UNIVERSITY OF LJUBLJANA
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MASTER THESIS

Michael Leonard

THE CHALLENGES OF IDENTIFYING AND PROFILING GAY TOURIST SEGMENTS: AN EXPLORATORY RESEARCH

Michael Leonard

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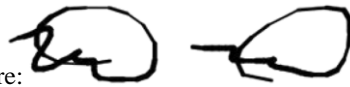
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ABBREVIATIONS

AIDS – Acquired Immune Deficiency Syndrome

CHF – Swiss Francs

DINK – Double Income, No Kids

DMO – Destination Marketing Organization

EUR – Euro

GBP – British Pound

HIV – Human Immunodeficiency Virus

ICT – Information and Communications Technologies

IGLTA – International Gay and Lesbian Travel Association

ITB – International Tourism Exchange

LGB – Lesbian, Gay, Bisexual

LGBT – Lesbian, Gay, Bisexual, Transgender

PMV – Push Motivation Variable

RDS – Respondent-Driven Sampling

SPSS – Statistical Package for the Social Sciences

UNWTO – United Nations World Tourism Organization

USD – United States Dollar

INTRODUCTION

Gay tourism is an increasingly important sector of the tourism industry. In 2011, it is estimated that the impact of gay and lesbian travelers was over $70 billion to the United States economy alone (Community Marketing, 2013). Since homosexuality has historically been a taboo subject, there has been little focus given to the gay tourism market. As the world begins to more widely accept homosexuality, the potential of gay tourism revenue (known colloquially as the **pink pound** or **pink dollar**) is alluring to many destinations. Due to strong financial incentives, the gay market is no longer ignored and, often, specifically targeted.

However, the gay tourist market is comparatively under-studied and its behaviors and characteristics remain largely unknown. This is due to cultural taboos, but also the persistence of the gay community as a hidden population. As a result, gay identity stereotypes are commonly used to market tourism destinations to the gay community. This approach is questionable – and potentially flawed - as it relies on under researched, conventional ideas of homosexuality as the basis for marketing.

Market research and, particularly, market segmentation are important tools to increase knowledge about the gay market. The first step in acquiring a target market is to understand it better. Therefore, understanding consumer behavior is an important element of market research. Motivations act as the building blocks for understanding consumer behavior. Accordingly, in order to better understand the gay travel market, one must research gay travel motivations. If motivation factors are identified, then they can provide the basis for segmentation. Market segmentation attempts to create smaller homogenous markets from a larger, heterogeneous one in hopes of more precisely satisfying consumer wants and maximizing profits.

The main aim of this research is to explore and identify motivating factors that are significant to gay travelers. However, this leads to a research problem – how best to reach a hidden population? In an exploration that attempts to identify and profile gay tourist segmentation bases, some important questions must be asked: How is it possible to sample a hidden population? What demographic and substantive variables are significant in shaping gay men's travel motivations? Finally, based on these variables, is it possible to establish a basis for segmentation for the gay travel market?

The aim of the research is to explore the following research questions with the following objectives:

- ☐ A critical review of relevant literature to determine theoretical background necessary to understand gay travel motivations;
- ☐ A critical review of recent research attempting to define the gay travel market and its segments;
- ☐ Primary qualitative research exploring variables important to gay men's travel motivations;

- ☐ Primary quantitative research to further explore motivating variables and confirm previous hypotheses;
- ☐ A comprehensive analysis of primary research resulting in conclusions about gay travel motivations and segments.

These objectives have been organized according to the following research structure:

- ☐ Section 1 provides background information contextualizing both historical and current iterations of the gay travel industry;
- ☐ Section 2 provides a critical literature review with focus on gay consumer theory, gay travel motivations, market segmentation theory, gay travel segments, and sampling issues as they relate to the gay population;
- ☐ Section 3 provides information on the methodology for primary research;
- ☐ Section 4 provides detailed methodology and results for qualitative primary research, labeled as Phase 1;
- ☐ Section 5 provides detailed methodology and results for quantitative primary research, labeled as Phase 2;
- ☐ Section 6 analyzes the findings of the qualitative and quantitative research;
- ☐ The conclusion reflects on results and offers recommendations for future research.

This research aims to provide scientific contributions in better understanding gay men's travel motivations through an identification of significant motivating variables. As a result of this, another contribution is an exploration of sampling techniques useful in identifying hidden populations. Additionally, the basis for market segmentation of the gay population is offered as a scientific contribution. Finally, future research is suggested to further develop the scientific discourse relevant to gay travel research.

1 BACKGROUND INFORMATION

Gay travel is not a recent phenomenon. The first records of homosexual men traveling for gay companionship come from the Victorian-era in Europe with a general migration from Northern climes to the Mediterranean. Later examples of gay travel destinations come from the turn of the 20th century in New York City's Greenwich Village, Gertrude Stein's Paris, and the Weimar Republic. Yet, the real boom of classifying areas as **gay space** or **gayborhoods** came in the wake of post-World War II 'white flight' - whereby urban centers were largely left abandoned and, accordingly, occupied by like-minded homosexuals in search of safety from the generally homophobic mainstream. The shift from living in the gayborhood to traveling to it happened gradually as gays living in more heteronormative portions of society caught wind of being able to leave their otherwise closeted lives behind for

the relative safety of expressing themselves in gay urban centers (Clift, Luongo, Callister, 2002).

As the 20th century progressed, so did opportunities for gay travel. Well-known beach destinations developed close to urban gay centers - such as Fire Island for New Yorkers and Brighton for Londoners - so that gay urbanites could also harness their tourist potential and comfortably escape industrial cities. Gay guidebooks such as *Damron's* and *Spartacus* emerged - initially focusing on sex tourism; albeit providing a much-welcomed asset to the gay tourist market. In recent years, there has been more focus on desexualizing gay holidays in hopes of attracting more **pink dollars** without alienating family-friendly tourists. For example, in 1998 London became the first major city to openly tout tourism to homosexuals by campaigning internationally for the gay market. Currently, other destinations are debating whether to mimic London's behavior and exactly what the best practice of attracting **pink dollars** might be (Clift, Luongo, Callister, 2002).

2 CRITICAL LITERATURE REVIEW

2.1 Gay Consumer Behavior Theory

Although there are limited resources, it is important to explore theoretical research pertaining to the gay consumer market at-large. Academic research in this field has increased in recent years; therefore, it is considered a current, if not cutting-edge, topic in academia.

2.1.1 Definitions: Homosexuality and Identity

The definition of the term **homosexual** itself is hotly debated, not to mention **homosexual market** or **homosexual travel market**; therefore, a definitive meaning must be met before research can be conducted. Stuber (2002) asks the question "do gay men and lesbians qualify as a target group?" (Stuber, 2002); thereby opening the dialogue to include two important points. Firstly, how is the term homosexual defined in modern research literature and, secondly, how does this definition contribute to the paradigm including homosexuals as a potential target market group?

A common mistake in defining homosexuality is to say that it is strictly based on same-sex activity. Hughes (2006) notes this as the more archaic, essentialist view that states that homosexual activity has existed in all places and at all times in history. However, as he points out, "there is … a distinction between homosexual activity and homosexual orientation; the former is probably more widespread than the latter" (Hughes, 2006, 16). He presents one of the most compelling definitions of the gay tourist, claiming that homosexuality is ultimately a self-defined category whereby homosexual activity itself is not so limiting. In other words, a man may partake in

same-sex behavior but not identify with the gay population at large. This is known as the more modern, social constructionist definition of homosexuality dating to 20th century works of Foucault, McIntosh, and Weeks. This was the theoretical basis that allowed for labeling of *the homosexual* − a double-edged sword that provided an indicator of one's identity but also the means for discriminatory exclusion. An example of the adverse effects of this definition was that it allowed for the classification of homosexuality as a mental illness. Not until the social constructivist definition of homosexuality was it even possible to identify as gay (Hughes, 2006).

For this research, the social constructivist definition darkens the line between two hidden populations: men who identify as homosexuals within the gay population and (ostensibly, an even more hidden population) straight men who participate in same-sex sexual activity (perhaps even exclusively so), but do not identify themselves as homosexual. Altman (2001) describes identity as a "socially constructed myth about shared characteristics […] which comes to have real meaning for those who espouse it" (Altman, 2001, 86). Therefore, subjectively labeling oneself as *gay, bisexual, straight, homosexual, heterosexual,* etc. allows for an identity that belongs closely to a particular community. Identity formation can be so imprecise as to allow for individuals to identify with a specific community, notwithstanding his or her failure to exhibit common characteristics of that community. For example, Golden (1994) observes women identifying as lesbians even though they never had sexual relations with other women. In the 20th century the homosexual community was superseded by the gay community and, from there, other iterations − such as queer theory - have diversified community offerings (Hughes, 2006).

Connell (2005) notes that the feeling of acceptance into the gay community is important as most individual homosexuals are raised in heteronormative societies that make it difficult to come out as gay. Therefore the process of identity formation is directly linked to the inclusion into the community. However, it should also be noted that one might relate to a gay community without being openly gay to everyone in his or her life. Concealment of one's sexuality to certain individuals is common practice, yet, does not necessarily limit one's ability to identify with a community (Hughes, 2006, 15-26).

While identity may then be considered a performative human characteristic insofar as there is an element of choice (Butler, 1990), it is crucial to note its theoretical difference from the notion of sexuality as choice. As noted, same-sex sexual activity - in line with the essentialist view - is matter of fact and has been extensively studied from biological, psychological, and sociological perspectives. However, for marketing purposes, the social constructivist definition of homosexuality indicating choice as a factor in identity formation is far more useful and illustrative of gay consumer behavior (Hughes, 2006, 15-26). Therefore, it will be the base definition for the remainder of this research.

2.1.2 Gay Population as a Target Consumer Group

There is no doubt that industry has an intense desire to see the gay market as an identifiable target. The gay market is often recognized as desirable because of its DINK (double income, no kids) demographic. As early as 1997, Gluckman and Reed (1997) noted the gay marketing moment as firms began to describe the gay market as a dream market. In this context, a dream market is one that is defined by having a higher disposable income, more discretionary leisure time, higher levels of education that inspire travel, and an inclination to spend money (Hughes, 2006).

In marketing speak, Hughes (2005) notes that the use of the terms **pink pound** (or pink dollar) relate directly to the purchasing power associated with gay consumers. This term was originally adopted as a means of indicating the consumer activities of individual gay men; the significance of the color pink as it related to the identifying inverted triangles used during Nazi Germany. However, this expression has extended to characterize the economic potential of the entire gay consumer market.

In order for the gay market to be targeted, the market itself must be clearly defined. This is an important step in segmentation as, traditionally, sexuality has not been used as a defining characteristic of market classification. Demographic variables such as age, gender, income level, geography, or class have been used for market classification; therefore, Fugate (1993) - in a study focused on the US gay and lesbian market - determined that sexuality did not determine a viable market segment. However, this study was published over 20 years ago so additional academic research may have altered the general consensus. Most notably, variables pertaining to psychographics – attitudes, beliefs, and opinions – have been used in more modern segmentation studies indicating that, not only do psychographic dimensions help define segments but also can theoretically define entire populations of consumers. Contrary to Fugate, Hughes (2005) argues that a gay segment does, in fact, exist. He does, however, suggest that the segment may be unrepresentative of the entire gay population due to limitations of convenience sampling in his research. Implicit in this is the idea that, with multiple segments, the gay market could be theoretically defined as a population worthy of study itself.

Following this, the question becomes whether or not to address the gay market as merely a segment of a whole or as a population worthy of segmentation itself. Stuber's (2002) arguments may provide the most complete view as he argues in favor of population segmentation through Mucha's (1999) marketing criteria defining a target segment. Categorically, Mucha argues that a target market must have a level of **accessibility, measurability, profitability, stability,** and **homogenous consumer behavior** in order to be viable. While these criteria are similar to other frequent criteria that have been put forward to measure marketing strategies (Wedel, 2000), it is Mucha's framework that has been selected as the basis for this research due to its association with the gay travel industry. In characterizing the gay market, stability and profitability are easily attained, as there are historical references to a consistent gay

presence and the aforementioned DINK hypothesis. Notwithstanding historical difficulties in accessibility and measurability, Stuber argues that over the past few decades, there have been gains in measuring these dimensions. In the case of accessibility, the technological era has ushered increased methods for reaching once entirely hidden segments. Measurability has also improved as social scientists have focused on reaching the gay population more both for economic purposes and sexual health reasons following the outbreak of the HIV/AIDS epidemic (Stuber, 2002).

According to Stuber and Mucha's framework, it seems that the theoretical gay target market falls short of being an identifiable target group as it lacks consistent homogenous consumer behavior. This is supported by Hughes' aforementioned definition of homosexuality allowing for diversity through self-definition. Although stereotypical behaviors are often exhibited (e.g., early adopters of trends, hedonism, aesthetes, etc.) these are often representative of only a portion of the gay population. This finding is, therefore, consistent with the idea that the gay population cannot be merely classified as a segment of the greater population insofar as it contains heterogenous behaviors.

Therefore, it is theoretically possible to create target segments within the greater gay population by segmenting the population based on consumer behavior variables. In an early work, Clift and Forrest (1999) identified two different types of gay travelers: those who sought gay social life and sex while on vacation versus those who identified as gay men but mostly visited non-gay destinations. While illustrative of this segmentation phenomenon from an early perspective, it falls short of describing an accurate picture of the market, as it is limited in its scope. As more research has been done in identifying the greater gay population, it is first necessary to define a theoretical framework that establishes the intricacies and basis of gay consumer patterns.

2.1.3 Framework for Gay Market Characteristics

Due to the diversity of different types of gay men within society, Stuber argues, "there is no such thing as 'gay consumer behavior'" (Stuber, 2002, 93); rather, he proposes a framework (See Figure 1) that explains differences in gay consumer patterns, helping to characterize the population as a whole.

Figure 1. Framework for Identifying Market Characteristics Distinct to the Gay
Population
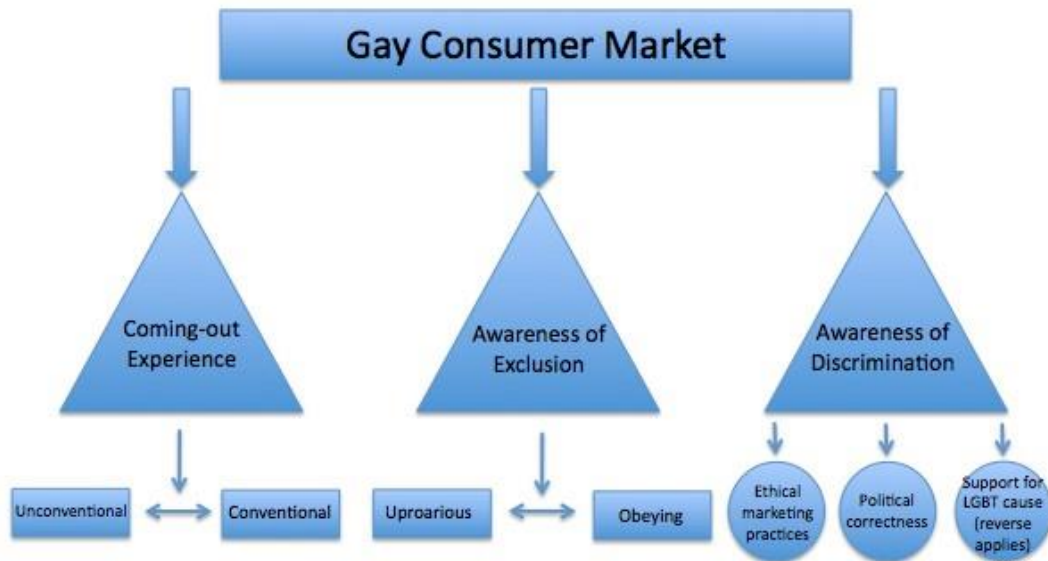
Source: Based on Stuber, M., Clift, S., Luongo, M., & Callister, C. (2002). Tourism marketing
aimed at gay men and lesbians: a business perspective. *Gay tourism: culture, identity and sex*, 88-
124.

Stuber's framework is the theoretical basis for gay consumer behavior and notes three
fundamental commonalities in all gay men, including:

1) A **coming-out** experience (regardless of its scope) whereby an individual
   recognizes his sexuality
2) Awareness of existing **exclusion** from society as a whole
3) Awareness of existing **discrimination** as belonging to a community that is
   more often than not the minority

It is argued that - although these three characteristics are common to gay men - their
individual effects on each member vary within the population. For example, one's
coming-out experience can result in mutually exclusive behaviors more
unconventional or conventional. Following a coming-out experience, this new identity
might inspire a gay man to spend income specifically on gay-themed products;
however, this need not be the case. Different effects pertaining to the awareness of
exclusion can result in either uproarious behavior as a separation mechanism or the
consumer could obey societal norms and blend-in into the greater consumer pool.
Finally, awareness of discrimination brings multi-faceted effects including the
proclivity to support ethical marketing practices, political correctness, charitable
donations to LGBT organizations, and has the reverse effect for any companies

engaging in perceived negative corporate behaviors (Stuber, 2002). It is understandable why the stereotypical gay consumer has become to be known as unconventional, uproarious, and one who strongly supports ethical marketing, political correctness, and LGBT-supportive companies. However, Stuber's framework helps to show the limitations to this definition of a homogenous market as the intricacies of gay consumer behavior lend itself to a wide-range of gay consumers.

The intrinsic complexities of gay consumer theory that often confuse researchers are, in practice, jettisoned in favor of pragmatic segmentation. Sender (2004) refutes the need for any theoretical basis for market segmentation succinctly, "A market segment exists as long as marketers believe it does" (Hughes, 2006, 156). In other words, so long as marketers are able to find distinguishing characteristics that allow for viable – and profitable – segments, they will continue to do so. The academic credibility of such segments is questionable.

2.1.4 The Gay Travel Industry

In order to identify and characterize the segments of the gay travel market, it is important to contextualize the gay market within the industry. This begs the initial questions of why people travel: what is tourism and what is a tourist?

According to the UNWTO, "tourism is a social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes" (UNWTO, 2013, 1). Therefore, a tourist can be defined as an individual who participates in tourism. The UNWTO definition is of particular note to the gay tourist segment as there is a strong emphasis on being outside one's usual environment. Lefebvre (1991) brings awareness to subversive spaces that counteract the heteronormativity of most societies. These spaces can, therefore, be interpreted as tourism spaces.

Haggard and Williams (1992) note the importance that leisure has in the development of identity. Leisure time allows for positive influences in self-development and self-recognition. Tourism is seen as an opportunity for extensive leisure opportunities for the tourist - either unavailable at home or with a greater willingness to participate in such activities. This ties in directly with the idea of gay tourism as critical to the identity formation process.

Expounding on his theories of identity formation, Hughes (1997, 2002, 2005), emphasizes the importance of holidays to gay identity formation. Since gay men, more often than not, live and operate with some degree of secrecy about their sexual orientation, gay travel is seen as an imperative in aggressive societies. Through travel, gay people are able to confirm their identity away from, oftentimes, a perceived oppressive heteronormative society. This process of self-discovery may include (but is not limited to) socializing with other gay men, enjoying the relative freedoms of existing in a gay-friendly environment, being open about one's sexuality, feeling a sense of belonging in a community. Hughes (2006) notes the importance of **gay space**

in this process, as gay men will often travel to find **gay space**. This is described as a concentration of gay-friendly establishments (bars, clubs, saunas, hotels, etc.); however, more generally defined as an area where gay men are able to identify with the greater gay community.

2.2 Gay Travel Motivations

If gay travel is important as a method for identity formation, then what factors define the motivations for gay travel? It is important to theoretically classify these motivations to better understand underlying dimensions of behavior.

2.2.1 Push/Pull Factors

Typical in destination choice theory, are **push factors** (those which inspire the tourist to travel away from home) and **pull factors** (those factors which inspire a tourist to visit a particular destination). It has been well documented that "the reasons why gay men go on holiday are fundamentally no different from those of the rest of the population" (Hughes, 2002, 302). While Hughes' observation may be true much of the time, there are increasingly recognizable differences between the gay population and the heterosexual population. This is consistent with the earlier theoretical framework expounded by Stuber (See Section 2.1.3).

Hughes (2002) notes important differences in push/pull factors for the gay tourism market when compared to the wider tourism market. In line with Hughes' (2006) theory of identity formation, push factors appear to be more important to the gay tourism market. He identifies the most important as:

- ☐ **Social censure** allowing for one to express himself freely
- ☐ Being able to **relate to similar others**
- ☐ **Anonymity**

These push factors tie into the most important identifiable pull factor of availability of gay space. According to Hughes, the existence of gay space is the only unique pull factor to the gay market. However, Hughes continues on to note that gay space as a pull factor is limited in its scope and the definition of which is dependent on the gay tourist in question (Hughes, 2002).

Additionally, it is through different responses to push and pull motivation factors that help to identify and define segments of the gay population through homogenous consumer behavior. In other words, if the component lacking in order to theoretically segment the gay population is homogenous consumer behaviors within segments, by identifying common motivation factors among individuals, homogenous

segments may be distinguished. The end result of this process would be strictly defined gay target segments according to Mucha's marketing (See Section 2.1.2).

2.2.2 Sex Tourism

In recent years, there has been increased focus in researching the gay travel market as a result of the HIV/AIDS epidemic and any link it may have had to gay travel. As a result, much of the early literature pertaining to gay tourism research is based on the discourse of sex tourism and its implications. Not long ago, it was widely assumed that the main – and, in some instances, the singular - motivation for gay travelers was opportunities for sex or sexual liberation. While the opportunity for sex may factor into the destination choice model (as they likely do in the heterosexual population as well), Clift and Forrest (1999, 2002) noted their relative unimportance compared to other variables - such as relaxation or time with family and friends. Since the late '00s, there has been a marked difference in literature as it relates generally to gay tourism research. Recent work identifies the gay population as worthy of research in and of itself without being attached to the discourse of sex tourism. Many arguments can be made as to why this is so; however, this discussion is ancillary to the research question at hand.

