to their relative proximity to Southern Ontario and Quebec. While almost ten years have passed, all three cities remain destinations of choice for 2SLGBTQ+ travellers.

Philadelphia, PA

Philadelphia is identified on the Atlantic City website as being a "gay hub".

The Philadelphia tourism website www.visitphilly.com states:

Philadelphia was founded on the principle of equality, and the city continues to be a welcoming place for 2SLGBTQ+ travelers. Perhaps it's no surprise that Philadelphia — famous as the birthplace of life, liberty and the pursuit of happiness — was the location of the first major 2SLGBTQ+ rights demonstration (held at Independence Hall) on July 4, 1965.

Philadelphia was the originator of the first major marketing campaign in all of the U.S.A. ("Get Your History Straight and Your Nightlife Gay®") to attract gay visitors focusing on the city's cultural, culinary, artistic and ethnic diversity. Annual Pride celebrations, weekly parties, performing arts and nightlife continue to attract 2SLGBTQ+ visitors.

Philadelphia is home to the Gayborhood, a Center City neighborhood boasting rainbow street signs as well as restaurants and bars owned by and catering to 2SLGBTQ+ identified clientele.

Best Practices:

- History of 2SLGBTQ+ celebrated
- 2SLGBTQ+ focused events
- Themed 2SLGBTQ+ neighbourhood

Atlantic City

Atlantic City is a strong supporter of its 2SLGBTQ+ community.

The Mayor's Office of LGBTQ+ Affairs was created in 2021 to foster equitable living and working conditions for residents who identify as LGBTQ+ and to advocate for 2LGBTQ+ issues in all areas of City Government. The office:

- Connects Atlantic City LGBTQ+ residents to needed services and support;
- Helps enact supportive policies and programs to meet;
- Coordinates among City departments to improve the LGBTQ+ community's access to services;
- Supports the growth and development of the City's LGBTQ+ communities and serve as a liaison between the area's LGBTQ communities/organizations and the City; and
- Hosts events that enrich, promote, and bring together the LGBTQ+ community of Atlantic City.

The website [Gay Vacation Destinations - 2SLGBTQ+ Vacations - Atlantic City 2SLGBTQ+Q \(atlanticcitynj.com\)](http://atlanticcitynj.com) speaks to Atlantic City's long history as a gay and lesbian destination, dating back to the 1950's. It showcases an array of 2SLGBTQ+-popular events such as the Miss'd America pageant and a lineup of celebrity entertainers and drag shows. Atlantic City has a gay beach, and it also promotes itself as a wedding destination with lots of information on how to get married there as well as on its dining options. It highlights its proximity to "major gay hubs" such as Philadelphia (60 miles), New York (125 miles), Baltimore (155 miles) and Washington, DC (175 miles).

Best Practices:

- Strong municipal support
- History of 2SLGBTQ+ friendliness celebrated
- 2SLGBTQ+ focused events
- Promoted as a 2SLGBTQ+ wedding destination
- Dedicated 2SLGBTQ+ areas

Hudson Valley, NY

While a website search using the term "2SLGBTQ+" yielded only one result, a 2SLGBTQ+-run distillery, Hudson, NY, is still recognized as a 2SLGBTQ+ destination. Sites such as www.biggayhudsonvalley.com do a good job of promoting the destination as one that has appeal for 2SLGBTQ+ travellers.

An article in the Huffington Post stated:

The Hudson Valley is way gay friendly. The folks there are known for being the open-minded sort, making the Hudson Valley one of the most LGBTQ-friendly spots on the country. The

Hudson Valley LGBTQ Pride March and Festival in New Paltz is one of the area's most popular annual gay pride events. https://www.huffpost.com/entry/the-hudson-valley_b_5548819

Best Practices:

- Major Pride event

Canada Destinations

Halifax

In a country known as a gay-friendly destination, Halifax stands out.

Discover Halifax encourages 2SLGBTQ+ visitors to explore the city with resources such as [LGBT+ Halifax Resources – Discover Halifax \(discoverhalifaxns.com\)](#) and events such as Halifax Pride and the Out East Queer Film Festival.

The LGBT+ Halifax site lists 2SLGBTQ+ resources such as LGBT+ Halifax Events, Gay Halifax, Halifax Pride, the Halifax LGBT+ Business Association and Wayves Magazine. It also posts Canadian and international resources and lists its Gay and Gay-Friendly Must-Visits.

A section is dedicated to same-sex marriages with detailed instructions on the steps involved and information on out-of-the ordinary wedding venues:

“Many LGBT+ friendly options exist in Halifax. Consider tying the knot: on board a Tall Ship in the Halifax Harbour, the Canadian Museum of Immigration at Pier 21 or within the star-shaped fortress at Halifax Citadel National Historic Site”.

The site also lists “the best gay-friendly wedding venues” and “a full list of LGBT+ friendly wedding officiants in Nova Scotia”.

Best Practices

- Listing of resources
- Range of events
- Support for same-sex marriage ceremonies
- Lists gay and gay-friendly must-visits

Winnipeg

City of Winnipeg

Tourism Winnipeg makes much of its history of inclusivity as well as its most famous landmark, the Canadian Museum for Human Rights.

The official website for Winnipeg www.tourismwinnipeg.com has a considerable amount of 2SLGBTQ+ content, shares that the city has a long-standing history of being inclusive of 2SLGBTQ+ people, and details such significant events as the first Pride parade which took

place on Sunday, August 2, 1987 and has now grown into a 10-day celebration, the coining of the term Two-Spirit in Winnipeg by academic Albert William McLeod and the election of Glen Murray, an openly-gay man, as Mayor of Winnipeg in 1998.

Referencing this history, they promote themselves as a safe and inclusive city ready to welcome 2SLGBT+ visitors “with open arms (all while bringing the good times too)”. The site promotes “Businesses Waving the Rainbow Flag”, discusses how to celebrate Pride Month, features stories about 2SLGBTQ+ visitors and lists 2SLGBTQ+-friendly hotels, among other content.

Best Practices:

- History of 2GLFBTSQ+ friendliness celebrated
- focused events
- Website rich with 2SLGBTQ+ content and resources

Kingston, Ontario

Kingston has made significant progress in becoming a more inclusive destination for 2SLGBTQ+ guests in recent years.

Kingston is known for its vibrant Pride celebrations, which take place every June since 1989. The city's annual Pride parade draws thousands of people from all over the region, and the website <https://www.kingstonpride.ca/> lists plenty of other events throughout the week, including the annual Pride parade, social gatherings, dances, sporting events, educational workshops, speaker events, film showings, theatrical performances, art exhibitions and more.

Queens University provides an extensive Queer Positive Resource list, which outlines a variety of 2SLGBTQ+-friendly resources found in Kingston, Ontario.

https://www.queensu.ca/hreo/sites/hreowww/files/uploaded_files/QueerPositiveResourcesList.pdf

The Kingston 2SLGBTQ+ community utilizes a Facebook group ‘2SLGBTQ+ Kingston Ontario’ <https://www.facebook.com/groups/2224026992/> which provides a safe place for community connections and a platform for sharing opportunities, year-round events, information, and resources. Some of the city's popular 2SLGBTQ+-friendly venues include The Toucan, which hosts regular drag shows, and The Merchant Tap House, which has a reputation for being a welcoming spot for the 2SLGBTQ+ community.

There are a number of local organizations in Kingston that support the 2SLGBTQ+ community, including the Rainbow Health Ontario Kingston Satellite Office, which provides health care services to 2SLGBTQ+ individuals, and PFLAG Kingston, which offers support to 2SLGBTQ+ people and their families.

The City of Kingston has also taken steps to become more inclusive, including the creation of an 2SLGBTQ+ Advisory Committee. The committee advises the city council on issues affecting the 2SLGBTQ+ community and helps to ensure that city policies and services are inclusive and welcoming to all residents and visitors.

Best practices:

- Listing of resources
- Pride month events
- Year-round events
- Health care

Northeastern Ontario

A Northern Ontario 2SLGBTQ+ Destination in the Making

Trevor Beard, Executive Director of Northeastern Ontario Tourism believes that his region has great potential to become a destination for 2SLGBTQ+ travellers, not only because of its proximity to the important Southern Ontario market. Its also because due to the many partnerships that have already been formed and activities that have been undertaken that places Northeastern Ontario in a great position with respect to this important market.

NEOnt has already gone beyond supporting and promoting Pride events in the region. While acknowledging that these events are vitally important in attracting the 2SLGBTQ+ market, NEOnt took things a few steps further by organizing and promoting a 2SLGBTQ+ ski event complete with a drag show and a DJ who is an ally and an advocate. Plans are underway for a bigger event next year.

NEOnt has also shown its support for its five Pride organizations through outreach and marketing support including producing a banner for North Bay Pride to display on their float in the Toronto Pride parade.

There will also be a blog dedicated to promoting the region's Pride events coming soon.

"The blog should help to persuade the 2SLGBTQ+ travellers to come north further than Muskoka", says Beard.

Beard added that there is an accommodation property in Sundridge, about 75 kilometres south of North Bay, that hosts a very successful 2SLGBTQ+ event annually and that is yet another demonstration of the potential to lure visitors further north.

Asked what advice he'd provide to other regions of the North, Beard suggested that probably the most important step would be to align themselves with their Pride and other 2SLGBTQ+ organizations in their area, as these are the people who are tapped into their communities. Other organizations such as the CGLCC are also important allies.

Steps are being taken in NEOnt’s major cities to orientate their new city councils about the potential of the 2SLGBTQ+ tourism market and how to best attract and serve them. North Bay’s municipal government representatives are now looking at setting up a 2SLGBTQ+ advisory committee.

Having an inventory of the attractions, accommodations, amenities and services, including the region’s lodges and outfitters that are 2SLGBTQ+ -friendly should also be a priority, said Beard. NEOnt has purchased 10 Rainbow Registry licences with the aim of having at least five businesses certified by the summer. Outreach is ongoing to attract more businesses to the accreditation program.

NEOnt is also looking into getting into FAMs, having witnessed the success of a recent FAM in Algoma.

Best Practices:

- Focused events
- Growing municipal support
- Developing inventory
- Alignment with Pride and other 2SLGBTQ+ organizations
- Blog

OTA (Online Travel Agent Channel) and Overall Online Bookings

The OTA channel is a large driver of domestic and international tourism. The OTAs have started to include 2SLGBTQ+ openness as a search criterion.

The requirement for properties to be welcoming has been an expectation for some time, however the reality of this mandate and the guest experience upon arrival was not always aligned. The option of filtering hotels based on their 2SLGBTQ+ welcomeness is new and assists in addressing concerns of openness and safety.

Traveller experience

LGBTQ welcoming
See properties that pledge to make all guests feel safe, welcome, and respected.

In searching for Thunder Bay, 7 properties appeared when entering:

LGBTQIA-Welcoming Hotels in Thunder Bay

Going to Thunder Bay, Ontario, Canada

Check-in Select date

Check-out Select date

Guests 1 room, 2 travell...

Search

Focus Groups

Both focus groups, the first attended by representatives of the local and regional 2SLGBTQ+ communities and the second by local and regional tourism officials and business leaders, yielded insightful and very helpful input.

In addition, the participants in both sessions offered enthusiastic support and buy-in to the project. This was demonstrated by offers of advice, guidance and partnerships as the project moves forward by the 2SLGBTQ+ team as well as the expressed desire to personally learn more about how to be a more inclusive, safe and welcoming by the non-2SLGBTQ+ group. This bodes well for the future of this initiative and points to opportunities around engaging with both categories of community and regional leadership on a more regular basis.

Key highlights from Focus Group sessions

Key Takeaways: 2SLGBTQ+ Focus Group March 8

Assessment of Safety and 2SLGBT+ Friendliness of the city and region:

- Different perspectives, but strong evidence that Thunder Pride is safe and welcoming, with no scheduled police presence because it is not needed
- Thunder Bay Police have queer members
- Perception of rural areas being less friendly and safe is likely unfounded in Superior Country – Dan, Executive Director of Ontario’s Superior Country feels safe and welcomed in the North Shore rural communities, more so than in some big cities

Marketing Ideas:

- Feed Rainbow Directory to develop a strong database of 2SLGBT+-owned and -friendly business – then promote them
- Work together to develop packages, coupon books and itineraries
- Stage a contest with a Thunder Bay/Superior Country package (lighthouse, dining, overnight stays, etc.) as the prize then film the winner
- Promote in Facebook groups
- More 2SLGBT+ branding – on coffee cups, etc.
- Comments above could be used as testimonials
- If promoting Thunder Bay and Superior Country as 2SLGBT+ friendly with words and images, better be sure they are – training, tip sheets, etc. likely needed

Collaboration:

- More Pride events in the region would likely improve perceptions
- This group showed a willingness to work together – could form the basis of an advisory group. Regional members who were invited to participate did not attend but could be asked again or other regional members added
- Idea of working with businesses to brand some products was raised – breweries have done this successfully already

Key Takeaways: Tourism Industry Focus Group March 22

Strengths

- Pride night for Curling Canada

Opportunities

- Increase communications in affirming your support for this community (signage, training,
- Outreach – big population out there (local community) that can be brought on board.
- Imagery and messaging on social media
- Champions within your own organization – also go out externally. Be representatives in organizations within the community, highlighted on social media/LinkedIn/Facebook/etc.
- Thunder Bay and the north shore need a champion – to promote the LGBT community here, spread awareness and education, be involved and public in the community
- More Pride nights – for hockey tournaments, etc.
- More representation in media and advertisements
- Champions – to support youth
- Rainbow stickers and flags
- Engaging with local 2SLGBTQ+ organizations and people – give them a voice, working with community, responding to discriminating comments from government,
- Establishing a unified response from multiple sources
- With legalized marriage, more families with children coming. This is a market we could tap into
- Take a strategic approach to this initiative.
- Connect with indigenous groups
- Provide tips to businesses on how they can be more inclusive with their marketing language and visuals
- Have businesses/people in community do training (CGLCC has free online courses)

Weaknesses & Threats

- Our crime statistics don't look great online, but I myself do not experience it (but I am privileged, white, settler)
- Council not supportive.... wouldn't fly pride flag.

Additional Inspiration:

The CGLCC toolkit has numerous case studies of communities, a country (Iceland) and businesses that have been successful in attracting and catering to the 2SLGBTQ+ market. These include Montreal; Whistler; Oklahoma; Bristol, U.K; Iceland; Knots Winery, Comox; Celebrity Cruises; Delta Airlines; Kingfisher Oceanside Resort and Spa, Vancouver Island and Hilton Hotels and Resorts. Registration is required to access the toolkit.

Appendix: 2SLGBTQ+ Organizations in Target Markets

Winnipeg 2SLGBTQ+ Organizations

University Organizations

- Alliance Allo Sexuelle-Hétérosexuelle (USB)
The 2SLGBTQ+ and allied student group at the Université de St. Boniface
- 2SLGBTQ+ Collective (BU)
The Brandon University 2SLGBTQ+TQ+ (lesbian, gay, bi, transgender, two spirit, questioning) Collective aims to establish spaces on campus where 2SLGBTQ+ persons can thrive as healthy, equal and complete members of Brandon University and its broader community.
Linden Haubrick - queer@busu.ca
- Rainbow Lounge (U of W)
A safe social space, open to all students of the University of Winnipeg, with an open an inclusive view of sexuality and gender diversity.
Phone: 204-789-4244
- Rainbow Pride Winnipeg Mosaic (U of M)
A University of Manitoba Student Union service group that proactively works to improve the quality of life at the University of Manitoba for the 2SLGBTQ+TQ community.
2SLGBTQ+tqrep@umsu.ca

Pride Organizations

- Brandon Pride
- Pembina Valley Pride <https://peminavalleypride.ca/> (contact form online) SENT
- Pride North of 55 (Thompson) <https://peminavalleypride.ca/> SENT
- Pride Portage La Prairie <https://www.facebook.com/PridePortage/>
- Pride Winnipeg info@pridewinnipeg.com 1-866-611-5546
- Reel Pride (film festival) [Reel Pride Winnipeg | Facebook](#)
- Steinbach Pride <https://www.facebook.com/SteinbachPride/>

Other

- Out There Winnipeg
Adult 2SLGBTQ+ social organization focused on sports and recreation.
www.Outtherewinnipeg.ca

Rainbow Harmony Project

Winnipeg's choir for the 2SLGBTQ+ community and their allies.
www.rainbowharmonyproject.ca
[170 Scott St, Winnipeg MB R3L 0L3](#)
[\(204\) 960-4409](tel:(204)960-4409)

Manitoba 2SLGBTQ+ Chamber of Commerce

The Manitoba 2SLGBTQ+* Chamber of Commerce exists to help build a strong Manitoba economy supported by, and supportive of, diverse communities. Our mission is to cultivate, contribute to and promote a thriving community of 2SLGBTQ+* owned and allied businesses, professionals and business students in Manitoba.

<https://mb-2SLGBTQ+.biz/contact/>

<https://www.tripsavvy.com/2SLGBTQ+q-travel-guide-winnipeg-5184629>

<https://www.outnabouttravel.com/2SLGBTQ+-travel/>

Pride Organizations

[Brainerd Lakes Pride | Facebook](#)

[Duluth Superior Pride](#)

<https://www.duluthsuperiorpride.com/>

[East Central Minnesota Pride](#)

eastcentralminnesotapride@gmail.com

Gary Skarsten of Braham, 320-396-3726

[Fargo-Moorhead Pride](#)

fmpride.com

1105 1st Ave S, Fargo, ND 58103

+1 218-287-8034

<https://www.facebook.com/groups/2SLGBTQ+qwestcentralminnesota/>

[Rochester Pride](#)

<https://www.rochmnpride.org>

info@rochmnpride.org

507-216-7996

[St. Cloud Pride](#)

<https://www.stcpride.org>

[Twin Cities Pride](#)

Andi.otto@tcpride.org

2021 E Hennepin Ave Ste 402-7, Minneapolis, MN 55413 - +1 612-255-3260

Phil & Barb Schroeder of Mora, 320-310-5202

Julianne Redpath of Chicago City, 612-817-9541

Rebecca Gaspard of Pine City, 612-720-4241

Randy Olson of Askov, 218-831-6352

Ontario Pride Organizations

PRIDE LONDON

Description

Non-profit organization responsible for planning annual public events celebrating the 2SLGBTQ+ community in London and area.

