



**Rainbow
Registered**

**Arc-en-ciel
Officiel**



cglcc

ABOUT US



We are a coalition of 2SLGBTQI+ businesses and entrepreneurs, allies, government liaisons, corporate members, community partners, and students of business advocating for and working towards a more inclusive Canadian economy - one connection at a time.



ABOUT US



**Rainbow
Registered**
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A national, time-limited accreditation for 2SLGBTQI+ friendly businesses and organizations demonstrating compliance with our quality standard.

Accredited businesses are deemed market-ready for the 2SLGBTQI+ customer and given the right to be associated with the program's prestigious Rainbow Registered designation.



ABOUT ME



Victoria Wicks

shelher

Project Lead,
Rainbow Registered



FACTS, STATS & THE ACRONYM

The Government of Canada adopted the acronym 2SLGBTQI+ to refer to Two-Spirit, lesbian, gay, bisexual, transgender, queer and intersex people and those who use other terms related to gender and sexual diversity. Statistics Canada uses the acronym 2SLGBTQ+ for data analysis purposes, as information is not yet specifically collected about intersex people in surveys.

1.3 million

of the Canadian population aged 15 years and older, reported being part of the 2SLGBTQ+ population.



Source : "Socioeconomic profile of the 2SLGBTQ+ population aged 15 years and older, 2019 to 2021". The Daily, January 25, 2024. Statistics Canada



FACTS, STATS & THE ACRONYM

At the Rainbow Registered program, we will use the term “Queer” interchangeably with the acronym 2SLGBTQI+.

We recognize the term’s complex history and the harm it has caused in past contexts. While we embrace its ongoing reclamation by many within 2SLGBTQI+ communities as an inclusive, umbrella term, we also understand that it may still carry difficult associations for some.

Our intention is to use language that reflects evolving identities while remaining mindful of diverse lived experiences across these communities.



WHAT IS THE 2SLGBTQI+ TRAVEL MARKET?!

There is no one “2SLGBTQI+” or “gay” community - no *singular* market - and so, like any other travel market, we can break it down into many, often intersectional, segments. These may include, (but are not limited to):

Identity:

Lesbian
Gay
Bisexual
Transgender
Intersex
Two Spirit
Queer
A-Spec

Interests & Groups:

Families
Couples
Seniors
Children & Youth
Outdoor
Enthusiasts
Artists
Foodies



2SLGBTQI+ TRAVEL MARKET PROFILE

In comparison to straight peers, the 2SLGBTQI+ Travel Market Customer:

- is more likely to hold a passport,
- is more likely to have higher rates of disposable income,
- has demonstrated resilience and a faster recovery time after industry shocks (i.e. 9/11, SARS, COVID-19).



2SLGBTQI+ TRAVEL MARKET PROFILE

Key Statistics

42%

of underserved travelers feel limited because of their identity when selecting destinations or activities

70%

of underserved travelers are more likely to plan trips when they see themselves reflected in travel ads and promotions

5+

hours extra time spent by underserved travelers on researching to ensure services and destinations are safe, welcoming, and accessible

73%

of underserved travelers are more likely to book repeatedly with companies that demonstrate a commitment to diversity and inclusion

71%

of underserved travelers say it is important that travel company staff are trained in diversity and inclusion