2.2.3 Destination Choice Model

Although further discussion of specific motivating factors will follow, theory regarding decision-making processes is important to understand how these factors influence the gay market. Figure 2 offers a destination choice model that can be applied to the gay market. "Choice can be explained as the outcome of the interaction between destination attributes and images, the tourist's motives and values, and time and income constraints" (Hughes, 2002, 300). Therefore, destination choice is ultimately determined by narrowing down tourism opportunity sets (i.e., destination offers) through the interaction of consumer limitations and destination attributes. These destination attributes are defined by the beliefs of the consumer. Um and Crompton (1992) note that beliefs about a destination become classified as either **facilitating factors** or **inhibiting factors** which impact the selection process positively and negatively, respectively.

10

Figure 2. Destination Choice Model
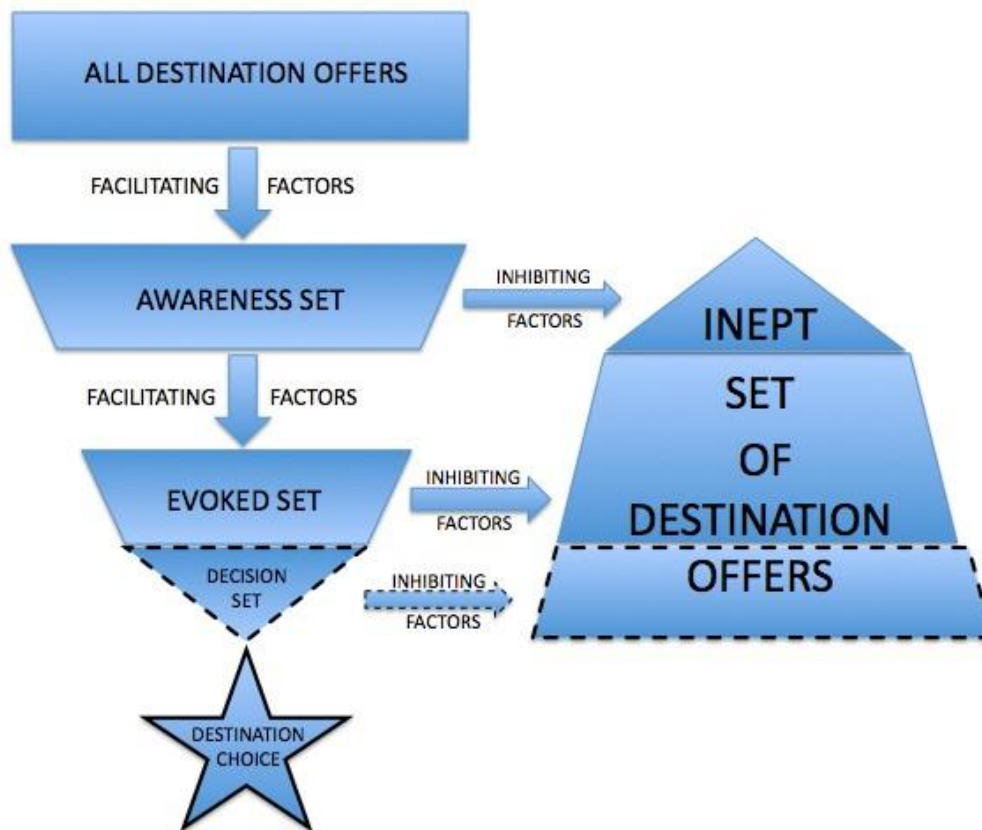
Sources: Adapted from Hughes, H. (2002). Gay men's holiday destination choice: a case of risk and avoidance. *International Journal of Tourism Research*, *4*(4), 299-312.; Stabler, M. J., & Sinclair, M. T. (1991). Modelling the tourism industry: a new approach. *The tourism industry: an international analysis.*, 15-43.; Um, S., & Crompton, J. L. (1992). The roles of perceived inhibitors and facilitators in pleasure travel destination decisions. *Journal of travel research*, *30*(3), 18-25.

Figure 2 shows that the destination choice model begins with all destination offers – including all known and unknown opportunities. Following this is the **awareness set**, impacted only by facilitating factors, as it is impossible to have inhibiting factors related to unknown destinations. Next in the model is the **evoked set** based on both facilitating and inhibiting factors. It is in the evoked set that these factors become synonymous with push and pull motivating factors. Those destinations that are discarded due to inhibiting factors become the initial base of what is known as the **inept set**. Following the evoked set, there may be a more specific set called the **decision set**, depending on the initial size of the awareness set. The dotted lines in the model depict the transience of the decision set (Stabler and Sinclair, 1991). Finally, it appears as though the ultimate destination choice is determined by what inhibiting factors narrow down the decision set. This can easily be understood from a practical point of view. For example, imagine a gay tourist from New York City who has

narrowed down destination choice to a decision set (based on the interchange of facilitating and inhibiting factors) including two very similar beach destinations: Antalya, Turkey and Mykonos, Greece. *Ceteris paribus,* the mind of the consumer sees no difference between the destination offerings; however, Greece is significantly cheaper. In this example, the tourist would choose Greece based on an inhibiting factor of cost as it relates to Turkey.

Interestingly, facilitating factors (or what are thought of as destination pull factors) are more important in determining the earlier, broad-sweeping tourism sets; while, ultimately, it is inhibitors that have more influence in final destination choice. Therefore, Um and Crompton (1992) claim that destination choice can be thought of more as a settling process than an optimization process of desirable attributes.

The inept set is particularly interesting because it appears to be larger in the gay market than in the straight market (Hughes, 2002). Common sense would seem to validate that inhibitors play the ultimate role in destination choice as holiday decisions always seem subject to time, income, distance, or comfort restraints; however, Hughes (2002) espouses the theory that the gay market is subject to additional inhibitors pertaining to anti-gay or perceived anti-gay sentiments. In addition, lack of gay space is proposed as a strong inhibitor as well. This, in turn, increases the number of destinations in the discarded set due to anti-gay images of certain destinations.

2.2.4 Risk Avoidance

Hughes (1997, 2002, 2006) has stressed the importance of **risk avoidance theory** in travel for the gay market. There are many categories of risks that are associated with travel for the general population. Examples of some are financial risks associated with the trip not providing value for money, physical risks associated with physical danger or injury, and psychological risks associated with disappointment. While all risks can be applied to the gay market, Hughes (2006) identifies extra dimensions of risk that are apparent in gay destination choice, including: gay-friendliness, gay-space, and the absence of homophobia. These dimensions are, therefore, important to include in the destination choice model, as gay consumers would likely want to minimize undesirable conditions while traveling.

Relating risk avoidance theory to the destination choice model shows (See Section 2.2.3) that, for the gay traveler, there are added inhibiting factors that contribute to a minimized decision set of destinations. Therefore, travel motivations are theoretically linked to how gay travelers are able to process and conduct risk assessment.

Image formation processes are centrally linked to risk assessment. It goes to figure that a subject must have a negative (or positive) image of a destination in order to judge that location as risky or not. Central to image formation are the ideas of induced or organic images of destinations. **Induced images** are those that come from

direct attempts at creating an idea of a destination. For example, advertising by tourism boards or tour operators are a classic example of induced imagery. **Organic imagery** is achieved through more natural methods such as reading news articles or word-of-mouth (Gartner, 1994).

2.2.4.1 Risk Assessment – Organic Imagery

Both organic and induced imagery are important to the potential gay traveler. Organic imagery pertaining to gay travel destinations can impact risk assessment positively or negatively. This can have very dramatic effects on the desirability of a destination to gay travelers. An example of organic imagery positively impacting the gay travel industry is that of word-of-mouth communication spreading through the gay community. A destination such as Fire Island, New York has benefitted greatly throughout the years from the network of gay men promoting it in New York City. Fire Island does not explicitly advertise itself as a gay destination; however, most gay New Yorkers will know of its gay-friendly status (Fire Island, 2012). As gay social networks have proven to be significant (See Section 2.4.4), word-of-mouth communication allows for risk to be minimized through networks of trust. This, ultimately, impacts the destination choice model by increasing the likelihood of visitors.

Another example of organic imagery is news media. In theory, it has the ability to impact motivations both negatively or positively. But, more often than not, the media portrays negative images of destinations linked to homophobia. One such example is the increasing coverage of anti-gay sentiment in Russia (Elder, 2012). Upon hearing this, it is likely to increase risk assessment in gay travelers when considering Russia as a destination.

2.2.4.2 Risk Assessment – Induced Imagery

If organic imagery is important to risk assessment and destination choice through indirect means of communication then induced imagery is important through direct means of communication. Hughes (2006) notes marketing activities as important to identifying gay-friendly destinations, claiming that, "A primary indicator of gay and lesbian destinations will be advertisements and marketing campaigns by particular places that are aimed at gays and lesbians" (Hughes, 2006, 93). These campaigns most commonly take place in magazines, travel guides, and websites aimed at gay travelers.

Figure 3. Advertisement for Key West Florida appearing on the Passport Magazine
Homepage

Source: Passport Magazine, 2012. Retrieved from http://www.passportmagazine.com/
on July 10, 2013.

Figure 3 shows an advertisement from a prominent gay oriented travel magazine that is published both in print and online. It is a good example of induced imagery whereby a happy, comfortable, attractive – presumably - gay couple is seen shirtless and smiling in the sunshine under the tagline 'We were out before it was in'. This imagery is, therefore, a means of minimizing risk in gay travelers' motivations by suggesting that Key West is a destination where you can be yourself, be happy, and, importantly, that it has a long history of being that way. This induced imagery suggests low-risk with Key West as a destination and is a prime example of advertising aimed at the gay travel market.

While the significance of induced versus organic imagery can be debated, the question remains whether gay travel marketing attempts are optimizing advertising's effects on their target market. Figure 3 depicts the standard approach to gay travel advertising depicting fun, sun, and sex appeal as induced images to the potential gay traveler. However, does this type of imagery only appeal to a particular group of gay travelers – specifically the stereotypical gay travelers as described by the framework

in Section 2.1.3? Furthermore, does this type of imagery exclude other members of the population with different consumer behaviors? Finally, could this type of imagery potentially increase the perception of risk in some gay travelers? For example, perhaps the images of shirtless men are a repellent to some gay men thereby having the opposite effect in image formation from that desired by marketers. This question can further be explored through an investigation of gay market segments.

2.3 Market Segmentation

Market segmentation is performed in industries in order to optimize efforts in targeting consumers. The concept is inclusive of the idea that customer demand has become diversified with the advent of mass production and marketing. The most generally accepted definition of market segmentation is from W.R. Smith (1956), "Market segmentation involves viewing a heterogeneous market as a number of smaller homogenous markets, in response to differing preferences, attributable to the desires of consumers for more precise satisfaction of their varying wants" (Wedel, 2000, 3). The tourism and travel industry is not exempt from the benefits and challenges associated with market segmentation. Therefore, it is no surprise that market segmentation studies have become standard practice in modern tourism research.

Market segmentation is as valuable in tourism as it is in any other industry. According to the UNWTO (2007), "Market segmentation is based on the simple notion that demand for goods is rarely randomly or equally distributed throughout a population" (UNWTO, 2007, 1). This is often referred to as tourism propensity, which suggests that a certain proportion of the population is responsible for the majority of expenditure. The UNWTO further defines market segmentation as "the attempt to pinpoint specific customer groups within larger undifferentiated populations, in order to develop and implement marketing programmes specifically designed for their needs" (UNWTO, 2007, 3). However, segmentation should be considered as much of an art as it is a science. There are many components that must factor into segmentation and the order and importance of these components depend on the results desired. Therefore, there is no clear-cut formula for the proper type of segmentation.

Market segmentation is essentially an empirical question of identification. However, since segments are theoretical constructs, it is important to be sure of the two major components of segmentation: bases (variables that influence individuals within the population) and methods used to define the segments (Frank, Massy, and Wind, 1972). The existence of bases provides the justification for the creation of segments within the wider population. Thus, it is the aim of this study to explore the existence or absence of segmentation bases within the gay male population. Conversely, the aim of this study is not to define segments themselves.

2.3.1 Defining Segmentation Basis

A segmentation basis is "defined as a set of variables or characteristics used to assign potential customers to a homogenous group" (Wedel, 2000, 7). According to Frank, Massy, and Wind (1972) there are either **general** (independent of product) or **product-specific** (tied to consumer and product) bases and then **observable** (can be measured directly) or **unobservable** (inferred) bases. Table 1 depicts the classification of these segmentation bases:

Table 1. Classification of Segmentation Bases.

	General	Product-specific
Observable	Cultural, geographic, demographic and socio-economic variables	User status, usage frequency, store loyalty and patronage, situations
Unobservable	Psycographics, values, personality and life-style	Psychographics, benefits, perceptions, elasticities, attributes, preferences, intention

Source: M. Wedel, *Market Segmentation: Conceptual and methodological foundations,* 2000, p. 7.

Wedel (2000) asserts that not all of these bases are created equally within the framework of market segmentation. For example, it is far easier to identify a general, observable basis such as a participant's income rather than a general, unobservable basis such as a participant's sexual orientation. Therefore, working with certain variables can pose more of a challenge as far as metrics are concerned. **Psychographic variables** – classified as unobservable - are of particular importance to the study of the gay travel market. "In lifestyle segmentation…consumers are first measured along several demographic and psychographic characteristics; a clustering procedure is then applied to the data, to identify groups of consumers that are similar in terms of their values, activities, interests, and opinions" (Wedel, 2000, 19). As the social constructivist view has been espoused of the definition of sexuality, Wedel's classification of bases in market segmentation studies, therefore, includes psychographic variables as viable, notwithstanding their inherent challenges.

Following these classifications, one of the easiest sets of variables to identify is demographic variables. These are variables focusing on inherent characteristics of respondents such as age, income, and residency. Demographic differences are easy targets for explaining differences between segments. However, in a study of zoological park visitors, Andereck and Caldwell (1994) argue that demographic differences aren't that different between segments. Rather, as predicted by the level of

discourse theory – which states that if a researcher restricts the sampling population then variables must also be restricted – they discovered that segment differences were more clearly defined by trip characteristics and psychographic motivations, thereby deemphasizing demographic variables.

This theory can be applied to a market segmentation of the gay population as well. The level of discourse theory would apply insofar as it does not make sense to include certain demographic variables if the sample is being limited to self-identified gay men. For example, the most obvious of these would be the demographic variable of gender. However, this has additional implications to variable selection if combined with Stuber's aforementioned framework of gay market characteristics (See Section 2.1.3). Demographic variables as they relate to the shared characteristics of the gay population (e.g., coming-out experience, awareness of exclusion, etc.) need not be included in the variable selection process as they are considered inclusive to identifying as gay. Ultimately, Andereck and Caldwell's work not only provides a starting point for variable selection for a gay market segmentation study, but also helps to define the importance for non-demographic variable selection.

Research that helps to illuminate the importance of psychographic variables comes from Cha, McCleary, and Uysal (1995). Their factor-cluster segmentation approach of Japanese tourists demonstrates the importance of push motivation factors (psychographic variables) to the segmentation process. This research reiterates the importance of push motivation factors to the gay market as defined by Hughes and Stuber's adapted framework (See Section 2.2). While it should be noted that the general Japanese population would ostensibly have marked differences from the gay population, the theoretical rationale for push motivation factors as the basis for segmentation could be applied similarly.

Reference should be made to theoretical implications of how psychographic variables are identified. In previous segmentation studies, little focus has been given to tourism stakeholders and rarely is the opinion of more than one stakeholder represented. In particular, variables identified infrequently, if ever, are selected based on stakeholder theory. Tkaczynski, Rundle-Thiele, and Beaumont (2010) offer an alternative, two-step approach to segmentation whereby variables are selected based on consultation with destination stakeholders. While this research suggests including diverse perspectives, for the purposes of exploratory research in the gay tourist market, it would be unwise to disregard the body of research pertaining to gay travel motivations.

Leisen (2001) offers an example of tourism market segmentation according to images of destinations held by non-residents. Not surprisingly, it was found that the individuals in the segments with the most favorable image were most likely to, indeed, visit that destination. Leisen explores the formation of destination image in great detail, notably using pull motivation factors rather than push factors. Relating this to the gay tourism population, this methodology would relate well to the notion of

induced versus organic image formation, suggesting that destinations with the most positive imagery would elicit the most visitors (See Section 2.2.4).

2.3.2 Segmentation Methodology

Dolnicar (2004) discusses the differences between *a priori* - or commonsense - segmentation versus *a posteriori* - or data-driven - segmentation. The difference between these two methods are essentially that *a priori* has a pre-determined set of desired segments whereas *a posteriori* is more exploratory in its scope. The accompanying review of tourism market segmentation offered confirms an historical bias in favor of commonsense segmentation. This corroborates with Hughes' theory of top-down segmentation whereby market segments have been created, perhaps incorrectly, at the whims of marketers (Hughes, 2006). Dolnicar's review of tourism segmentation, therefore, begs the question of whether or not exploratory, data-driven segmentation methods can more accurately profile tourist segments.

In a more focused review of market segmentation using data-driven methods, Dolnicar (2002) outlines common methodologies after analyzing 47 identified touristic segmentation studies using *a posteriori* segmentation. This review gives structure to assist in the search for a basis for segmentation. Specifically, Dolnicar notes the helpfulness of pre-processing data through factor analysis; thereby reducing variables into underlying dimensions important for segmentation.

2.4 Gay Market Segments

Although the body of knowledge addressing the gay travel market is admittedly scant, there have been recent attempts at gay market segmentation. This body of research, along with their limitations, is discussed below.

2.4.1 Perspectives on Motivations and Segments in the Gay Travel Market

Hughes (2006) notes that most knowledge is based on marketing perspectives in the desire to create or push the existence of a market for economic gains. While he agrees that there are differences between the holidays of homosexuals and holidays of heterosexuals he argues, "much of what is written about gay and lesbian tourism is speculative or based on sources whose reliability may be questionable" (Hughes, 2006, 203). Obviously, this poses a conspicuous limitation as far as adding to a body of existing knowledge that may, in fact, be a faulty or incomplete body of knowledge to begin with. That being said, there has been some recent work published from which to base this research.

Stuber and Hughes' combined assessment has already provided the theoretical means for segmenting the gay travel market. While earlier works attempting

segmentation (Fugate, 1993) may have concluded as to its futility, it is clear that these conclusions are today considered inaccurate and, at times, politically incorrect. Fugate's work is, however, still useful in defining the parameters of what constitutes a gay segment and noting the market potential of segmentation in different sectors.

One of the earliest works that set to exploring the gay tourist market was Pritchard, et al.'s (1998) precedential study on the emergence of the gay consumer. This work laid out the importance of space and place to the gay tourist with specific reference to the impact of large-scale events and festivals. Albeit limited in its scope due to the early nature of its publication, specific reference to the idea that multiple segments within the gay population might exist, "Describing the 'gay' market as some monolithic whole overlooks profound distinctions between gay men […] and between younger and older age groups" (Pritchard, et al, 1998, 275). This is particularly groundbreaking as it was written at a time when the gay consumer had only just begun to be targeted for economic purposes in North America while there was little to no attention in the European, Australian, or other modern day gay markets.

One of Hughes' (1997) early works helps to define gay travel and contextualize its importance in identity formation. Stating that gay men need to travel in order to confirm their identity, Hughes presents the idea of a multifaceted travel experience whereby implicit segments can be inferred. Central to this is the process of identity formation, which is an oft-cited purpose for travel for the general population and not limited to the gay population. However, the process of identity formation may be more limited in its context owing to Hughes' analysis of risk assessment for the gay traveler.

Among the most influential works in the field was offered by Clift and Forrest (1999). At the time, this was a benchmark study that demystified the gay travel market. Admittedly limited in scope (due to difficulties in achieving a representative sample), this study was the first to scientifically identify gay holiday motivations and destinations. These provided the basis for segmentation. Notable were the dimensions of gay social life and sex, culture and sights, and comfort and relaxation; however, it should be mentioned that the most striking conclusion was the gay market's relative similarities to the heterosexual market. Notwithstanding the lack of an explicit aim to segment the gay population, Clift and Forrest successfully managed to distinguish some important variables for future segmentation studies through survey analysis. However, advancements in sampling techniques and empirical analysis leave much room for further research.

Hughes' (2003) research focusing on marketing a destination as a gay destination in Manchester, UK introduced new concepts to the literature. Firstly, he extended his theory of risk avoidance by identifying that risk factors become limited if there is favorable imagery about a destination. This can be espoused through induced imagery if a destination so chooses to market itself as gay-friendly. The impacts of a gay tourism campaign on an urban landscape are addressed, noting the potential de-gaying of an urban landscape through the touristification of gay space.

Finally, Hughes recognizes that despite theoretical problems with segmentation on the basis of sexual orientation, it appears viable to do so simply because marketers find it economically advantageous to do so in a city like Manchester.

Hughes' research is corroborated by Sender's (2004) controversial book, *Business, not Politics: The Making of the Gay Market*, whereby she argues that gay marketing has created a non-comprehensive, single-market with stereotypical imagery that engenders the exclusion of others belonging to the population. She argues that although marketing has helped to create a desired sense of gay identity, it has also had the effect of distorting queerness to only belong to a selection of the population. Countering this claim is Kolko (2003) who argued that one marketing approach could be used for the population if addressed as a whole. Kolko's theory is shortsighted as distinct differences in travel motivations between gay and lesbian travelers have been identified (Sender, 2004).