Our Mission: To provide an annual opportunity to generate celebratory, cultural, artistic & educational events which affirm the lives of lesbian, gay, bisexual, transsexual, transgender, two-spirited people & our allies through activities which promote unity, inclusion, & awareness of sexual & gender diversity.

Pride London

186 King Street, Unit 30 London Ontario N6A 1C7

[519-520-4175](tel:519-520-4175)

[Visit Website](#)

BRANTFORD PRIDE

Description

Brantford Pride is an organization consisting of community members committed to promoting peace, diversity and equality for the 2SLGBTQ+ population in Brantford and Brant County.

Our Mission

To Provide Brantford and Brant County with a cultural and economically viable annual festival and to encourage participation from the 2SLGBTQ+ community and its allies, in planning, implementation and enjoyment of Pride celebrations.

Brantford Pride

Brantford Ontario

brantfordpride@gmail.com

CK GAY PRIDE ASSOCIATION (Chatham-Kent)

Description

The CK Gay Pride Association envisions an open and safe community for all to live. In addition to providing opportunity to generate celebratory, cultural, artistic and educational events which affirm the lives of lesbian, gay, bisexual, transsexual, transgender, two-spirited people, and supporters through the community.

The CK Gay Pride Association will promote unity, inclusion, and awareness of sexual and gender diversity throughout Chatham-Kent. Most importantly though, we aim to create a sense of community and safe space for 2SLGBTQ+ individuals, their families and their allies.

LGTBQ Specific Links

Facebook: [CK Gay Pride Association](#)

[CK Gay Pride Website](#)

COBOURG QUEER COLLECTIVE

Description

The Cobourg Queer Collective provides information for and about the LGBTQQIAP2S+ community in Cobourg, Ontario and the surrounding area.

LGTBQ Specific Links

[Facebook: Cobourg Queer Collective](#)

DIVERSITY/DIVERSITÉ CORNWALL

Description

Diversity Cornwall is a non-profit organization founded to coordinate the annual Cornwall Pride Festival and other community events with the goal of fostering diversity, unity, and visibility.

cornwall.diversity@gmail.com

[Visit Facebook Page](#)

GRAND RIVER COMMUNITY HEALTH CENTRE

Description

The Grand River Community Health Centre (GRCHC) provides community-based primary health care and pursues wellness, health promotion, and community development initiatives in Brantford and the County of Brant.



Mission

GRCHC provides innovative primary health care, health promotion and community development as part of an integrated system of quality care, while helping our clients and community members to enhance their own health and wellbeing. GRCHC provides 2SLGBTQ+ specific programs and support groups to the queer community in the Brantford area, specifically Gender Journey Brant and Gender Journey Brant Youth

GUELPH PRIDE

Description

Guelph Pride organizes annual events for the Guelph community which aim to bring together the Guelph queer and ally communities as well as address issues surrounding the queer community in a safe, educational manner.

Mission

Guelph Pride celebrates diversity in safer spaces by providing education, programming and visibility with the 2SLGBTQ+ community in Guelph and Wellington County. We will do this work by continuously advocating for accessibility and inclusivity. Through self-reflection, creativity and knowledge of history, the Pride Committee is committed to creating a sense of belonging, safety, culture and comfort for 2SLGBTQ+ identified persons and their allies.

Guelph Pride
10 Carden St Guelph Ontario
[Visit Website](#)

KINCARDINE PRIDE

Description

Kincardine Pride is Kincardine's LGBTQ/Straight Alliance, working towards a community that celebrates inclusiveness, diversity and love for all people. 2017 saw the first official pride celebration in Kincardine.

[Visit Kincardine Pride on Facebook](#)

KINGSTON PRIDE

Kingston celebrates the diversity of the 2SLGBTQ+ community in Kingston and the surrounding area and coordinates a wide range of activities, including:

- Annual Pride parade & community fair
- Social gatherings, dances & sporting events
- Educational workshops & speaker events
- Film showings, theatrical performances, art exhibitions & more.

Kingston Pride
844 Princess St Kingston K7L 1G5
admin@kingstonpride.ca
[Visit Website](#)

OTTAWA CAPITAL PRIDE

Description

Through the annual Ottawa Capital Pride Festival, Capital Pride works hard to create an open and respectful space for the rainbow community to advocate issues of concern.

Our Mission

The mission of the Ottawa Capital Pride organization is to create an environment for advocacy, education, and to foster of a strong and vibrant Rainbow Community within the Nation's Capital region.

Ottawa Pride

176 Gloucester St, Suite 3 Ottawa Ontario K2P 0A6

613-680-3033

info@ottawacapitalpride.ca

[View Website](#)

OXFORD COUNTY PRIDE

Description

In 2015, the Oxford County Rainbow Coalition expanded its capacity through the development of the "Oxford Pride Committee", which is comprised of local 2SLGBTQ+ community members and allies. The objective of our committee is to enhance the goals and objectives of the Rainbow Coalition through the development of an artistic and cultural Pride Day celebration in Oxford County.

Mission: To work with the Oxford Rainbow Coalition to make Oxford County an inclusive, diverse and safe environment for Lesbian, Gay, Bi-Sexual, Trans gendered and Queer (2SLGBTQ+) persons within our community. Through education we will dispel homophobia, trans-phobia and hetero-sexism, creating a safer community in which to live or visit.

Oxford County Pride

8 Bernadette Place Woodstock N4S 8M5

oxfordpridecommittee@gmail.com

[Visit Website](#)

PERTH COUNTY 2SLGBTQ+ & ALLIES

Our community group's primary mission is fostering a sense of community and belonging by uniting 2SLGBTQ+ and their allies in Perth County.

[Facebook Page](#)

PRIDE DURHAM

Description

Pride Durham brings 2SLGBTQ+ friendly events to the cities and towns in the Durham Region

We do this with the support of our wonderful sponsors and partners, and the hard work of our board of directors, as Pride Durham is a 100% not-for-profit, volunteer run organization.

Our annual Pride Week is held every June and do our best to host other meaningful and fun events throughout the rest of the year. We strive to hold events in every town and city in Durham.

[View Facebook page](#)



Hamilton Pride

pridehamilton2017@gmail.com

[Facebook Page](#)

PRIDE HALDIMAN NORFOLK

Description

PRIDE Haldimand-Norfolk is committed to promoting diversity and inclusion in our community and providing equal opportunity to people of all genders, sexual orientations, and gender identifications.

[Pride HN on Facebook](#)

PRIDE HAMILTON

Description

Pride Hamilton is a NFP grassroots volunteer-based assembly of 2SLGBTQ+ community members who live and/or work in Hamilton, organization representatives who serve 2SLGBTQ+ communities in Hamilton, and 2SLGBTQ+ allies dedicated to bringing the 2SLGBTQ+ community and the city of Hamilton and surrounding areas together.

PRIDE NIAGARA

Description

Pride Niagara is a celebration of Niagara's sexual and gender diverse community and its supporters. We provide social activities and information for the 2SLGBTQ+ Niagara Region.

4 Queen Street, St. Catherines P.O. Box 4020 L2R 3B0

info@prideniagara.com

[Visit Website](#)

PRIDE TORONTO

Description

Pride Toronto is a not-for-profit organization with a mission to bring people together to celebrate the history, courage and diversity of our community.

Pride Toronto

55 Berkeley St

Toronto Ontario

M5A 2W5

[416-927-7433](tel:416-927-7433)

office@pridetoronto.com

[Visit Website](#)

SIX NATIONS PRIDE

Description

Promoting Six Nations Pride! Sharing information, events and resources that build Two Spirit, 2SLGBTQ+ community.

Services & Activities: Annual Pride Event

[Facebook: Six Nations Pride](#)

STRATHROY PRIDE

Description

Strathroy Pride is a non-profit organization celebrating inclusivity and diversity in Middlesex County, sharing resources, educating, and supporting our rural 2S2SLGBTQIA+ community.

StrathroyPride.org

WINDSOR-ESSEX PRIDE

Description

Windsor-Essex Pride Fest is a non-profit organization that brings together members of the Lesbian, Gay, Bisexual, Transgender, Two Spirit, Intersex and Questioning (2SLGBTQ+TIQ) community, their friends, allies and supporters in celebration of the unique spirit and culture of our community by producing quality, inclusive and safe events and initiatives to celebrate. Windsor-Essex Pride Fest strengthens the sense of community and contributes to the vibrancy, health and overall well-being of persons in the 2SLGBTQ+ of Windsor-Essex and surrounding communities.

Windsor-Essex Pride Fest Inc. is the organization behind the annual Windsor-Essex Pride Fest or “Pride Fest”.

Windsor-Essex Pride Fest

536 Pelissier Street Windsor Ontario N9A 4L1 Canada

226-348-3378

info@wepridefest.com

[View Website](#)

Appendix II:

Travel Adventure Shows, New York and Chicago, Results – Event Summary

Appendix III:

Winnipeg Billboards

INSERT DOCUMENT provided

Appendix IV: Tip Sheets Samples

Samples to work from: [Tip Sheet 2SLGBTQ+Q Older Adults.png \(1920×1080\) \(creges.ca\)](#)

[IdeasAllies.indd \(ucr.edu\)](#)

<https://diversity.uiowa.edu/resources/dei-style-guide/style-guide-2SLGBTQ+q>

<https://blog.careeronestop.org/pride-month-guidance-for-workforce-professionals-serving-2SLGBTQ+q-customers/>

Additional Resources

Tips: [Four Tips for Marketing to the 2SLGBTQ+Q+ Community | C+R \(crresearch.com\)](#)



Advertiser :

Account Executive : John Minnella

Date Generated : 3/28/2023

Showing

Market	Product	# of Faces	Start Date	End Date	# of Weeks	APRIL /MAY				Media Cost	Production
Winnipeg CMA											
Winnipeg CMA	Posters Horizontal	20	6/3/2024	6/30/2024	4	20	20	20	20	23,240.00	3,000.00
Winnipeg CMA										\$23,240.00	\$3,000.00
Showing										\$23,240.00	\$3,000.00

SKEW TO

Exchange Village, Riverview, Norwood, St. Bonaface, Osbourne Village, Courdon, Wolesley, West Ed, Riverheights areas

Rates are not guaranteed until time of booking



18TH ANNUAL

TRAVEL & ADVENTURE SHOW[®]

CHICAGO JANUARY 14-15, 2023

DONALD E. STEPHENS CONVENTION CENTER

WWW.TRAVELSHOWS.COM

RESULTS - EVENT SUMMARY

 /TravelandAdventureShow

 @TravAdventure

 @TravAdventure





2023 CHICAGO TRAVEL & ADVENTURE SHOW

Date: January 14-15, 2023
Venue: Donald E. Stephens Convention Center
Location: 5555 N. River Road
 Rosemont, IL 60018
Hall: F - 135,000 sq. ft.

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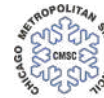
DIVE & WATER SPORTS PAVILION SPONSOR:



MEDIA SUPPORTERS:



TRAVEL INDUSTRY PARTNERS:



PRODUCED BY:

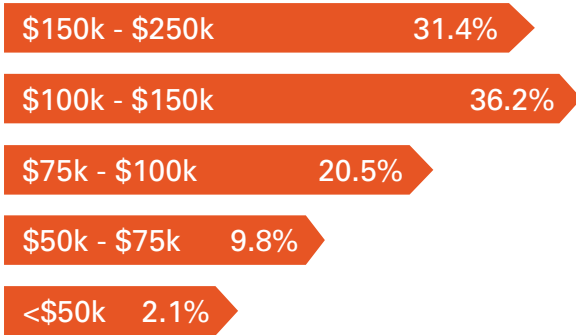


ATTENDANCE SUMMARY

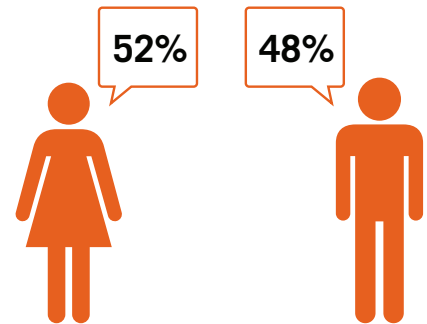
	2023	2022
TOTAL ATTENDANCE:	16,566	10,772
TRAVEL TRADE:	1,566	977
TRAVEL ADVISORS:	426	228
PRESS:	60	56

HOUSEHOLD INCOME (HHI)

68% Earn Over \$100,000



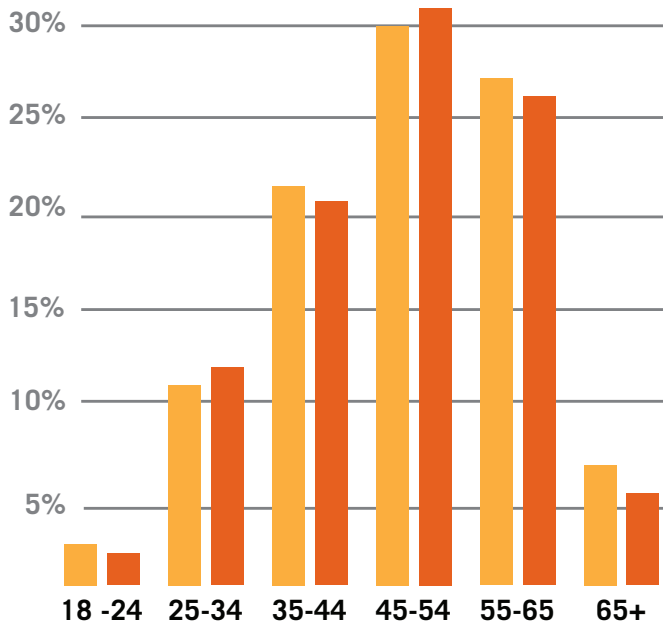
ATTENDEE GENDER



ATTENDEE AGE

● 2023 ● 2022

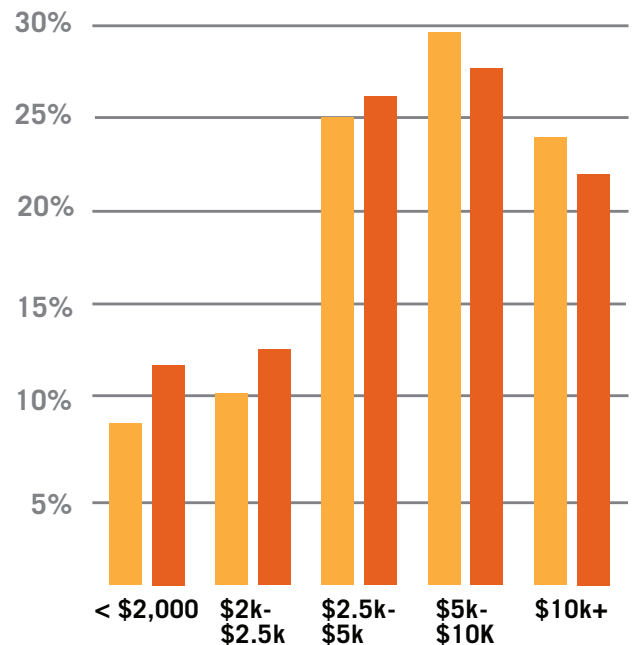
73% in Peak Earning Years 35-65



TRAVEL EXPENDITURE

● 2023 ● 2022

53% Spend Over \$5,000 on Travel



HEADLINE SPEAKERS & STAGES

In 2023, the 18th annual Chicago Travel & Adventure Show was designed to provide updated information, actionable advice and carefully tailored content the audience of qualified travel consumers and agents.

The Travel Theater, where attendees go for inspiration and advice from travel celebrities, was busy all weekend long. Samantha Brown, The Points Guy CEO & Founder, Brian Kelly, Peter Greenberg, and Pauline Frommer all spoke to travelers on the main stage throughout the weekend.

At the Destination Theater, dozens of sessions spanning both show days provided educational workshops based on specific destinations. From discovering the ocean cruising and safaris and Tahiti, attendees had the opportunity to learn about various destinations from around the world in 30 minute sessions.

On the Savvy Traveler Theater, attendees enjoyed sessions on both days dedicated to providing actionable advice on how to travel safer, cheaper and more efficiently. From budget travel tips and booking the cheapest flight possible, to the latest in travel technology and how to maximize private tours, Travel & Adventure Show consumers packed the theater each day.

Overall, Show programming gave attendees the most up to date information, straight from the experts.

In addition to meeting with our vendors, attendees engaged in activities such as:

- + Travel Theater
- + Destination Theater
- + Savvy Traveler Theater
- + Global Beats Stage
- + Arizona Office of Tourism Photo Booth
- + Meet & Greet

Keynote Speakers Included:



PETER GREENBERG

Emmy Award-Winning Investigative Reporter and Producer and CBS News Travel Editor



SAMANTHA BROWN

Host, PBS Samantha Brown's Places to Love



PAULINE FROMMER

Editorial Director of The Frommer's Guides and Publisher of Frommers.com



BRIAN KELLY

Founder and CEO of The Points Guy (TPG)



PROMOTION SUMMARY

For the 2023 Chicago event, the advertising mix included a strong schedule of broadcast television, streaming radio, traditional radio, print ads, and a multi-platform digital program. This re-imagined sales campaign targeted very specific travel enthusiasts over the course of 12 weeks, matching the demographic of top Travel & Adventure Show attendees.

Television:

Two of the top stations in the market, ABC and CBS, were utilized to spread the word 10 days out from the event. With over 200 commercials running during hyper-targeted day parts, overall television impressions came in at over 9.2 million.

Radio:

Streaming radio on Pandora, Spotify and iHeart radio, along with traditional radio on 2 top Chicago stations, produced millions of targeted impressions over hundreds of thousands of served ads.

Out of Home:

Travel & Adventure Show messaging also reached commuters on major freeways targeting consumers entering and leaving affluent communities and suburbs by way of a wide-scale out of home promotional campaign. A mix of billboards and posters produced over 10 million impressions.