*Expedia Group survey of 25k respondents

2SLGBTQI+ TRAVEL MARKET PROFILE

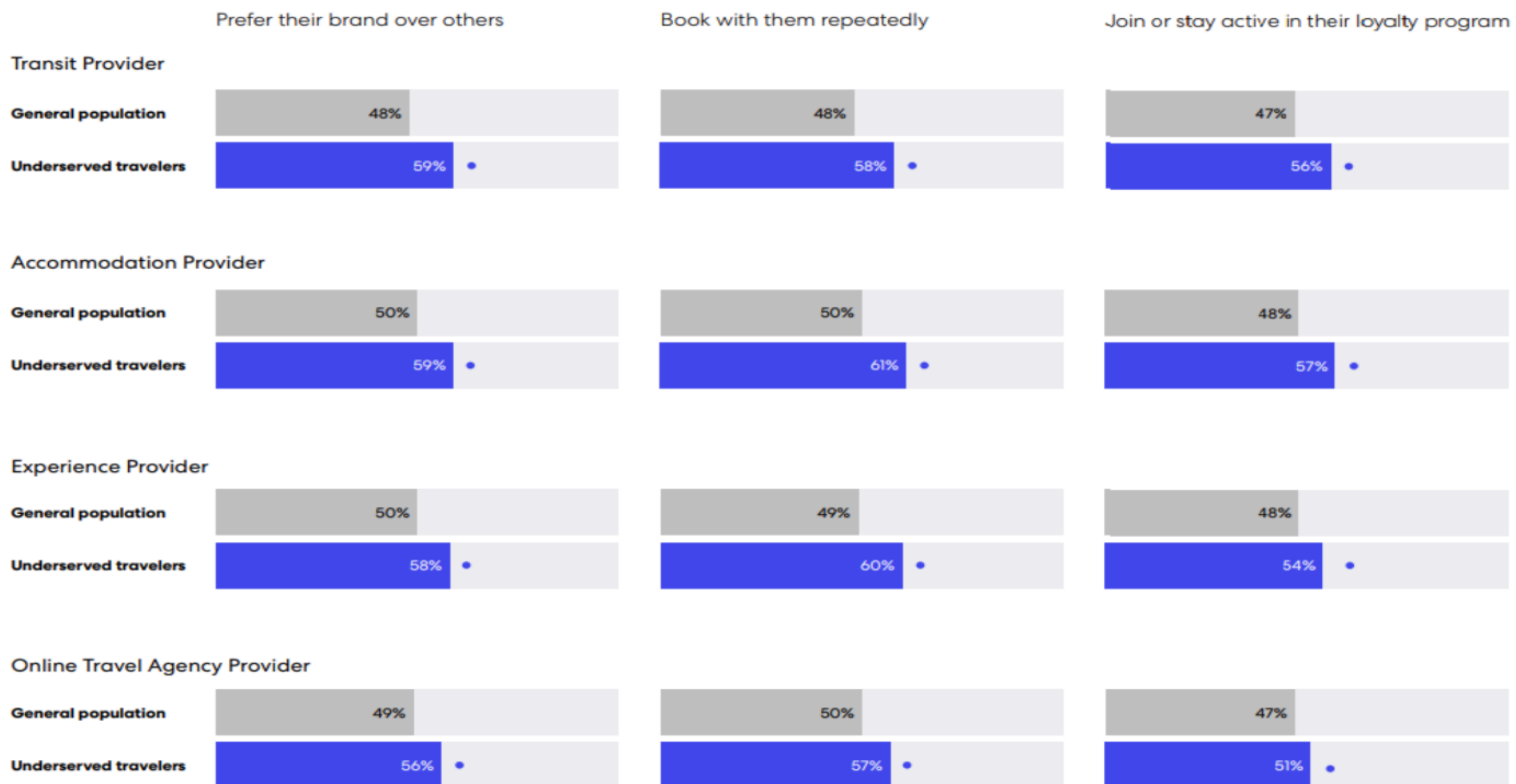
Meaningful engagement and commitment to making products and services inclusive builds trust.

Once that trust is earned, 2SLGBTQI+ travellers are loyal – and will be champions for these businesses, at a higher percent than the general population.