Adding to the discourse on gay men's travel motivations is Casey's (2009) research in Australian gay men's travel habits. This study, albeit geographically homogenous, confirmed that sexual identity plays an important role in travel motivations through qualitative interviews with gay men. However, it reiterated the notion that the gay tourist experience has been marketed as depicting a specific type of gay male tourist: rich, educated, and highly mobile. This is argued as a marketing bias in favor of demographic factors relating to social class and socio-economic income; moreover, meaning that "not all gay men are targeted by the travel industry or are able to travel" (Casey, 2009, 169). As noted, the limited number of qualitative interviews suggests that more research can be done in exploring these conclusions. Notwithstanding Casey's commendable work on a small segment of a homogenous population his work cannot be representative of the greater gay population due to sampling biases.

Hughes and Deutsch (2010) extend the discourse by pointing out important issues in gay tourism research pertaining to an age demographic. Most gay travel studies focus on travel motivations of a younger demographic due to the fact that marketers had primarily focused on a more youthful audience in search of established gay travel offerings related to gay space. Hughes and Deutsch note the inherent fallacy of this, stating that, "On the plausible assumption that ages of gays approximate those of the rest of the population, younger age groups are over-represented" (Hughes and Deutsch, 2010, 454). Through qualitative methods, Hughes and Deutsch identify different holiday motivations related to older gay men – notably the focus on gay-friendliness rather than existence of gay space. In addition, similarities between heterosexual holiday-takers were noted; however, those interviewed expressed that there were, indeed, opportunities for travel specialists to target an older gay men's market. This study is critical for a few reasons. Firstly, it offers the first example of successfully indentifying a niche market of the gay tourist population as a whole. While earlier literature may have alluded to the possibility of segments of the gay population, none had successfully identified variables,

demographic or otherwise, that make it unique. Next, it reiterates the sense that these segments can be compared – inclusive of comparison both to other homosexual segments and/or heterosexual segments. Finally, it confirms the theoretical purpose and economic prospects of segmenting the gay tourist population. The subjects of the study agreed that, generally speaking, gay travel marketing is targeted at a homogenous gay population – perhaps including some motivating factors of older gay men (as would be true of any market) but with a certain amount of inaccuracy. This is assumed to be the case for many other gay tourist segments; however, this is yet to be confirmed.

Even more recently, Blichfeldt, Chor, and Milan (2011) reiterated the notion that gay market segmentation is far more complex than one or two simple segments. They argue that it hinges on group membership being fluid and flexible which is to say that the gay tourist market will not restrict itself only to destinations commonly labeled as gay. One gay tourist may choose to identify in a community that fits nicely in a gay marketing segment at one point in time, but may make completely contrary decisions at another point in time. Through qualitative interviews with gay men motivating factors were exposed – discovering that factors are as varied in the gay tourist market as the heterosexual market, with primary importance on interest variables and secondary interest on gay identity variables.

In recent research, Gorman-Murray, Waitt and Gibson (2012) questioned the historic notion that gay tourism is demarcated between movement between urban centers with established gay space and rural ancillaries also with established gay space. Implicit in this is the assumption that gay culture has long been established in an urban or cosmopolitan environment. The changing notion of the **rural idyll** – a term that "recognizes rurality as a social construction" (Gorman-Murray et al., 2010, 69) – explains how gay tourists have hybridized the ideas of rurality and urbanity. In effect, this no longer dichotomizes the gay tourism offering and questions the historical notion of gay culture existing only in urban environments.

2.5 Sampling the Gay Population

The aforementioned studies - working towards an understanding of gay segments and definition of those segments through motivating factors– point out an important bias**: sampling techniques**. "Sampling has been the single most influential component of conducting research with lesbian, gay, and bisexual populations. Poor sampling designs can result in biased results that will mislead other researchers, policymakers, and practitioners" (Meyer and Wilson, 2009, 1). It comes as no surprise that empirical studies pertaining to the gay population have the added burden of identifying subjects that fit the demographic. There are no definitive ways to tell if a man wandering down the street fits the sample profile without explicitly asking him. Even then, due to the sensitive nature of sexual orientation and identity, individuals

may not openly express themselves in empirical studies. Therefore, great care and thought has to be given as to methods for sampling gay men.

2.5.1 Definition of Hidden Population

The gay population can, therefore, be known as a **hidden population**. According to Heckathorn (1997), a population is hidden when it satisfies two criteria. First, there is no sampling frame, which means that the size and parameters of the population remain unknown. Secondly, there are concerns related to an individual's privacy that ultimately impact the reliability of respondents' answers. The question then becomes how best to employ empirical studies with sampling circumstances that are less than ideal.

2.5.2 Fundamental Challenges of Sampling a Hidden Population

Harry (1986) was one of the first to note the challenges associated with sampling gay men for empirical research. Specifically, difficulty was found due to biased sampling sources (e.g., homogenous locations because that was all that was available) and bias in age of the subjects. It was found to be much easier to find younger gay men at gay venues, as they were more likely to be participating in gay culture. While Harry initiates an important dialogue, it should also be noted that much time has lapsed since his original research and, therefore, much has changed.

One of the fundamental issues with sampling gay men is the lack of a definition of the population as a whole. Sell and Petrulio (2010) offer an analysis of the issues pertaining to sampling gays for empirical research by analyzing the representativeness of the samples for the whole of the gay population. They conclude that samples are inconsistent within different journal articles due to lacking conceptual definitions. Meyer and Wilson (2009) have also noted that definitions vary within the population itself and "several definitions may be defined" (Meyer and Wilson, 2009, 24), thereby confusing any legitimate sampling techniques. They conclude that the only proper definition is that which is operationally accurate for the purpose of the study (Meyer and Sell, 2009). Therefore, a strong conceptual definition of the population is advised before undertaking any research. A strict definition will allow for operational identification and a discussion of how the sample may differ from the espoused conceptual definition. As noted in Section 2.1.1, Hughes' definition is the operational definition for this research.

The challenges noted by Sell and Petrulio were confirmed years later by Meyer and Wilson (2009) who reviewed a series of studies focusing on lesbian, gay, and bisexual populations with noted biases due to opportunistic sampling. While they argue that LGB studies using probability sampling – the paramount technique in most researchers' opinions – is not impossible, the main reason why it is not used is its

exorbitant cost. Due to the minority status of LGB populations, it is extremely costly to acquire a representative sample of the target population, even when other techniques like random digit-dialing (RDD) targeting specific geographic areas friendly to gays are used. Therefore, non-probability sampling remains the most reasonable and commonly used type of sampling.

Meyer and Wilson (2009) further identify potential biases related to non-probability samples in LGB research studies. The benefit of non-probability sampling is that, while being cost efficient, it can also be representative in studies related to hypothesis testing rather than parameter testing. However, without sufficient variability and potential other biases like volunteer bias, a non-probability sample could still fall victim to inaccuracies if the sample is not representative of the whole population. Finally, they note that, while random sampling is ideal, it is assuredly difficult with a hidden population like the gay population. Therefore, the conclusion brought forth by Meyer and Wilson is that there is no clear-cut method for accurate sampling. This is a result that both probability sampling and non-probability sampling have their advantages and disadvantages as related to each individual research study.

Hughes (2006) addresses the lack of comparison that has been done between gay empirical studies and the rest of the population. While results can still be prescriptive to specific target segments within the gay population, the isolation of the data suggests that sweeping comparisons are unfounded. He notes some surveys that have attempted a comparison, however, the results are unreliable due to sampling errors. With samples that are unrepresentative of the population, it would be irresponsible to make comparisons to other populations.

2.5.3 Non-probability Sampling for Hidden Populations

There are a few sampling methods that prevail in studies dealing with hidden populations. These more common forms of non-probability sampling are offered by Heckathorn (1997) and Meyer and Wilson (2009) as a base for understanding an alternative means of sampling, namely respondent-driven sampling.

Firstly, **snowball sampling** (also known as chain referral samples), is commonly used to identify hidden populations. This technique ideally selects a randomly chosen subset as initial contacts and then these respondents identify a selected number of additional respondents who also fit the sample criteria. These second-tier respondents are then asked to participate and the same process continues *ad infinitum* until the target sample is obtained (Heckathorn, 1997, 174). This technique is criticized for a few reasons. Firstly, the emphasis that it places on the initial subset of respondents who may or may not be found randomly presents the opportunity for extreme bias. Secondly, it focuses on cooperative subjects. Thirdly, respondents in the higher tiers may select additional respondents in a biased manner by protecting people closest to them. Finally, respondents with larger social networks will often be overemphasized in the sample (Erickson, 1979, 299).

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Secondly, **key informant sampling** has been utilized as a technique for investigating hidden populations. This is the method whereby particularly knowledgeable respondents (e.g., professionals working with the members of the population) are selected and asked about specific behaviors common to the hidden population, thereby reducing exaggeration and/or the tendency to lie about unsavory behaviors. Noted biases from this method include professional bias, lack of sufficient knowledge, and the fact that professionals may not interact with randomly selected individuals (Deaux and Callaghan, 1985).

Finally, **targeted sampling** offers a technique that tries to make up for the biases in snowball sampling through a two-step approach. The first step includes attempting to map out the population being targeted and then a pre-determined sample is solicited at sites where the population is likely to be found (Watters and Biernacki, 1989). This approach has the added value of randomizing the respondents rather than relying on referrals as in snowball sampling. Targeted sampling seems to have been the traditional method of choice for most studies sampling the gay population. This is likely due to the fact that most gay spaces can be clearly identified; moreover, it figures that members associated with the target population will likely be present in these locations. However, as Watters and Biernacki (1989) point out, there are challenges with this technique including certain limitations posed by the establishments: opening hours, locations, and recruiting strategies at specific places. Meyer and Wilson (2009) offer a slightly different technique building on targeted sampling known as **time-space sampling**. The difference is that patterns of attendance at specific venues are mapped out and then a sampling frame – in the form of a calendar – is created to allow for randomized sampling times. This would ensure that a diverse sample of the population engaging with the targeted sample would be selected. However, Meyer and Wilson note that the main problem with this technique is that it is operationally difficult to conduct data collection at such precise times.

However, there is a more significant bias related to targeting the gay population at venues specified as gay venues. Clift and Forrest's (1999) study sampled the gay population through targeted sampling techniques; however, it was pointed out that this technique makes the assumption of participation in the sample. In other words, sampling gay men at gay-themed establishments will only result in a sample of gay men who attend gay-themed establishments. Thus, it is argued that this sampling technique may only be representative of the hidden population that participates in gay culture rather than the population as a whole.

2.5.4 Sampling Techniques of Hidden Populations

As an alternative to the previous three techniques, Heckathorn (1979) offers **respondent-driven sampling** (RDS) as a way of minimizing bias in sampling hidden populations. Key to successful respondent-driven sampling is the idea of incentives. Therefore, the structure of the sampling is no different than snowball sampling;

however, there is the added bonus of receiving an incentive (whether material or non-material) for the number of referrals (as well as their subsequent referrals) that one respondent may be able to convince to complete the study. This has the effect of minimizing gaps and biases in the referral chains of snowball sampling by increasing cooperation. Meyer and Wilson (2009) reiterate Heckathorn's RDS technique and argue that this method is best for making unbiased population estimates as it doesn't rely on specific venues but, rather, on social networks. While Heckathorn's method is likely to increase participation, unfortunately, limitations of time and cost often fail to provide incentives beyond verbal affirmation.

A recent defense of the snowball sampling technique is that hard-to-reach populations – which may be ostensibly different than hidden populations insofar as Heckathorn's second descriptor (issues related to privacy) need not apply - are best reached indirectly through their respective networks. McCormick (2011) affirms this argument by arguing for mental-link tracing designs, which are essentially chain referral samples with the slight modification that respondents are asked about connected vertices rather than asked to approach referrals directly. Not only does he argue that snowball sampling - inclusive of Heckathorn's respondent-driven sampling technique – is the best way to reach respondents, but he also presents how this sampling technique can better estimate the size of a hidden population as well (McCormick, 2011, 7). This research will not attempt to define parameters of the population since travel motivations are assumed to be unaffected by population parameters.

However limiting a lack of incentives is to Heckathorn's respondent-driven sampling, the increases in technology since his espoused theory add a significant advantage to sampling hidden populations. Buhalis and O'Connor (2005) address the radical changes in the tourism industry thanks to recent advances in information communication technology (ICT). While these changes are notably helpful at the operational level – with E-tourism and the Internet supporting the relationships between consumer and supplier – the influence of ICT advances on data sampling should also be mentioned. With a hidden population such as the gay market, the ability to reach out to it through the Internet will indubitably allow for easier and more comprehensive access. In addition, Kolko (2003) noted that the gay population tends to be early technology adopters and, therefore, more likely to engage with new types of media.

Meyer and Wilson (2009) argue benefits of web-based sampling. Firstly, it is easier to find respondents who may have been overlooked (e.g., rural, international, non-participatory members of the hidden population). Additionally, web-based sampling can easily be used in conjunction with other forms of sampling techniques. For example, when combined with a snowball sample or RDS, the sample can be more extensive and representative. However, there remains a web-based sampling bias insofar as a digital divide separates those who use the Internet and those who do not. In addition, there are differences between active and passive recruitment on the

Internet where active recruitment is defined by directed messages to potential respondents and passive recruitment is defined by offering hanging advertising to lure potential respondents to a survey. Regardless of methodology, these technological advancements make the connections between chain referral sampling easier and incentives can adjust as a result. Therefore, current research samples may have the possibility of being more representative than those of their predecessors.

3 METHODOLOGY

Exploratory research investigating gay men's travel motivations was conducted through a two-phase process including qualitative and quantitative data. Phase 1 consisted of qualitative interviews with gay travelers and industry stakeholders in order to explore variables that may impact gay travel motivations and, ultimately, provide the basis for market segmentation. The results of Phase 1 were summarized and used to inform the research of Phase 2. Phase 2 consisted of quantitative data analysis following a survey of gay travelers that further explored demographic and psychographic variables impacting gay travel motivations. Phase 1 and Phase 2 were compared at an aggregate level and conclusions as to segmentation bases were drawn from this analysis.

A more in-depth description of the methodology for each phase is described below. This is immediately followed by the related data analysis in order to facilitate ease of understanding. The aggregate results of Phase 1 and Phase 2 follow this in a subsequent analysis section.

4 PHASE 1 – QUALITATIVE RESEARCH

4.1 Phase 1: Methodology – Qualitative Research

Structured interviews with gay men and stakeholders were conducted first. The aim of these interviews was to identify variables relating to gay travel motivations. Although the critical literature review exposed studies that had already identified important push motivation variables (See Appendix A: Push Motivation Variables from Previous Segmentation Studies), it was deemed appropriate to reevaluate these variables due to sampling biases. The importance of the stakeholder perspective in variable selection was noted earlier; therefore, including their opinions was an attempt to further illuminate gay travel motivations.

Stakeholders were identified through Internet research and interviews were conducted both in person at ITB Berlin (a large tourism trade show) and through email. Their involvement with gay tourism ranged from being hoteliers, tour

operators, DMO officials, and IGLTA representatives. Since self-identified gay men are more difficult to find, the initial qualitative data was limited to acquaintances of the researcher and; therefore, a convenience sample was used for this initial stage. It should be noted, therefore, that this bias represents a significant limitation to the data. Interviews with gay men were conducted face-to-face and through email correspondence. Appendix B: Structured Interview Outline shows the structure of interview questions that were designed to elicit a wide-range of responses pertaining to gay travel motivations and experiences. In total, there were 15 interviews with gay men and 12 interviews with stakeholders. Appendix C: Structured Interview Responses offers the full transcript of results of these interviews.

A list of 46 existing push motivation variables was created from previous tourist segmentation studies. There was no intention that all of these variables would prove to be significant; however, it was important to code for a wide range of potential variables that might emerge from the interviews. With the conclusion of the interviews, content analysis was used on the qualitative data in the transcripts in order to deductively reason whether or not these variables were, indeed, significant. Due to the existing variables a directed approach to content analysis was deemed appropriate. The directed approach meant that coding was done through hypotheses based on existing theory as the framework for analysis. This approach is in contrast to a conventional or summative approach to content analysis (Hsieh and Shannon, 2005). Upon comprehensive coding, any mention from an interviewee of the specific variable was then counted and an aggregate final tabulation of all interviewees was collected.

The process of directed content analysis acted as a confirmatory process for variable selection. After content analysis, the variables were ranked in order of importance by three different samples: gay men, stakeholders, and an aggregate sample set. A significance value of .3 was used to deem the variable as important to gay travel motivations. Twenty-eight push motivation variables were selected for the second phase of research based on these criteria.

In addition, content analysis of the interviews provided for substantive variables that could also be incorporated in the quantitative analysis pertaining to Phase 2. These variables were identified in order to better define motivations and the basis for segmentation. In total, 18 additional substantive variables were identified.

4.2 Phase 1: Qualitative Data Analysis

The results from the qualitative interviews with gay men and stakeholders can be categorized by two different sets of variables. First are the responses that, through directed content analysis, helped to confirm significant push motivation variables to be included in the survey for Phase 2. These full results are offered in Appendix D: Content Analysis of Qualitative Interviews. Next, the interview results allowed for

more substantive variables to arise that might help further illuminate and characterize the basis for gay travel segmentation. These results are summarized in Appendix E: Observations from Qualitative Interviews.

4.2.1 Push Motivation Variables

Owing to the directed nature of the content analysis, the 46 push-motivation variables originally coded for from the research-based list proved not to fully encompass the responses from the interviewees. Interestingly, four additional push-motivation variables emerged throughout the interviews that had not been part of the original variable set. These variables were: *'get away from the 'tourist trail'', 'opportunities for shopping', 'experience solitude',* and *'avoid homophobic destinations'.* These four variables were also added to the coded list and crosschecked throughout the other interviews to see if they would be significant enough for variable selection. They are noted as additions in the aggregate list in Appendix D: Content Analysis of Qualitative Interviews.

The most common variables mentioned were those pertaining to the inherent value of travel itself. *'Experience new and different cultures'* was mentioned by 65.4% of all respondents (53.3% of gay men, 75% of stakeholders), *'to go to and explore new places'* was also mentioned by 65.4% of all respondents (66.7% of gay men, 58.3% of stakeholders), *'escape from everyday life'* was mentioned by 61.5% of all respondents (73.3% of gay men, 41.7% of stakeholders), and *'to go sightseeing'* was mentioned by 46.2% of all respondents (40% of gay men, and 60% of stakeholders).

The next most common types of variables to be mentioned were those pertaining to relaxation and the inherent qualities of place. *'Beaches'* were mentioned by 53.8% of all respondents (53.3% of gay men, 50% of stakeholders), *'weather'* was mentioned by 50% of all respondents (46.7% of gay men, 50% of stakeholders) and *'to relax'* was mentioned by 42.3% of all respondents (46.7% of gay men, 33.3% of stakeholders). Following the inherent value of travel itself, these variables show that gay men's travel motivations are not that dissimilar from what one might expect the general population to value. This is summed up nicely by a response from a gay man, Miguel, "My main reason to travel is to relax, see new things, and distract myself from my everyday routine". A high number of stakeholders also agreed with this claim. Dietmar - an owner of a gay inn and sauna – simply stated, "gays have the same motivations as heteros". These opinions correlate well with earlier theory stating that gay motivations aren't so different from heterosexual travel motivations (See Section 2.2).

However, one of the most interesting results of the interviews was the difference in the responses of gay men versus the responses of the industry stakeholders – most notably the emphasis on which stakeholders put on different travel motivations between straight and gay travelers. An official from the IGLTA

said, "The basic motivations of the gay traveler are no different; however, the reasons for which the gay traveler is attracted to a specific destination differ from those of the straight traveler". Stakeholders seemed more likely to emphasize variables pertaining directly to gay culture and gay identity – **gaycentric variables** - than gay men were. For example, stakeholders were more likely to cite *'to be somewhere gay friendly'* (100% of stakeholder respondents) as important compared to gay men (60% of gay male respondents). This is in line with 50% of stakeholders who mentioned the travel motivation variable *'to avoid homophobia'* while surprisingly no gay men mentioned an avoidance of homophobia as a motivation to travel. In fact, this proved to be the most divisive variable between the two groups, suggesting that stakeholders believe the existence of homophobia at home to be a motivating factor whereas gay men do not. In addition, 50% of stakeholders mentioned the variable *'in search of gay space'* while only 26.7% of gay men noted its importance.

Hughes' theory that travel is a form of identity formation (See Section 2.1.1), was supported by 50% of stakeholders who found the variable *'free to act the way I feel'* more significant than their gay male counterparts (33.3%). However, gay men corroborate the identity formation theory through the socialization variable *'meet and socialize with people with similar interests'* as 46.7% of them note its importance along with 41.7% of stakeholders.

Finally, a difference between stakeholders' opinions is in their mention of *'opportunities for shopping'* (16.7%) while no gay men mentioned it as a motivating factor. This is interesting because it was a variable that emerged as a result of stakeholder interviews, apart from the pre-determined list from previous travel research. Similarly, stakeholders emphasize *'indulge in luxury'* (33.3%) more than their gay male counterparts (20%).

If observations of stakeholders can be generalized, it appears as though there is a more gaycentric, hedonistic, and consumerist view of gay tourist motivations compared to opinions of gay men of these same variables. When asked about the tourism offering of traditional gay destinations, an Icelandic LGBT travel expert simply cited, "sea, sun, sand, and sixpacks!" updating the sea-sun-sand mass-tourism moniker to include a reference to the sexualized nature of the gay travel scene.

