

# PROUD



EXPERIENCES

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## EXPERIENCES

As we evolve as human beings, we always try to become our best selves. It shouldn't be any different as PROUD Experiences matures. From now on, we have a fresh new brand that communicates exactly what we are and where we want to be: we are bold, we are powerful, we are diverse, we belong, and we are PROUD!

**Dates: 5 - 7 June 2023**

**Location: Fairmont Century Plaza Los Angeles**



# Proud to be

**PROUD Experiences is the first of its kind. An international three-day event bringing together travel suppliers and buyers as well as lifestyle brands targeting the LGBTQ+ community.**

**Our event is not for LGBTQ+ exclusive destinations and hotels but for those who want to demonstrate their commitment to this market and develop their LGBTQ+ customer experience, bringing together leaders from the travel & lifestyle sectors to light the way through education and stories to do great business.**

**We are fighting for something non-LGBTQ+ travellers have always taken for granted: the ability for an individual to choose where in the world they feel like they really belong. Safely.**

**It's a big beautiful world of longing and belonging, and we're PROUD to invite you to join us!**

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# Born this way

20  
18

Born in London, at the Saatchi Gallery, with over 250 attendees, split between exhibitors, buyers, media and speakers.

20  
19

Moved to New York, to 1 Hotel Brooklyn Bridge, to celebrate the 50th anniversary of the Stonewall Uprising; that year, we had over 300 attendees.

20  
22

Back in NYC after a two-year break, during Pride week, this year's edition we had over 350 attendees.

20  
23

**We are moving to L.A.**, to the Fairmont Century Plaza Los Angeles! Home to one of the world's most thriving, vibrant LGBTQ+ communities, it made perfect sense to combine our energies and passions to host PROUD Experiences in such an inclusive destination.

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To be proud of

# Did you know?

The LGBTQ+ community spends **33% more** on travel each year than their straight counterparts.

43% of over 40s and a staggering 63% of under 40s **prefer booking through a travel agency.**

LGBTQ+ customers take **4-6 trips per year**, compared to 1-2 for the non-LGBTQ+ traveller. Whilst 6% of the world's population identifies as LGBTQ+ it accounts for **10% of travel spending.**

According to the UNWTO, there will be a staggering 180 million LGBTQ+ tourists by 2030.

## Did you know?

2/3 of LGBTQ+ consumers are frustrated by brands that treat them as an afterthought, this is the time to shift and provide a more appropriate service for this market.

## The proud power

The growing visibility of the LGBTQIA+ population in culture hasn't yet been registered in commerce.

Members of this group, which we call Q+, list their orientation as "heterosexual," but—in terms of sexual attraction, behaviour, and personally held identity—they live outside of strict heteronormative confines. Importantly, we find this group's attitudes, behaviours, and consumption patterns (the ABCs) more closely aligned with the LGBT community than with the straight population, where they're often misplaced.