2SLGBTQI+ TRAVEL MARKET PROFILE

Impact of Promoting Diversity and Inclusion on Traveler Behavior



KEY INSIGHTS

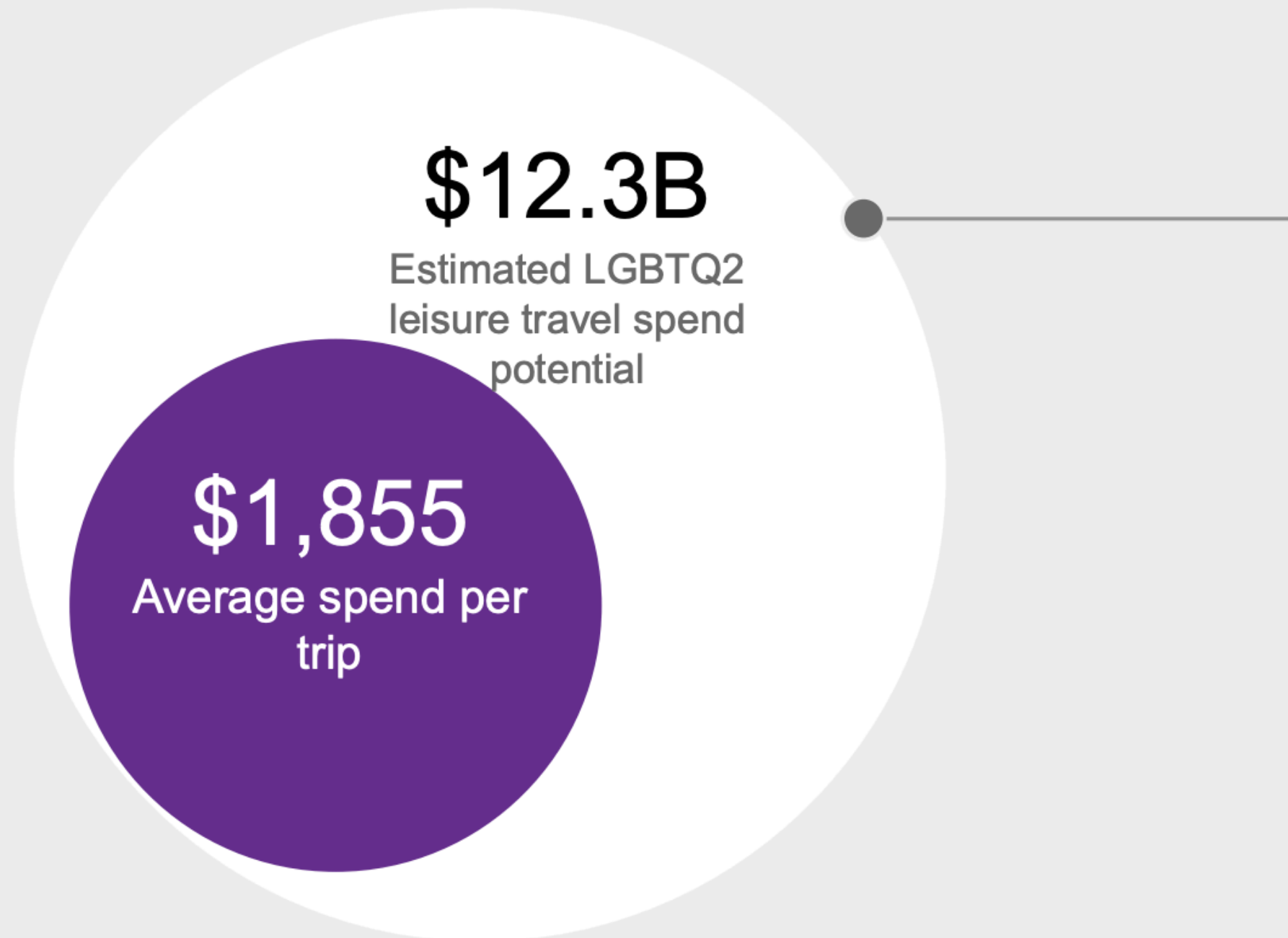
The following insights are pulled from a total of 1,455 complete and valid responses in a 2020 survey that informed this readily available Travel Study:



https://cglcc.ca/wp-content/uploads/2024/03/Final_LGBTQ2-Travel-Study_2020-web.pdf



Canadian LGBTQ2 travellers potentially spend over \$12 billion in tourism activities annually



A 43% increase since 2014

An average Canadian LGBTQ2 traveller went on three leisure trips over the past year and spent a little less than \$1,900 per trip, inclusive of travel, activities, and accommodation. The Canadian population in general, spent over \$83 billion on their leisure trips in 2018.**

42% of high-income earners* spent over \$2,000 per leisure trip, with 7% spending over \$5,000

Individuals that travel outside of Canada spend on average \$3480 per trip

* High-income earners defined as those with a household income of over \$100,000.

** Sourced from Statistics Canada's National Travel Survey, 2018.

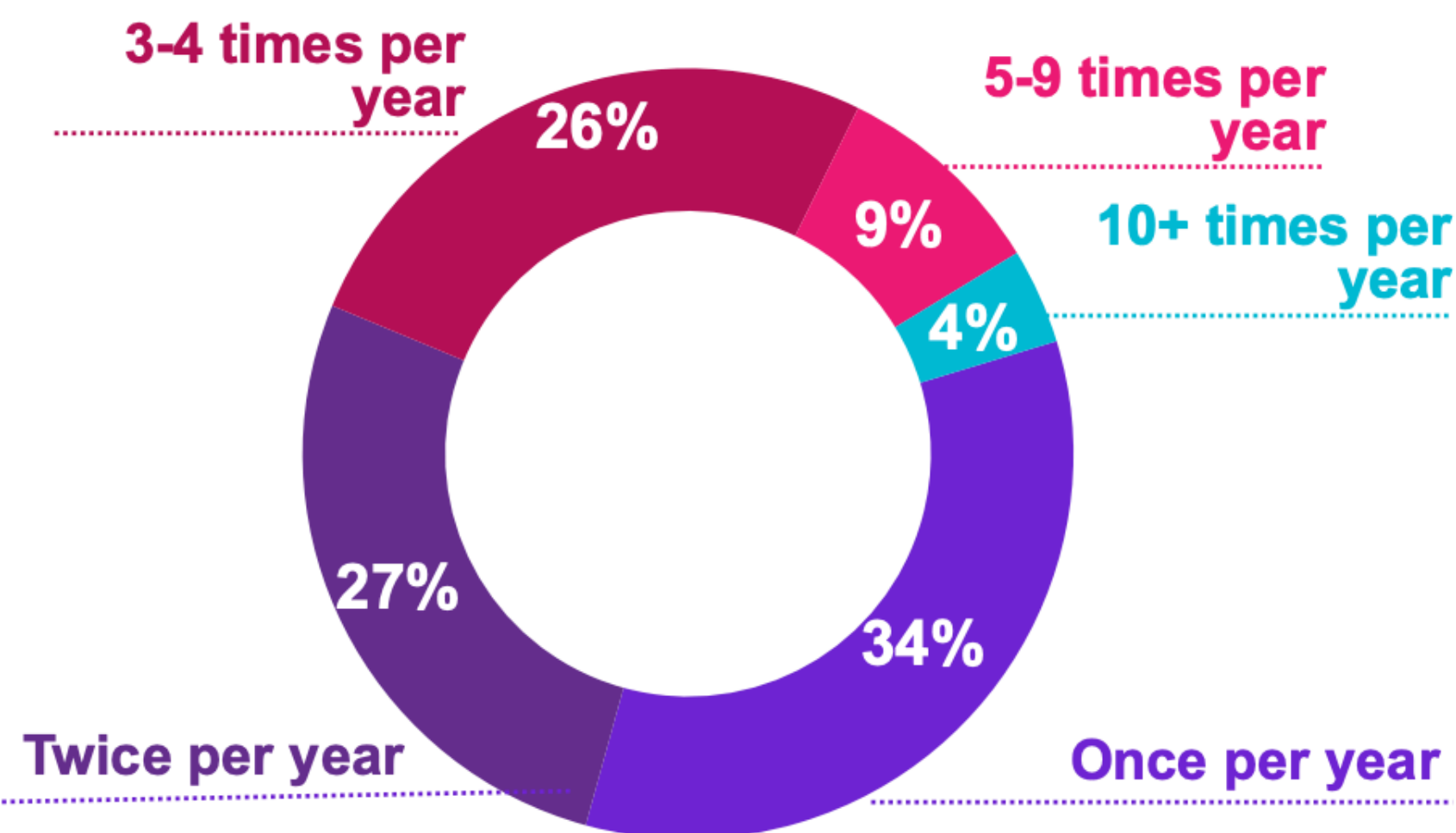
LOOKING FORWARD

According to Jenny Southan, founder of Globetrender, (the UK's leading travel trend forecasting agency and online magazine dedicated to the future of travel):

Travel spending from the queer markets reached \$218 billion in 2019 and, by 2030, it is predicted to reach **\$568.5 billion.**



Over half take at least two leisure trips per year



Survey question: On average, how often do you travel for leisure every year?

1

Geographical trend

British Columbians and Albertans are most likely to travel for leisure at least two times per year (**over 30%**).

2

Income trend

32% of high-income earners travel at least three to four times a year.

3

Generational trend

Gen X and baby boomers are more likely than other age groups to make more than **three leisure trips per year (50%)**.

4

Sexuality trend

46% of the respondents that sexually identified themselves as being gay indicated that they travel more than three times a year

A majority of LGBTQ2 travellers take at least one week-long to 10-day trip

Number of Trips	Short Trips (5 Days or Less)	Medium Trips (6 to 10 Days)	Long Trips (11 Days or more)
None*	12%	24%	42%
Once or Twice	55%	67%	51%
Three Times or More	34%	9%	7%
	100%	100%	100%

Respondents had to indicate how many of each type of trip (short, medium, long) they take on average annually. For instance, individuals that may have chosen none for short trips have chosen options other than none for medium and long trips.

Survey question: On average, how often do you take the following types of leisure trips every year?

1

Geographical trend

British Columbians are most likely to take at least one short trip per year, while Albertans are most likely to take one medium-length trip per year. Those living in the Maritime provinces are least likely to take medium-sized trips every year.

2

Income trend

High-income earners are most likely to take at least one long trip per year. Whereas those with annual household incomes of less than \$100,000 are most likely to take one or two short trips per year.

3

Sexuality trend

45% of respondents sexually identifying as lesbian indicated that they take 3-4 short trips per year. 23% of respondents sexually identifying as gay indicated that they go on two medium-length leisure trips every year.

TOP DESTINATION MOTIVATORS

What motivates YOU to travel?!



TOP DESTINATION MOTIVATORS

Safety (89%)

Cost/Value for Money (88%)

Climate

Political Climate

Bucket List Destination

Reputation for Diversity and Welcoming the 2SLGBTQI+ Community

Friends and Family at the Destination

Recommended by Family and Friends

Proximity to Home & 2SLGBTQI+ Culture and History



**According to the total of 1,455 complete and valid responses in a 2020 survey fielded by Leger to their online panel.*



SAFETY & ACCOUNTABILITY

While safety cannot always be guaranteed, accountability *can*.

Safety is the goal.

We work to create a protected, harm-free environment.

Accountability is the promise.

We are answerable for our actions, no matter what happens.



WHAT DOES IT MEAN TO BE RAINBOW REGISTERED?