While not entirely devoid of this perspective, it seems that the gay men interviewed have less gaycentric and hedonistic opinions when it comes to their own travel motivations. While some gay male respondents, like Aaron, claimed that, "Being gay does factor into my destinations because places need to be gay friendly", others like Kevin argued that, "I look for places that I can enjoy with my partner and the fact of our being gay doesn't really matter to us". This relative de-emphasis of gaycentricity (compared to stakeholder opinions) seems concomitant with the notion that other motivation variables are more significant to gay men.

The most mentioned variables by gay men were those related to the context of whose company they might be traveling in. For example, *'to spend time with a partner'* was cited by 73.3% of gay men while only 25% of stakeholders noted its

importance. *'Travel with friends'* was similarly important to gay men with 66.7% noting it while no stakeholders mentioned it at all. Finally, one of the leading motivating factors of all travelers, *'to visit friends and relatives'*, was similarly emphasized by gay men (46.7%) while being less emphasized by stakeholders (16.7%).

Another difference to emerge from gay male responses versus stakeholder responses was that of activities as motivating factors. For example, *'to experience good food'* was mentioned by 46.7% of gay men and 25% of stakeholders, *'to visit historical heritage sites'* was mentioned by 46.7% of gay men and 16.7% of stakeholders, *'dramatic or beautiful landscapes'* was mentioned by 40% of gay men and no stakeholders, *'view wildlife and nature'* was mentioned by 33.3% of gay men and 8.3% of stakeholders, and *'to visit galleries/museums'* was mentioned by 33.3% of gay men and 25% of stakeholders. All of these variables pertain to specific activities a tourist can do while on holiday and were emphasized more by the tourists themselves rather than their stakeholder counterparts.

The final pattern to emerge in differences between gay men and stakeholder opinions relates to an avoidance of traditional tourist activities. Numerous gay men noted opinions similar to Spencer's, "I am finding now that I prefer more remote locations…to be able to relax a bit and experience an environment different from what I live in day to day without too many people". These types of comments were the basis from which the variables *'to avoid the 'tourist trail''* and *'experience solitude'* were added to the coding list. Therefore, it is unsurprising that the emphasis for these variables should be on gay men's opinions rather than stakeholders. *'Experience solitude'* was mentioned by 33.3% of gay men and 8.3% of stakeholders, *'avoid the 'tourist trail''* was mentioned by 33.3% of gay men and no stakeholders, and *'avoid gay culture'* was mentioned by 33.3% of gay men and no stakeholders.

It is evident that stakeholders stress gay themes as more important to gay travel motivations than their gay male counterparts. However, it is important for data analysis that this bias is contextualized. For example, gay stakeholders may want to overemphasize the impact of gay culture and gay space as it is in the best interests of their industry and enterprises. In addition, they may have a narrow opinion of gay men as they primarily interact with gay men who are actively participating in gay culture. Similarly, gay men may have the tendency to under-report the true nature of their holiday motivations out of fear of persecution, embarrassment, changes in their holiday patterns, or simply being unaware of what they're actually motivated by. Therefore, biases for both categories of respondents present significant limitations to these results.

Notwithstanding ingrained biases, the differences in opinions between stakeholders and gay men were significant enough to suggest that the results of content analysis be considered at not only an aggregate level but individually as well. Appendix F: Results of Variable Significance from Qualitative Interviews shows the differences in significance values for each variable as it relates to the aggregate, gay

male, and stakeholder samples respectively. Therefore, the final variable selection used a significance value of .3 for aggregate results, gay male results, and stakeholder results. The final selected variables follow in Table 2, below:

Table 2. Significant Motivation Variables after Qualitative Analysis

Aggregate Rank	Aggregate Sig. Value	Gay Men Sig. Value	Stakeholder Sig. Value	Selected Variable
1	0.81	0.60	1.00	Be somewhere gay-friendly
2	0.65	0.53	0.75	Experience new and different cultures
2	0.65	0.67	0.58	Go to and explore new places
4	0.62	0.73	0.42	Escape from everyday life
5	0.54	0.73	0.25	Spend time with partner
5	0.54	0.53	0.50	Spend time at a beach
7	0.50	0.40	0.58	Feel a sense of personal safety
7	0.50	0.47	0.50	Experience different weather
9	0.46	0.47	0.42	Meet and socialize with people with similar interests
9	0.46	0.40	0.50	Go sightseeing
9	0.46	0.33	0.58	Experience fun night life
12	0.42	0.47	0.33	Relax
12	0.42	0.47	0.33	Pay a competitive price for the holiday
12	0.42	0.33	0.50	Be free to act the way I feel
15	0.38	0.67	0.00	Travel with friends
15	0.38	0.47	0.25	Experience good food
15	0.38	0.27	0.50	Search for gay space
18	0.35	0.47	0.17	Visit friends or relatives
18	0.35	0.47	0.17	Travel to historical heritage sites
20	0.31	0.33	0.25	Visit art galleries/Museums
21	0.27	0.20	0.33	Indulge in luxury
21	0.27	0.20	0.33	Have fun, be entertained
23	0.23	0.33	0.08	Experience solitude
23	0.23	0.40	0.00	Enjoy beautiful landscapes
23	0.23	0.33	0.08	View wildlife/nature
23	0.23	0.00	0.50	Avoid homophobia
27	0.19	0.33	0.00	Avoid gay culture
27	0.19	0.33	0.00	Get away from 'tourist trail'

Table 2 shows the various significance levels attached to each variable by each different sample of interviewees. Those cells shaded in gray define variables that meet the .3 significance level deemed appropriate to designate a variable as meaningful to gay travel motivations.

Interestingly, by separating gay male opinions from stakeholder opinions, it is clear that certain variables were deemed significant that might not otherwise have been if only analyzed at the aggregate level. Notably, *'indulge in luxury', 'have fun, be entertained',* and *'avoid homophobia'* were significant as a result of stakeholder

opinions only while *'experience solitude', 'enjoy beautiful landscapes', 'avoid gay culture', 'get away from the 'tourist trail''* and *'view wildlife/nature'* were significant as a result of gay male opinions only.

4.2.2 Substantive Variables

In addition to the push motivation variables, other notable results came about after the qualitative interviews with gay men and stakeholders. Rather than ignore these comments, they were synthesized as substantive variables in order to be used later to further define gay travel motivations.

A log of research notes was kept while conducting and analyzing the qualitative interviews (See Appendix E: Observations from Qualitative Interviews). These observations were then turned into substantive variables in order to be explored in Phase 2 of research. Table 3 shows the substantive variables that were identified through this process:

Table 3. Significant Substantive Variables after Qualitative Analysis

	Substantive Gay Travel Variables
1	I travel in order to express my true identity.
2	When I travel, I often avoid gay culture.
3	When I travel, I often avoid gay space.
4	When I travel, I often participate in gay culture.
5	I avoid gay culture when I am home, but seek it when I am away.
6	My attitudes about gay culture while on holiday are different depending on my relationship status.
7	I would avoid traveling to destinations known for being homophobic.
8	I regularly have sexual encounters with someone other than my partner while on holiday.
9	Safety is a big concern when I'm holiday, specifically because I'm gay.
10	I look forward to traveling in order to avoid homophobia at home.
11	My group of friends influences where I travel.
12	I seek gay culture when I am home, but avoid it when I am away.
13	I have or I would change my behavior while traveling due to the noted unfriendliness toward homosexuality in a destination.
14	I have or I would change my behavior while traveling due to the availability of gay culture in a destination.
15	I feel completely accepted at home.
16	I feel completely accepted away from home.
17	My attitudes about gay space while on holiday are different depending on my relationship status.
18	I have participated in gay culture event although that was not my intention.

The substantive variables selected address other issues pertaining to gay travel that the push motivation variables may have overlooked either because they do not categorize as a push motivation variable or because their significance levels were too low. For example, the notions of changing ones behavior while traveling or feeling

accepted at home cannot be categorized as push motivation variables yet may be significant variables in the destination choice process. Similarly, variables related to romance and sexual encounters weren't significant enough in the push motivation variable analysis; however, have historically been targeted as influential in the gay travel market. Therefore, these variables were deemed worthy of inclusion in a later survey in order to determine whether they were significant in the destination choice process.

5 PHASE 2 – QUANTITATIVE RESEARCH

5.1 Phase 2: Methodology – Quantitative Research

5.1.1 Survey Creation

A survey (See Appendix G: Gay Travel Motivations Survey) was created based on important demographic variables as well as the push motivation and substantive variables selected as a result of Phase 1 (See Section 4.2). The demographic variables had individualized data collection techniques depending on the question. For example, the question of age was left to be an open response with year of birth rather than pre-determined categorical age groups while the question related to household income levels offered pre-defined income brackets due to the highly variable nature of the question. The demographic variables that were included in the survey were related to age, permanent and current residency, size of settlement in which respondents live, level of education, employment status with a follow-up to type of employment, household information (including partnership status, children, and dependents), income level, sexuality (definition of sexuality and level of openness), and an estimate of how many leisure trips taken per year. These were considered important in survey creation based on theoretical claims made about the gay travel market in Section 2.

Following the demographic variables were questions related to push motivation variables. These were altered linguistically so that they would fit the survey structure. For example, rather than asking respondents to rank a hanging variable such as 'get away from the tourist trail', it was linguistically altered to a gerund form in order to finish the sentence: **When I travel, I am motivated to visit a destination by…getting away from the tourist trail.** This linguistic change was made to all 28 of the motivation variables from Phase 1 in order to measure levels of agreement with the resulting statement. In contrast, the 18 substantive variables were kept as phrases (e.g., *I travel in order to express my true identity)* to which the respondent was also asked to measure agreement. This structuring allowed for standardized responses between both sets of variables. Therefore, respondents scored

all variables according to a five-point Likert scale where 1 signified *strongly disagree* and 5 signified *strongly agree*.

This survey was then disseminated to gay men via the Internet through a snowball sampling technique. The technique could also be argued to be in line with Heckathorn's respondent-driven sampling (see Section 2.4.4); however, due to the limitations of incentives to purely verbal affirmation, it is more likely that the strict definition of the sampling technique was, in fact, a snowball sample.

Respondents were first selected as representative samples based on their connection to the researcher, as they were known to be self-identifying gay male travelers. Due to the technological advantage of the Internet, the survey was posted online and the initial wave of respondents was asked to refer other potential respondents to the website. Based on Hair, et al (2010), the aim was to generate 300 responses for a sufficient cross-section of the hidden population for quantitative data analysis.

With a complete data set from the sample, quantitative statistical analysis was conducted using SPSS version 21.

5.1.2 Descriptive Statistics

The first analysis was to investigate descriptive statistics of all demographic variables. In the case of numeric variables, mean, median, mode, standard deviation, standard error of the mean, range, variance, skewness, and kurtosis were calculated. In the case of categorical variables, a frequency table was created to identify the mode(s).

Descriptive statistics were also investigated for push motivation and substantive variables. As they were all numeric variables they were assessed based on mean, median, mode, range, standard error of the mean, standard deviation, and variance. Any interesting results were examined and then compared with the qualitative analysis findings to either confirm or deny the importance of motivation variables related to gay travel.

In addition, normality was examined for these variables, as it was important to have roughly normal data distribution for the subsequent factor analysis. Sampling distribution tends to be normal in sample sizes that are over 30. As this sample is well over 30 respondents, then confidence can be higher that the sampling distribution is normally distributed (Field, 2009, 168). In very large samples – of over 200 – it is recommended to look at kurtosis and skewness rather than to calculate significance levels (Field, 2009, 139). Therefore, skewness and kurtosis were of particular importance when assessing normality.

5.1.3 Factor Analysis

Following an analysis of descriptive statistics, exploratory factor analysis was conducted on push motivation variables. This was of particular importance to this study as there was a large number of push motivation variables; therefore, the 28 push motivation variables were examined to see whether or not there could be data reduction to describe underlying dimensions of motivation to the gay travel market.

The first step for the factor analysis was to determine which type of factor analysis to conduct. Since the aim of the study was exploratory in nature, an *R*-type factor analysis was selected to see whether there was significant correlation between variables (Hair, et al, 2010). Correlation between variables is shown on an *R*-matrix, if there are underlying dimensions between these correlation coefficients, they are called factors. This is useful as far as the push motivation factors influencing gay men's travel patterns are concerned as there could be dimensions to the decision-making process that are not easily represented by single variables.

A few assumptions about the data were made in order to interpret the factor analysis appropriately. Firstly, the basic conceptual assumption is that there is some type of underlying structure in the data. However, the assumption of homogeneity must also be made to the sample set; therefore, only responses from self-identified gay men were included in the sample for factor analysis. In addition, it was important to ensure an interval measurement of the data. Finally, normality, homoscedasticity, and linearity apply as assumptions as well. However, as Hair, et.al (2010) assert only normality is absolutely necessary.

The next step was to assess important statistics between variables. Potential problems related to intercorrelation between variables were assessed. These problems could either be that correlations aren't high enough or that they are too high. A correlation matrix (*R*-matrix) was created and scanned to see if there were any variables that were worth omitting from factor analysis. This was assessed based on whether or not a variable had too many correlations below .3 or too many that were above .9 (Field, 2009, 660). Multicollinearity was also checked by looking at the determinant of the *R*-matrix. The determinant value should be that |R| > .0001 to ensure that there isn't high multicollinearity. In addition the KMO statistic was analyzed to indicate whether factor analysis is appropriate given the variables. Assessment was based on the criteria that a KMO statistic close to 1 shows that factor analysis is appropriate; .5-.7 is mediocre; .7-.8 is good, .8 to .9 is great, and .9 above is superb (Field, 2009, 660). Additionally, Bartlett's test of sphericity was analyzed to show that the population correlation matrix was not too similar to an identity matrix at a significance level of $p < .05$.

A series of exploratory common factor analyses was then conducted using SPSS Version 21. Principal axis factoring was selected as the extraction method, which is consistent with common exploratory factor analysis (Hair, et al, 2010). The number of factors extracted was determined by the latent root criterion, Kaiser's

criterion with eigenvalues over 1, which is consistent with the original number of variables (28) in the analysis (Hair et al, 2010). In addition, the scree plot was investigated in order to determine whether the number of factors extracted by the Kaiser's criterion was appropriate. This is consistent with the sample size of data (Field, 2009, 664). An oblique rotation of direct oblimin was selected – rather than an orthogonal rotation - as the theoretical basis for rotation was that factors should be psychological constructs and, therefore, related to one another (Field, 2009, 666-667). Finally, communalities were assessed at their extraction values with significance levels for factor loadings based on Stevens (2002) showing that for a sample size of 50 a loading of 0.722 is significant, for 100 a loading should be greater than 0.512, and for 200 it should be greater than 0.364. If certain variables were deemed insignificant, then they were omitted from the factor analysis and the process was repeated until there were results that were statistically and conceptually logical.

5.2 Phase 2: Quantitative Data Analysis

5.2.1 Analysis of Respondents

There were a total of 253 respondents to the Internet survey; however, some of these responses were incomplete and considered insufficient for data analysis. Two of these responses began the survey but did not fill in any data; therefore, their entries were not included in the sample. Furthermore, sixteen respondents failed to respond to questions about the push motivation variables as well as the substantive variables that followed them. Therefore, only their demographic information was considered for analysis. Due to the high volume of respondents - along with the numerous variables that were accounted for in the survey – there is a wealth of opportunity for data exploration.

5.2.2 Descriptive Statistics

Descriptive statistics were assessed for demographic, push motivation, and substantive variables. The mean indicates the average value of the variable, the median represents the value in the exact middle of responses, while the mode represents the most commonly given responses of the variable. The range is the value that depicts the highest value subtracted from the lowest value, indicating the full range of data pertaining to the variable. The standard error of the mean is the standard deviation of sample means, which shows how well the sample fits the population and should be small relative to the mean. Variance is a statistic that describes how the data varies from the mean suggesting a goodness of fit; however, it is a squared value; therefore, the standard deviation offers a better statistic of how data is dispersed away from the mean. A smaller standard deviation relative to the mean indicates that the

data points are all close to the mean. Skewness is a statistic that offers variable distribution. A negative skew indicates that data is concentrated to the right of the mean while a positive skew indicates that the data is concentrated to the left of the mean. Skewness should aim to be as close to 0 as possible for a normal distribution. Kurtosis indicates the distribution of data as well, however, it is a measure of whether the data is too pointy or too flat. A positive kurtosis indicates a leptokurtic distribution (pointy) while a negative kurtosis indicates a platykurtic distribution (flat). Similar to skew, if the kurtosis is close to 0 this is an indication that the data is normally distributed.

5.2.2.1 Age

The first variable asked of respondents was their age. The statistics in Table 4 show the results:

Table 4. Descriptive Statistics for Age

Statistics - Age		
N	Valid	251
	Missing	0
Mean		34.17
Std. Error of Mean		.648
Median		31.00
Mode		26[a]
Std. Deviation		10.265
Variance		105.380
Skewness		1.455
Std. Error of Skewness		.154
Kurtosis		2.364
Std. Error of Kurtosis		.306
Range		64
a. Multiple modes exist. The smallest value is shown		

According to Table 4, the mean age of the respondents is 34.17 while the median is 31 and multiple modes of 26 and 31 (See age frequencies table in Appendix H: Descriptive Statistics of Demographic Variables). The range of values is 64 with the youngest respondent indicating 19 and the oldest 83, this does not indicate any outliers. The standard error of the mean is .648, which is low compared to the mean, indicating that the sample fits the population well. The variance is 105.380, which indicates a lot of variance while the standard deviation is 10.265, which seems high, however, relative to the mean is normal. Finally, the skewness is 1.455, which

indicates that the data is emphasized to the left of the mean and the kurtosis is 2.364 indicating that there is a peak to the data distribution. In other words, the distribution favors values that are younger than the mean age of 34.17. After assessing the values of skewness and kurtosis it was determined that the data was not normally distributed.

The variable of age suggests a more youthful demographic for the sample. However, the abnormality of the data suggests that this conclusion could be a result of sampling error insofar as the biases related to snowball sampling in a hidden population is concerned. Since respondents were selected by chain referral (ultimately generated from the researcher) then the age of the researcher could account for this bias.

5.2.2.2 Permanent Residency and Current Residency

The categorical variables of country of permanent residency and country of current residency proved to be heavily weighted in favor of a few results. Appendix H offers the frequency tables for both variables.

The sample represented permanent residents of 30 different countries. The most represented countries were Austria (11, 4.4%), Brazil (6, 2.4%), Canada (6, 2.4%), Germany (4, 1.6%), Republic of Ireland (4, 1.6%), Slovenia, (13, 5.2%), United Kingdom (46, 18.3%), and the United States (132, 52.6%). At over half of all respondents, undoubtedly American respondents provide a cultural majority. British nationals should also be considered a significant portion of respondents at 18.3%. However, when all European countries are considered as a single cultural entity, the frequency is 96 (38.2%) compared to 138 (55%) North American respondents

The sample represented current residents of an additional five countries bringing the total to 35 different countries. The most represented countries were similar to those represented by permanent residents: Austria (11, 4.4%), Brazil (5, 2%), Canada (4, 1.6%), Germany (5, 2%), South Korea (7, 2.8%), Slovenia (10, 4%), United Kingdom (49, 19.5%), and the United States (121, 48.2%). Similar to permanent residency, the United States had an overwhelming majority of respondents (48.2%) with the United Kingdom significantly represented (19.5%). When all European countries are considered as a single cultural entity, the frequency is 99 (39.4%) compared to 125 (49.8%) North American respondents.

For the purposes of this study, there is no theoretical claim that cultural differences significantly alter travel motivations. In other words, it has not been proven that a gay American would be motivated to travel differently from a gay European or Asian. In fact, other demographic factors could prove to be more significant to gay travel motivations. However, due to assumed cultural similarities and a large data set, the sample provides the basis for a case study of North American respondents compared to Europeans for a future study.

5.2.2.3 Settlement

　　Respondents were asked about what type of settlement they lived in. The frequency table of these results is offered in Appendix H. One-hundred and one respondents (40.2%) indicated that they live in a large city with a population of over 1 million. 54 respondents (21.5%) responded that they lived in a medium city (500,000 to 999,999 inhabitants) while 54 respondents (21.5%) indicated that they lived in a small city (50,000 to 499,999 inhabitants). 22 respondents (8.8%) indicated that they lived in a town or suburb (10,000 to 49,999 inhabitants). Finally, 20 respondents (8%) indicated that they live in a small town or village (less than 10,000 inhabitants). Figure 4 shows a pie chart of the dispersion of these results:

Figure 4. Pie Chart Indicating Settlement Type Results
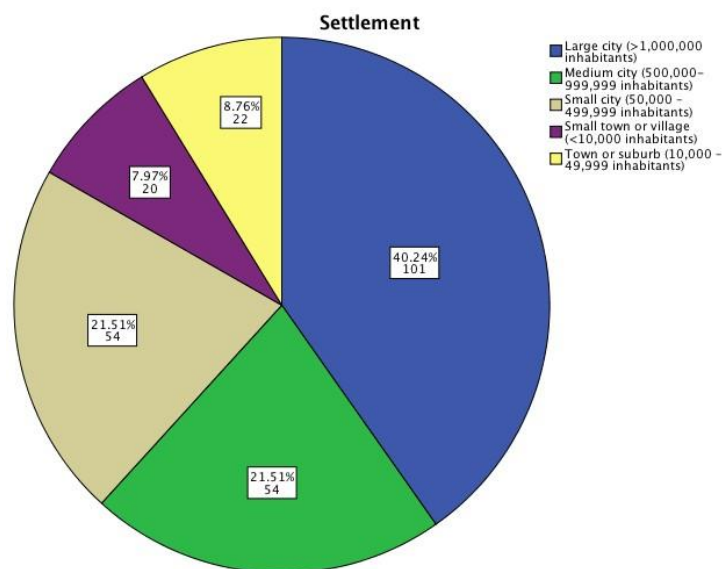
With a frequency of 209 and a cumulative percentage of 83.3%, it is a safe assumption that the sample respondents are primarily urban dwellers with a majority of them (40.2% of all respondents) residing in a large city. Due to the small sample size of rural residents it would be difficult to conduct a future case study between rural and urban residents.