Digital Campaign:

In addition to digital campaigns with industry and media partners, a multi-platform social and digital campaign was implemented, targeting the Chicago metro area. Over 6 million impressions were served across social media and digital platforms



FAM-TAS PROGRAM SUMMARY

The FAM-TAS Travel Advisor Program was offered on day one of the 2023 Chicago Travel & Adventure Show. This turn-key program provided a platform for select destinations and travel suppliers to connect with, educate and familiarize Travel Advisors with how best to market and sell their products through a dynamic schedule of catered presentations and show floor passport program.

2023 FAM-TAS TRAVEL ADVISOR PROGRAM ATTENDANCE SATURDAY, JANUARY 14

Travel Advisors: 101

2023 FAM-TAS PRESENTATION SPONSORS

- Arizona Office of Tourism
- The Florida Keys & Key West
- Atlas Ocean Voyages

2023 PASSPORT PROGRAM SPONSORS

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- Arizona Office of Tourism
- Visit Lauderdale
- Adventure Life
- Inspiring Vacations
- Visit Panama City Beach
- Visit Pensacola
- Travel Juneau
- Visit Central Florida
- Barbados Tourism Marketing Inc.

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ATLANTA

MARCH 9-10, 2024

DENVER

MARCH 16-17, 2024

DALLAS

MARCH 23-24, 2024

NOTE: DATES SUBJECT TO CHANGE



2ND ANNUAL

TRAVEL & ADVENTURE SHOW[®]

NEW YORK JANUARY 28-29, 2023

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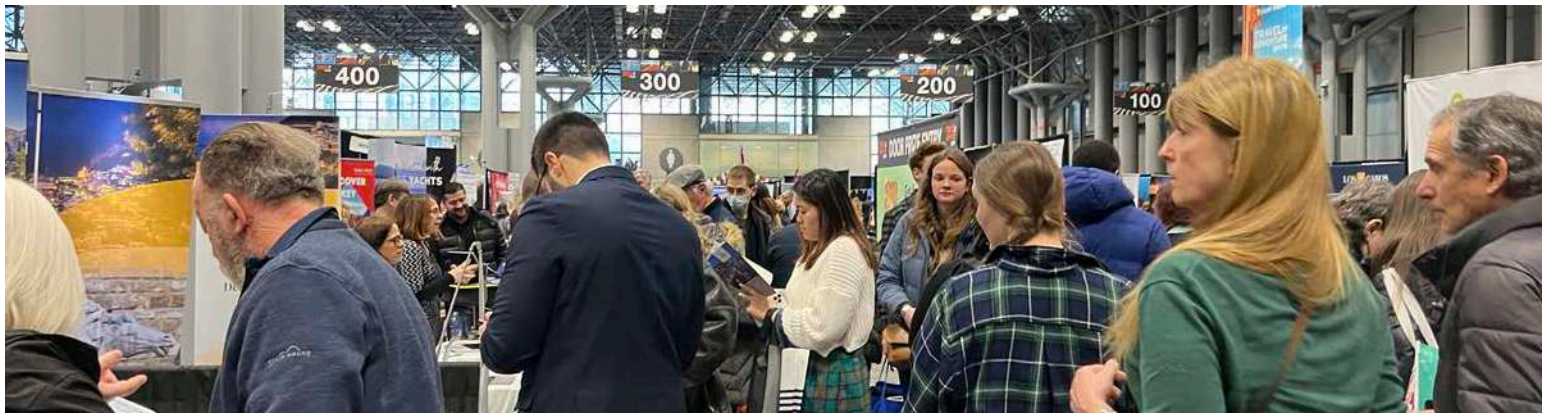
RESULTS - EVENT SUMMARY

 /TravelandAdventureShow

 @TravAdventure

 @TravAdventure





2023 NEW YORK TRAVEL & ADVENTURE SHOW

Date: Janaury 28-29, 2023
Venue: Jacob K. Javits Convention Center
Location: 429 11th Avenue New York, NY 10001
Hall: 3D/3E 137,000 sq ft

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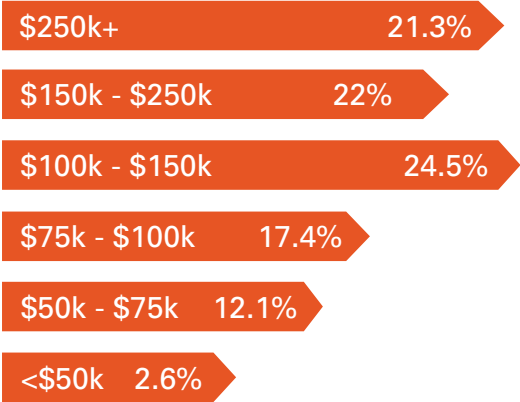


ATTENDANCE SUMMARY

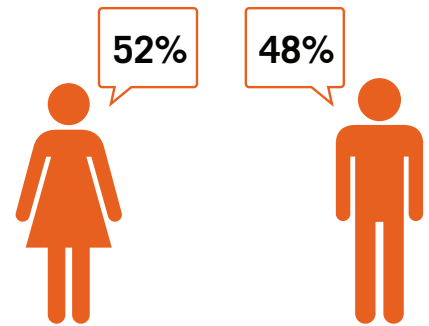
	2023	2022
TOTAL ATTENDANCE:	21,578	13,972
TRAVEL TRADE:	2,603	1,900
TRAVEL ADVISORS:	530	810
PRESS:	322	254

HOUSEHOLD INCOME (HHI)

67.8% Earn Over \$100,000
(43.3% Earn Over \$150,000)

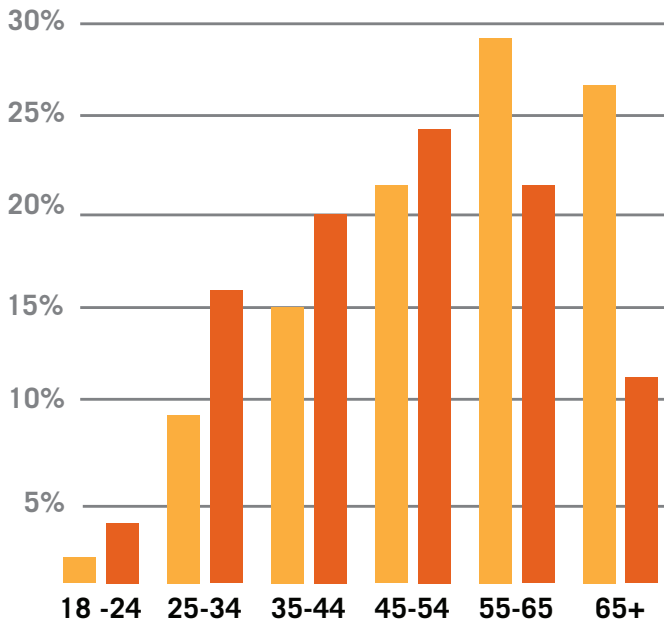


ATTENDEE GENDER



ATTENDEE AGE

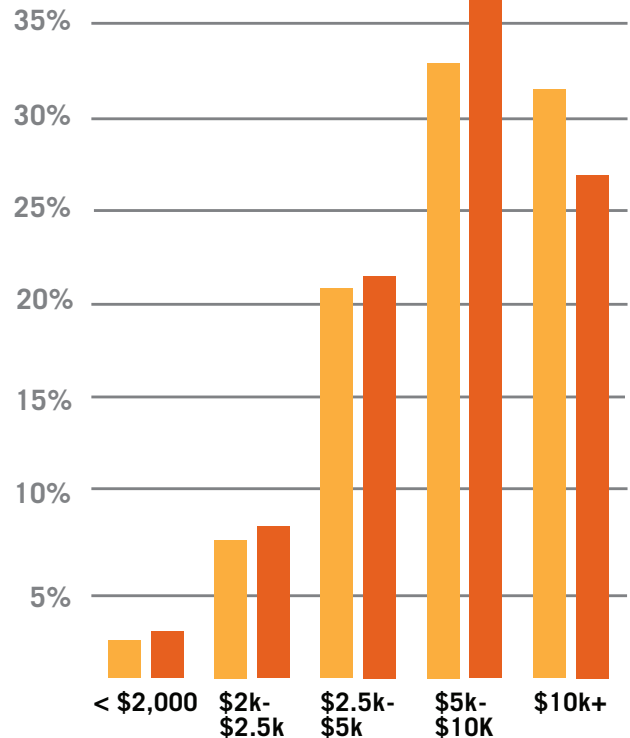
● 2023 ● 2022



TRAVEL EXPENDITURE

● 2023 ● 2022

+66% Spend Over \$5,000 on Travel



HEADLINE SPEAKERS & STAGES

In 2023, the 2nd Annual New York Travel & Adventure Show was designed to provide updated information, actionable advice and carefully tailored content the audience of qualified travel consumers and agents.

The Travel Theater, where attendees go for inspiration and advice from travel celebrities, was busy all weekend long. Samantha Brown, Pauline Frommer, Andrew McCarthy, Peter Greenberg, and Patricia Schultz all spoke to travelers on the main stage throughout the weekend.

At the Destination Theater, dozens of sessions spanning both show days provided educational workshops based on specific destinations. From discovering ocean cruising and safaris, attendees had the opportunity to learn about various destinations from around the world in 30 minute sessions.

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ANDREW McCARTHY

Award-Winning Travel Writer, Actor and Director



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Emmy Award-Winning Investigative Reporter and Producer and CBS News Travel Editor



PATRICIA SCHULTZ

Editorial Director of The Frommer's Guides and Publisher of Frommers.com



PAULINE FROMMER

Editorial Director of The Frommer's Guides and Publisher of Frommers.com

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PROMOTION SUMMARY

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Broadcast Television:

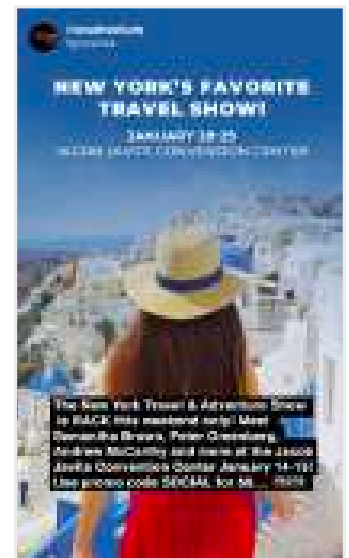
Two of the top stations in the market, ABC and CBS, were utilized to spread the word 10 days out from the event. With over 120 commercials running during hyper-targeted day parts, overall television impressions came in at over 18.1 million.

Radio:

Streaming radio on Pandora, Spotify and iHeart radio, produced targeted impressions over hundreds of thousands of served ads over a 6 week promotional period.

Digital Campaign:

In addition to digital campaigns with industry and media partners, a multi-platform social and digital campaign was implemented, targeting the Boston metro area. Over 5.6 million impressions were served across social media and digital platforms



THE TRAVEL TRADE DAY PROGRAM

New in 2023, The Travel Trade Day Program at the New York Travel & Adventure Show presented Travel Advisors and Trade Members the opportunity to take part in four separate trade-focused workshops.

On Saturday morning, over 180 pre-qualified Travel Advisors made their way into the Croatia Pavilion for a sponsored FAM-TAS breakfast networking event, sponsored by the Croatian National Tourist Board. Over 50 different representatives from various Croatian CVB's and travel suppliers held one-on-one meetings, as well as 20-minute presentations, throughout the program.

Included in the Travel Trade Day Program were three additional panel sessions that focused on specific travel segments designed to provide detailed information on current trends, sales and marketing tactics, as well as new products, throughout the afternoon.

The Caribbean Panel, moderated by Kelly Fontenelle, Caribbean Director, Travel Market Report, produced a lively discussion on how to sell Caribbean travel in 2023 and beyond. Panelists Eusi Skeete, Director, USA, Barbados Tourism Marketing, Inc., Kim Riddle, Business Development Manager, US, Aruba Tourism Authority, Muriel Wiltord-Latamine, Director North America, Martinique Tourism Authority, and Rissie Demeritte, Area Manager, Sales and Marketing, Bahamas Tourist Office, all provided in-depth information during the one-hour discussion.

The Florida Showcase panel, taking place during a catered lunch, featured Markham McGill, Director of Sales, The Florida Keys & Key West, Kaya Man, Director of Sales and Service, Visit Pensacola and Northwest Florida Beaches Sales Representative to the Council, and Debra Lee, Travel Industry Sales Director, Greater Miami CVB, during this discussion moderated by Dan McCarthy, Editor-in-Chief, Travel Market Report.



The program concluded with an hour-long conversation from three different cruise line representatives, moderated by Travel Market Report Cruise Editor, Dori Saltzman. Denise Reichwein Lees, Director of Sales, MSC Cruises, USA, Lisa Falango, Director of Sales, Royal Caribbean International, and Glenn Eastwood, Business Development Manager, USA, North East & Mid-West, Hurtigruten Expeditions, all provided hard hitting information on topics ranging from sales tactics to segment trends.



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MARCH 25-26, 2023

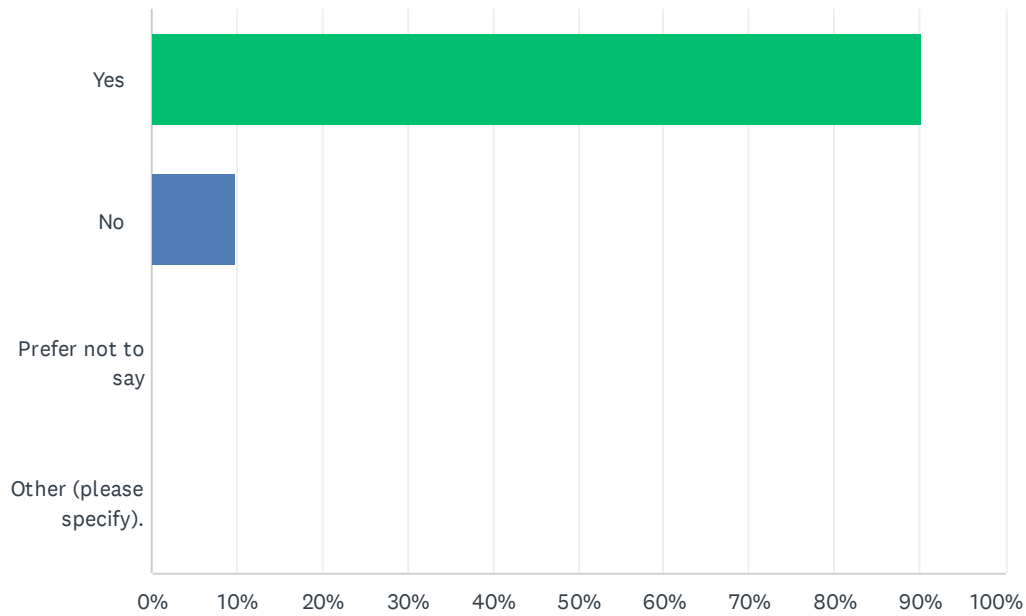
DALLAS

APRIL 1-2, 2023

NOTE: DATES SUBJECT TO CHANGE

Q1 Does the term 2SLGBT+ apply to you?

Answered: 185 Skipped: 0

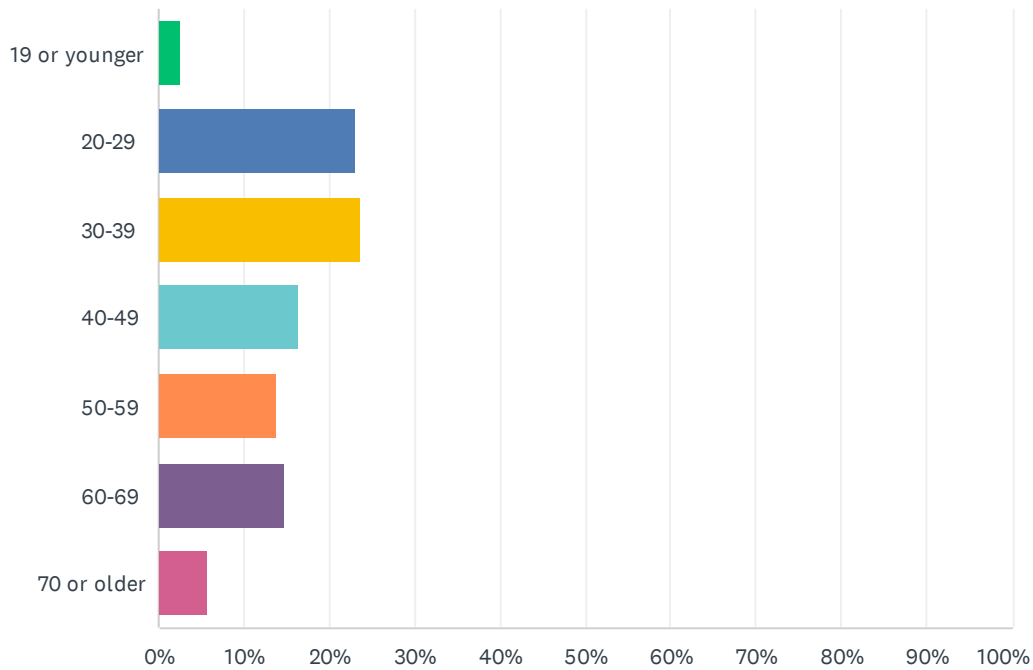


ANSWER CHOICES	RESPONSES	
Yes	90.27%	167
No	9.73%	18
Prefer not to say	0.00%	0
Other (please specify).	0.00%	0
TOTAL		185

#	OTHER (PLEASE SPECIFY).	DATE
	There are no responses.	

Q2 What age group are you in?