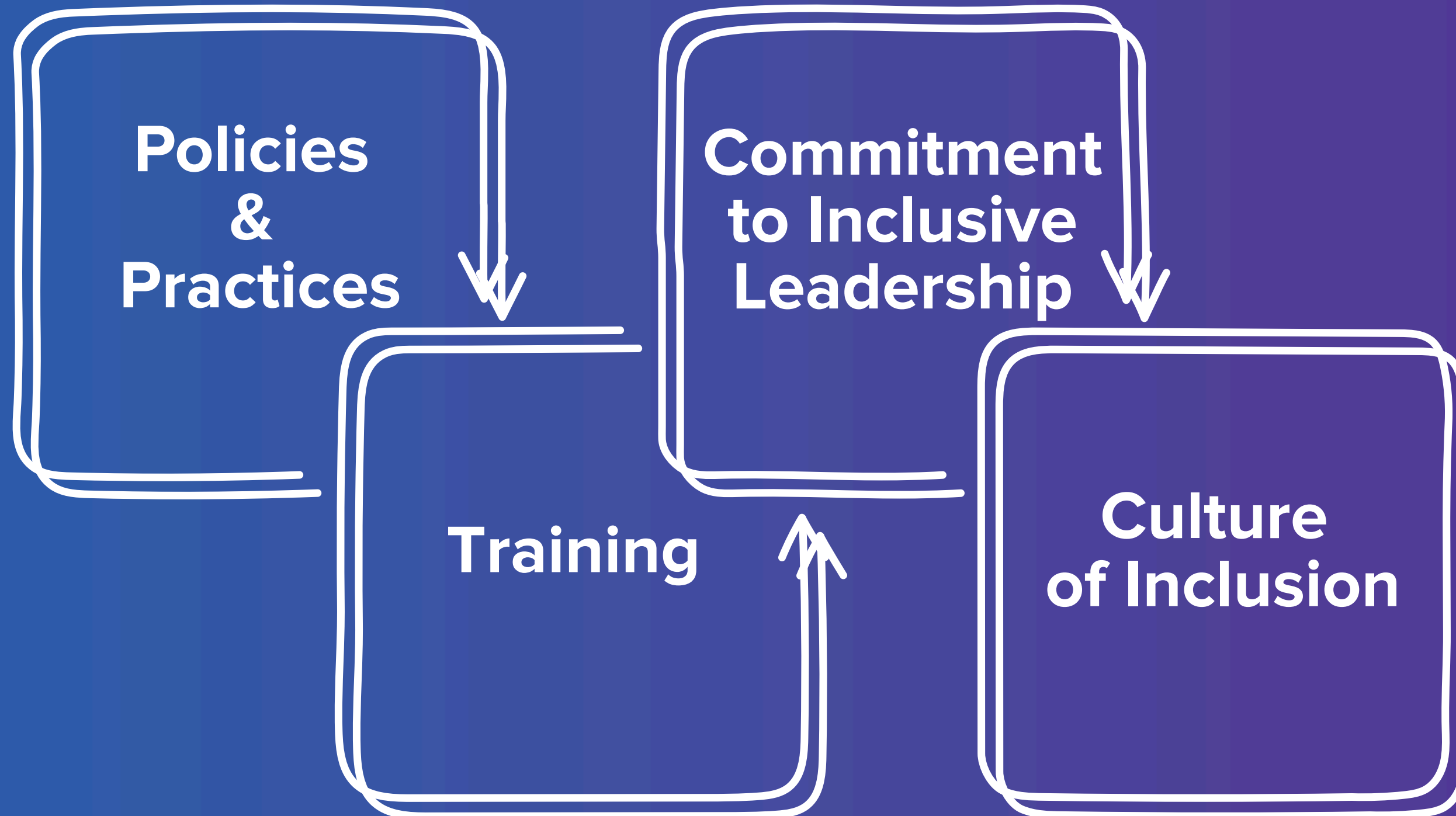
As an accredited Rainbow Registered member, your CGLCC designation is a mark of excellence in 2SLGBTQI+ workplace and client inclusion.

This recognition demonstrates your commitment to 2SLGBTQI+ diversity and inclusion as a welcoming and accountable space.

Not just a sticker, an intention.



THE PILLARS



EXAMPLES

Policies & Practices

Anti-harassment policies that protect employees, prospective employees, suppliers from others

Our *Respect in the Workplace* policy, which required to be reviewed and signed off, is posted on all H&S communication boards across the country, outlines our “zero tolerance” policy for workplace violence and workplace harassment, and the steps the team must take to support a respectful workplace.

Prohibited Behaviour

The following behaviour is prohibited in the workplace and will result in discipline up to and including termination of employment for cause (“Prohibited Behaviour”):

- Workplace violence or harassment, including workplace sexual harassment
- “Workplace sexual harassment” means,
 - (a) engaging in a course of vexatious comment or conduct against a worker in a workplace because of sex, sexual orientation, gender identity or gender expression, where the course of comment or conduct is known or ought reasonably to be known to be unwelcome, or
 - (b) making a sexual solicitation or advance where the person making the solicitation or advance is in a position to confer, grant or deny a benefit or advancement to the worker and the person knows or ought reasonably to know that the solicitation or advance is unwelcome.

Practices recognizing differing administrative needs of staff (forms with space for legal name as well as commonly used name; option to opt-out sharing gender or space for “other”)

Within Dayforce, our human resources software, employees can indicate their preferred gender identity within their profile or opt to choose not to disclose.

Team members can also indicate their preferred first name, and we are working with internal stakeholders to build an internal best practice to exclusively use preferred names when creating email addresses moving forward.

