



**FIT FOR THE
FUTURE**

Good Practice – The Queer Travel

WP 2

Activity 1 (Good Practice)

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Good Practice Card

Name/ title of practice:	Inclusive Travel Initiative: Promoting Safe and Welcoming Journeys for LGBTQ+ Travelers
Location:	Madrid-Online
Size and scale of organization:	Micro
Industry/Sector:	Travels
Contact info (for follow up, if available):	info@thequeertravel.com / +34657161069
Additional details:	
Sources of information/References:	https://thequeertravel.com/en/blog/ (Queer Travel blog)

Good Practice/Content

Key focus/bias observed:	Gender
Description of the <i>Practice</i>:	Introduction many initiatives in order to ensure safe and inclusive travels
Implementation strategy:	<p>Careful selection of destinations:</p> <ol style="list-style-type: none"> 1. We identify and promote destinations that are LGBTQ+ inclusive and safe. 2. Training local suppliers: We work with hotels, tour guides and operators to sensitise them on inclusion and diversity. 3. Customised informative guides: We provide detailed information on local laws and customs related to LGBTQ+ rights in each destination. 4. Visibility campaigns: We promote diversity in tourism through our social media and collaborations with LGBTQ+ influencers. 5. Inclusive internal policies: We ensure that our team is trained in diversity and inclusion, fostering a safe environment for all.
Key actors involved:	LGBTQ+ community, operators in the tourism sector (hoteliers, tourist guides, etc.), media
Outcomes and metrics of impact:	Increase of LGBTQ+ travel confidence, which is reflected in a 40% increase in repeat bookings by LGBTQ+ customers. Establishment of an alliance with more than 50 hotels and turistic operators committed to inclusion. The Queer Travel efforts have helped make emerging destinations visible as safe spaces for LGBTQ+ travellers, diversifying the options available. In addition, The Queer Travel recieved positive testimonials from clients highlighting how the agency enabled them to travel without identity-related concerns.
Potential challenges and barriers for implementation:	Implementing initiatives to ensure safe and inclusive travel for LGBTQ+ individuals faces several challenges. Legal and cultural barriers in some destinations can limit cooperation and pose risks to travelers. Local partners may resist inclusion efforts due to personal or societal beliefs. Developing effective training, informative guides, and visibility campaigns requires significant resources. Internally, maintaining consistent commitment to diversity and inclusion is



	<p>essential but not always easy. Additionally, ensuring traveler privacy and accurately measuring the impact of these initiatives can be complex. Balancing advocacy with cultural sensitivity remains a key ongoing challenge.</p>
Blueprint for success - recommendations for replication or adaptation of the Practice:	<p>The practices The Queer Travels develops (such as trainings and information guides) can be easily adapted by other agencies or tourism sectors interested in promoting inclusion.</p>
Key lessons learned:	<p>The activity highlighted the importance of thoroughly researching destinations and engaging local partners to ensure safe and inclusive experiences for LGBTQ+ travelers. Training both internal teams and local suppliers proved essential in fostering genuine inclusion. Visibility campaigns helped raise awareness, while internal policies ensured consistency. Key lessons included the need for cultural sensitivity, adaptability, and continuous evaluation to refine strategies and maximize impact.</p>
Other info/notes:	





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