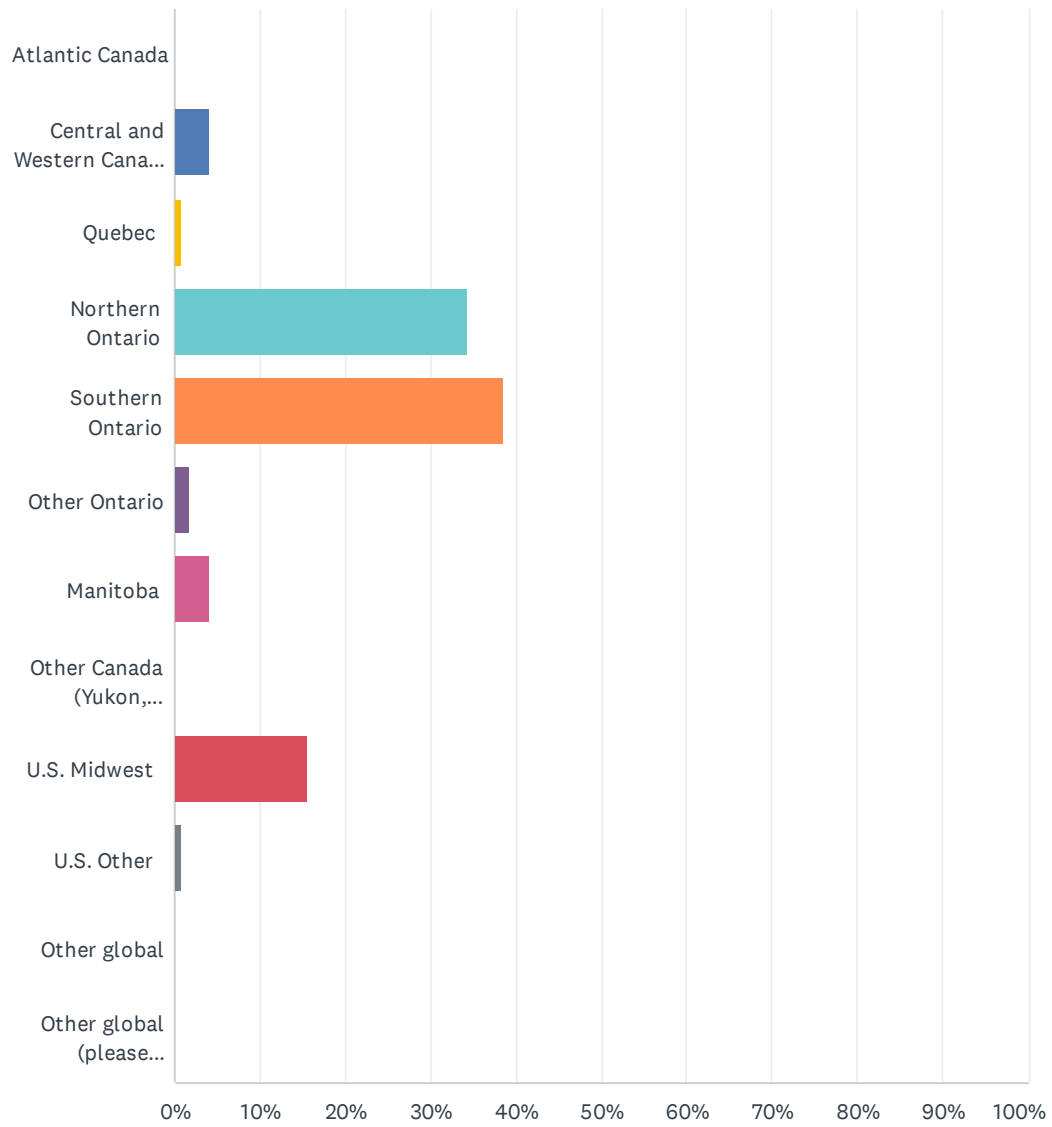
Answered: 122 Skipped: 63



ANSWER CHOICES	RESPONSES	
19 or younger	2.46%	3
20-29	22.95%	28
30-39	23.77%	29
40-49	16.39%	20
50-59	13.93%	17
60-69	14.75%	18
70 or older	5.74%	7
TOTAL		122

Q3 Where do you live?

Answered: 122 Skipped: 63



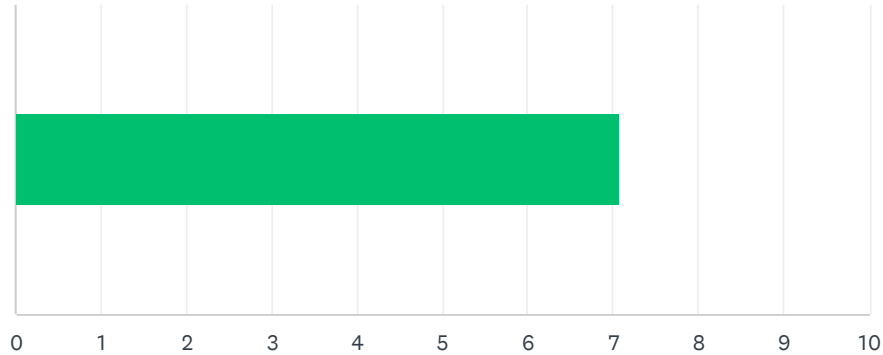
Perceptions of Thunder Bay and the North Shore of Lake Superior (Superior Country) as a Destination for 2SLGBT+ Travellers Survey

ANSWER CHOICES	RESPONSES	
Atlantic Canada	0.00%	0
Central and Western Canada (Saskatchewan, Alberta, British Columbia)	4.10%	5
Quebec	0.82%	1
Northern Ontario	34.43%	42
Southern Ontario	38.52%	47
Other Ontario	1.64%	2
Manitoba	4.10%	5
Other Canada (Yukon, Northwest Territory, Nunavut)	0.00%	0
U.S. Midwest	15.57%	19
U.S. Other	0.82%	1
Other global	0.00%	0
Other global (please specify)	0.00%	0
TOTAL		122

#	OTHER GLOBAL (PLEASE SPECIFY)	DATE
	There are no responses.	

Q4 To what extent does your perception of a region being 2SLGBT+ friendly influence your decision to travel there? (1 being not at all and 10 being very much)

Answered: 122 Skipped: 63



ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	7	863	122
Total Respondents: 122			

#		DATE
1	10	3/17/2023 4:27 PM
2	8	3/16/2023 2:21 PM
3	6	3/13/2023 11:25 AM
4	10	3/11/2023 9:59 PM
5	8	3/10/2023 3:50 PM
6	5	3/10/2023 11:19 AM
7	8	3/10/2023 8:47 AM
8	6	3/7/2023 9:02 PM
9	5	3/7/2023 8:09 PM
10	5	3/7/2023 7:35 PM
11	8	3/7/2023 4:43 PM
12	7	3/7/2023 3:16 PM
13	8	3/7/2023 3:01 PM
14	7	3/7/2023 1:44 PM
15	9	3/7/2023 1:19 PM
16	8	3/7/2023 1:08 PM
17	7	3/7/2023 11:19 AM
18	8	3/7/2023 7:12 AM

Perceptions of Thunder Bay and the North Shore of Lake Superior (Superior Country) as a Destination for 2SLGBT+ Travellers Survey

19	10	3/7/2023 4:35 AM
20	10	3/7/2023 2:57 AM
21	8	3/7/2023 12:47 AM
22	8	3/6/2023 10:52 PM
23	2	3/6/2023 10:43 PM
24	10	3/6/2023 9:28 PM
25	6	3/6/2023 9:26 PM
26	7	3/6/2023 9:25 PM
27	10	3/6/2023 7:22 PM
28	1	3/6/2023 7:09 PM
29	7	3/6/2023 7:06 PM
30	5	3/6/2023 6:45 PM
31	9	3/6/2023 6:04 PM
32	8	3/6/2023 5:42 PM
33	8	3/6/2023 5:24 PM
34	9	3/6/2023 5:23 PM
35	5	3/6/2023 5:14 PM
36	0	3/6/2023 4:58 PM
37	9	3/6/2023 4:46 PM
38	5	3/6/2023 4:40 PM
39	0	3/6/2023 4:26 PM
40	1	3/6/2023 4:02 PM
41	10	3/6/2023 4:02 PM
42	10	3/6/2023 3:56 PM
43	5	3/6/2023 12:24 PM
44	0	3/3/2023 9:50 PM
45	7	3/3/2023 1:19 PM
46	8	3/2/2023 10:39 PM
47	10	3/2/2023 8:49 PM
48	1	3/2/2023 5:24 PM
49	10	3/2/2023 4:18 PM
50	10	3/2/2023 10:57 AM
51	7	3/2/2023 10:17 AM
52	8	3/2/2023 9:47 AM
53	7	3/2/2023 9:40 AM
54	4	3/2/2023 9:12 AM
55	0	3/2/2023 8:32 AM
56	10	3/2/2023 8:28 AM

Perceptions of Thunder Bay and the North Shore of Lake Superior (Superior Country) as a Destination for 2SLGBT+ Travellers Survey

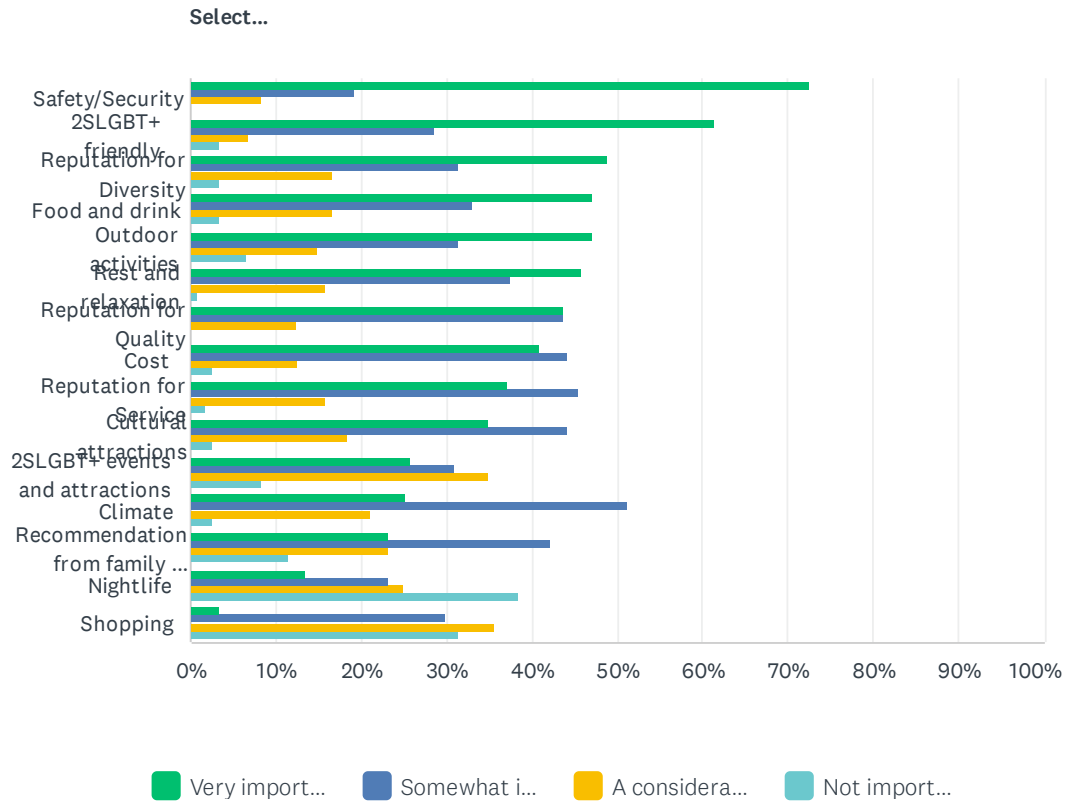
57	9	3/1/2023 8:41 PM
58	8	3/1/2023 8:35 PM
59	0	3/1/2023 5:50 PM
60	8	3/1/2023 5:49 PM
61	9	3/1/2023 5:15 PM
62	0	3/1/2023 4:28 PM
63	9	3/1/2023 3:59 PM
64	1	3/1/2023 3:50 PM
65	8	3/1/2023 3:46 PM
66	9	2/24/2023 11:17 AM
67	10	2/20/2023 10:50 AM
68	8	2/13/2023 1:58 PM
69	8	2/13/2023 12:40 PM
70	9	2/10/2023 9:25 AM
71	8	2/8/2023 7:56 PM
72	8	2/8/2023 3:21 PM
73	7	2/8/2023 2:39 PM
74	5	2/8/2023 1:25 PM
75	8	2/8/2023 9:17 AM
76	9	2/8/2023 8:56 AM
77	7	2/7/2023 8:35 PM
78	7	2/7/2023 7:26 PM
79	7	2/7/2023 2:14 PM
80	7	2/6/2023 10:39 AM
81	8	2/5/2023 9:07 PM
82	7	2/5/2023 8:59 PM
83	7	2/5/2023 1:55 PM
84	9	2/5/2023 11:09 AM
85	10	2/5/2023 8:24 AM
86	8	2/5/2023 1:35 AM
87	7	2/4/2023 6:02 PM
88	10	2/4/2023 5:53 PM
89	7	2/4/2023 8:35 AM
90	7	2/3/2023 10:56 PM
91	10	2/3/2023 10:17 PM
92	1	2/3/2023 3:38 PM
93	8	2/3/2023 10:55 AM
94	7	2/3/2023 5:51 AM

Perceptions of Thunder Bay and the North Shore of Lake Superior (Superior Country) as a Destination for 2SLGBT+ Travellers Survey

95	6	2/3/2023 1:00 AM
96	8	2/2/2023 11:12 PM
97	6	2/2/2023 10:33 PM
98	7	2/2/2023 9:47 PM
99	10	2/2/2023 5:13 PM
100	9	2/2/2023 4:56 PM
101	10	2/2/2023 4:55 PM
102	9	1/31/2023 2:42 AM
103	8	1/30/2023 10:02 PM
104	9	1/30/2023 4:59 PM
105	3	1/29/2023 10:10 AM
106	10	1/27/2023 11:38 AM
107	10	1/27/2023 10:30 AM
108	8	1/26/2023 10:30 AM
109	10	1/26/2023 10:14 AM
110	8	1/26/2023 9:38 AM
111	3	1/26/2023 9:36 AM
112	8	1/26/2023 8:32 AM
113	5	1/26/2023 1:17 AM
114	8	1/25/2023 11:17 PM
115	10	1/25/2023 11:02 PM
116	7	1/25/2023 10:50 PM
117	9	1/25/2023 5:20 PM
118	8	1/25/2023 4:50 PM
119	10	1/25/2023 3:47 PM
120	7	1/25/2023 9:13 AM
121	4	1/24/2023 3:13 PM
122	0	1/23/2023 2:07 PM

Q5 Please rank the importance of the following factors in choosing your destination. (Very Important, Somewhat Important, A Consideration, Not Important)

Answered: 121 Skipped: 64



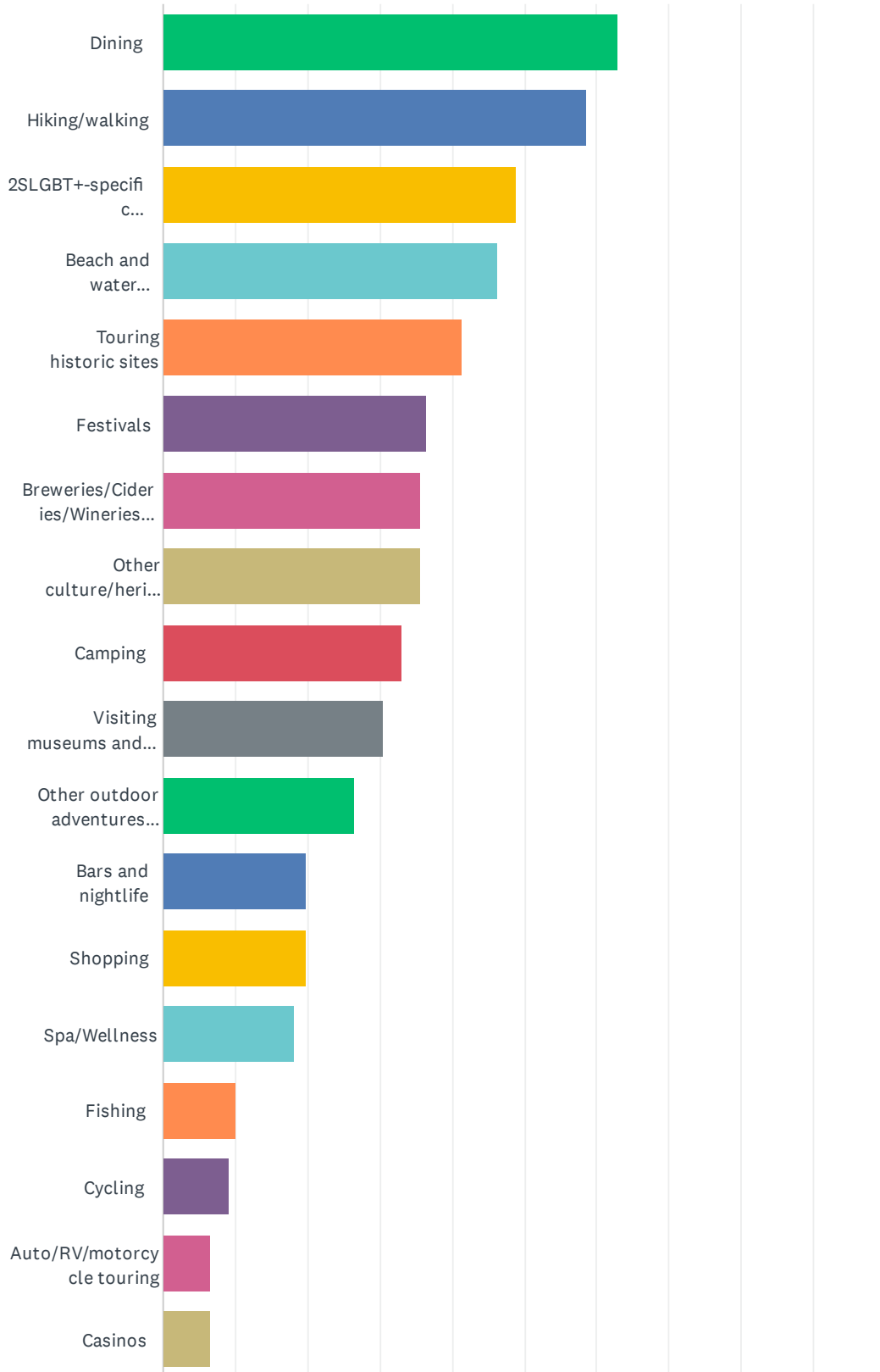
Perceptions of Thunder Bay and the North Shore of Lake Superior (Superior Country) as a Destination for 2SLGBT+ Travellers Survey