The screenshot shows a 'Gender Update' form in Dayforce. It includes fields for 'First Name*' (Dana), 'Middle Name', and 'Last Name*' (Brown). There is a 'Suffix' dropdown menu set to 'Select an Option...'. Below these are fields for 'Preferred First Name' and 'Preferred Last Name'. A 'Gender*' dropdown menu is open, showing options: Female, Male, Non-binary, Other, and 'Prefer not to disclose'. At the bottom right are buttons for 'Save Draft', 'Submit', 'Cancel', and 'Print'. The footer indicates 'Federal 2014 - 2014'.



EXAMPLES

Training

Empowerment
Through Beauty:

2S LGBTQIA+
Affirming Salon &
Spa Practices

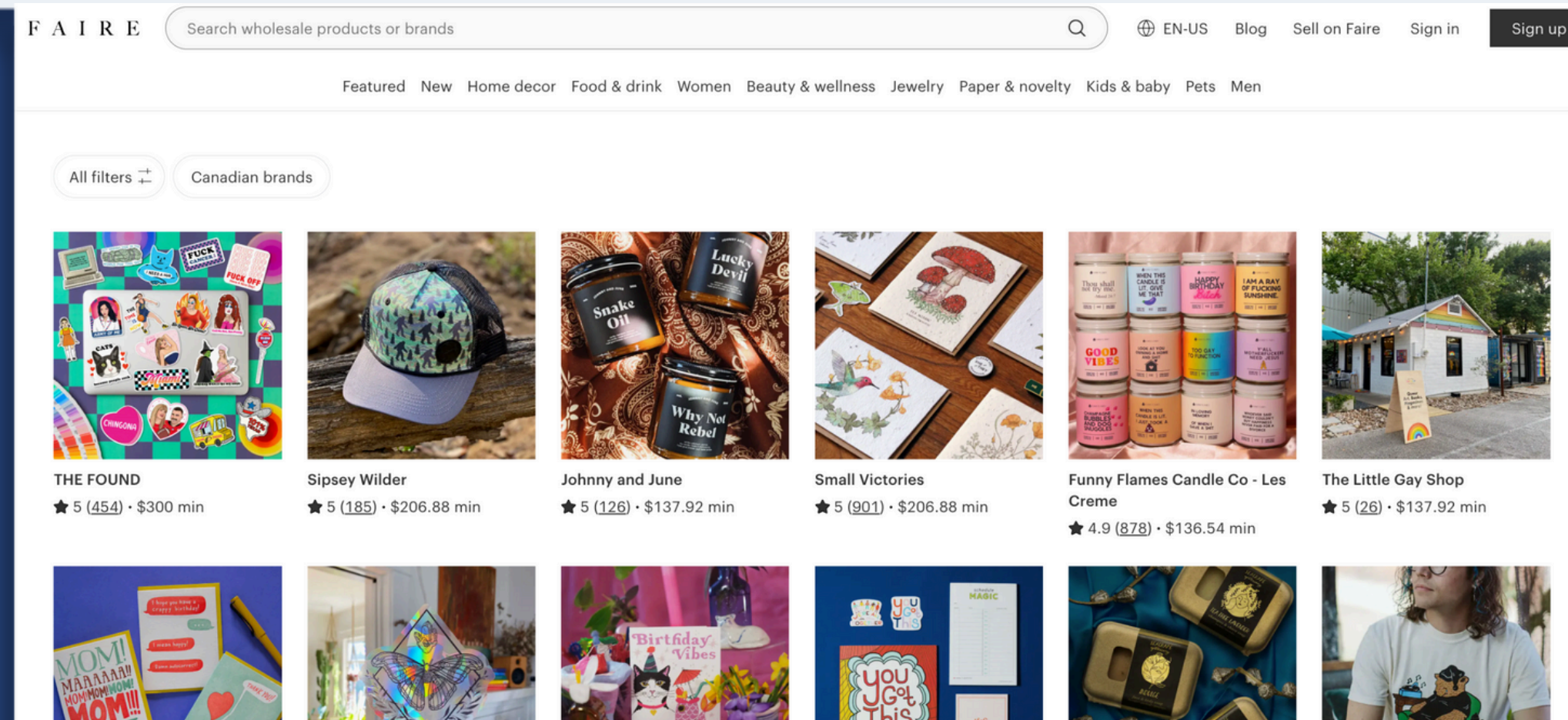
This presentation will help you feel more confident understanding and providing support to your 2slgbtqia+ clients and coworkers.



EXAMPLES

Commitment to Inclusive Leadership

Selection or rejection of partners (i.e., social media influencers) based on their values and priorities. They source many of their snacks from Faire and use, where possible, women and 2SLGBTQI+ businesses, which can be found through a filter (<https://www.faire.com/en-ca/category/LGBTQ+%20Owned%20Businesses>). **Urban** has a working relationship with another Rainbow Registered business locally. If they became aware of any supplier whose values did not align with theirs, they would cease business partnership.