　　The results of the settlement demographic variable are consistent with previous theory suggesting that gay men tend to be urban dwellers (See Section 1.1 and 2.3.1).

5.2.2.4 Education

Respondents were asked about their highest level of education. The frequency table of these results is offered in Appendix H. Two respondents (.8%) indicated that they had completed a high school certificate or equivalent, 25 respondents (10%) indicated that they had completed high school, 151 respondents (60.2%) indicated that they had completed university, 55 respondents (21.9%) indicated that they had completed graduate school, and 18 respondents (7.2%) indicated that they had completed a PhD or higher. Figure 5 shows a pie chart visually representing the dispersion of these results:

Figure 5. Pie Chart Indicating Education Level Results
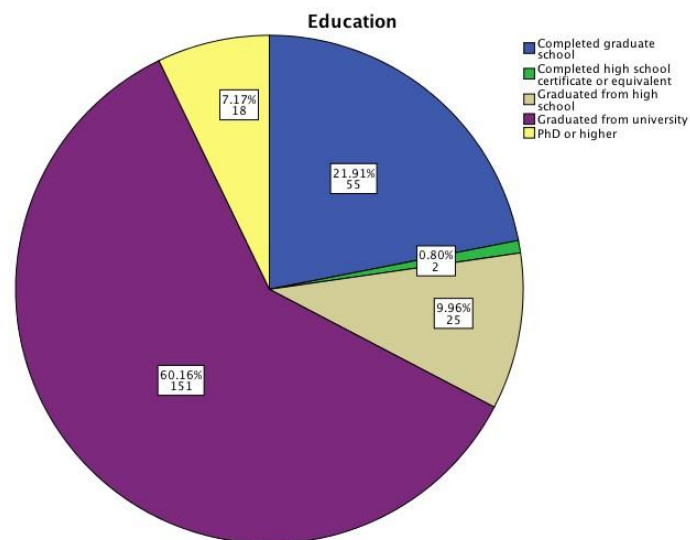
With 224 respondents (89.3%) of respondents indicating some type of higher education, it is a safe assumption that the sample population represents a highly educated group of respondents. Due to the overwhelming data in favor of educated individuals a future case study comparison between highly-educated gay men and lesser-educated gay men is deemed inappropriate for this study.

The results of the education level demographic variable are consistent with previous theory suggesting that gay men tend to be highly educated (See Section 2.3.1).

5.2.2.5 Employment

Respondents were asked about their current employment status with two follow-up questions requesting their line of work and their specific occupation. Appendix H shows the frequency tables pertaining to this variable.

The vast majority of respondents are employed full-time with 158 (62.9%)

indicating full-time employment. The next most prominent group was students with 36 (14.3%) indicating their status as students. Part-time employment was indicated by 15 respondents (6%), unemployment was indicated by 12 respondents (4.8%), and retirement was indicated by 5 respondents (2%) which is seemingly consistent with the age demographic analyzed earlier. This is represented in Figure 6:

Figure 6. Pie Chart Indicating Employment Status Results
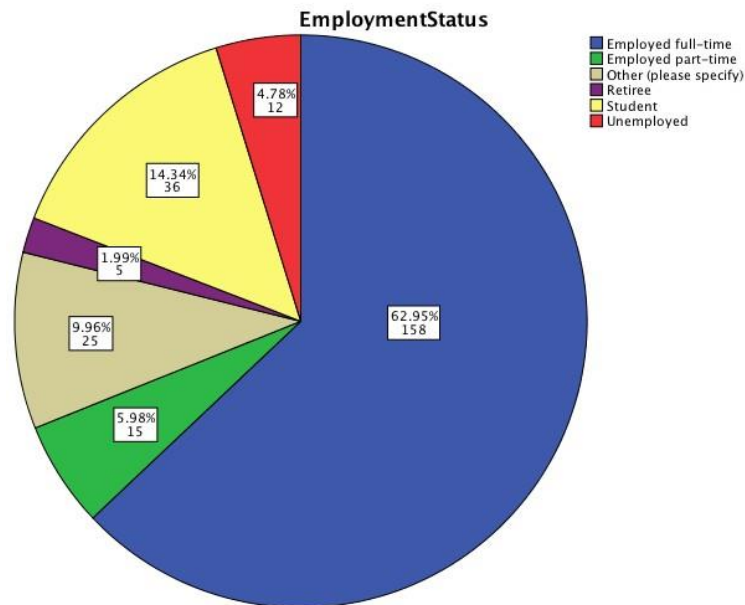
Interestingly, 25 respondents (10%) indicated "Other" for their employment status. After an analysis of their responses, the main reason for indicating this option was for self-employment purposes or creative purposes (i.e., artists). Therefore, it is suggested that in future iterations of this survey, the option of self-employed should be offered in the survey.

Of the 251 survey respondents, 171 were employed and indicated their line of work and occupation. The frequency of these results can be viewed in Appendix H. The categories describing line of work that are most notable are the education sector with 33 respondents (13.1%), information and communication sector with 22 respondents (8.8%), and the arts, entertainment, and recreation sector with 20 respondents (8%). All other sectors represented in the survey were indicated by fewer than 15 respondents.

The data regarding which category best described occupation were overwhelmingly in favor of professionals with 100 respondents (39.8%) indicating this category. The only other category of particular note is service and sales workers with 20 respondents (8%).

5.2.2.6 Household Information

Respondents were asked to indicate their current relationship status. This was then followed by questions related to whether or not they had children or household dependents.

The frequency table related to relationship status can be seen in Appendix H. The largest group of respondents (47.4%) indicated that they are single with 119 cases. Following closely behind this is the group of individuals indicating that they are in a partnership (33.5%) with 84 cases. Following this is the group of individuals indicating that they are married (10.4%) with 26 cases. Individuals in an open relationship (16, 6.4%), widowed (2, .8%), and divorced (1, 1.2%) rounded out the results. These results can be seen visually in Figure 7:

Figure 7. Pie Chart Indicating Relationship Status Results
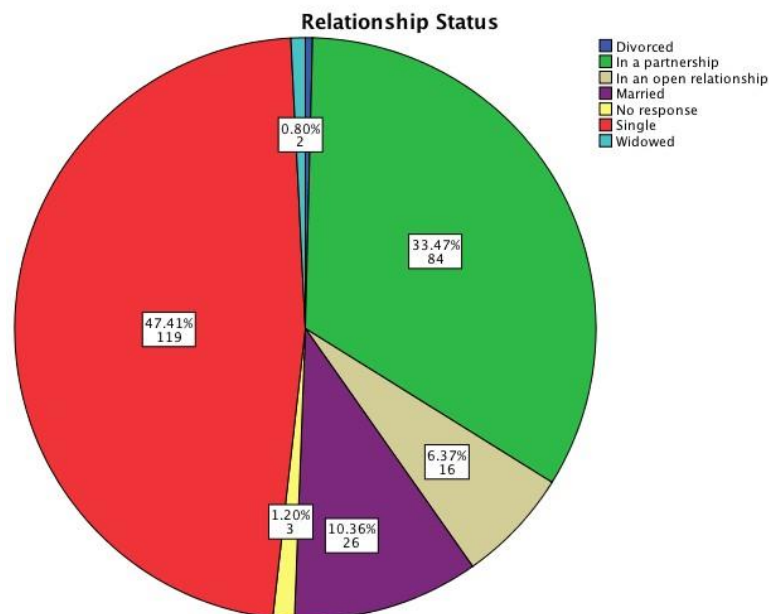
Theoretically, the variable options "in a partnership" and "married" can be considered as equal. They were separated on the survey in order to avoid confusion due to varying state laws related to same-sex marriage. Therefore, if these two are viewed as similar cases, they represent 43.9% of the sample with 110 respondents. As a result this presents an interesting comparison between single gay men and partnered/married gay men for future analysis.

When asked whether or not the respondents had children, only 11 (4.4%) of respondents indicated that they did. This sample is far overwhelmed by the number of respondents who indicated that they did not have children (237), representing 94.4% of the sample. Similarly, when asked about whether they were responsible for

household dependents, an overwhelming majority (224 respondents) indicated that they were not, which represented 89.2% of the sample. Therefore, since the sample size of fathers and providers is too small for analysis, further analysis will not be conducted with these demographic variables. However, for future iterations of survey data collection, it should be noted that questions pertaining to number of children and number of dependents is redundant, as a small percentage of gay men tend to have any at all.

The results of this variable support the theory that gay men are highly mobile (See Section 2.3.1) as a result of having few or no dependents.

5.2.2.7 Income Level

Respondents were asked to identify their average yearly household income based on 9 pre-determined categorical responses. These were filtered based on the currency most comfortable for the respondent. However, for data analysis purposes the results were aggregated for standardization. The income bracket schedule showing corresponding currency values in USD, EUR, GBP, and CHF for each level of income is shown in Table 5:

Table 5. Average Yearly Household Income Level with Corresponding Currencies

Income Level	USD	EUR	GBP	CHF
1	$0-$24,999	0-19,999EUR	0-15,999GBP	0-22,999CHF
2	$25,000-$49,999	20,000-39,999EUR	16,000-31,999GBP	23,000-45,999CHF
3	$50,000-$74,999	40,000-59,999EUR	32,000-47,999GBP	46,000-68,999CHF
4	$75,000-$99,999	60,000-79,999EUR	48,000-63,999GBP	69,000-91,999CHF
5	$100,000-$124,999	80,000-99,999EUR	64,000-79,999GBP	92,000-114,999CHF
6	$125,000-$149,999	100,000-119,999EUR	80,000-95,999GBP	115,000-137,999CHF
7	$150,000-$174,999	120,000-139,999EUR	96,000-111,999GBP	138,000-160,999CHF
8	$175,000-$199,999	140,000-159,999EUR	112,000-127,999GBP	161,000-182,999CHF
9	$200,000 and up	160,000 EUR +	128,000 GBP +	183,000 CHF +

By aggregating the currency data, it was easier to see overall trends in average yearly household income levels for gay travelers. These frequencies are viewed in the frequency table in Appendix H.

A total of 246 respondents answered the question about average yearly household income. Fifty-one respondents (20.3%) indicated belonging to the lowest (first) income bracket, 72 respondents (28.7%) indicated belonging to the second

income bracket, 41 respondents (16.3%) belonged to the third income bracket, 30 respondents (12%) belonged to the fourth income bracket, 18 respondents (7.2%) in the fifth income bracket, 10 respondents (4%) for the sixth income bracket, 10 respondents (4%) for the seventh income bracket, 5 respondents (2%) for the eighth income bracket, and finally, 9 respondents (3.6%) for the top (ninth) income bracket. This information is represented in Figure 8:

Figure 8. Pie Chart Indicating Income Results
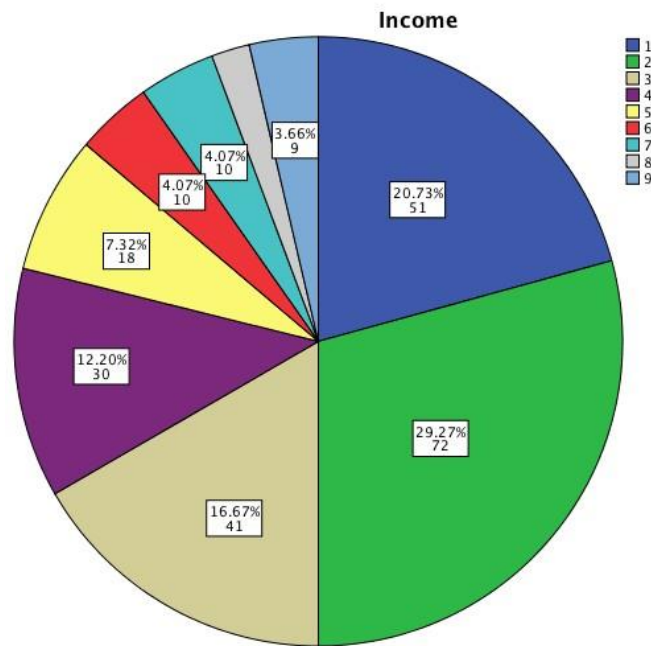
It comes as no surprise that the majority of respondents (50% cumulative) are categorized in the lower two income brackets. This could be a result of the earlier data indicating that a large number of gay men identified as single (See Section 5.2.2.6), therefore only having one partner's income contributing to household income.

However, these results should be put into context as the vast majority of respondents also identified that they do not support any dependents (See Section 5.2.2.6). Therefore, income level must be considered in the context of the DINK theory as it pertains to the gay consumer market.

5.2.2.8 Sexuality

Respondents were asked to indicate how they define their sexuality and then followed by how open they are about expressing their individual sexuality. These frequency tables can be seen in Appendix H.

The variable defining sexuality was deemed important based on a

confirmation of Hughes' aforementioned theory of self-identification (See Section 2.1.1). Therefore, if respondents indicated any response other than homosexual, bisexual or pansexual, or other (indicating queer) then these responses would be considered invalid for travel push motivation variable analysis. Interestingly, two self-defined heterosexuals answered the survey; therefore, these responses were considered void for travel motivation analysis. In addition, two respondents answered asexual and, therefore, their responses were also omitted for motivation analysis.

When asked about their openness about their sexuality, respondents had varied results. The majority (113) responded that they are open to everyone that they know representing 45% of the sample. 83 respondents indicated that they are open to everyone they meet, representing 33.1% of the sample. 48 respondents indicated that they are open to people closest to them, representing 19.1%. Only two respondents said they were completely closeted representing .8% of the sample.

From this data, it is clear that most gay men in the sample are open about their sexuality to a varying degree. For future analysis, it would be interesting to try to get a sample with a larger portion of self-identified gay men who are closeted about their sexuality as this might have more of an impact on travel motivations. However, this sample does not provide enough information in order to test this hypothesis.

5.2.2.9 Travel Frequency

Respondents were asked to identify a numeric value for average leisure trips taken per year. The results of this variable is shown in Table 6:

Table 6. Descriptive Statistics for Average Trips per Year

Statistics – Avg. Trips Per Year								
	N	Range	Min	Max	Mean		Std. Deviation	Var.
	Stat.	Stat.	Stat.	Stat.	Stat.	Std. Error	Stat.	Stat.
Avg leisure trips per yr	227	30	0	30	4.50	.272	4.093	16.756

From this table, the mean value of average number of trips per year is 4.50 trips. This, however, must be interpreted with the standard deviation, which is very high relative to the mean at 4.093. The range also is indicative of the wide scope and variation from the mean showing values spanning a range of 30. Therefore, while the average number of trips may be 4.5 per year, it is clear that there is much discrepancy in responses for this variable.

5.2.2.10 Push Motivation Variables

Since the ultimate aim of this study is to identify and attempt to define travel motivations of self-identified gay men, any responses that were offered from respondents who did not self-identify as gay men were excluded from analysis. Therefore, a total of 233 respondents were included in the results.

The results of the data focusing on variables are extensive and can be viewed in Appendix I: Descriptive Statistics of Push Motivation Variables. This data is interesting in that it can be compared to Phase 1 and the qualitative analysis of this study. Therefore, these results will help to illuminate those push motivations that are important in defining gay men's travel motivations and, ultimately, travel segments.

As the respondents were asked to rank variables according to a Likert scale, any variable with a mean above 3 could be considered to positively motivate gay travelers while any variable with a mean below 3 is not considered motivational to gay travelers.

A quick glimpse of the data shows that nearly all of the push motivation variables had means above 3, which indicates that they positively motivate gay travelers to visit a destination. The only variables that expressed means below 3 were *experiencing solitude* ($\bar{x}$ = 2.94, s = 1.085), *indulging in luxury* ($\bar{x}$ = 2.92, s = 1.24), and *avoiding gay culture* ($\bar{x}$ = 2.08, s = .977). Therefore, a preliminary look at the data suggests the same conclusions as that of the qualitative data with the exception of the aforementioned variables.

The most highly ranked variables were: *going to and exploring new places* ($\bar{x}$ = 4.35, s = .801), *experiencing new and different cultures* ($\bar{x}$ = 4.29, s = .835), *escaping from everyday life* ($\bar{x}$ = 4.25, s = .836), *enjoying beautiful landscapes* ($\bar{x}$ = 4.19, s = .812), *experiencing good food* ($\bar{x}$ = 4.19, s = .824), *relaxing* ($\bar{x}$ = 4.17, s = .842), *having fun, being entertained* ($\bar{x}$ = 4.03, s = .840), and *going sightseeing* ($\bar{x}$ = 4.01, s = .902). These variables all had means over 4 indicating that there was strong agreement with the statement that they would motivate gay travelers to a destination.

Most of these results are consistent with the top-ranked variables in the qualitative analysis (See Section 4.2.1). Most notably, *going to and exploring new places, experiencing new and different cultures, escaping from everyday life*, and *going sightseeing* were all top-ranked variables in both analyses. However, there are a few notable differences. Firstly, the qualitative section ranked the variable *being somewhere gay-friendly* as the most important variable; however, the quantitative analysis ranked it less important than many other variables with a mean of 3.55 and standard deviation of .959. In addition, *spending time with partner* was also less influential in the quantitative analysis with a mean of 3.53 and standard deviation of 1.132.

Conversely, there were a few variables that ranked highly in the quantitative analysis that did not rank as highly in the qualitative analysis. These were *enjoying beautiful landscapes* and *having fun, being entertained* which both ranked near the end of the aggregate qualitative analysis with significance values of .27 and .23, respectively.

It should also be noted that those variables whose means were below 3 in the quantitative analysis (*experiencing solitude, indulging in luxury,* and *avoiding gay culture*) also ranked low in the qualitative analysis which suggests that these variables were a result of sampling error in the analysis of Phase 1.

The standard error of the mean is relatively low compared to the mean in all of the variables analyzed; therefore, the sample can be considered a decent fit of the population.

It is also important to look at the skewness statistics of the push motivation variables in order to determine whether or not the variable distribution is normally distributed. All of the variables have negative skewness statistic, which indicates that the distribution leans to the right of the mean. In other words, the data is skewed more in favor of positively motivating gay travelers. The highest skewness statistic is for the variable *going to and exploring new places* at -1.320, which is not significant enough to suggest that the data isn't normally distributed.

Finally, it is important to look at kurtosis statistics for the push motivation variables in order to determine whether the distribution is peaked or flat around the mean. In this case, there is a wide-range of kurtosis values for the variables. The lowest is -1.037 for *indulging in luxury*, which suggests that the distribution is flatly distributed around the mean and the highest is 2.240 for *enjoying beautiful landscapes* which suggests that the distribution is peaked around the mean. Similarly, these statistic values are not considered significant enough to suggest that the data isn't normally distributed especially with such a high sample size.

5.2.2.11 Substantive Travel Variables

Respondents were measured on the same Likert-scale metric for the substantive travel variables as they were for the push motivation variables. Similar to the analysis of the push motivation variables, responses given from respondents who did not self-identify as gay men were excluded from analysis. Therefore, a total of 233 respondents were included in analysis. The results of the descriptive statistics of the data are extensive and can be viewed in Appendix J: Descriptive Statistics of Substantive Variables.

In contrast to the variable set focusing on push motivations, the substantive variable set had relatively few variables that had a mean above 3, indicating that not many of the respondents agreed with the variables.

The variables that indicated agreement on the part of the respondents were *I feel completely accepted at home ($\bar{x}$ = 3.86, s = 1.133), I feel completely accepted*

away from home ($\bar{x}$ *= 3.48, s = .947), I would avoid traveling to destinations known for being homophobic (* $\bar{x}$ *= 3.45, s = 1.266), When I travel, I often participate in gay culture (* $\bar{x}$ *= 3.32, s = .982), I have or I would change my behavior while traveling due to the noted unfriendliness toward homosexuality in a destination (* $\bar{x}$ *= 3.31, s = 1.120),* and *my group of friends influences where I travel (* $\bar{x}$ *= 3.03, s = 1.206).* The standard error of the mean for all results is relatively low compared to the mean, which suggests that the sample is representative of the population. Although there was agreement expressed, it should be noted that the values of these means were low compared to the means of the push motivation variables. In addition, the standard deviation was relatively higher which indicated a wider distribution of results around the mean.

However, it can still be inferred that respondents agree that they feel accepted both home and away from these results. In addition, agreement with the variables pertaining to avoidance of anti-gay destinations and willingness to change behavior are significant. These are both important discoveries insofar as they relate to Hughes' theory of risk avoidance influencing the destination choice model (See Section 2.2.3 and 2.2.4). In some ways it seems contradictory that gay men would suggest that they feel comfortable both home and away but then would avoid certain destinations or change their behavior due to perceived homophobia. However, consistent with the destination choice model from Section 2.2.3, gay men might simply choose to avoid destinations where perceived risk is high.

Interestingly, the data results from the variables indicating most disagreement also help to corroborate this theory. The variable with the most disagreement was *I look forward to traveling in order to avoid homophobia at home (* $\bar{x}$ *= 1.84, s = 1.020),* suggesting that, contrary to previous theory espoused in the literature review, gay men do not feel as though they need to travel in order to avoid homophobia. Other variables that show disagreement also contradict some previous theory of identity formation in gay men. For example, *I travel in order to express my true identity (* $\bar{x}$ *= 2.5, s = .996)* and *I regularly have sexual encounters (with someone other than my partner) while on holiday (* $\bar{x}$ *= 1.98, s = 1.161)* are variables that have often been cited in literature for being significant to gay travelers (See Section 2.3.1). However, according to the data, both of these variables show significant disagreement; therefore, suggesting that identity formation and sexual experiences are not necessarily main motivations of gay travel.