Select...	VERY IMPORTANT	SOMEWHAT IMPORTANT	A CONSIDERATION	NOT IMPORTANT	TOTAL
Safety/Security	72.50% 87	19.17% 23	8.33% 10	0.00% 0	120
2SLGBT+ friendly	61.34% 73	28.57% 34	6.72% 8	3.36% 4	119
Reputation for Diversity	48.76% 59	31.40% 38	16.53% 20	3.31% 4	121
Food and drink	47.11% 57	33.06% 40	16.53% 20	3.31% 4	121
Outdoor activities	47.11% 57	31.40% 38	14.88% 18	6.61% 8	121
Rest and relaxation	45.83% 55	37.50% 45	15.83% 19	0.83% 1	120
Reputation for Quality	43.80% 53	43.80% 53	12.40% 15	0.00% 0	121
Cost	40.83% 49	44.17% 53	12.50% 15	2.50% 3	120
Reputation for Service	37.19% 45	45.45% 55	15.70% 19	1.65% 2	121
Cultural attractions	35.00% 42	44.17% 53	18.33% 22	2.50% 3	120
2SLGBT+ events and attractions	25.83% 31	30.83% 37	35.00% 42	8.33% 10	120
Climate	25.21% 30	51.26% 61	21.01% 25	2.52% 3	119
Recommendation from family and friends	23.14% 28	42.15% 51	23.14% 28	11.57% 14	121
Nightlife	13.33% 16	23.33% 28	25.00% 30	38.33% 46	120
Shopping	3.31% 4	29.75% 36	35.54% 43	31.40% 38	121

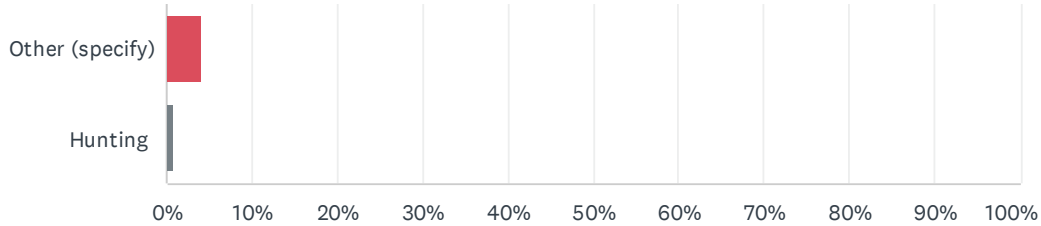
#	OTHER (PLEASE SPECIFY)	DATE
1	gay bathhouse	1/25/2023 3:47 PM
2	Safe atmospheres for people of color and LBGTQIA+	1/29/2023 10:10 AM
3	Child friendly as we often travel with our kids	1/30/2023 4:59 PM
4	Open hostility is where problems tend to arise for us. I lived in Thunder Bay for two years. I don't think it was much of an issue.	2/3/2023 3:38 PM
5	With respect to the 2SLGBT+ designation, I hope that businesses will be encouraged to be very aware that it isnt just a matter of putting a sign in a window and staff should know what it means if there is a PRIDE sign in their window	2/5/2023 9:07 PM
6	Accessibility	2/13/2023 12:40 PM
7	Commitment to safety for 2SLGBT	3/2/2023 8:28 AM
8	Respect for Indigenous Sovereignty - Very Important	3/7/2023 7:35 PM

Q6 What are your top five activities when you are on vacation? (Please check 5 boxes).

Answered: 121 Skipped: 64



Perceptions of Thunder Bay and the North Shore of Lake Superior (Superior Country) as a Destination for 2SLGBT+ Travellers Survey



ANSWER CHOICES	RESPONSES	
Dining	62.81%	76
Hiking/walking	58.68%	71
2SLGBT+-specific events/activities	48.76%	59
Beach and water activities	46.28%	56
Touring historic sites	41.32%	50
Festivals	36.36%	44
Breweries/Cideries/Wineries/Agri-tourism	35.54%	43
Other culture/heritage experiences	35.54%	43
Camping	33.06%	40
Visiting museums and galleries	30.58%	37
Other outdoor adventures (nature/adventure)	26.45%	32
Bars and nightlife	19.83%	24
Shopping	19.83%	24
Spa/Wellness	18.18%	22
Fishing	9.92%	12
Cycling	9.09%	11
Auto/RV/motorcycle touring	6.61%	8
Casinos	6.61%	8
Other (specify)	4.13%	5
Hunting	0.83%	1
Total Respondents: 121		

#	OTHER (SPECIFY)	DATE
1	Kid-friendly activities	3/7/2023 9:02 PM
2	I don't travel during global pandemics, especially since other diseases keep popping up and will continue to now that the worst effects of the climate crisis are here. Every single time I leave, could be the time I get stranded away from home.	3/7/2023 7:35 PM
3	Visiting with family and friends, tattoo artists	2/13/2023 12:40 PM
4	I like to experience a city, as a city. I prefer not to need to deal with strip malls and parking lots	2/3/2023 3:38 PM

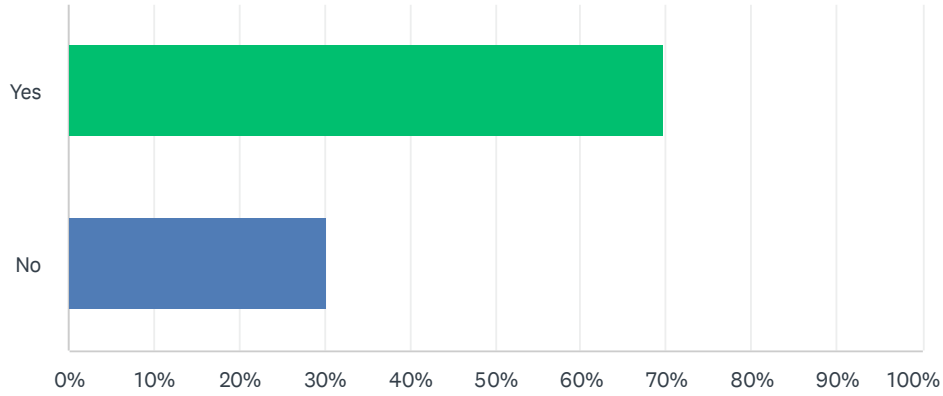
Perceptions of Thunder Bay and the North Shore of Lake Superior (Superior Country) as a Destination for 2SLGBT+ Travellers Survey

all day.

5	Waterfalls	2/3/2023 10:55 AM
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Q7 Do you research a destination for 2SLGBT+ friendliness prior to making travel plans?

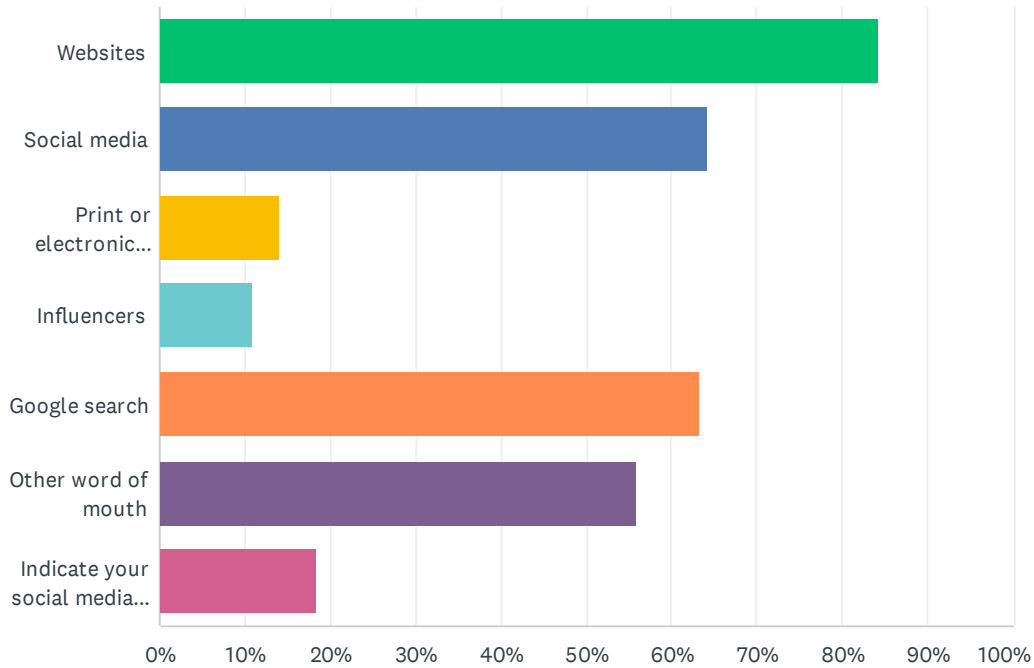
Answered: 119 Skipped: 66



ANSWER CHOICES	RESPONSES	
Yes	69.75%	83
No	30.25%	36
TOTAL		119

Q8 How do you do your research? (Please select all that apply).

Answered: 120 Skipped: 65



ANSWER CHOICES	RESPONSES
Websites	84.17% 101
Social media	64.17% 77
Print or electronic media	14.17% 17
Influencers	10.83% 13
Google search	63.33% 76
Other word of mouth	55.83% 67
Indicate your social media preferences, influencers, print and electronic media choices here.	18.33% 22
Total Respondents: 120	

#	INDICATE YOUR SOCIAL MEDIA PREFERENCES, INFLUENCERS, PRINT AND ELECTRONIC MEDIA CHOICES HERE.	DATE
1	Twitter, online news papers	3/11/2023 10:00 PM
2	Asking my friends	3/7/2023 7:35 PM
3	Instagram influencers, locals, and people who have traveled there recently	3/7/2023 3:16 PM
4	Facebook, Tiktok	3/6/2023 4:41 PM
5	Instagram	3/2/2023 8:50 PM
6	Friends and acquaintances.	3/2/2023 8:28 AM

Perceptions of Thunder Bay and the North Shore of Lake Superior (Superior Country) as a Destination for 2SLGBT+ Travellers Survey

7	FB	3/1/2023 5:49 PM
8	Instagram	3/1/2023 3:53 PM
9	instagram	3/1/2023 3:46 PM
10	Google maps and reviews	2/20/2023 10:51 AM
11	Fb	2/8/2023 8:56 AM
12	Facebook, instagram	2/7/2023 8:35 PM
13	facebook, instagram, linkedin, various 2SLGBTQI+ influencers. CBC, CTV e-media.	2/7/2023 2:15 PM
14	TB news watch, social media such as facebook	2/5/2023 9:08 PM
15	Facebook	2/5/2023 11:09 AM
16	Facebook & Instagram	2/3/2023 10:20 PM
17	Google Maps, National Geographic, Instagram, photography access in general.	2/3/2023 3:38 PM
18	Instagram	2/3/2023 1:00 AM
19	information centers flyers, google, facebook	1/26/2023 1:17 AM
20	Facebook groups	1/25/2023 11:02 PM
21	Lavender Magazine (Minnesota)	1/25/2023 3:47 PM
22	Instagram	1/24/2023 3:13 PM

Q9 What messaging helps to reassure you about a destination's safety and friendliness?

Answered: 109 Skipped: 76

#	RESPONSES	DATE
1	.	3/17/2023 4:27 PM
2	Hearing that it is actually safe directly from lgbt folks. Not just from the destination	3/13/2023 11:25 AM
3	Facts on respect and welcoming of diverse groups of people. Low hate crime rate	3/11/2023 10:00 PM
4	Evidence of an established, safe, welcomed, included, inclusive, diverse, and secure community of 2SLGBTQ+ and non-2SLGBTQ+ individuals. In Thunder Bay, this would be the Bay/Algoma neighbourhood, for example.	3/10/2023 3:51 PM
5	Crime rates need to be low	3/10/2023 11:20 AM
6	Pride symbols	3/10/2023 8:47 AM
7	Images of diverse people and families. Explicitly mentioning inclusivity towards LGBTQ and BIPOC Communities	3/7/2023 9:02 PM
8	People saying they had a good time, felt safe, and locals and other tourists were friendly.	3/7/2023 8:09 PM
9	When I see a place following safety protocols even if they are not mandatory, I might consider visiting. No one is anymore, so I will likely be staying home until the collapse. I'm fortunate that I crossed so many places off my bucket list before the pandemic began.	3/7/2023 7:35 PM
10	It's more about seeing authentic examples of LGBT people in the spaces I am going to, enjoying them safely and openly.	3/7/2023 3:16 PM
11	LGBTQ friendly, inclusive	3/7/2023 3:02 PM
12	Queer friendly, positive space, ally	3/7/2023 1:44 PM
13	Laws, arrests, public figures, attitudes of police	3/7/2023 1:20 PM
14	number of crimes against LGBTQ, news media, websites,	3/7/2023 1:09 PM
15	Accurate and current language when referring to the queer community, examples of accessibility and accommodations (if a location describes physical accessibility in depth, they also tend to be very 2SLGBTQ+ friendly), a long history of being 2SLGBTQ+ friendly, and the past voting patterns of the city help indicate how the locals feel about 2SLGBTQ+ rights	3/7/2023 7:14 AM
16	honestly, social media group chats that are catered towards us. hotel bookings where it tells us could be cool.	3/7/2023 4:35 AM
17	If that specific location doesn't show up in the news in a negative light.	3/7/2023 2:57 AM
18	messaging from friends who have been there	3/6/2023 10:53 PM
19	Crime stats	3/6/2023 10:43 PM
20	not sure.	3/6/2023 9:28 PM
21	Photos	3/6/2023 9:26 PM
22	They felt that the area was inviting and safe	3/6/2023 9:25 PM
23	LGBT nights, club events, and parties!	3/6/2023 7:27 PM
24	Being private about being gay	3/6/2023 7:10 PM
25	Lots of good reviews/stories/comments	3/6/2023 7:07 PM
26	Crime stats, others recommendations	3/6/2023 6:45 PM

Perceptions of Thunder Bay and the North Shore of Lake Superior (Superior Country) as a Destination for 2SLGBT+ Travellers Survey

27	Inclusivity of all. Even those with disabilities	3/6/2023 6:04 PM
28	Visible signs indicating safe spaces, reviews, inclusive language in their travel and tourism info	3/6/2023 5:42 PM
29	Queer safe	3/6/2023 5:24 PM
30	Current political party in charge	3/6/2023 5:23 PM
31	Laws around being gay; reviews by 2slgbtq+ individuals; whether or not there are pride celebrations	3/6/2023 4:46 PM
32	What is read or seen in the news	3/6/2023 4:41 PM
33	Online reviews	3/6/2023 4:26 PM
34	Safe	3/6/2023 4:02 PM
35	Rainbow flags, identity flags, inclusion triangles, any open symbolism re: inclusiveness.	3/6/2023 4:02 PM
36	Local pride events and organizations. Public and well known gay neighbourhoods or communities	3/6/2023 3:56 PM
37	Unsure	3/6/2023 12:25 PM
38	N/a	3/3/2023 9:50 PM
39	A pride festival, rainbow crosswalks, welcoming people and businesses that openly support and hire diversity	3/3/2023 1:19 PM
40	Inclusive type messaging	3/2/2023 10:40 PM
41	Gay-friendly venues, events	3/2/2023 8:50 PM
42	Secure .. friendly.. diversity	3/2/2023 5:24 PM
43	Pride events	3/2/2023 4:19 PM
44	Trip advisor other social	3/2/2023 10:57 AM
45	Imagery of community events that highlight diversity and inclusion	3/2/2023 10:17 AM
46	Reviews from other travellers	3/2/2023 9:48 AM
47	Check out the crime reports, statements about safety and security, gay friendly	3/2/2023 9:41 AM
48	Reputation, word of mouth, advertising that indicates authentically gay friendly	3/2/2023 9:13 AM
49	Diversity	3/2/2023 8:32 AM
50	Pride Flags and a commitment to safety	3/2/2023 8:28 AM
51	LGMTQ2 friendly. Safe space for all, all inclusive	3/1/2023 8:42 PM
52	Word of mouth. Recommendation of a friend or customer of mine.	3/1/2023 5:50 PM
53	Lgbtq2 Friendly	3/1/2023 5:49 PM
54	Feedback from others. News/media	3/1/2023 5:15 PM
55	Website	3/1/2023 4:28 PM
56	Gay friendly	3/1/2023 3:59 PM
57	Gay friendly	3/1/2023 3:53 PM
58	Rainbow Flag; LBGT Friendly	3/1/2023 3:46 PM
59	Inclusivity	2/24/2023 11:17 AM
60	Owners profiles and photos from guests	2/20/2023 10:51 AM
61	Subtle visual inclusion in mainstream ads. Inclusion in travel mags known to be 2SLGBTQ+ friendly	2/13/2023 1:58 PM

Perceptions of Thunder Bay and the North Shore of Lake Superior (Superior Country) as a Destination for 2SLGBT+ Travellers Survey