**LGBT**

+

**Q+**

**17M**  
7%

**15M**  
6%

**Adult LGBTQ+ Population**

**32M**

**13%**

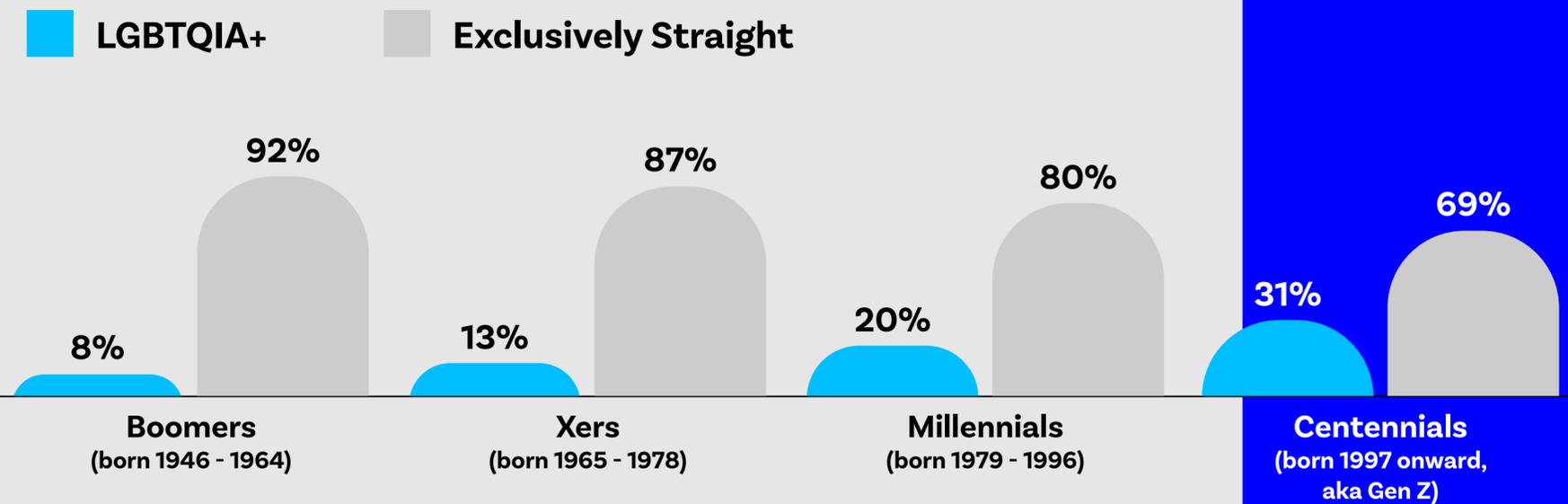
Kantar Consulting - U.S. MONITOR (Sample 18+) U.S. Census

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# The proud power

A transformational demographic shift is being driven by young consumers. Brands and businesses looking to communicate with the future of the marketplace must engage these individuals on their own terms.