Similar to the skewness and kurtosis statistics from the push motivation variables, there are no results that are so outstanding as to suggest abnormality of the distribution with a large sample size.

5.2.3 Factor Analysis of Push Motivation Variables

The first factor analysis was conducted according to the criteria established in

the methodology section (See Section 5.1.3). The sample size of self-identified gay men was 233. The *R*-matrix showing correlations had low correlation values ($r < .3$) between most variables, which is not ideal for extracting factors. However, no issues of multicollinearity seemed to be present as no variable pairs showed correlation values over .9. This was corroborated by the determinant value being .0002.

The KMO statistic of this factor analysis was .722, which indicates that the appropriateness of factor analysis is good, but not great or superb. Bartlett's test of sphericity had a significance value of .000 with df= 231 which shows that the correlation matrix was not too similar to an identity matrix.

After looking at the correlation matrix (See Appendix K: Initial Factor Analysis Results), the following variables were deemed to have few correlations with other variables: *getting away from the tourist trail, visiting friends and relatives, paying a competitive price for the holiday, experiencing different weather, spending time with partner,* and *escaping from everyday life.* The insignificance of these variables was a result of these variables having only one (or no) correlation(s) with a coefficient of .3 or more. It is important for the variables to correlate to other variables in order to maintain the assumption of factor analysis that there are underlying dimensions within variables. According to the criteria set by Stevens (2002), variables were significant with a sample size of 200 roughly higher than 0.364. Since the sample size of 233 was a bit above this criterion, flexibility was given to the exact value. The lack of correlation in the aforementioned variables was confirmed by the lack of communalities found after factor extraction, even with a flexible interpretation. *Getting away from the tourist trail* had an extraction value of .291, *visiting friends and relatives* had an extraction value of .255, *paying a competitive price for the holiday* had an extraction value of .244, *experiencing different weather* had an extraction value of .160, *spending time with partner* had an extraction value of .249, and *escaping from everyday life* had an extraction value of .189. Due to the insignificance of these variables included in the first round of factor analysis, they were omitted from the list of variables. Following this, a new factor analysis was run to see if results were more statistical and conceptually logical.

The adjusted factor analysis included 22 push motivation variables (See Appendix L: Adjusted Factor Analysis Results). Having omitted 6 less significant variables, this new analysis showed an improvement in the results. The methods used were identical to those in the first exploratory factor analysis with the only change being the omission of the less significant variables. This factor analysis identified 6 different factors, which will be explained in greater detail below.

The first noticeable difference was an increase in correlation coefficients for all variables (See Appendix K). The *R*-matrix showed multiple correlation coefficients higher than .3 for each variable. Ideally, these coefficients would be more in the range of .5-.8 in order to determine that the variables are correlated to one another. However, the relatively low correlation coefficients for all variables could be a result of the high sample size or because the variables do not correlate to one

another. Regardless of the cause, the relative lack of correlation in the *R*-matrix should be noted as a limitation of the data. Finally, the assumption of no multicollinearity did not seem to be violated as there was no correlation coefficient over .9 and the determinant value of the correlation matrix was .001.

The KMO statistic of the adjusted factor analysis was also .722, which indicates that the appropriateness of factor analysis is good, but not great or superb. Bartlett's test of sphericity had a significance value of .000 with df= 231 which shows that the correlation matrix was not too similar to an identity matrix.

The table of communalities shows that some communality values decreased while others increased after extraction. While some of these values fell below the .364 criteria, these variables were kept in the analysis due to the logical results of the factors. However, these low values represent another limitation in interpreting the factors themselves.

An additional limitation to interpreting the results of the factor analysis comes after viewing the table describing total variance explained before and after extraction of factors. The initial eigenvalues describe the eigenvectors as they account for variance within the data before the extraction of the factors. SPSS chose to extract 6 factors due to the eigenvalues being over 1. After extraction, it is clear that the 6 factors extracted account for less variance than the first 6 factors before extraction. For example, Factor 1 accounts for 17.54% of variance before extraction while it only accounts for 15.16% of variance after extraction. The cumulative results of the 6 factors also represent this as they initially account for 60.765% of variance while after extraction they account for only 47.591% of variation. These results are not ideal, showing that the extracted solution accounts for less variance than before extraction.

A glimpse at the scree plot confirms the extraction of 6 factors due to an inflexion point as the eigenvalue dips below 1. It should, however, be noted that a sharp inflexion point also exists near the 3 factor point; however, after running an additional factor analysis restricting the factor number to 3 with mixed results, it was deemed appropriate to extract 6 factors as the preferred choice.

The factor matrix shows the factor loadings of each variable to the various factors before rotation. However, for this study, it was more appropriate to look at factor loadings in the pattern matrix (See Table 7) after oblique rotation had been completed. This would allow for higher loadings of each variable to individual factors.

Table 7. Pattern Matrix of Factor Analysis (after oblique rotation)

Pattern Matrix						
	Factor					
	1	2	3	4	5	6
searching for gay space	.702					
experiencing fun night life	.663				.362	
meeting and socializing with people with similar interests	.548					
being somewhere gay-friendly	.525					.312
avoiding gay culture	-.430					
being free to act the way I feel	.399					
going to and exploring new places		.829				
experiencing new and different cultures		.820				
enjoying beautiful landscapes			.811			
viewing wildlife/nature			.730			
experiencing solitude			.389			
traveling to historical heritage sites				-.927		
visiting art galleries/museums				-.644		
going sightseeing				-.505		
spending time at the a beach						
indulging in luxury					.680	
having fun, being entertained					.521	
experiencing good food		.330			.512	
relaxing					.426	
traveling with friends					.408	
feeling a sense of personal safety						.723
avoiding homophobia						.587

Table 7 shows the different factor loadings for each variable on each factor. The values have been restricted to show loadings that have an absolute value of .3 or higher only as any other loadings aren't significant enough to account for variance in the factors. However, this study uses loadings of .4 or higher to indicate a significant variable to a factor (Field, 2009, 669). Factor 1 shows high loadings for the variables *searching for gay space* (.702), *experiencing fun nightlife* (.663), *meeting and socializing with people with similar interests* (.548), *being somewhere gay-friendly*

(.525), *avoiding gay culture* (-.430), and *being free to act the way I feel* (.399). Factor 2 shows high loadings for *going to and exploring new places* (.829) and *experiencing new and different cultures* (.820). Factor 3 shows high loadings for *enjoying beautiful landscapes* (.811) and *viewing wildlife/nature* (.730). Factor 4 shows high loadings for *traveling to historical heritage sites* (-.927), *visiting art galleries/museums* (-.644), and *going sightseeing* (-.505). Factor 5 shows high loadings for *indulging in luxury* (.680), *having fun, being entertained* (.521), *experiencing good food* (.512), *relaxing* (.426), and *traveling with friends* (.408). Finally, Factor 6 shows high loadings for *feeling a sense of personal safety* (.723) and *avoiding homophobia* (.587).

The structure matrix (See Appendix L) shows factor loadings, however, it differs from the pattern matrix insofar as shared variance between factors is not ignored. While factor loading values change slightly, it should be noted that, in general, the variables that loaded highly for each factor in the pattern matrix largely remained unchanged. In a few instances, some variables showed higher loadings in the structure matrix compared to the pattern matrix. For example, *experiencing good food* had an increased factor loading on Factor 2, *experiencing fun nightlife* had an increased factor loading on Factor 5, and *being somewhere gay friendly* had an increased factor loading on Factor 6 which made them significant to the factor.

The final table from the factor analysis is the factor correlation matrix (See Table 8), which shows the correlation coefficients between the factors. These coefficients allow an interpretation of interrelationships between the factors.

Table 8. Factor Correlation Matrix of Adjusted Factor Analysis

Factor Correlation Matrix						
Factor	1	2	3	4	5	6
1	1.000	-.042	-.011	-.007	.236	.219
2	-.042	1.000	.269	-.212	.166	-.167
3	-.011	.269	1.000	-.087	.168	.200
4	-.007	-.212	-.087	1.000	.020	.027
5	.236	.166	.168	.020	1.000	.229
6	.219	-.167	.200	.027	.229	1.000

Values closer to 1 indicate that factors are closely related to one another; however, Table 8 suggests that none of the factors have coefficients above .3, which means that there is limited interrelatedness between the factors.

Despite poor correlation coefficients in general in the 6-factor extraction, the results of the extraction are surprising insofar as they define clear logical patterns in the variables that load highly to each particular factor:

Table 9. Summary of Factors with Underlying Theme

Factor Number	Factor Theme	Variables
Factor 1	*Gaycentric*	1. searching for gay space 2. experiencing fun nightlife 3. meeting and socializing with people with similar interests 4. being somewhere gay-friendly 5. avoiding gay culture 6. being free to act the way I feel
Factor 2	*Discovery*	1. going to and exploring new places 2. experiencing new and different cultures 3. experiencing good food
Factor 3	*Natural Environment*	1. enjoying beautiful landscapes 2. viewing wildlife/nature
Factor 4	*Traditional Cultural Attractions*	1. traveling to historical heritage sites 2. visiting art galleries/museums 3. going sightseeing
Factor 5	*Travel Indulgence and Socialization*	1. indulging in luxury 2. having fun, being entertained 3. experiencing good food 4. relaxing 5. traveling with friends 6. experiencing fun nightlife
Factor 6	*Concern for Security*	1. feeling a sense of personal safety 2. avoiding homophobia 3. being somewhere gay friendly

Table 9 summarizes the variables important to each factor along with a general theme of the variables that might indicate underlying motivation dimensions. Factor 1 can be better understood by gaycentric push motivation variables, Factor 2 can be better understood by push motivation variables that relate to the concept of discovery while traveling, Factor 3 contains push motivation variables that express more interest in the natural environment, Factor 4 contains push motivation variables that relate to traditional cultural tourist attractions, Factor 5 contains variables that relate to a certain type of travel indulgence and socialization, and Factor 6 contains variables that relate to a concern for security while traveling. These groupings of variables are logical based on gay travel theory espoused earlier in the literature review. Interestingly, variables related to gay culture are all grouped together as one factor, which indicates a marked difference between push motivation variables that apply to the general population and those that apply strictly to gay male travelers. In other words, it could be that factors 2 through 6 apply to the entire population of travelers while only factor 1 applies to the gay population; however, there is no evidence to support this claim and it is beyond the scope of this research project. Therefore, while statistical concerns remain as to the validity of these factors, the theoretical and conceptual basis of the factors as underlying dimensions of push motivation are

evident.

6 AGGREGATE RESULTS– PHASE 1 AND PHASE 2

When considered together, the results of Phase 1 and Phase 2 help to identify and describe gay men's travel motivations and work to provide the basis for segmentation.

6.1 Demographic Results

The descriptive statistics from Phase 2 indicate important demographic variables to the gay male travel segment. According to market segmentation theory outlined earlier, demographic variables offer an observable basis for segmentation. As described in Section 2.3.1, gay male travelers have been generalized as wealthy, educated, and highly mobile segment. These results are corroborated after inspection of the descriptive statistics in Section 5.2.2. The majority of the sample (89.3%) had graduated from a university degree and were employed. While income levels weren't extremely high, an overall lack of children or dependents suggests that the DINK hypothesis allows for higher levels of disposable income in the target market. Although the results of partnership status were nearly split evenly – with 43.9% in a partnership or marriage and 47.4% single – furthering the lack of children or dependents allow these individuals mobility relative to a population with many dependents. Finally, the fact that the majority of respondents lived in a large-scale urban environment (40.24%) - near reliable transportation networks and cultural activities - suggests that they are a mobile and culturally aware market.

Furthermore, previous studies had identified a bias in favor of a more youthful target market (See section 2.3.1; Hughes and Deutsch, 2010; Pritchard, et al, 1998). This theory was also supported by the demographic descriptive statistics with the sample having an average age of 34 years old. This average may not be exactly as youthful as previous academics suggested; however, it still represents a sample centralized at the earlier half of an average lifespan.

These demographic results should be appreciated in the context of the sample and the sampling techniques in order to draw any conclusions. Due to the subjective nature of sampling a hidden population, securing a probabilistic sample could not be confirmed. Despite attempts to optimally structure the snowball sample so that the sample would be representative of the population, there were evident errors in this type of non-probabilistic sampling. As the respondents were selected as the result of a chain referral structure, ultimately, the bias lies with the researcher and his personal contacts. This was evident in both the qualitative interview results as well as the quantitative survey methodology.

6.2 Psychographic Variables

With sampling errors as a noted limitation, the results of both Phase 1 and Phase 2 help to describe psychographic variables as the basis for segmentation. Push motivation variables along with substantive variables suggest that, in general, the motivations for travel for the gay market are fundamentally no different from those of the general population. This is consistent with theory espoused by Hughes (See Section 2.2) but confirmed by the qualitative and quantitative analysis of this research. The qualitative results show significant motivation factors such as *going to and exploring new places* and *experiencing new and different cultures* that are fundamentally no different than any other traveler. Additionally, the quantitative results confirm the importance of these variables to the gay travel market. Factors 2, 3, 4, and 5 suggest push motivation variables significant to the gay market; however, these factors are arguably relevant to the tourist population at large.

However, there were results specific to the sample that would likely not appear in a similar study of the heterosexual population. Certain variables specific to gay identity were indicated as significant in the qualitative interview analysis and were further identified as an underlying dimension by factor analysis. Factor 1 (*gaycentricity*) was extracted from the quantitative analysis. This confirms earlier theory espoused by Clift and Forrest (See Section 2.3.1) whereby factors related to gay social life and sex, culture and sights, and comfort and relaxation were discovered. Albeit with some limitations and adjustments, the factors extracted from this study seem to confirm Clift and Forrest's findings as well.

An additional underlying motivation that proved to be significant was that of safety and well-being. Both the qualitative results and quantitative results indicate safety as a strong motivating factor to gay men's travel decisions. Factor 6 summarized these variables, encompassing safety concerns due to homophobic related issues as well as general safety concerns about a destination. These results are in conjunction with Hughes' theory of risk avoidance as integral to destination choice (See Section 2.2.4). Therefore, the results from Phase 1 and Phase 2 support the hypothesis that gay men have additional risk factors to consider when choosing a destination.

An interesting discrepancy between the results of Phase 1 and Phase 2 comes after analysis of variables relating to traditional tourist attractions. Results from Phase 1 suggest that gay travelers might be motivated by avoiding the tourist trail whereas Factor 4 from Phase 2 indicates an underlying dimension defined by motivations to visit traditional cultural attractions. The specifics of how these variables were measured may contextualize the results further. The qualitative data, with its open-ended response structure, allowed for more opportunity to describe the motivation of travel behavior compared to a more rigid Likert-scale ranking of motivation variables.

While a gay men might respond that he wants to avoid the tourist trail while on vacation in an interview, the same respondent may also signal that he is motivated to go sightseeing on a survey. This represents an interesting paradox between the two types of data collection and suggests limitations to each.

Phase 1 suggested that the opinions of gay travelers and stakeholders concerning certain motivation variables were considerably different. This was most apparent when it came to gaycentric variables. Unfortunately, this study omitted the stakeholder perspective from Phase 2 to determine the significance of Factor 1 to this important group. However, based on the other factors extracted from Phase 2, it appears as though the stakeholder responses from Phase 1 over-emphasize the importance of gaycentric psychographic variables.

CONCLUSION AND FUTURE RESEARCH

Before any conclusions can be made, it is important to identify the main limitations of this research project. Firstly, there were limitations placed in terms of the scope of the project itself. Strict in its definition of the test subjects, this research aimed to only draw conclusions about self-identified gay men. Explicitly an exploratory analysis, this research aimed to identify variables related to gay men's travel motivations hoping to find underlying themes or the basis for segmentation. As the sample population is considered a hidden population, a method of non-probabilistic sampling (in this case, snowball sampling) indicates a certain level of sampling bias. This must be considered as a limitation to results from the study. Finally, this study has shown limitations in its statistical models being able to approximate the data. With low correlation values between variables in the factor analysis any results should be interpreted with circumspection.

In conclusion, this study has found a few items of interest relating to gay male travel motivations. Firstly, through secondary research, it was deemed theoretically plausible that male sexuality, when self-defined, can be used to define a target for market segmentation. This finding provided the basis for the exploration of demographic and psychographic motivation variables. However, such a discovery also prompted an awareness of the complexities of the gay population because it is a hidden population. Therefore, significant care was given to sampling techniques that would offer a sample of the population that best represents the whole. These methods have seen progress in previous years as a result of technological advancements.

A main aim of this study was to determine the basis for market segmentation. Demographic variables were examined, helping to define the population by its young age, high disposable income, high mobility, high levels of education, and urban cultural attitudes. Additionally, by exploring travel motivation variables important to gay men, the basis for segmentation has been found and simplified through six underlying factors relating to push motivations. These are gaycentricity, discovery,

natural environment, traditional tourist attractions, travel indulgence and socialization, and well-being. Without doubt, the demographic and psychographic variables constitute the basis for future segmentation.

An overarching conclusion of this study is that gay male travel motivations are likely extremely similar to the general travel population. Notwithstanding the dimension of gaycentricity, the other factors extracted could be similarly applied to a segmentation study of the general population. Although an independent analysis of the general population would need to be conducted and compared through similar methods in order to confirm this hypothesis, based on previous literature, the findings of this study suggest far-reaching similarities.

While demographic variable results lend themselves to traditional gay marketing (See Section 2.2.4.2), the psychographic variables suggest a wider range of gay tourist types. Therefore, the results of this study suggest that image-formation need not be approached much differently from the general travel market. Gay travel marketers using induced imagery similar to flashy images of Key West may only be reaching a specific portion of the market and missing much of the market potential.

Relating back to gay travel theory, the results are consistent with the destination choice model that emphasizes risk avoidance (See Section 2.2). It is clear that gay travelers consider the perceived safety of a destination when deciding on where to travel. Similar to the other dimensions discovered, the magnitude with which gay travelers consider safety may be no different than heterosexual travelers. However, an independent study comparing the two populations would need to be conducted to test this hypothesis.

Interestingly, travel as a means of identity formation does not weigh heavily for either travelers or stakeholders when considering travel motivations. Albeit central to most gay travel theory (See Section 2.1), the results of this study do not lend themselves to support these claims. Perhaps the intricacies of the gay consumer market as defined in Section 2.1.3 are such that motivations related to identity formation are more subconscious and, when prompted, gay men are unlikely to cite them as important in their decision processes.

Considering these results, there are ample opportunities for further research in this field. Firstly, these results could be reiterated and better confirmed through better sampling techniques. In addition, the survey questions could be adjusted to better direct concise results, rather than be structured in an exploratory nature. Similarly, the reliability and validity of these results could be tested.

Another outlet for further research could be to extend the study to identify and define segments themselves. This could be done through an exploration of groups identified from the quantitative data sample in Section 5.2.2 (e.g., Americans and Europeans; single gay men and partnered gay men). With clear demographic differences, it would be a good starting point to attempt to define segments. An alternative method would be to conduct cluster analysis on the sample. In order to

investigate any further hypotheses about the gay travel market, research must be conducted to further identify and approach the hidden population.

Therefore, while recent studies – this one included – have further developed and identified aspects of gay travel, there is much more work to be done. As awareness, acceptance, and legislation continues to open up in favor of gay rights worldwide, the gay travel market is sure to continue to be an important component of the travel sector. The gravity of its impact, however, will depend on how well researchers, marketers, and stakeholders collaborate to understand the motivations of its members.

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List of Appendices

Appendix A: Push Motivation Variables from Previous Segmentation Studies

Park – push motivation factors of Koreans in rural setting

Relaxation
- Get refreshed
- Escape from a busy job
- Relax away from the ordinary
- Relax daily tension
- Be physically active
- Feel at home away from home
- Not have to rush

Socialization
- Share familiar place with others
- Inspire community consciousness
- Meet people with similar interests
- Go to places friends haven't been
- Personal safety, even when traveling alone

Learning
- Explore new places
- Experience new and different lifestyles
- Learn new things, increase knowledge
- Travel to historical heritage sites

Family togetherness
- Experience traditional culture for their kids
- Be together as a family
- Visit places family came from

Novelty
- Experience solitude
- Indulge in luxury

Excitement
- Do exciting things
- Find thrills and excitement
- Have fun, be entertained

Source: Park, D. B., & Yoon, Y. S. (2009). Segmentation by motivation in rural tourism: A Korean case study. *Tourism management*, *30*(1), 99-108.

Tzaczynski – general push and pull motivation factors for an Australian destination

Push-
- To go to a place where you have not been before
- To rest and relax
- To have fun
- To go sightseeing
- To see something different
- To escape from your everyday lifestyle
- To spend time with your partner
- To experience a different culture
- To participate in recreational activities
- To be together with your family
- To get away from the demands of home

Pull-
- The weather
- It was recommended by someone
- To experience a relaxed lifestyle

- It is a convenient stopover point
- The untouched nature
- There's a variety of things to see and do
- To go camping
- It is a family-oriented destination
- The safe environment
- The competitive price
- The friendly locals
- The luxury accommodation

Source: Tkaczynski, A., Rundle-Thiele, S., & Beaumont, N. (2010). Destination segmentation: a recommended two-step approach. *Journal of Travel Research*, *49*(2), 139-152.

Andereck – pull motivation factors having to do with a zoo:

Motive Variables
- Recreation/novelty motive
- Education/recreation motive
- Education motive
- Photography motive

Specific Satisfaction Variables
- Staff
- Amenities
- Accessibility
- View animals

General Satisfaction Variables
- Overall satisfaction
- Education
- Recreation
- Optimal arousal
- Crowding

Enjoyment Variables
- Zoo environment
- Animals
- Being outdoors
- Amenities

Source: Andereck, K. L., & Caldwell, L. L. (1994). Variable selection in tourism market segmentation models. *Journal of Travel Research*, *33*(2), 40-46.