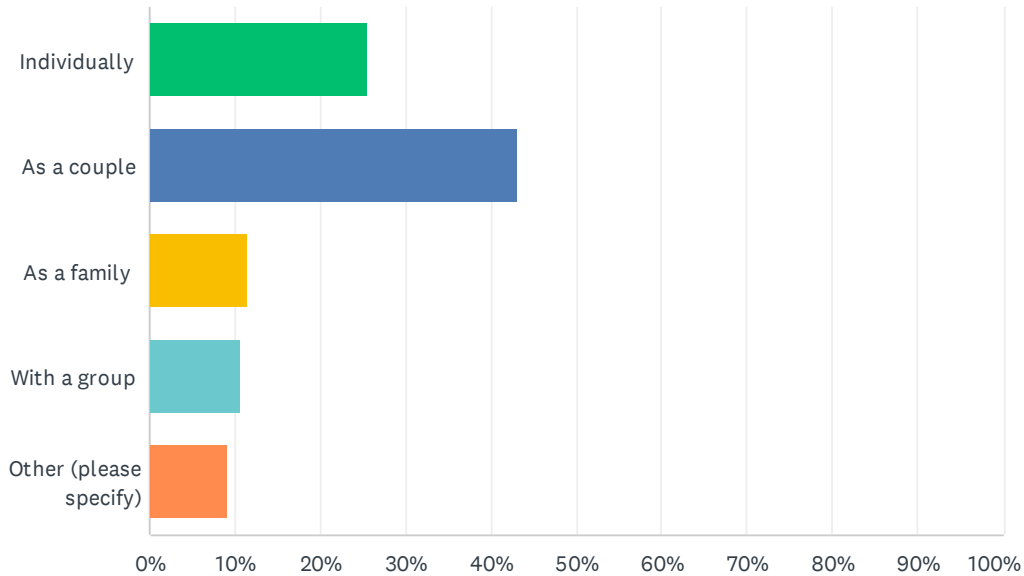
62	Queer visibility (signage, events, businesses, queer and trans people in advertisements, gender inclusive washrooms) Frequency and awareness of MMIWG2S in the region	2/13/2023 12:40 PM
63	Lots of Queer events, a queer section of town (like Toronto's village) helps a lot	2/8/2023 7:56 PM
64	All are welcome here	2/8/2023 3:21 PM
65	All are welcome, pride comms, politically agnostic	2/8/2023 2:39 PM
66	Lack of reports of violent crime, array of sources confirming safety	2/8/2023 1:25 PM
67	Other LGBTQ friends recommending it Any sort of advertising targeted towards LGBTQ people	2/8/2023 9:17 AM
68	To hear that there are no murders in town that week.	2/8/2023 8:56 AM
69	Has a pride and pride organization, business have taken gender and sexuality training, reputation	2/7/2023 8:35 PM
70	Imagery that reflects my community / 2SLGBTQI+ partnerships. Articles on local businesses that are taking initiative and/or welcoming to the community.	2/7/2023 2:15 PM
71	Language on how/where Queer communities gather. it helps know where/when is appropriate to be out at your travel destination.	2/6/2023 10:39 AM
72	We rely on news of what is going on in a community. Is there an Active PRIDE group? Are there diverse events happening? Any safety issues? Police presence? Does local Police support PRIDE activities? Are they friendly? Is the event inviting?	2/5/2023 9:08 PM
73	I personally don't trust advertisers to have my best interest at heart, so I go by hard data like hate crime reports, or at the very least word of mouth from residents of the area.	2/5/2023 8:59 PM
74	Flags and signs in doors of businesses	2/5/2023 1:55 PM
75	Social groups 2slgbtqia++	2/5/2023 11:09 AM
76	Positive messages on friendliness and safety from the internet, friends and other media.	2/5/2023 1:35 AM
77	Welcoming Facebook page	2/4/2023 6:03 PM
78	Signage representation and activities	2/4/2023 5:54 PM
79	Not sure	2/3/2023 10:57 PM
80	Media coverage of queer friendly events	2/3/2023 10:20 PM
81	I'm not sure messaging does much unless it comes directly from a resident who specifies 'how to be safe' in some capacity. With Thunder Bay as having one of the highest rates of intentional homicide in Canada for a larger municipality, I have little interest in appeals to 'marketed safety' of an area. Better to just hear about what's good and bad about a place directly from people.	2/3/2023 3:38 PM
82	Images showing rainbow or trams colours. On signs or stickers or even in local community art.	2/3/2023 10:55 AM
83	Perception of community: are there ongoing events, weekly nightlife events. Public displays of acceptance (flags, sidewalks).	2/3/2023 5:51 AM
84	Seeing pride or other queer hashtags on social posts	2/3/2023 1:00 AM
85	Inclusion and diversity	2/2/2023 11:12 PM
86	I'd look for a well-supported pride organization within the community. I might also look at forums and discussion boards to hear people's experiences regarding safety and inclusivity.	2/2/2023 10:34 PM
87	Representation, visibility, policies	2/2/2023 9:48 PM
88	Visible pride flags and inclusive language	2/2/2023 5:14 PM
89	Knowing that 2SLGBTQ+ community has been considered. Safety statistics and stories.	2/2/2023 4:56 PM
90	I dont know	2/2/2023 4:55 PM
91	messages like "All Are Welcome Here"	1/31/2023 2:42 AM
92	Diverse, inclusive, everyone is welcome	1/30/2023 10:03 PM

Perceptions of Thunder Bay and the North Shore of Lake Superior (Superior Country) as a Destination for 2SLGBT+ Travellers Survey

93	Positive reviews from other queer families/guest. Organizations that make the effort to say they are safe spaces or queer friendly.	1/30/2023 4:59 PM
94	Other people of color and LGBTQIA+ experiencing and ensuring safety of a location.	1/29/2023 10:10 AM
95	Businesses (especially Inns and Hotels) that clearly invite our community. It can be very uncomfortable when you arrive at your destination and find you are unwelcome.	1/27/2023 11:38 AM
96	All are welcome	1/27/2023 10:31 AM
97	media	1/26/2023 10:30 AM
98	official designations as a welcoming city	1/26/2023 10:14 AM
99	Crime percentage against LGBT etc	1/26/2023 9:38 AM
100	Town website	1/26/2023 8:32 AM
101	That there is activities going on even into the evening. That the town doesn't shut down at 5pm and become a ghost town.	1/26/2023 1:18 AM
102	News (re:hate crimes) and policies regarding 2SLGBTQ+ acceptance/public activities	1/25/2023 11:18 PM
103	Promotion using lgbt families/couples, signage, websites with LGBT friendly recommendations	1/25/2023 11:02 PM
104	Gay friendly literature	1/25/2023 10:51 PM
105	Formal recognition of lgbt safety, polling, etc	1/25/2023 5:21 PM
106	Word of mouth in lgbt+ community	1/25/2023 4:50 PM
107	Positive reviews	1/25/2023 3:47 PM
108	Events, queer neighborhood, more than one queer business	1/25/2023 9:13 AM
109	Reference from other queer ppl who have been there.	1/24/2023 3:13 PM

Q10 As a leisure traveller, how do you usually travel?

Answered: 121 Skipped: 64

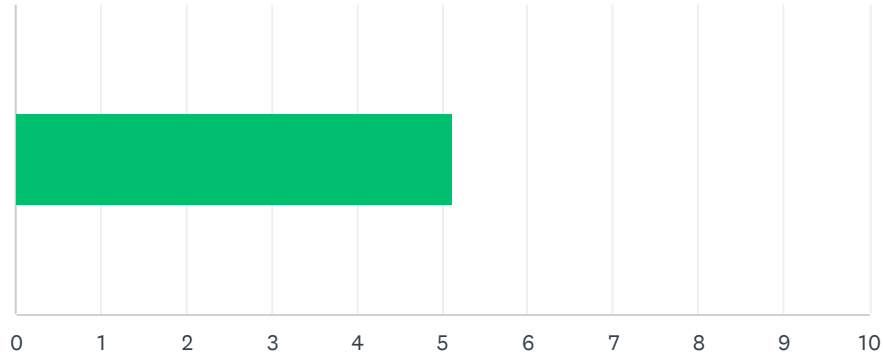


ANSWER CHOICES	RESPONSES	
Individually	25.62%	31
As a couple	42.98%	52
As a family	11.57%	14
With a group	10.74%	13
Other (please specify)	9.09%	11
TOTAL		121

#	OTHER (PLEASE SPECIFY)	DATE
1	With friends	3/10/2023 3:51 PM
2	I have travelled in various configurations of by myself to with a friend or partner, to groups.	3/7/2023 7:35 PM
3	i'm planning on As A Couple. but not currently.	3/7/2023 4:35 AM
4	All of the Above	3/6/2023 9:26 PM
5	With friends	3/6/2023 12:25 PM
6	Friends	3/2/2023 10:57 AM
7	With my two partners	2/13/2023 12:40 PM
8	Individually or with a close friend.	2/3/2023 3:38 PM
9	By myself or with one or two friends	2/3/2023 1:00 AM
10	Depending on the safety. I can travel alone but if a town has a reputation of being unsafe then I would travel with a non-person of color	1/29/2023 10:10 AM

Q11 What is your perception of Thunder Bay as a 2SLGBT+ friendly destination?

Answered: 121 Skipped: 64



ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	5	620	121
Total Respondents: 121			

#		DATE
1	8	3/17/2023 4:27 PM
2	6	3/16/2023 2:22 PM
3	5	3/13/2023 11:25 AM
4	1	3/11/2023 10:00 PM
5	7	3/10/2023 3:51 PM
6	5	3/10/2023 11:20 AM
7	6	3/10/2023 8:47 AM
8	7	3/7/2023 9:02 PM
9	5	3/7/2023 8:09 PM
10	5	3/7/2023 7:35 PM
11	2	3/7/2023 4:43 PM
12	5	3/7/2023 3:16 PM
13	7	3/7/2023 3:02 PM
14	4	3/7/2023 1:44 PM
15	6	3/7/2023 1:20 PM
16	9	3/7/2023 1:09 PM
17	5	3/7/2023 11:19 AM
18	6	3/7/2023 7:14 AM
19	6	3/7/2023 4:35 AM

Perceptions of Thunder Bay and the North Shore of Lake Superior (Superior Country) as a Destination for 2SLGBT+ Travellers Survey

20	3	3/7/2023 2:57 AM
21	3	3/7/2023 12:48 AM
22	5	3/6/2023 10:53 PM
23	5	3/6/2023 10:43 PM
24	8	3/6/2023 9:28 PM
25	7	3/6/2023 9:26 PM
26	6	3/6/2023 9:25 PM
27	5	3/6/2023 7:27 PM
28	10	3/6/2023 7:10 PM
29	3	3/6/2023 7:07 PM
30	4	3/6/2023 6:45 PM
31	8	3/6/2023 6:04 PM
32	8	3/6/2023 5:42 PM
33	7	3/6/2023 5:24 PM
34	3	3/6/2023 5:23 PM
35	4	3/6/2023 5:14 PM
36	2	3/6/2023 4:58 PM
37	7	3/6/2023 4:46 PM
38	3	3/6/2023 4:41 PM
39	5	3/6/2023 4:26 PM
40	10	3/6/2023 4:02 PM
41	5	3/6/2023 4:02 PM
42	6	3/6/2023 3:56 PM
43	6	3/6/2023 12:25 PM
44	4	3/3/2023 9:50 PM
45	4	3/3/2023 1:19 PM
46	4	3/2/2023 10:40 PM
47	2	3/2/2023 8:50 PM
48	2	3/2/2023 5:24 PM
49	3	3/2/2023 4:19 PM
50	3	3/2/2023 10:57 AM
51	6	3/2/2023 10:17 AM
52	5	3/2/2023 9:48 AM
53	6	3/2/2023 9:41 AM
54	5	3/2/2023 9:13 AM
55	5	3/2/2023 8:32 AM
56	4	3/2/2023 8:28 AM
57	4	3/1/2023 8:42 PM

Perceptions of Thunder Bay and the North Shore of Lake Superior (Superior Country) as a Destination for 2SLGBT+ Travellers Survey

58	2	3/1/2023 8:35 PM
59	1	3/1/2023 5:50 PM
60	5	3/1/2023 5:49 PM
61	6	3/1/2023 5:15 PM
62	6	3/1/2023 4:28 PM
63	7	3/1/2023 3:59 PM
64	7	3/1/2023 3:53 PM
65	7	3/1/2023 3:46 PM
66	6	2/24/2023 11:17 AM
67	2	2/20/2023 10:51 AM
68	5	2/13/2023 1:58 PM
69	7	2/13/2023 12:40 PM
70	5	2/10/2023 9:25 AM
71	5	2/8/2023 7:56 PM
72	2	2/8/2023 3:21 PM
73	5	2/8/2023 2:39 PM
74	4	2/8/2023 1:25 PM
75	5	2/8/2023 9:17 AM
76	4	2/8/2023 8:56 AM
77	6	2/7/2023 8:35 PM
78	5	2/7/2023 7:26 PM
79	5	2/7/2023 2:15 PM
80	3	2/6/2023 10:39 AM
81	6	2/5/2023 9:08 PM
82	5	2/5/2023 8:59 PM
83	4	2/5/2023 1:55 PM
84	3	2/5/2023 11:09 AM
85	7	2/5/2023 8:24 AM
86	8	2/5/2023 1:35 AM
87	5	2/4/2023 6:03 PM
88	8	2/4/2023 5:54 PM
89	7	2/4/2023 8:35 AM
90	5	2/3/2023 10:57 PM
91	5	2/3/2023 10:20 PM
92	5	2/3/2023 3:38 PM
93	5	2/3/2023 10:55 AM
94	6	2/3/2023 5:51 AM
95	4	2/3/2023 1:00 AM

Perceptions of Thunder Bay and the North Shore of Lake Superior (Superior Country) as a Destination for 2SLGBT+ Travellers Survey

96	6	2/2/2023 11:12 PM
97	7	2/2/2023 10:34 PM
98	4	2/2/2023 9:48 PM
99	10	2/2/2023 5:14 PM
100	1	2/2/2023 4:56 PM
101	7	2/2/2023 4:55 PM
102	5	1/31/2023 2:42 AM
103	8	1/30/2023 10:03 PM
104	5	1/30/2023 4:59 PM
105	5	1/29/2023 10:10 AM
106	5	1/27/2023 11:38 AM
107	9	1/27/2023 10:31 AM
108	6	1/26/2023 10:30 AM
109	4	1/26/2023 10:14 AM
110	8	1/26/2023 9:38 AM
111	5	1/26/2023 9:36 AM
112	5	1/26/2023 8:32 AM
113	5	1/26/2023 1:18 AM
114	3	1/25/2023 11:18 PM
115	5	1/25/2023 11:02 PM
116	3	1/25/2023 10:51 PM
117	2	1/25/2023 5:21 PM
118	5	1/25/2023 4:50 PM
119	6	1/25/2023 3:47 PM
120	1	1/25/2023 9:13 AM
121	2	1/24/2023 3:13 PM

Q12 If your perception of Thunder Bay is negative or neutral, what could be done to improve that perception?

Answered: 101 Skipped: 84

#	RESPONSES	DATE
1	From what I've seen so far, some of the news groups need to work on who they allow to publish articles, and the way 2S people are treated could use some work.	3/17/2023 4:27 PM
2	Safety, political stability, active organizations (Pride)	3/16/2023 2:22 PM
3	Hearing from family and friends that still live there that it has changed for the better	3/13/2023 11:25 AM
4	Police and the chronicles can stop being racist and homophobic and transphobic. Improved support from the rest of the community, and just so I'm not scared for people attacking me there	3/11/2023 10:00 PM
5	My perception is generally good, but that's because I live here and know where to *find* the welcoming, safe, diverse, etc. 2SLGBTQ+ communities that locals and tourists both would benefit from experiencing when in Thunder Bay. However, I know that Thunder Bay can have a reputation for being dangerous for various groups, such as Indigenous people and the 2SLGBTQ+ community, so that is why evidence of safe communities for these groups is important.	3/10/2023 3:51 PM
6	Promote inclusion	3/10/2023 11:20 AM
7	not sure	3/10/2023 8:47 AM
8	I grew up in Thunder Bay and it was very homophobic in the 90s. I had to move to Ottawa in order to come out as queer. I moved back here in 2011 as a fully out and confident 34yo professional with a partner and a kid on the way. Thunder Bay could have more queer friendly activities for singles, couples and families. Especially outdoor activities and sports... and the youth really need events and clubs as well!	3/7/2023 9:02 PM
9	More education to the population Bring popular LGBTQ+ figures to the city and entice people to change Have sophisticated queens and kings bars and better drag shows. Have you seen black pirates drag shows? they're terrible in my perception. Last time I was there, two of the drags were "drinking" blood and bathing in it. that's pretty dark. Unless I am out of the loop and forgot the community isn't evil.	3/7/2023 8:09 PM
10	I think Thunder Bay is pretty concerned about the perception or to put it another way, its reputation. I would love to see some actual anti-racism and anti-oppression work happening on a community wide basis so that people would start to work on their racism. Since the pandemic started and the "convoy" people started harassing people of colour and queer people - the white supremacists who live here have become more bold and less afraid of consequences. One day recently, I heard that Scotia got 29 phone calls from them threatening a drag entertainer at VictoriaVille. That tells me this place is becoming LESS safe for us (like the US).	3/7/2023 7:35 PM
11	More visibility into both the LGBT community as it exists in the city, and regular everyday spaces being enjoyed by LGBT people.	3/7/2023 3:16 PM
12	More LGBTQ businesses (bar or pub)	3/7/2023 3:02 PM
13	Neutral	3/7/2023 1:44 PM
14	Better treatment of indigenous people!	3/7/2023 1:20 PM
15	more authority figures making pro LGBTQ statements and being present at LGBTQ events.	3/7/2023 1:09 PM
16	Less hate crimes in the news ? Bay village coffee?	3/7/2023 11:19 AM
17	Having a specifically 2SLGBTQ+ section of events/attractions on websites like Trip Advisor, having a section on the City of Thunder Bay Website (if it's not there already), and overall it	3/7/2023 7:14 AM