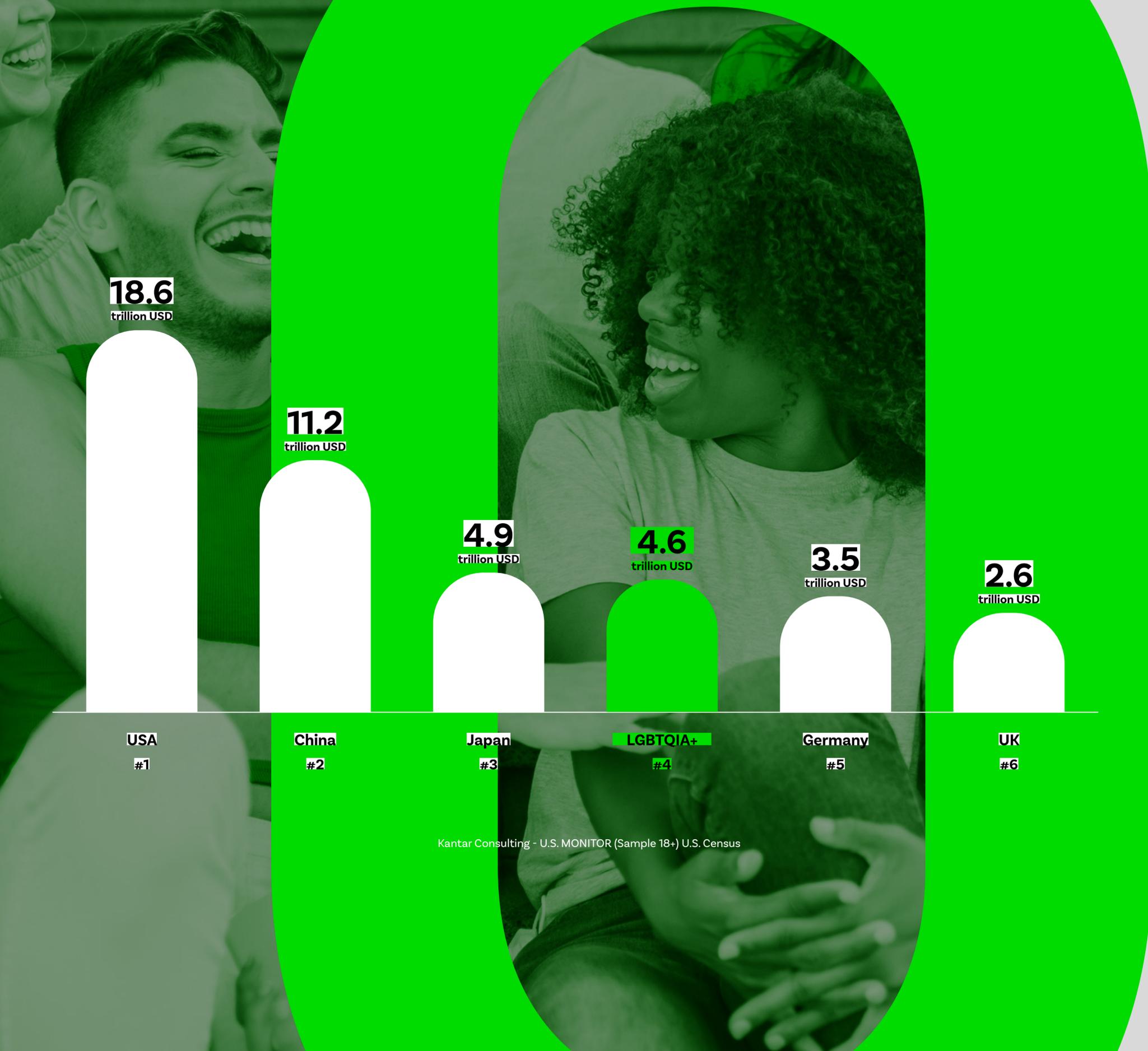
## Sexuality by generation



Kantar Consulting - U.S. MONITOR (Sample 18+) U.S. Census



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Kantar Consulting - U.S. MONITOR (Sample 18+) U.S. Census

# The proud power



# Who attends

**110**

Worldwide travel Exhibitors from  
**26 Countries**

**122**

Worldwide travel Buyers from  
**8 Countries**

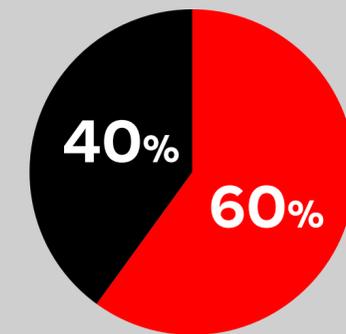
**35**

International media from  
**5 Countries**

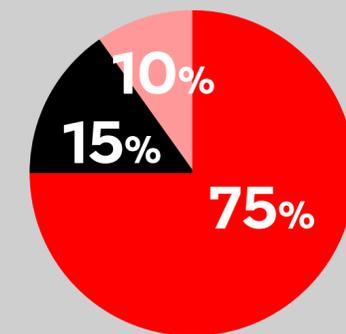
**22**

Speakers representing our  
human diversity

# Who you will meet



■ Buyers completely non affiliated  
■ Buyers affiliated (Virtuoso)



■ USA  
■ Latin America  
■ Other

# Inclusions

- 1 diary (meetings of 15 min each)
- 1 table
- 1 delegate badge\*
- LGBTQ+ related Masterclasses
- Invitation to all official networking events

**Early Booking** by 16 September 2022

USD 6,110 + indemnity USD 75

**Standard**

USD 6,645 + indemnity USD 75

**Extra Badge**

USD 600

# Glow up your proud

It is time to make a change and consolidate your brand in this market's mind.

**PROUD Experiences** is about setting the bar of standards higher, it is about starting a conversation to ensure that when we talk of micro-personalisation in travel, this filters through to the LGBTQIA+ traveller. Be the catalyst for shaping how we serve, sell to and welcome the global LGBTQIA+ traveller.

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