Hughes and Deutsch – Factors relating to older gay men

Age influences:
- Non-sex-oriented holidays
- Adventure and cultural
- Socialise
- Friends
- Avoid gay scene
- Avoid gay holidays
- Own arrangements
- Quality

Sexual orientation influences:
- Gay space
- Gay-friendly
- Avoid homophobia
- Avoid gay scene
- Avoid gay holidays

Source: Hughes, H. L., & Deutsch, R. (2010a). Holidays of older gay men: age or sexual orientation as decisive factors?. *Tourism Management*, *31*(4), 454-463.

Clift and Forrest

- Comfort and good food
- Opportunities for rest and relaxation
- Guaranteed sunshine
- Good night life
- Opportunities to socialize with gay men
- Gay culture and venues
- Dramatic or beautiful landscapes
- Opportunities to see local culture
- Opportunities to have sex
- Getting away from other people
- Getting off the beaten track
- Convenient and cheap holiday package
- Seeing well known tourist sights
- Visiting art galleries and antiquities
- Opportunities to see wildlife and nature
- Good sporting facilities/exercise

Source: Clift, S and Forrest, S. (1999). "Gay men and tourism: destinations and holiday motivations". *Tourism Management*. 20: 615-625.

Cha – push factors of Japanese tourists

Relax:
- Feeling at home away from home
- Escaping from the ordinary
- Doing nothing at all
- Change from busy jobs
- Get away from demands of home
- Being free to act the way I feel
- Reliving past good times
- Family togetherness

Knowledge:
- Seeing and experiencing a foreign destination
- Seeing as much as possible
- Learning new things or increasing knowledge
- Having fun or being entertained
- Traveling to historical places
- Experiencing new and different lifestyles

Adventure:
- Finding thrills or excitement
- Being daring and adventuresome
- Rediscovering myself
- Experiencing simple lifestyle

Travel bragging:
- Talking about a trip after returning home
- Going places friends have not been
- Indulging in luxury

Family:
- Visit friends or relatives
- Visit places family came from

Sports:
- Sports participation
- Sports spectating
- Physical activity

Source: Cha, S., McCleary, K. W., & Uysal, M. (1995). Travel motivations of Japanese overseas travelers: A factor-cluster segmentation approach.*Journal of Travel Research*, *34*(1), 33-39.

Appendix B: Structured Interview Outline

<u>Structured Interview Questions for Self-Identified Gay Men</u>

1. What are the reasons for you to travel?
2. How often within a year do you go on a holiday? Would this be a holiday in your home country or abroad, several short holidays or one long holiday? Would you usually go alone? If not, with whom would you usually travel?
3. What factors are most important in motivating you to visit a specific holiday destination?
4. What factors would deter you from visiting a destination?
5. Are you loyal to a certain destination? If so, why this destination?
6. What qualities, factors, or experiences are necessary in order to be satisfied with a holiday?
7. How do you define your sexual orientation and sexual identity?
8. When you consider holiday destinations does your sexuality factor into your decision? How so?
9. What image do you have of traditionally 'gay' destinations (e.g., Ibiza, Fire Island, Mykonos, Amsterdam, South Beach, Tel Aviv)?
10. Would you visit noted unfriendly destinations to homosexuals (e.g., Saudi Arabia, the Cayman Islands, Parts of Sub-Saharan Africa)? Why or why not?
11. Are you more or less likely to conceal your sexuality when travelling? Why or why not?
12. Is expressing your sexuality important to you while on holiday? Why or why not?

Structured Interview Questions for Gay Travel Industry Stakeholders

1. *What reasons do you believe motivate gay tourists to travel?*
2. *What factors do you believe are most important to motivate gay tourists to visit a specific destination?*
3. *What factors do you think would have the effect of deterring gay tourists to visit a destination?*
4. *What factors do you think inspire destination-loyalty for gay tourists?*
5. *What do you think are the necessary qualities, factors, and experiences for a satisfying holiday for gay travelers?*
6. *How do you think sexual orientation factors into travel decisions?*
7. *How do you define the tourism offering of traditional gay travel destinations?*
8. *What factors do you think would impact gay travelers' decisions when considering noted unfriendly destinations to homosexuals?*
9. *Do you think gay travelers are more or less likely to conceal their identity while on holiday? Why or why not?*
10. *Do you think sexual expression is important to gay travelers while on holiday? Why or why not?*

Appendix C: Structured Interview Responses

<u>**Stakeholder Responses**</u>

A
RAJAT
Director of PINK VIBGYOR
Gay Travel Agent in India and Southern Asia

1.   What reasons do you believe motivate gay tourists to travel?
The main reasons that motivate gay tourists are that they can travel freely alone or with their partners and learn about different cultures, which sometimes is difficult in their home country or culture.

2.   What factors do you believe are most important to motivate gay tourists to visit a specific destination?
The most important factor is that the destination should be gay friendly. People should be supportive and provide a comfortable stay during the tour. The other factors are that the destination should be romantic and should offer lots to the traveler like sightseeing, sports, shopping, gay friendly clubs , culture, history and great food.

3.   What factors do you think would have the effect of deterring gay tourists to visit a destination?
It is very important that the destination should be safe and gay friendly, and should have a strong cultural background.

4.   What factors do you think inspire destination-loyalty for gay tourists?
Budget, hotels, people, food.

5.   What do you think are the necessary qualities, factors, and experiences for a satisfying holiday for gay travelers?
The whole holiday should have value for money for the travelers. All their needs and expectation and the promises made before booking the package should be fulfilled. The client should get the best services during their stay - regular followups, making sure the clients are comfortable and enjoying their stay.

6.   How do you think sexual orientation factors into travel decisions?
So far we have come across travelers who are more interested in the history, tradition and culture than they are aware about the country they are visiting.

7.   How do you define the tourism offering of traditional gay travel destinations?
No response

8.   What factors do you think would impact gay travelers' decisions when considering noted unfriendly destinations to homosexuals?
Mostly in this case culture and heritage plays a very big role. Sometimes gay travelers choose unfriendly destinations to homosexual because they want to explore the culture of specific country.

9.   Do you think gay travelers are more or less likely to conceal their identity while on holiday? Why or why not?
It all depends on the destination they are traveling to, for instance countries like India- They will be opt for just 2 male friends because of the rigid culture/traditions. But the story is different when they opt for country like Brazil or Argentina where homosexuality is openly accepted. Also, being a gay tour operator we always update/inform clients about the destination, people and what they think about homosexuality in their respective countries.

10. Do you think sexual expression is important to gay travelers while on holiday? Why or why not?
Again it depends on the destination, a destination like Key west is incomplete without a kiss on the beach, and where as Goa (beach destination in India) public affection of love is considered as a taboo. Thus the travelers are smart and they are aware of what to expect from the destination and how to camouflage yourself into it.

B
ISRAEL   RODRIGUE
Director Ofakim Travel and Congresses Ltd.
Israeli Travel Agent

1.   What reasons do you believe motivate gay tourists to travel?
The most common reasons are - gay friendly destination where they can feel "at home" great sunny weather, beaches (if there are specific gay or nude beaches...better), very active gay nightlife and above all a destination which is liberal with gays and their way of life.

2.   What factors do you believe are most important to motivate gay tourists to visit a specific destination?
As mentioned in the first question. Basically - gay friendly destination - liberal views, open minded population and home-away-home feeling.

3.   What factors do you think would have the effect of deterring gay tourists to visit a destination?
The opposite of mentioned above – narrow minded countries and opinions, destinations with anti-gay rights or rules, bad weather

4.   What factors do you think inspire destination-loyalty for gay tourists?
Fine cuisine, high level of hotels and accommodation (boutique style), gay friendly staff and people, night life/clubs/bars/parties

5.   What do you think are the necessary qualities, factors, and experiences for a satisfying holiday for gay travelers?
As I said earlier.

6.   How do you think sexual orientation factors into travel decisions?
100% of importance. Main reason to travel to a destination is to explore local guys and experience sex with local guys

7.   How do you define the tourism offering of traditional gay travel destinations?
In most destinations, where gay tourism is a highlight and in high ranges, tourism is in high level and grows on yearly basis

8.   What factors do you think would impact gay travelers' decisions when considering noted unfriendly destinations to homosexuals?
They will definitely delete it from the gay-destinations map...this is the main factor - either a destination is gay friendly or not. Unfriendly destinations will not get any piece from the cake.

9.   Do you think gay travelers are more or less likely to conceal their identity while on holiday? Why or why not?
Absolutely not! The travellers, those that are already travelling and out of the closet - will not go back to the closet or cancel their identity. That's why they will always travel to destinations where gay life is open and liberal where they DONT have to hide or cancel their identity. Cancelling their identity means cancelling their personality!

10. Do you think sexual expression is important to gay travelers while on holiday? Why or why not?

YES it is! Its written and mentioned along above answers. Put them together and you have the answer.

C
Menelas Siafakas
Project Manager
Gay Greece Go
1. What reasons do you believe motivate gay tourists to travel?
Sea sun and sex
2. What factors do you believe are most important to motivate gay tourists to visit a specific destination?
Gay friendly reputation, opportunities for sex, club scene.
3. What factors do you think would have the effect of deterring gay tourists to visit a destination
Anti-gay laws.
4. What factors do you think inspire destination-loyalty for gay tourists?
Value for money.
5. What do you think are the necessary qualities, factors, and experiences for a satisfying holiday for gay travelers?
A gay scene
6. How do you think sexual orientation factors into travel decisions?

People will avoid places they are not treated with respect.

7. How do you define the tourism offering of traditional gay travel destinations?
No response.

8. What factors do you think would impact gay travelers' decisions when considering noted unfriendly destinations to homosexuals?
Culture, Food,

9. Do you think gay travelers are more or less likely to conceal their identity while on holiday? Why or why not?
Less likely in gay friendly places, more likely in gay unfriendly places

10. Do you think sexual expression is important to gay travelers while on holiday? Why or why not?
I think sexual expression is very important to gay travelers, it may be their only opportunity to be more open.

D
DOMINIQUE JANSEN
DIRECTOR SALES AND MARKETING
RADISSON BLU ASTRID HOTEL ANTWERP

1. What reasons do you believe motivate gay tourists to travel?
The same as any other traveler - desire to discover new destinations, need for relaxation, cultural interest.

2. What factors do you believe are most important to motivate gay tourists to visit a specific destination?
Safety & welcoming character to gay travelers, combination of things to do & gay friendly nightlife

3. What factors do you think would have the effect of deterring gay tourists to visit a destination?
Reputation of being gay-unfriendly, safety

4. What factors do you think inspire destination-loyalty for gay tourists?
I guess that is the same for all travelers. If you feel at home, comfortable at a destination and you feel that there is a lot left to discover at a certain destination, you are more likely to go back.

5. What do you think are the necessary qualities, factors, and experiences for a satisfying holiday for gay travelers?
I would say that gay travelers look for a holiday that satisfies their personal needs - just like any other traveler. Just like any other traveler, they need to feel safe, welcome at a destination and a hotel needs to be welcoming, offer good service, be aware of gay friendly bars, nightlife. Of course, this depends on the destination: in a country where being gay is generally not accepted, safety will be more important.

6. How do you think sexual orientation factors into travel decisions?
I am not really sure. I can imagine that a gay traveler could opt for a destination which is known to be particularly gay friendly, e.g. Maspalomas on Gran Canaria, and that a hetero traveler would not necessarily opt for a hotel which is known to be hetero friendly, e.g. Axel Hotels.

7. How do you define the tourism offering of traditional gay travel destinations?
not sure

8. What factors do you think would impact gay travelers' decisions when considering noted unfriendly destinations to homosexuals?
safety

9. Do you think gay travelers are more or less likely to conceal their identity while on holiday? Why or why not?
Again, I think this depends on the destination. Next to that, there is of course also character - not all hetero travelers show affection to their partner when in public places either.

10. Do you think sexual expression is important to gay travelers while on holiday? Why or why not?
Difficult to answer for me

E
Russell Lord
Marketing and Tourism Consultant
Kenes Tours, Tel Aviv

1. What reasons do you believe motivate gay tourists to travel?
I think that in most instances, the same factors that motivate the straight traveler would motivate the gay person to travel. An interest is seeing foreign places, different cultures, famous places, or just to rest, relax and enjoy a holiday.

2. What factors do you believe are most important to motivate gay tourists to visit a specific destination?
Again...same as for straight people. If you want an easy sunny holiday, you'll choose an appropriate destination. However, of course the gay traveller would choose from a listing of destinations that are known to be gay friendly, whereas the straight person does not have to worry about a place accepting his sexual orientation.

3. What factors do you think would have the effect of deterring gay tourists to visit a destination?
In general, I think that security is a big factor. Not only one's security as a gay person, but the general security of an area. I would have thought that gay people would not want to visit places that are in general anti gay, but as gay travel continues to Russia, China, and other countries who's government's adhere to anti-gay policies, my theory about that is incorrect.

4. What factors do you think inspire destination-loyalty for gay tourists?
Friendly and welcoming attitude from the locals, from businesses, from hotels. A feeling that you enjoy the destination and get good value for your money.

5. What do you think are the necessary qualities, factors, and experiences for a satisfying holiday for gay travelers?
Good quality services, friendly and safe atmosphere.

6. How do you think sexual orientation factors into travel decisions?
If it's a "beach" holiday, then it plays a big factor. However, if the holiday is to a "classic" historical destination, then it shouldn't play a big part in the decision making process.

7. How do you define the tourism offering of traditional gay travel destinations?
Places like Mykanos, Sitges, Provincetown are "easy-sells" as they are "rest/relaxation/fun" places that are gay friendly. It's more challenging to sell traditional tourism destinations that are not associated specifically with the gay community.

8. What factors do you think would impact gay travelers' decisions when considering noted unfriendly destinations to homosexuals?
Personal safety and comfort are always main factors. For example, if a gay couple will fear requesting a hotel room with one bed, or they will feel uncomfortable as 2 males adults touring together in a certain place, they would probably avoid that place.

9. Do you think gay travelers are more or less likely to conceal their identity while on holiday? Why or why not?
The answer to this question all depends on where they go. If a gay traveler is in a place where he feels comfortable and safe, he will not feel a need to conceal his identity. However, if they are in a place that has an anti-gay attitude (either the government or the local population for whatever religious or political or cultural reasons) - they would attempt to conceal the fact that they are gays.

10. Do you think sexual expression is important to gay travelers while on holiday? Why or why not?

It is very important with these questions to differentiate between a beach holiday and a cultural/historical destination. When visiting the ancient pyramids of Egypt, historical and religious sites in Rome or Jerusalem, or visiting the Taj Mahal (for example) - expressing one's sexual expression is less important. Gays are tourists like everyone else and want to appreciate the beautiful sites that so many places have to offer in the world. However, if they are tanning on the beaches of Gran Canaria, walking along the seashore of Ipanema or dancing at a Provincetown tea-dance - sexual expression is certainly much higher.

F
Andy C. Mossetti
President & CEO
NextSKY Travel
1. What reasons do you believe motivate gay tourists to travel?
Same as any Straight Traveler ;-) Fun, Business, Exploration of new Cultures and Experiences

2. What factors do you believe are most important to motivate gay tourists to visit a specific destination?

Depending on the Individual Traveller. If we are taking about City-Break Travelers, it depends on the Gay-Specific Entertainment a City offers.

If we talk on a Cultural interested Traveller it may only depend on safety and "gay welcomeness" as entertainment venues are not the main reason of focus.

3. What factors do you think would have the effect of deterring gay tourists to visit a destination?

A: General aggravation against Gay People (Example: Jamaica)

B: Enforced Laws Against Gay People (Example: Uganda) normally "A" goes along with it

4. What factors do you think inspire destination-loyalty for gay tourists?

Gay Friendly Business and Entertainment at a specific Destination (Gay Beaches, Gay Hotels, Example: Fort Lauderdale, Florida)

5. What do you think are the necessary qualities, factors, and experiences for a satisfying holiday for gay travelers?

- Gay Friendly Mainstream Hotels (Like LeMeridien, Vienna) or quality Gay Hotels (Axel Hotel Group)
- High Quality Gay Charters (Example: Celebrity Cruises chartered by Atlantis Events)
- High Quality Group Travel (Example: NCL Cruises Group organized by Source Events)
- Gay Touroperators (Example: "Out Adventures", Zoom Vacation)
- Gay Events (Example: Gay Days @ Disney, Last Splash in Austin, Texas)

6. How do you think sexual orientation factors into travel decisions?

All as above plus a possible higher available budget as mostly DINK (Double Income No Kids)

7. How do you define the tourism offering of traditional gay travel destinations?

No response

8. What factors do you think would impact gay travelers' decisions when considering noted unfriendly destinations to homosexuals?

The higher desire to explore foreign cultures than the factor of safety or loyalty

9. Do you think gay travelers are more or less likely to conceal their identity while on **holiday? Why or why not?**

Depending on Situation.

A: Reveal more: Closeted People that live in rural Areas (Example Teacher) can totally be open in a foreign place or secure environment (Like a Gay Cruise)

B: less likely: A totally out Person does the opposite when travelling to a gay unfriendly Destination, and hides their sexual identity

10. Do you think sexual expression is important to gay travelers while on holiday? Why or why not?

That depends totally on the individual:

A: A totally Out self confident Person will either

A1: Do not accepted to go back into the closet because of an ignorant culture and will therefore avoid that Destination

A2: Will have such a strong desire to explore and witness different backdated Cultures and will accept to hide their personality to be able to experience this

B: A total closeted Person will either

B1: only choose Totally Out Vacation as that is their escape form their closeted life (at home) and the few Weeks Vacation are the only time when they can be truly them selves

B2: feel totally comfortable and not care at all as they already suppress their innermost an therefore just act like any other straight traveler and let the fact that they are gay not be an influence factor at all.

G
Clark   Massad
Vice   President
IGLTA Europe
1. What reasons do you believe motivate gay tourists to travel?

People are motivated to travel for many reasons: adventure, discovery, culture, relaxation, festivals, etc. The basic motivations of the gay traveler are no different, however, the reasons for which the gay traveler is attracted to a specific destination differ from those of the straight traveler. For example, gay travelers may choose a particular destination for its Gay Pride festivities, or be drawn to a destination that is less family-oriented, be attracted by a specific art exhibit featuring works of a gay artist, etc.

2. What factors do you believe are most important to motivate gay tourists to visit a specific destination?

Destinations that clearly promote themselves as "gay friendly" or "gay welcoming" destinations through marketing & promotional activities and sincere, committed investment in the gay community traditionally figure highest on the list of destinations that gay travelers are motivated to visit. For example, the French city of Nice is a member of IGLTA and launched its "Irisée Naturellement" marketing campaign (http://www.nicetourisme.com/decouvrir-nice-gay-friendly) in 2010. The Tourism Office is truly committed to showing its support of the gay community. They created a local business association and publish a local guide on an annual basis. Other European cities such as London, Madrid, Barcelona, Vienna, Athens… in addition to several North American cities and many other destinations worldwide, are also members of IGLTA and have specific marketing campaigns designed to attract Gay & Lesbian visitors.

3. What factors do you think would have the effect of deterring gay tourists to visit a destination

Non-welcoming environments, destinations/countries without anti-discrimination laws, countries in which it is still illegal to be homosexual and/or homosexuality is punishable by imprisonment or death. The LGBT traveler does not generally want to go where s/he does not feel truly welcomed.

4. What factors do you think inspire destination-loyalty for gay tourists?

Destinations that communicate with the LGBT community on a sincere basis that resonates with them tend to attract the highest amount of LGBT travelers. Once the LGBT clientele is there, it is up to the destination, the hotel, and the local businesses to understand gay traveler's needs and to adapt the product and services accordingly. LGBT Consumers come to the IGLTA website to research their choices in destinations and service provides when making their travel decisions. The fact that a destination is a member of IGLTA plays an important role in creating destination loyalty for LGBT travelers.

5. What do you think are the necessary qualities, factors, and experiences for a satisfying holiday for gay travelers?

The key is understand the gay travelers wants and needs and adapting the product accordingly. In much the same way a hotel might adapt it's offer for families, seniors, or single travelers, it needs to do the same for the gay traveler. What are his/her specific needs? What does s/he like/want/need that is different from other travelers? IGLTA helps its members understand the gay traveler through seminars, workshops and resources such as our Annual Global Convention (www.igltaconvention.org)

6. How do you think sexual orientation factors into travel decisions?

No response

7. How do you define the tourism offering of traditional gay travel destinations?

Traditional gay travel destinations understand the gay client and his/her needs & desires. They know how to speak to the gay/lesbian clientele, how to communicate with them and create packages or offers that will attract them. The entire locally community is usually involved in this effort and local business play an important role. This is why associations like ILGTA are so important. We provide educational and networking resources to our members in order to help them refine their offer for the LGBT traveler.

8. What factors do you think would impact gay travelers' decisions when considering noted unfriendly destinations to homosexuals?

Many gay travelers refuse to go. Many people believe that if a destination is unfriendly to gay travelers, they do not want to spend their hard-earned money there. They would rather be in a destination that allows them to relax, be at ease and enjoy their vacation time.

9. Do you think gay travelers are more or less likely to conceal their identity while on holiday? Why or why not?

It depends on the destination. If people are traveling to specific gay destinations and staying in clearly gay resorts or accommodations, then they are going to be more likely to express their gay identity very openly. If they are traveling to a gay destination but staying in a mainstream hotel that is gay welcoming but not specifically a "gay" hotel, they may tend to be more discreet. If they are traveling to a destination for a Gay Pride event, will probably be very open. It also depends largely upon the situation from which the traveler comes: people living in large cities where they can comfortably and openly live their lives and express their gay identity, probably tend to be more at ease doing so on holidays. Those that live in smaller, rural areas also see holidays in gay resorts as a chance to finally express themselves while on holiday (ie: at a gay pride event or on a gay cruise or staying in an exclusively gay resort). It really depends on each individuals personal values, their cultural references and situation, etc.