Perceptions of Thunder Bay and the North Shore of Lake Superior (Superior Country) as a Destination for 2SLGBT+ Travellers Survey

would help if people were more educated on 2SLGBTQ+ language and rights

18	in our year 2023, WE are known, especially in high schools and elementary schools but i feel it should be broadcasted to the older generation 40+ as a younger person i feel like we know being ourself is good, it's our parents, grandparents, aunts etc that crush us.	3/7/2023 4:35 AM
19	Improving safety.	3/7/2023 2:57 AM
20	defund the police	3/6/2023 10:53 PM
21	Less crime, lots of hate I've heard from the city	3/6/2023 10:43 PM
22	i think that creating more welcoming places for the 2slgbqt+ community would be beneficial.	3/6/2023 9:28 PM
23	Negative The city just has bad juju, nothing can be done, I personally prefer smaller towns etc as there is less people and more nature.	3/6/2023 9:26 PM
24	Not sure	3/6/2023 9:25 PM
25	More pride events!	3/6/2023 7:27 PM
26	The people are cruel, there are a few safe events but things still happen. People. Are. Cruel. If they want to disrupt or disrespect an 2LGBTQ event or space they will	3/6/2023 7:07 PM
27	Remove all alt right assholes from tbay. Lol. Um, lots politically	3/6/2023 6:45 PM
28	I have had a very pleasant time, however, I am cis and straight passing with privilege	3/6/2023 5:42 PM
29	We have no queer spaces here. We need a gay bar or coffee shop. Some space that caters specifically towards the LGBTQIA+ community. The overall attitudes of the community here and the politicians that are put in charge make this city not very friendly for queer people.	3/6/2023 5:23 PM
30	I feel like the fact that other vulnerable populations (Indigenous) have been targeted in Thunder Bay it concerns me for the 2SLGBT+ community as well. Improve visibility	3/6/2023 5:14 PM
31	Not sure. Often most destinations aren't necessarily advertising to 2slgbtq+ people specifically	3/6/2023 4:46 PM
32	Improve the safety of people who are minorities	3/6/2023 4:41 PM
33	I don't think camping really cares if you're gay or not...	3/6/2023 4:26 PM
34	.	3/6/2023 4:02 PM
35	We don't have a designated queer bar. We have Black Pirates Pub which hosts the majority of drag shows but nothing specifically geared to being a 100% queer inclusive space. That would be something really great to see.	3/6/2023 4:02 PM
36	Toronto has a gay village, why doesnt tbay	3/6/2023 3:56 PM
37	Advertising	3/6/2023 12:25 PM
38	Show gay people happy to live there.	3/3/2023 9:50 PM
39	Improve Security, reduce crime, better relations with indigenous peoples	3/3/2023 1:19 PM
40	More social media recognizing businesses and services that are inclusive	3/2/2023 10:40 PM
41	A greater demonstration of Indigenous inclusion.	3/2/2023 8:50 PM
42	Promote as a friendly destination and to attract tourists.. potentially advertise in larger centres	3/2/2023 5:24 PM
43	Campaign on TB openness to the 2SLGBT+ community and overall diversity	3/2/2023 4:19 PM
44	Festivals gay friendly music beach	3/2/2023 10:57 AM
45	more promotion of 2SLGBT events and the region in general I don't feel southern Ontario has much awareness at all of this region as a tourism destination.	3/2/2023 10:17 AM
46	Communications that explain how it is 2SLGBT+ friendly.	3/2/2023 9:48 AM
47	More information on what is available	3/2/2023 9:41 AM
48	Have attractions like drag shows or lgbtq2s+ shows/performers	3/2/2023 9:13 AM

Perceptions of Thunder Bay and the North Shore of Lake Superior (Superior Country) as a Destination for 2SLGBT+ Travellers Survey

49	More promotion	3/2/2023 8:32 AM
50	Pride Festivals, LGBTQ owned Bars and restaurants.	3/2/2023 8:28 AM
51	More awareness	3/1/2023 8:42 PM
52	Not sure	3/1/2023 5:50 PM
53	Branding	3/1/2023 5:49 PM
54	Hearing more about people's experiences.	3/1/2023 5:15 PM
55	NA	3/1/2023 3:59 PM
56	N/A	3/1/2023 3:53 PM
57	n.a	3/1/2023 3:46 PM
58	More education on diversity. Address racism/sexism/2SLGBTQ+ issues with transparency	2/24/2023 11:17 AM
59	Safe places for events and programs	2/20/2023 10:51 AM
60	A little research on my part!	2/13/2023 1:58 PM
61	More marketing around the 2SLGBTQ+ friendly events and venues	2/10/2023 9:25 AM
62	More Queer events, less homophobia in the news	2/8/2023 7:56 PM
63	Family campsites	2/8/2023 3:21 PM
64	More comms / marketing to get the word out	2/8/2023 2:39 PM
65	Events Education Outreach	2/8/2023 9:17 AM
66	No comment	2/8/2023 8:56 AM
67	Business get educated, tourism updates their acronym (implies some education and understanding), payment for education/labour of 2SLGBTQIA+ folks in promotion	2/7/2023 8:35 PM
68	Even some of Thunder Bay's existing marketing materials adjusted with Queer individuals or couples.. like sailing into the sunset with a gay couple - would demonstrate the city's acceptance but also that businesses involved are equally open.	2/6/2023 10:39 AM
69	Positive news stories about positive relationships with the 2SLGBTQ+ community.	2/5/2023 9:08 PM
70	I appreciate that Thunder Bay is no longer Canada's hate crime capital in recent years, but it's also worth noting that aggression against the 2SLGBT community is rising all across the board. I don't feel completely safe traveling anywhere on account of that. I think the solution here is primarily legislative. Ontario needs to do more to crack down on hate crimes in general and to prevent the targeting and harrassment of LGBT individuals by neo Nazis such as the Freedom Convoy, etc. Municipalities can enact this change on a local level by ensuring that queer events and their patrons are well protected, and that businesses are open and accommodating.	2/5/2023 8:59 PM
71	Awareness	2/5/2023 1:55 PM
72	By returning to Thunder Bay and exploring 2slgbtqia positive events	2/5/2023 11:09 AM
73	N/A	2/4/2023 5:54 PM
74	More queer events, shared positive experiences from the community	2/3/2023 10:57 PM
75	Better treatment of indigenous people	2/3/2023 10:20 PM
76	Neutral. I didn't encounter much that suggested open hostility. Hostility toward us seems more like something you experience on longer-term stays than vacationing or tourism. Things like getting odd looks in grocery stores, or knowing there are specific laws and regulations against your behaviour.	2/3/2023 3:38 PM
77	Visibility or your support. In the location and advertising for tourism.	2/3/2023 10:55 AM
78	A dedicated gay bar/physical space downtown for nightlife and events. A more robust pride week. Deals at the Delta for staying in Thunder Bay during pride. Profiles of gay couples who	2/3/2023 5:51 AM

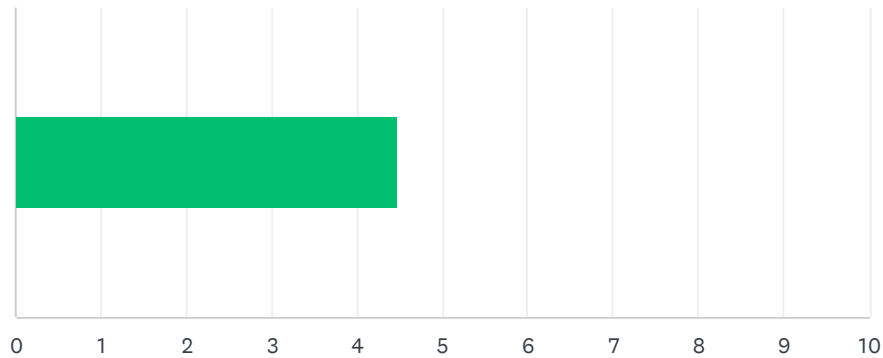
Perceptions of Thunder Bay and the North Shore of Lake Superior (Superior Country) as a Destination for 2SLGBT+ Travellers Survey

moved to Thunder Bay.

79	Seeing more pride related advertising	2/3/2023 1:00 AM
80	My perception is neutral, but that is because I'm not familiar with it. Perhaps social media marketing could help, but I think in this case, my perception says more about me than it does Thunder Bay.	2/2/2023 10:34 PM
81	Word of mouth, reputation of university not being very trans friendly	2/2/2023 9:48 PM
82	Stronger First Nations inclusivity	2/2/2023 5:14 PM
83	My main perception of Thunder Bay is that is intolerant and violent towards Indigenous people. By extension I would not recommend any minority group to travel there.	2/2/2023 4:56 PM
84	I think maybe more flags up?	2/2/2023 4:55 PM
85	Surveys such as this. Thank you!!	1/31/2023 2:42 AM
86	I was just there this past summer and loved the Goods & Co. Market downtown. I also felt very safe at the waterfront. I was surprised by the number of rainbow flags I saw around the city on businesses and residential properties.	1/30/2023 10:03 PM
87	I haven't heard either way, not a destination I've looked into.	1/30/2023 4:59 PM
88	Ensuring people of color are safe along with other marginalized groups.	1/29/2023 10:10 AM
89	A welcoming message to our community from your tourism businesses. This could be accomplished by advertisements in our publications or participating at Pride Festivals. Of course, this needs to be backed up with a true welcome when we arrive.	1/27/2023 11:38 AM
90	Would have to visit first to form an opinion	1/26/2023 10:30 AM
91	Been to Thunder Bay, enjoyed it	1/26/2023 9:38 AM
92	I'm impressed you're doing this survey, so that's a bonus as a queer person. Otherwise, I just don't know that much about the region, so if I were traveling there, having 2SLGBT+ symbolism and links on the main tourist websites would be my first indication that it's a supportive place to go.	1/26/2023 9:36 AM
93	Advertising	1/26/2023 8:32 AM
94	Events advertising for LBGTQ to attend. Businesses with signs welcoming LBGTQ friendly.	1/26/2023 1:18 AM
95	Personally feel there is not much to do there, especially with regards to food and drink scene	1/25/2023 11:18 PM
96	Better promotion of LGBT friendly hotels, restaurants, etc.	1/25/2023 11:02 PM
97	Diverse advertising focused on this demographic	1/25/2023 10:51 PM
98	Recognition of safety for lgbt individuals, advertisement of local buisness support, etc	1/25/2023 5:21 PM
99	Target 2slgbt+ community media etc	1/25/2023 4:50 PM
100	Fix the embedded right wing attitudes, homophobia, transphobia and racism	1/25/2023 9:13 AM
101	Share stories of queer ppl and queer spaces, initiatives, etc.	1/24/2023 3:13 PM

Q13 What is your perception of the North Shore of Lake Superior/Superior Country region (Atikokan, Nipigon, Rossport, Schreiber, Terrace Bay, Greenstone, Marathon, Manitouwadge) as a 2SLGBT+ friendly destination?

Answered: 120 Skipped: 65



ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	4	538	120
Total Respondents: 120			

#		DATE
1	6	3/17/2023 4:27 PM
2	6	3/16/2023 2:22 PM
3	4	3/13/2023 11:25 AM
4	1	3/11/2023 10:00 PM
5	6	3/10/2023 3:51 PM
6	5	3/10/2023 11:20 AM
7	6	3/10/2023 8:47 AM
8	3	3/7/2023 9:02 PM
9	0	3/7/2023 8:09 PM
10	3	3/7/2023 7:35 PM
11	4	3/7/2023 4:43 PM
12	5	3/7/2023 3:16 PM
13	3	3/7/2023 3:02 PM
14	4	3/7/2023 1:44 PM
15	1	3/7/2023 1:20 PM
16	5	3/7/2023 1:09 PM
17	6	3/7/2023 11:19 AM

Perceptions of Thunder Bay and the North Shore of Lake Superior (Superior Country) as a Destination for 2SLGBT+ Travellers Survey

18	0	3/7/2023 7:14 AM
19	7	3/7/2023 4:35 AM
20	5	3/7/2023 2:57 AM
21	2	3/7/2023 12:48 AM
22	5	3/6/2023 10:53 PM
23	5	3/6/2023 10:43 PM
24	5	3/6/2023 9:28 PM
25	3	3/6/2023 9:26 PM
26	5	3/6/2023 9:25 PM
27	3	3/6/2023 7:27 PM
28	10	3/6/2023 7:10 PM
29	0	3/6/2023 7:07 PM
30	2	3/6/2023 6:45 PM
31	8	3/6/2023 6:04 PM
32	4	3/6/2023 5:42 PM
33	6	3/6/2023 5:24 PM
34	1	3/6/2023 5:23 PM
35	1	3/6/2023 5:14 PM
36	5	3/6/2023 4:46 PM
37	4	3/6/2023 4:41 PM
38	5	3/6/2023 4:26 PM
39	10	3/6/2023 4:02 PM
40	3	3/6/2023 4:02 PM
41	7	3/6/2023 3:56 PM
42	6	3/6/2023 12:25 PM
43	4	3/3/2023 9:50 PM
44	5	3/3/2023 1:19 PM
45	5	3/2/2023 10:40 PM
46	2	3/2/2023 8:50 PM
47	2	3/2/2023 5:24 PM
48	1	3/2/2023 4:19 PM
49	3	3/2/2023 10:57 AM
50	5	3/2/2023 10:17 AM
51	5	3/2/2023 9:48 AM
52	6	3/2/2023 9:41 AM
53	5	3/2/2023 9:13 AM
54	5	3/2/2023 8:32 AM
55	3	3/2/2023 8:28 AM

Perceptions of Thunder Bay and the North Shore of Lake Superior (Superior Country) as a Destination for 2SLGBT+ Travellers Survey

56	5	3/1/2023 8:42 PM
57	2	3/1/2023 8:35 PM
58	0	3/1/2023 5:50 PM
59	3	3/1/2023 5:49 PM
60	6	3/1/2023 5:15 PM
61	5	3/1/2023 4:28 PM
62	7	3/1/2023 3:59 PM
63	7	3/1/2023 3:53 PM
64	6	3/1/2023 3:46 PM
65	5	2/24/2023 11:17 AM
66	1	2/20/2023 10:51 AM
67	5	2/13/2023 1:58 PM
68	5	2/13/2023 12:40 PM
69	5	2/10/2023 9:25 AM
70	3	2/8/2023 7:56 PM
71	8	2/8/2023 3:21 PM
72	7	2/8/2023 2:39 PM
73	5	2/8/2023 1:25 PM
74	5	2/8/2023 9:17 AM
75	3	2/8/2023 8:56 AM
76	4	2/7/2023 8:35 PM
77	3	2/7/2023 7:26 PM
78	5	2/7/2023 2:15 PM
79	2	2/6/2023 10:39 AM
80	5	2/5/2023 9:08 PM
81	5	2/5/2023 8:59 PM
82	4	2/5/2023 1:55 PM
83	2	2/5/2023 11:09 AM
84	5	2/5/2023 8:24 AM
85	8	2/5/2023 1:35 AM
86	5	2/4/2023 6:03 PM
87	7	2/4/2023 5:54 PM
88	6	2/4/2023 8:35 AM
89	3	2/3/2023 10:57 PM
90	5	2/3/2023 10:20 PM
91	5	2/3/2023 3:38 PM
92	5	2/3/2023 10:55 AM
93	4	2/3/2023 5:51 AM

Perceptions of Thunder Bay and the North Shore of Lake Superior (Superior Country) as a Destination for 2SLGBT+ Travellers Survey

94	4	2/3/2023 1:00 AM
95	2	2/2/2023 11:12 PM
96	7	2/2/2023 10:34 PM
97	5	2/2/2023 9:48 PM
98	10	2/2/2023 5:14 PM
99	1	2/2/2023 4:56 PM
100	5	2/2/2023 4:55 PM
101	5	1/31/2023 2:42 AM
102	7	1/30/2023 10:03 PM
103	5	1/30/2023 4:59 PM
104	5	1/29/2023 10:10 AM
105	5	1/27/2023 11:38 AM
106	10	1/27/2023 10:31 AM
107	6	1/26/2023 10:30 AM
108	4	1/26/2023 10:14 AM
109	9	1/26/2023 9:38 AM
110	4	1/26/2023 9:36 AM
111	5	1/26/2023 8:32 AM
112	5	1/26/2023 1:18 AM
113	2	1/25/2023 11:18 PM
114	5	1/25/2023 11:02 PM
115	1	1/25/2023 10:51 PM
116	1	1/25/2023 5:21 PM
117	8	1/25/2023 4:50 PM
118	5	1/25/2023 3:47 PM
119	2	1/25/2023 9:13 AM
120	3	1/24/2023 3:13 PM

Q14 If your perception of the Superior Country region (Atikokan, Nipigon, Rosspoint, Schreiber, Terrace Bay, Greenstone, Marathon, Manitouwadge) is negative or neutral, what could be done to improve that perception?