EXAMPLES

Culture of Inclusion

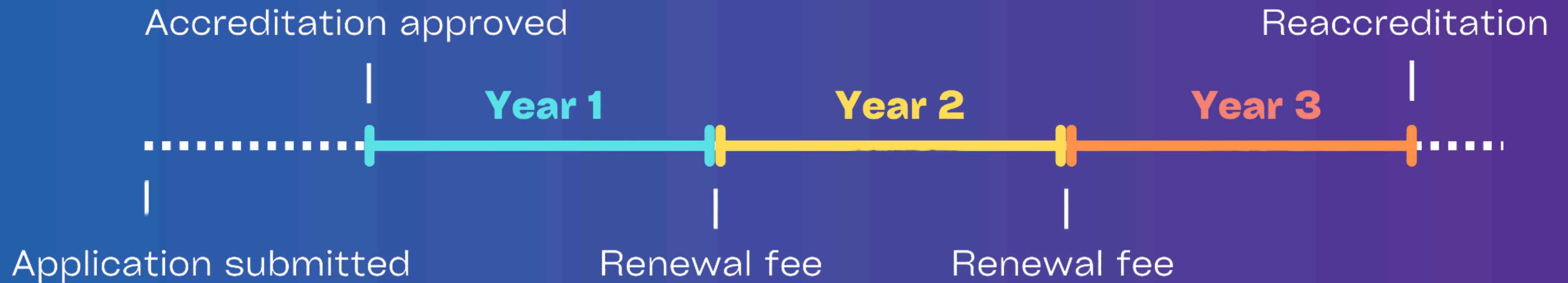
Celebrating inclusiveness in our physical space

We created a Celebrating Diversity Lending Library at our Support Office, where team members can borrow books on various topics, including many authored by Canadians from the LGBTQ2S+ community.