Answered: 98 Skipped: 87

#	RESPONSES	DATE
1	I'm less familiar with this region, but it seems a bit more rural.	3/17/2023 4:27 PM
2	More inclusive content and queer focused content in rural communities. Flying flags, education programs	3/16/2023 2:22 PM
3	Similar to above. From what I understand, it's the same as it's always been. I would need someone I trusted to tell me otherwise.	3/13/2023 11:25 AM
4	I'm from atikokan, not much can improve it unless there is a huge shift in acceptance and support	3/11/2023 10:00 PM
5	Similar answer to question 12.	3/10/2023 3:51 PM
6	Same as above	3/10/2023 11:20 AM
7	not sure. I don't hear or see much that promotes 2SLGBT+ in those areas	3/10/2023 8:47 AM
8	Same as what I said for TBay	3/7/2023 9:02 PM
9	People from those places come to Thunder Bay for a breath of fresh air. That shows it's not too friendly or people just don't have equals to be inspired by.	3/7/2023 8:09 PM
10	Not sure. Outside of Thunder Bay is even more rural. I think we need a cultural and spiritual revolution at the very least. We're letting too many white supremacists say whatever they want.	3/7/2023 7:35 PM
11	It's harder for my to judge and again goes back to visibility.	3/7/2023 3:16 PM
12	More promotion of pride flags or LGBTQ friendly or owned businesses	3/7/2023 3:02 PM
13	Have signage or flags or some language to make it known	3/7/2023 1:44 PM
14	Um. That's gonna be tough.	3/7/2023 1:20 PM
15	more authority figures making statements and being present at events, funding organizations	3/7/2023 1:09 PM
16	The politics of those cities tend to be quite conservative and traditional, so I wouldn't tend to visit them longer than stopping for lunch if I'm driving through	3/7/2023 7:14 AM
17	whenever i've road tripped the smaller community's are very welcome!	3/7/2023 4:35 AM
18	Making sure Northern Hicks don't harass or try to harm me.	3/7/2023 2:57 AM
19	stop starlight tours of Indigenous people	3/6/2023 10:53 PM
20	Have not heard anything from some places listed.	3/6/2023 10:43 PM
21	n/a	3/6/2023 9:28 PM
22	Neutral More flags.	3/6/2023 9:26 PM
23	Less stigma	3/6/2023 9:25 PM
24	N/A	3/6/2023 7:27 PM
25	Once again, cruel people. I don't know how you can fix that	3/6/2023 7:07 PM
26	Redneck conservatives opinions cannot be changed. It will take town leaders to make those changes and it will take lots of time	3/6/2023 6:45 PM

Perceptions of Thunder Bay and the North Shore of Lake Superior (Superior Country) as a Destination for 2SLGBT+ Travellers Survey

27	Additional events held there to promote awareness	3/6/2023 5:42 PM
28	Small towns= bigoted beliefs	3/6/2023 5:23 PM
29	Social campaigns, lived experiences of 2SLGBT+ in those communities	3/6/2023 5:14 PM
30	Small towns have a bad rep - more inclusion seen in local events	3/6/2023 4:46 PM
31	Improve the safety of minorities	3/6/2023 4:41 PM
32	Same as above	3/6/2023 4:26 PM
33	.	3/6/2023 4:02 PM
34	Unfortunately this area is full of blue collar workers, boomers, and conservatives. Just read the comments on any news articles about queer issues in the area- the homophobia and bigotry is alive and well. I honestly don't know how to change that.	3/6/2023 4:02 PM
35	N/a	3/6/2023 3:56 PM
36	Advertising	3/6/2023 12:25 PM
37	Show me gay people happy to live there	3/3/2023 9:50 PM
38	Know virtually nothing about this area	3/3/2023 1:19 PM
39	Haven't seen any advertising to indicate they 2SLGBT+ friendly. Any messaging is better than nothing	3/2/2023 10:40 PM
40	n/a	3/2/2023 8:50 PM
41	Promote and advertise more	3/2/2023 5:24 PM
42	A message of diversity.	3/2/2023 4:19 PM
43	Social media and events	3/2/2023 10:57 AM
44	Not sure	3/2/2023 9:48 AM
45	More appropriate information that is easily accessible	3/2/2023 9:41 AM
46	Same as previous. I look for overall diversity which usually translates over. Having staff who are diverse definitely helps	3/2/2023 9:13 AM
47	Promote	3/2/2023 8:32 AM
48	Promote the community, friendly politicians who attend pride events, Local celebs who appreciate what the community brings to the location. Local Clergy recognizing that our community exists and we have the right to do so.	3/2/2023 8:28 AM
49	Advertise more about all inclusive communities.	3/1/2023 8:42 PM
50	Not sure	3/1/2023 5:50 PM
51	Be a destination first then brand lgbtq2	3/1/2023 5:49 PM
52	Perhaps incentives such people's experiences, friendly accommodations, shops/cafés, hiking trails/cycling trails, scenery.	3/1/2023 5:15 PM
53	NA	3/1/2023 3:59 PM
54	n.a	3/1/2023 3:46 PM
55	Have more diversity	2/24/2023 11:17 AM
56	These communities have very limited engagement with LGBT community	2/20/2023 10:51 AM
57	Research on my part!	2/13/2023 1:58 PM
58	I do not know much about these regions	2/13/2023 12:40 PM
59	I don't hear much about any of these places, I reside in Winnipeg	2/10/2023 9:25 AM
60	Less homophobia in the news and in the school board	2/8/2023 7:56 PM

Perceptions of Thunder Bay and the North Shore of Lake Superior (Superior Country) as a Destination for 2SLGBT+ Travellers Survey

61	Support for business owners	2/8/2023 3:21 PM
62	More comms, marketing, out reach	2/8/2023 2:39 PM
63	Events Outreach Education efforts	2/8/2023 9:17 AM
64	No comment	2/8/2023 8:56 AM
65	They are not known as overly friendly. Education, funding or pride or related organization, visual support outside the month of June	2/7/2023 8:35 PM
66	I'm not sure I even know where these places are in order to answer. Sorry.	2/7/2023 2:15 PM
67	Any gay event that's not shut down by the broader community.	2/6/2023 10:39 AM
68	Are there PRIDE groups in any of these communities? We have never had any issues driving thru	2/5/2023 9:08 PM
69	My answer would be the same as for Thunder Bay. I think any one region is only as safe as all of Ontario is safe. The people attacking our community are often mobile, and will drive in from out of town for the sole purpose of disrupting queer spaces. Given how dedicated these groups can be, I cannot feel fully safe in any region or area, including my own home (as a recent incident regarding the swatting of a trans activist in London, Ontario recently showed). I know it sounds like a cop-out for my answer to be "fix society," but I really hope that tourism companies can be a force of good here and pressure municipal and provincial governments to do just that.	2/5/2023 8:59 PM
70	Lack of knowledge	2/5/2023 1:55 PM
71	Visible representation and inclusive diversification	2/5/2023 11:09 AM
72	More activities and inclusive signage	2/4/2023 5:54 PM
73	I've never seen anything about 2SLGBTQ+ people in the region	2/3/2023 10:57 PM
74	Better media coverage of positive aspects of the area	2/3/2023 10:20 PM
75	I have a positive perception of Duluth and the Minnesota North Shore with regard to this. It seems to be the reputation of the area. Thunder Bay didn't exude any sort of 'vibe' of progressivism that tends to go hand in hand with it. I spent little time outside the city itself, so I can't say much about the above mentioned municipalities.	2/3/2023 3:38 PM
76	just asking these questions is helping. Because you are talking the time to consider this and asking. following through on feed back would be key.	2/3/2023 10:55 AM
77	Tough ask, rural regions are always not as friendly. Public messaging and profiles.	2/3/2023 5:51 AM
78	Seeing more pride related advertising	2/3/2023 1:00 AM
79	More lgbt friendly spaces	2/2/2023 11:12 PM
80	Same answer as last question :)	2/2/2023 10:34 PM
81	unsure	2/2/2023 9:48 PM
82	N/a	2/2/2023 5:14 PM
83	I do know anything about the region, but do hold assumptions about small/rural/Northern Ontario towns/communities being intolerant of minorities.	2/2/2023 4:56 PM
84	Atikokan is lacking in the representation, I think flags are definitely a good first step.	2/2/2023 4:55 PM
85	reaching out to 2SLGBT+ organizations to publicize	1/31/2023 2:42 AM
86	I spent time in all those places this summer and I never felt unsafe, but I also am not visibly gay or stand out as queer. I did not see a lot of queer affirming symbols, but again, I did not feel unsafe.	1/30/2023 10:03 PM
87	Not enough information. Haven't heard of or done any research.	1/30/2023 4:59 PM
88	Ensuring business owners are inclusive of everyone and they are trained on cultural differences and how to navigate to ensure safety	1/29/2023 10:10 AM

Perceptions of Thunder Bay and the North Shore of Lake Superior (Superior Country) as a Destination for 2SLGBT+ Travellers Survey

89	Reach out and let us know what you have to offer as a vacation destination.	1/27/2023 11:38 AM
90	N/a	1/26/2023 9:38 AM
91	Hold an event	1/26/2023 8:32 AM
92	Same reasons as for Thunder Bay, but even smaller town so perceptions of less acceptance and diversity is even more prevalent	1/25/2023 11:18 PM
93	Unknown	1/25/2023 10:51 PM
94	Same as Thunder Bay	1/25/2023 5:21 PM
95	Not negative	1/25/2023 4:50 PM
96	Not familiar with the region	1/25/2023 3:47 PM
97	Not familiar with these places	1/25/2023 9:13 AM
98	Share stories of queer people, spaces, events, etc.	1/24/2023 3:13 PM

Q15 Is there anything else you would like us to know about 2SLGBT+ travellers/tourism?

Answered: 83 Skipped: 102

#	RESPONSES	DATE
1	I've been to TBay a couple times to see my partner.	3/17/2023 4:27 PM
2	When marketing to lgbt people, be subtle. Marketing specifically LGBT events using photos filled with pride flags is fine but it gives the impression that there is little actual understanding of the community (it's not all drag shows and rainbows) versus just having same-sex couples in your regular advertising, which makes a destination seem far more inclusive and welcoming.	3/13/2023 11:25 AM
3	Many of my queer and trans friends feel unsafe in Thunder Bay. I don't recommend they go because I fear for them being attacked or harassed or hate crimed	3/11/2023 10:00 PM
4	:)	3/10/2023 3:51 PM
5	Bring in 2SLgbt+ friendly talent ie. musicians, comics etc.	3/10/2023 11:20 AM
6	it's better in Canada than in some other countries we've travelled to	3/10/2023 8:47 AM
7	You can just advertise to the LGBTQ+ community and just hope they will show up. What if it's not safe to stay at certain hotels or eat at certain restaurants? Homophobia and transphobia are alive and well unfortunately. Best idea would be to feature queer-owned or queer-friendly businesses like the Growing Season, In Common, Sociable, Thunder Bay Naturopathic Clinic and more!	3/7/2023 9:02 PM
8	We need gay theatre, comedy, love, colours.. We need more diversity and sophisticated performances. Help us!	3/7/2023 8:09 PM
9	The 2S folks at least are paying attention to the white supremacy that exists even in so-called progressive organizations. Y'all need to do better and understand the ways in which you're holding up the ongoing oppression of Indigenous Peoples and start dismantling those systems.	3/7/2023 7:35 PM
10	There is a network of LGBT people I knew personally who would be interested in visiting thunder bay and possibly sharing those experiences on social media. My insta is @fortandport and while I live in Toronto I visit Thunder Bay a few times a year. I will be in town for the month of June and was planning on inviting friends to the city to join me on some local adventures. I see huge potential in regional tourism and am aware of how much the city could offer, and how far it has come in 15 years. Please feel free to reach out if there is interest working together.	3/7/2023 3:16 PM
11	No	3/7/2023 3:02 PM
12	No	3/7/2023 1:44 PM
13	That as a queer person, I am also plus size, disabled, and my partner is racialized. When looking into queer-friendly spaces, we also try to ensure they are accepting in a wide range of intersectional ways.	3/7/2023 7:14 AM
14	I would like to explore more of myself and culture in a safer way.	3/7/2023 2:57 AM
15	no	3/6/2023 10:53 PM
16	No	3/6/2023 10:43 PM
17	no.	3/6/2023 9:28 PM
18	N/A	3/6/2023 9:26 PM
19	No	3/6/2023 9:25 PM
20	N/A	3/6/2023 7:27 PM
21	Needs to be private, gay does not need to be a public topic. Privacy is preferred.	3/6/2023 7:10 PM

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22	Safe events and spaces like In common in Thunder Bay is wonderful!! Same with the drag shows- the problems lie when you leave the setting and go else to continue the fun or even on the streets.	3/6/2023 7:07 PM
23	Nope	3/6/2023 6:45 PM
24	Nope	3/6/2023 5:42 PM
25	No	3/6/2023 4:46 PM
26	No	3/6/2023 4:41 PM
27	I feel like this is a reach. Camping and parks are gender neutral activities.	3/6/2023 4:26 PM
28	No	3/6/2023 4:02 PM
29	Would be helpful if the City of Thunder Bay dedicated a page on its tourism site to identify queer safe spaces.	3/6/2023 4:02 PM
30	N/a	3/6/2023 3:56 PM
31	No	3/6/2023 12:25 PM
32	Not top of mind	3/3/2023 9:50 PM
33	It takes more than a pride day once per year, or a rainbow sidewalk. The businesses also need to be fully in board, from restaurants and hotels to outdoor activity service providers	3/3/2023 1:19 PM
34	We all don't travel for gay circuit parties - I just want to go to a destination, see the sites, have some nice meals and checkin to a hotel with my partner without being questioned about whether or not we knew we booked a king bed.	3/2/2023 10:40 PM
35	Not at this time	3/2/2023 5:24 PM
36	There needs to be a greater level of openness to diversity in these smaller communities.	3/2/2023 4:19 PM
37	Na	3/2/2023 10:57 AM
38	I feel a lot of the 2SLGBT population enjoy travelling as a group they want to get away and experience new things with in an allied community. There is an ever growing list of tour companies that promote experiential travel to community. ie. Atlantis cruises, Out adventures, detours travel.	3/2/2023 10:17 AM
39	Mostly not looking for 2SLGBT+-specific events and activities - being a single woman travelling alone shapes my experience more. Women/2SLGBT+ camping, hiking, and kayaking activities could be interesting	3/2/2023 9:48 AM
40	Not at the present time	3/2/2023 9:41 AM
41	Personally, if I want a "gay" vacation I go to already established destinations (Palm Springs; San Fran; Provincetown etc) I have travelled and stayed in Superior regions several times in past 5 years and loved it. I wasn't looking for specific "gay" experiences in the same way a Black person wouldn't necessarily be looking for "Black" experiences. I would want to feel included, accepted and not "othered". That usually comes through diversity - pride flags on establishments are always a cue that it is a friendly place. If given a choice, I would tend to check out places with the flag on the window.	3/2/2023 9:13 AM
42	Is it really so different from the straight community wants?	3/2/2023 8:32 AM
43	As a gay nudist, I only go to locations that have some kind of clothing optional opportunities. Public adult swims at local pools or a clothing optional beach.	3/2/2023 8:28 AM
44	Maybe a greater need for understanding and awareness	3/1/2023 8:42 PM
45	Get the word out in the gay community that we are welcome and safe there.	3/1/2023 5:50 PM
46	The survey has prompted me to go to visit these destinations. I would start with goggle. Then Watch for LGBT branding.	3/1/2023 5:49 PM
47	What would make it more attractive for the 2SLGBT+ community, hum.... Perhaps food/dining and accommodations would be a big one to start. I'd say secondary, shops, activities such as attractions of the history of the region, nature and physical activities.	3/1/2023 5:15 PM

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48	At check in don't make a big deal about beds!	3/1/2023 3:59 PM
49	Gay friendly restaurants	3/1/2023 3:53 PM
50	Outdoor activities are important as well	2/20/2023 10:51 AM
51	It's not all about rainbows. Showing genuine diversity in workforce and media helps.	2/13/2023 1:58 PM
52	People who experience harm from multiple types of oppression cannot separate their identities. If you want 2SLGBTQ+ tourism to increase, you must also address racism, ableism, white supremacy and colonization, etc. in tourism.	2/13/2023 12:40 PM
53	Nope	2/8/2023 3:21 PM
54	No	2/8/2023 2:39 PM
55	None	2/8/2023 9:17 AM
56	Good luck!	2/8/2023 8:56 AM
57	There's very little support outside the month of June. People are queer all year round	2/7/2023 8:35 PM
58	It's great to see that the tourism industry is leading the way in terms of many of the innovation and initiatives I'm seeing lately.	2/7/2023 2:15 PM
59	We want to feel safe in our little moments. I want to be able to kiss my partner's cheek on the street and not be stared at. I'll also note that one of thunder bay's only regular Queer spaces is Black Pirate's Pub.. we appreciate BPP to no end for it.. but just goes to show that even normally, local Queers are required to mould ourselves into spaces that aren't made for us. Thunder Bay as a whole is kinda like that... the best way is for the city to start changing it's mould so that more people can fit who they are into it without changing themselves.	2/6/2023 10:39 AM
60	Not really? There have been destinations that we have chosen NOT to travel to bc the information we had about the destination was that they were not friendly to 2SLGBTQ+ community.	2/5/2023 9:08 PM
61	We're painstakingly aware of rainbow capitalism and the commercialization of the pride community. Most members of the community find it to be insincere pandering at our own expense by corporations who don't actually care about treating us with respect outside of pride month. If you want to attract the business of the 2SLGBT community, and our tourism dollars, the best way to do that imo is to be honest and transparent, because we see the typical marketing tactics and route around them. We want businesses, municipalities, and the government to step up and put its money where its mouth is when it comes to being truly LGBT friendly. And yes, that holds true even if the truth is, "there's a decent likelihood you could get hatecrimed here, but we're working on improving things - here's what to know before you go." Which is to say, if you only want a particular area to *appear* LGBT friendly without doing the necessary work to ensure that the area actually *is* LGBT friendly, word of that will spread quickly and a good many of us will factor it heavily into our travel decisions.	2/5/2023 8:59 PM
62	We are just regular people wanting to be regarded as equals everywhere	2/5/2023 11:09 AM
63	No.	2/5/2023 1:35 AM
64	No	2/4/2023 5:54 PM
65	Make travel accommodations more queer friendly and reasonable costs	2/3/2023 10:20 PM
66	If you overperform and make meaningless (especially expensive) gestures "for us," you often invite hostility from people who would prefer we not be pandered to. Tread lightly.	2/3/2023 3:38 PM
67	Stressing not just pride related events/activities but if there are any specifically geared towards lesbians	2/3/2023 1:00 AM
68	No, thank you for this survey!	2/2/2023 10:34 PM
69	Action must not be passive, safety is important	2/2/2023 9:48 PM
70	N/a	2/2/2023 5:14 PM
71	No	2/2/2023 4:55 PM
72	The Progress Pride Flag goes a long way to tell me that a space is accepting and inclusive.	1/30/2023 10:03 PM

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The problem is that you can't just put up the flag, you need to have the acceptance that goes with it.

73	Including a demographic might be effective in data collection. To see if people's perception are coming from racism or homophobic attitudes would be effective.	1/29/2023 10:10 AM
74	We are as diverse as any other group of people, so find the right group to target with your tourism campaign. For instance, there are many 2slgbt+ groups that promote camping, hiking and other outdoor activities. If your tourism area focuses on these types of activities, you could start by targeting them.	1/27/2023 11:38 AM
75	no	1/27/2023 10:31 AM
76	websites to find it	1/26/2023 10:30 AM
77	Nope, just safe travels	1/26/2023 9:38 AM
78	Word of mouth and LGBT magazines/websites are a prime place for advertising. As well as during LGBT pride events/festivals.	1/25/2023 11:02 PM
79	No	1/25/2023 10:51 PM
80	No	1/25/2023 5:21 PM
81	No	1/25/2023 4:50 PM
82	NA	1/25/2023 9:13 AM
83	When thinking of travelling in the north, I'm not only thinking about queer friendliness, but also friendliness based as a visible minority and/or speaking a language other than English or French.	1/24/2023 3:13 PM