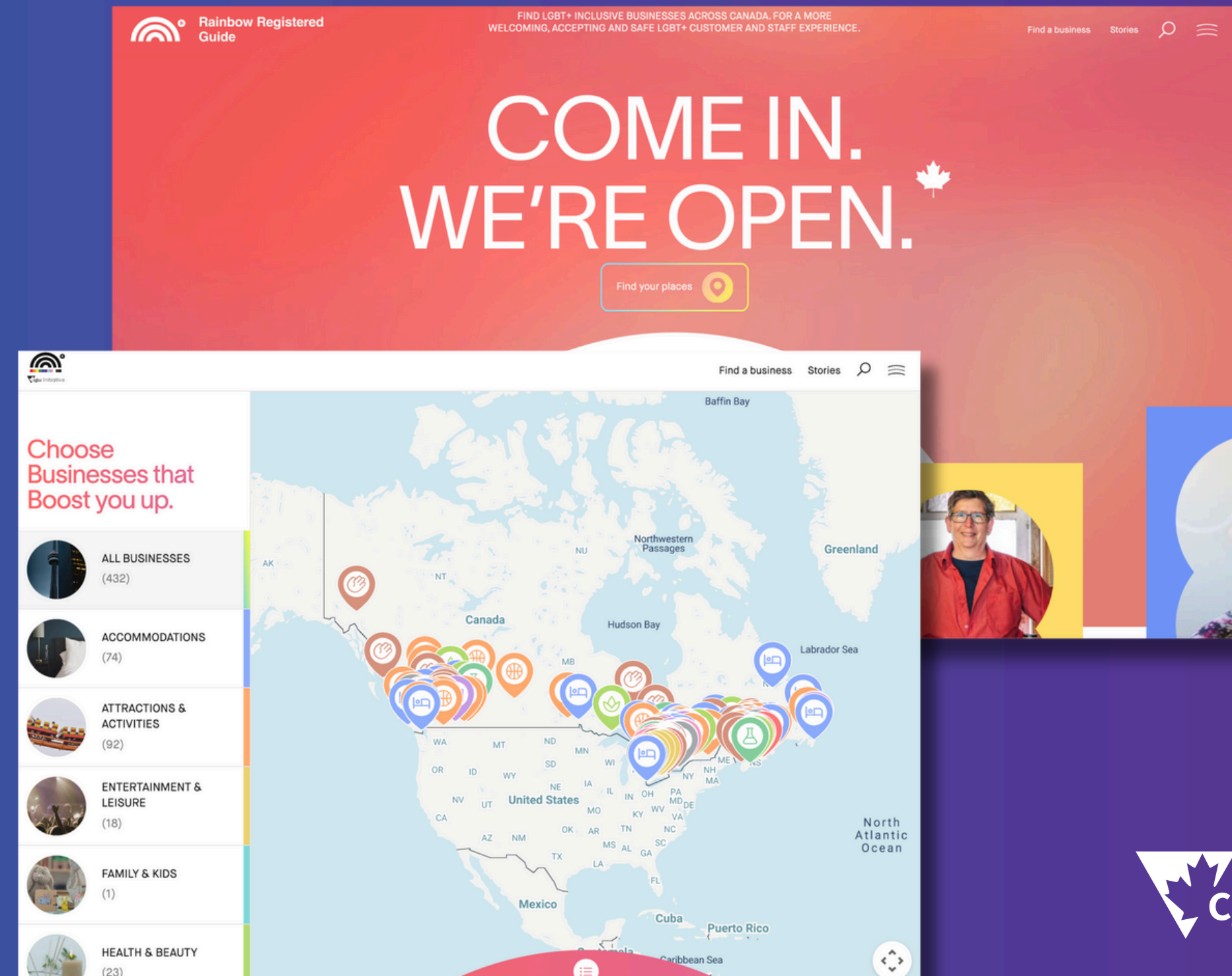
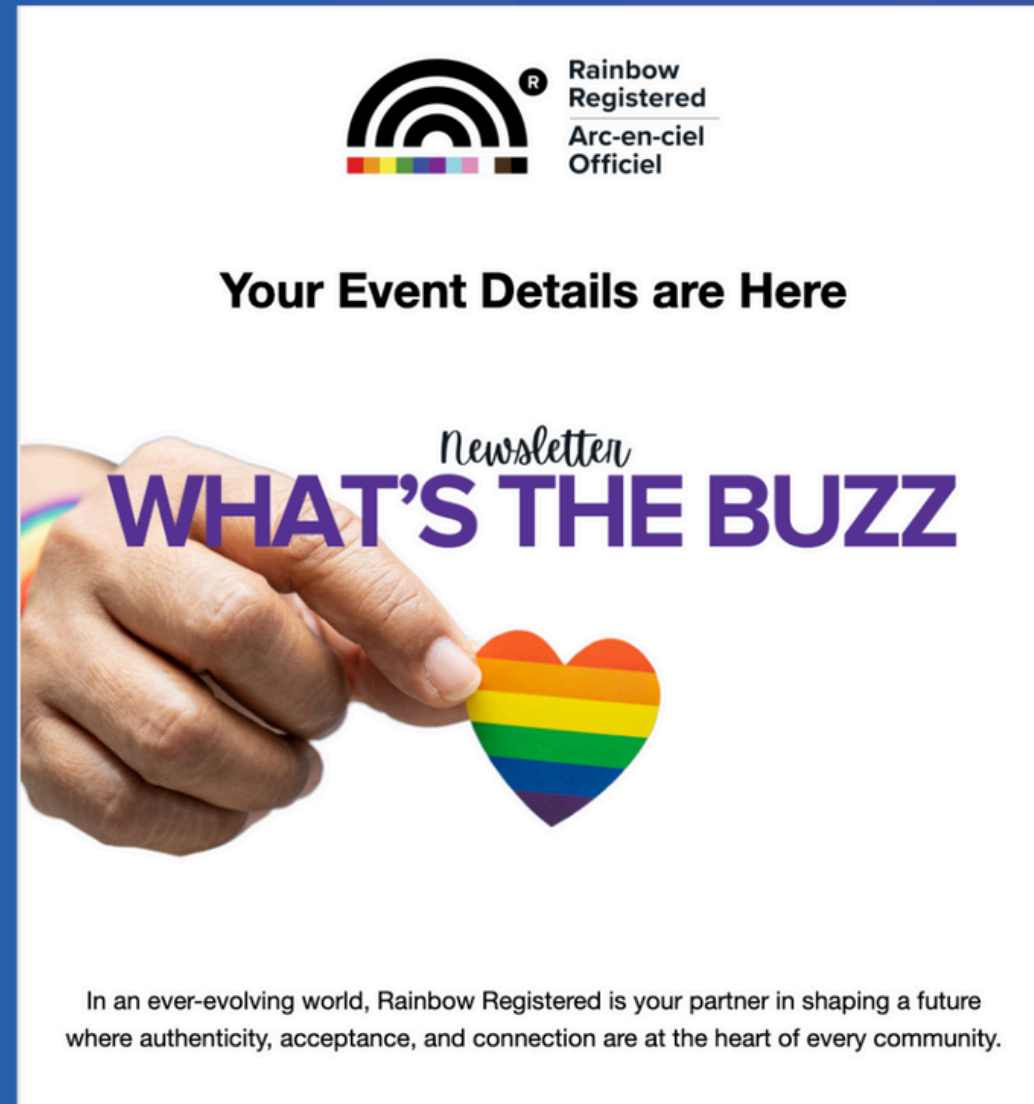
An “All are welcome here” sign is visible at the entrance of the Support Office and on the windows of executive offices. This resource is also available to all of our clinics.



THE PROCESS



[some of] THE PERKS



THE PROMOTION

Funded by the Federal
Economic Development
Agency for Southern Ontario

Financé par l'Agence fédérale
de développement économique
pour le Sud de l'Ontario

Canada



THANK YOU!



Contact us for more information or to get started:
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