10. Do you think sexual expression is important to gay travelers while on holiday? Why or why not?

Yes and no. Again, it depends on each person's individual situation. For some people, sexual expression is a motivating factor in the travel experience. For others, it is merely one aspect of their travel experience. It also depends on the destination and the situation. For example, on a gay cruise, sexual expression may have a higher priority than on a city break to see an expo or to go to the opera. In an exclusively gay resort, there are probably more chances to meet another guy than in a mainstream hotel. It also depends on whether people are in a relationship or not (and the parameters of that relationship), whether they are traveling alone, with friends or their boyfriend/partner/husband. Gay travelers probably don't have any more or less sex than their straight counterparts when they are traveling, they just may be more open about it. Everyone likes to let their hair down and let loose a bit when they are traveling, so it's natural that sexual expression would be a part of that experience.

For further reading, I invite you to consult my recent article in the ITB Berlin News: http://www.itb-berlin-news.com/sites/default/files/flipbooks/2013/day3/index.html#/34/

H
Jonathan Mountford
Managing Director
MADE
1. What reasons do you believe motivate gay tourists to travel?
A large proportion of Gay men (but not all) have a high disposable income. Comprising around 6% of the population gay and lesbian people have higher average annual household earnings than heterosexual couples, and therefore tend to have far higher disposable incomes, with favoured expenditure being leisure and travel products and services (Source: Mintel 2011). Often they don't have children and therefore have fewer restrictions on their ability to travel throughout the year, and at short notice. As a result they tend to travel more and spend more when travelling. The main motivation is the destination as well as a desire to explore the world and experience different cultures. A recent survey into gay and lesbian spending habits (by IGLTA) indicates that gay consumers can offer a new revenue source at a time when consumer spending is slowing. It indicates that lesbians and gay men can offer tourism suppliers significant new marketing opportunities.
2. What factors do you believe are most important to motivate gay tourists to visit a specific destination?
The Gay friendliness of the destination. Travel analysts state that the existence of a core gay friendly population is often the primary catalyst for the development of a gay-friendly tourist destination. Since 2002, there has been a historic rise in gay tourism marketing. Destinations such as Philadelphia, Dallas and Ft. Lauderdale have engaged in gay tourism campaigns. Returning to a favorite place is the leading motivator for selecting a destination; but LGBT-friendly reputation can't be discounted.
3. What factors do you think would have the effect of deterring gay tourists to visit a destination?
Homophobia and the feeling of not belonging.
4. What factors do you think inspire destination-loyalty for gay tourists?
Gay Travel Destinations that are popular among practitioners of gay tourism because they usually have permissive or liberal attitudes towards gays, feature a prominent gay infrastructure (bars, businesses, restaurants, hotels, nightlife, entertainment, media, organisations, etc.), the opportunity to socialise with other gays, and the feeling that one can relax safely among other gay people. Other factors that inspire destination-loyalty for gay tourists are a high standards of service, quality and value for money.
5. What do you think are the necessary qualities, factors, and experiences for a satisfying holiday for gay travellers?
Among a variety of consumer products and services, an "LGBT friendly" reputation influences travel purchases in particular. Location and price are prime motivators for hotel selection. LGBT reputation ranks third. LGBT media ads are important sources of travel information for gay men and lesbians, right behind word-of-mouth and travel websites.
6. How do you think sexual orientation factors into travel decisions?
The slang term gaycation has come to imply a version of a vacation that includes a pronounced aspect of LGBT culture, either in the journey or destination and so sexual orientation factors extremely high into the choice of vacation.
7. How do you define the tourism offering of traditional gay travel destinations?

The main components of LGBT tourism is for destinations, accommodations and travel services wishing to attract LGBT tourists; people looking to travel to LGBT-friendly destinations; people wanting travel with other LGBT people when traveling regardless of the destination and LGBT travelers who are mainly concerned with cultural and safety issues.

8. What factors do you think would impact gay travelers' decisions when considering noted unfriendly destinations to homosexuals?
Laws of the ruling government. For example if example if homosexuality is illegal.

9. Do you think gay travelers are more or less likely to conceal their identity while on holiday? Why or why not?
It depends entirely on the destination as well as the individual.

10. Do you think sexual expression is important to gay travelers while on holiday? Why or why not?
It depends entirely on the individual.

I
Stephane Langevin
Promotion and Marketing Director
Deauville Tourism

1. What reasons do you believe motivate gay tourists to travel?
The desire to discover new places and cultures. They also want to enjoy their time when traveling for holidays: partying, shopping, sun bathing…

2. What factors do you believe are most important to motivate gay tourists to visit a specific destination?
The diversity of activity and a destination which won't judge on sexual orientation (this means no difference in the services provided).

3. What factors do you think would have the effect of deterring gay tourists to visit a destination?
A destination that has bad reputation towards LGBT as well as all kind of discrimination. Destinations with no respect of human rights. And if the LGBT travelers meet some difficulties because of their sexual orientation, it is a must to have the possibility to inform about this problem. For example, for any complains about provided services, a Tourist Office from a destination should be able to register the complains about disappointed behavior lived by its tourists. Then the Tourist Office can make a follow up with the facility who didn't give a good service whatever the reason can be. It gives credit and consideration to the traveler who may come back if the problem is resolved and if he sees that his complain is taken into consideration.

4. What factors do you think inspire destination-loyalty for gay tourists?
Cf. question 2 = friendly destination. Another factor: night life!

5. What do you think are the necessary qualities, factors, and experiences for a satisfying holiday for gay travelers?
No difference made between LGBT travelers and straight travelers. I think LGBT travelers are not especially waiting for a better service than straight travelers. They are not asking for "positive discrimination". They just want EQUAL services. For example, if a gay couple is booking a double bed bedroom, they don't want to justify themselves about "being forced" to have two separate beds because they are 2 men (same for women).

6. How do you think sexual orientation factors into travel decisions?
It factors when it comes to non-friendly destination. LGBT travelers study their travel plan in advance before choosing a destination and are very sensitive to any kind of discrimination they may heard about. The web is used a lot to learn more about a destination and the testimonials of travelers may influence them (ex: mygaytrip.com) in a good or a bad way.

7. How do you define the tourism offering of traditional gay travel destinations?
Not sure I understood the question but if you are talking about destination who aimed a lot to LGBT travelers, the risk is to be seen as a ONLY LGBT destination. Again, that would be tricky since it would be assimilated to discrimination to non-LGBT travelers. The most important and most difficult as well is to be able to show that the destination is open to anybody whatever the sexual orientation.

8. What factors do you think would impact gay travelers' decisions when considering noted unfriendly destinations to homosexuals?
The word-of-mouth is the main factor (as well as web testimonials).

9. Do you think gay travelers are more or less likely to conceal their identity while on holiday? Why or why not?
I think in a friendly destination, they would maybe be less likely to conceal their sexual orientation if they come from a non-friendly town (but I may be wrong). However, if you talk about "their identity" as their name and who they are, I think this is the same as for straight travelers: no need to reveal "their identity".

10. Do you think sexual expression is important to gay travelers while on holiday? Why or why not?
It is important. They need to be able to express themselves taking into consideration the sensitivity of people around them. As long as there is mutual respect, sexual expression is important. It is exactly the same for straight travelers: they should be able to fully live their sexual expression as long as there is also respect towards others.

J
Dietmar Holzapfel
Owner
Deutsche Eiche
1. What reasons do you believe motivate gay tourists to travel?
Gays have the same motivations to travel like heteros, perhaps they are oftener looking for new sex partners . They want to see other countries, meet other gays or other people. They look for party and leisure depending on age- like heteros.

2. What factors do you believe are most important to motivate gay tourists to visit a specific destination?
That depends on the special interests. If you are looking for diving, you will not travel to Munich. If you like mountains, beer gardens, museums, opera, King Ludwig II. - you will be happy in Munich.
A gay destination must offer a vivid rainbow area, where you can meet other gay people. The politics must be tolerant or liberal.

3. What factors do you think would have the effect of deterring gay tourists to visit a destination?
Gay tourists won´t visit countries, where gay rights don´t exist, where gays must be afraid, getting punished or offended. A gay destination must offer hotels, bars, saunas, discotheques and a lot of culture like opera and museums.

4. What factors do you think inspire destination-loyalty for gay tourists?
Similar to all: Good experiences, politeness, good relation of price/ quality.

5. What do you think are the necessary qualities, factors, and experiences for a satisfying holiday for gay travelers?
Nice and modern rooms, not too cheap, not too expensive. Occations to learn new friends from the destination or other tourists. An open community and a vivid gay culture.

6. How do you think sexual orientation factors into travel decisions?
Depending on being single or couple, open partnership? If gay people are the only under heteros, they will feel alone and exotic.

7. How do you define the tourism offering of traditional gay travel destinations?
Gay travel destinations show, that they welcome gay people. Munich for example has a PR-postcard with its logo: Munich loves you. (loves is designed as a rainbow-heart). Munich offers a gay city guide, too. Munich is making advertising in foreign gay magazines and is present an the ITB in Berlin and on all convention of the IGLTA...

8. What factors do you think would impact gay travelers' decisions when considering noted unfriendly destinations to homosexuals?
Unfriendlyness, hate against homosexuals, no double rooms for gays, no rights..

9. Do you think gay travelers are more or less likely to conceal their identity while on holiday? Why or why not?
Depending on country. In Germany not necessary.Gays want to feel free, don´t want to hide. If cultural interest in a homophobe country is higher, they will conceal identity of course.

10. Do you think sexual expression is important to gay travelers while on holiday? Why or why not?
Same answer as before.

K
Jay Munro-Michell
Commercial Development Manager

European Tour Operators Association

1. What reasons do you believe motivate gay tourists to travel?
As with most visitors, I believe visiting friends and family plus a break from routine for some R&R are very much the leading reasons for leisure travel.
2. What factors do you believe are most important to motivate gay tourists to visit a specific destination?
Major factors that attract are the perceived friendliness of a destination (more than the average across the full spectrum) and a history of welcoming LGBT & other minority groups in larger numbers. E.g. Provincetown or Mykonos. Other factors would include size and vibrancy of the visitor destination e.g. London or Paris for their variety of offering.
3. What factors do you think would have the effect of deterring gay tourists to visit a destination?
A destination's very conservative attitude (political and/or religious) towards their own LGBT community or certainly outright hostility towards those identifying themselves as LGBT will deter visitors. E.g. Dubai may have seen recent rapid growth in the tourism sector, however draconian laws prohibiting same sex relationships (and un-married relationships) make this destination a non-starter for any gay person seeking a relaxed stay.
4. What factors do you think inspire destination-loyalty for gay tourists?
A tourist board and community that welcome gay pride events or gay-inclusive events. A proactive approach to attracting visitors from the LGBT community and providing advice for specific requirements.
5. What do you think are the necessary qualities, factors, and experiences for a satisfying holiday for gay travelers?
As different as the individual, with the one commonality, that they do not wish to be treated differently or experience a negative reaction based on their sexuality.
6. How do you think sexual orientation factors into travel decisions?
Destinations that have a reputation for welcoming LGBT visitors and have a reputation for a good beach/night life for the community be me a major factor for many.
7. How do you define the tourism offering of traditional gay travel destinations?
This tends to centre on the gay friendly nightlife or beach and hotel offer available.
8. What factors do you think would impact gay travelers' decisions when considering noted unfriendly destinations to homosexuals?
If an unfriendly destination has not put an LGBT leisure visitor off in the first instance it would certainly make them question how much they wish to visit the unique attractions of that destination over those of another gay friendly destination. Furthermore if a business traveler who identifies as LGBT, then a decision to not travel to a LGBT hostile country could additionally impact negatively on that destination's wider business.
9. Do you think gay travelers are more or less likely to conceal their identity while on holiday? Why or why not?
Like many travelers the sense of needing to be more guarded in a "foreign" place can be strong, especially if the local culture is not familiar to that visitor. On the flip side, a very relaxed, permissive environment may give some visitors a sense of freedom to explore that they could not do at home. This could be due to their home being close to a less accepting family or their home town not offering much of a safe and welcoming LGBT social life.
10. Do you think sexual expression is important to gay travelers while on holiday? Why or why not?
Again entirely up to the individual, as gay travellers can be as open or as conservative in their views and expressions as any group you wish to select and analyse.

L
Hannes Pall Palson
LGBT Travel Expert
Pink Iceland
1. What reasons do you believe motivate gay tourists to travel?
Many of the tourists we serve are DINKs (Double/Disposable Income, no Kids).
In short, affluent people with money to spend who, in many cases, do not have to organize their holidays around school holidays.
A country's gay friendliness, community and nightlife also play a part.

2. What factors do you believe are most important to motivate gay tourists to visit a specific destination?

Like other tourists they are motivated first and foremost by the destination's nature, culture and heritage. A country's gay friendliness is a close second and if the country does not have a proven track record when it comes to LGBT rights some will decide not to visit despite the destination's attractiveness in other areas.

3. What factors do you think would have the effect of deterring gay tourists to visit a destination?

- Lack of LGBT rights will deter gay tourists from visiting a country as in some cases they might actually be in danger.
- A lack of LGBT community will also deter the gay tourist as he or she will want to meet likeminded people.

4. What factors do you think inspire destination-loyalty for gay tourists?

In our experience it's the people, the locals. More than once we've heard from our guests that they came for the nature, but they'll return for the people.

5. What do you think are the necessary qualities, factors, and experiences for a satisfying holiday for gay travelers?

The gay tourist needs to feel safe and feel as if he or she can safely "be himself". Other than that the gay tourist wants the same as any other tourist; New experiences in great company!

6. How do you think sexual orientation factors into travel decisions?

The gay tourist doing research will research the LGBT community and general views of a destination (or lack thereof) which will factor in to his decision. The single traveler will see if he or she is likely to perhaps meet someone (or hook up with someone) although this will not play a huge part in their decision (based on the guests we receive, at least)

7. How do you define the tourism offering of traditional gay travel destinations?

Sun, sea, sex and sixpacks! None of which we have in abundance.

8. What factors do you think would impact gay travelers' decisions when considering noted unfriendly destinations to homosexuals?

It would depend on how much the traveler wants/ needs to go there. If the destination holds something the traveler holds dear he may consider temporarily going back in to the closet, especially if coming out might place him in physical danger.

9. Do you think gay travelers are more or less likely to conceal their identity while on holiday? Why or why not?

That depends on the destination I think. In Iceland we find that travelers who are used to concealing their identity stop doing so when they visit us. Some couple have held hands for the first time while others have simply wanted to shout it from the rooftops. They love the fact that it is a non-issue in the country as it gives them total freedom. This also results in many of our guests returning.

10. Do you think sexual expression is important to gay travelers while on holiday? Why or why not?

It's absolutely important. Gay people have a shared history and the sharing of individual stores creates an instant bond. Most gay people spend a majority of their time in the mainstream and a holiday is a welcome break where gay people can be themselves and let go of the facade they often have to put up during their every day life.

Gay Men Responses

1
Michael
Austria
1. What are the reasons for you to travel?

To get to know new people, new countries, new cultures; enjoy lifestyles of different vibrant cities; spend time with friends (fellow travelers or people I visit); recreation, sights & museums; rather seldom just for partying

2. How often within a year do you go on a holiday?

Hard to say, because it changes every year...
i would say several short holidays (3-4 i would say), especially when i take a look at this year.
the destination depends on my reason for travelling - recreation either in my home country or somewhere

close at the mediterranean sea. for cultural trips, i normally visit european cities...
if i go to another continent, i normally stay there for several months - and its not only holiday but also studying or working

3. Would you usually travel alone? If not, with whom would you usually travel?
both :) if i travel alone however i normally know some people in the places i am going to.
normally with good friends, but sometimes also with my family.

4. What factors are most important in motivating you to visit a specific holiday destination?
depends on the reason again...
cultural trips - history, culture, image of the city
recreation holidays - warmth, sea, beach
in both cases also the price of the whole holiday of course

5. What factors would deter you from visiting a destination?
war, safety, crisis
ideological and political reasons (p.e. i wouldnt go to st petersburg because of the anti-gay law that passed recently)
bad image (old-fashioned, boring, unfriendly people,....)

6. Are you loyal to a certain destination? If so, why this destination?
somehow to greece - because i have been there often when i was a child
and also to spain - because i know and love the language & culture, its warm there and not sooo far away...

7. What qualities, factors, or experiences are necessary in order to be satisfied with a holiday?
nice accomodation, good food, good weather, friendly people
no unpleasant incidences
get in contact with local people, immerse a bit in their culture & lifestyle, "do it like the locals"
get to know sth about history & culture (p.e. i really love these free walking tours where you get to know the place in a modern, open-minded way)
find authentic places where not a lot of tourists go (!!!)
do not be stressed but also not bored

8. How do you define your sexual orientation and sexual identity?
male gay, on the kinsey scale a 5.5 ;)

9. When you consider holiday destinations does your sexuality factor into your decision? How so?
i very often travel with non-gay friends, therefore i dont really care about a special offer for gay travelers (like gay-friendly hotels, bars, clubs, saunas,....)
if i travel together with gay friends (what will probably happen for the first time this year) i would consider these factors.
on the other hand i would not travel to destinations where i have the feeling that i put myself into danger by being gay (like st petersburg)

10. What image do you have of traditionally 'gay' destinations (e.g., Ibiza, Fire Island, Mykonos, Amsterdam, South Beach, Tel Aviv)?
over-muscled topless males in their late thirties lying on their beach wearing just their jockstraps...a lot of party, sex and drugs.
well, thats a bit exaggerated but i really connect especially the traditional sun & beach gay destinations with people looking for sexual adventures and extatic (is that a word?) parties.

11. Would you visit noted unfriendly destinations to homosexuals (e.g., Saudi Arabia, the Cayman Islands, Parts of Sub-Saharan Africa)? Why or why not?
in general no. but if i have to go there because of business travel reasons or i really want to see specific cultural places of interests (like Mekka in S.A.), i would probably make some exceptions...

12. Are you more or less likely to conceal your sexuality when travelling? Why or why not?
lets say i wouldnt hide it, but i also wouldnt run around and tell everybody - just like in everyday life...

13. Is expressing your sexuality important to you while on holiday? Why or why not?
it is important for me to not have to hide it.
in general i have to say it is not especially important for me because for me holidays are not an escape from having to suppress my sexuality at home. luckily, my home town Vienna is rather open-minded towards gay people like me (of course, there is still a lot to do but i dont have to worry about getting attacked when i walk down the main roads holding hands with my boyfriend...) and also has a rather vibrant gay scene (so i dont really have to go abroad to find that).

2
MIGUEL
Venezuela
1. What are the reasons for you to travel?
My main reason to travel is to relax, see new things, and distract myself from my everyday routine.
2. How often within a year do you go on a holiday? Would this be a holiday in your home country or abroad, several short holidays or one long holiday?
I try to go at least once a year (hopefully abroad) or 2-3 times a year 1 abroad and 1 within the US (Home). So, i guess several short holidays.
3. Would you usually go alone? If not, with whom would you usually travel?
I usually travel With my Bf and or friends.
4. What factors are most important in motivating you to visit a specific holiday destination?
The most important factor is have a good time and relax. Maybe somewhere I've already Been or a total New destination With references from others that have Been there before
5. What factors would deter you from visiting a destination?
 Same as the last question
Relax ,have a good time , comfort (not necessarily luxury)....

6. Are you loyal to a certain destination? If so, why this destination?
 Im kind if loyal to some destimations,If I have a great time the first time I visit a place , I usually Try to Go again And again (for example Playa del Carmen in México,Been there 5 times),Its a small, beautiful beaches,very low Key,nice local People,nice architecture("native" and modern), Even though it became Too touristy for my taste in the last 2 times i was there (the obnoxious spring brakers), so im ready for a New destination ;-
7. What qualities, factors, or experiences are necessary in order to be satisfied with a holiday?
 To be satisfied With the Holiday...
Decent hotel (clean and well located),
Nice local People,authentic food,markets,restaurants,Maybe some históric things .... Etc etc
8. How do you define your sexual orientation and sexual identity?
 Im gay! (Thank God) ;-)
9. When you consider holiday destinations does your sexuality factor into your decision? How so?
Being gay DOES NOT decide the destination of my Holiday at all.
How so? .... Because , why would my sexuality become my decision marker?
My sexuality has nothing to do With me wanting to relax and get out of my routine and have quality time With whomever im Going With (Bf,friends and or family).
10. What image do you have of traditionally 'gay' destinations (e.g., Ibiza, Fire Island, Mykonos, Amsterdam, South Beach, Tel Aviv)?
Oh lord! Never Been to Those places except South Beach, It was nice Back in the day (more local,still touristy But Ok) until IT became more "trendy" and a place to "wannabes"....
I've heard of the other places Too, i dont know if they will be for me,since What i hear is that they are places to party and get fucked up on drugs and the crowd is What i call "musclequeens"....
I guess i could Go to a different part of Those places away from that scene...
Again.. When I Go on a Holiday I Go to have a nice relaxing quality time,not to party... I live in NYC for the last 17 years ,I can party hére all I Want any day of the week if I Want to...And Its not because Im a 40 y.o man,
It's because that is Not What i look for on my Holiday time.
11. Would you visit noted unfriendly destinations to homosexuals (e.g., Saudi Arabia, the Cayman Islands, Parts of Sub--Saharan Africa)? Why or why not? I would visit if Im With somebody Who knows the place, to be more confortable around in a place Where I dont Speak the language of those places mentioned (Saudi Arabia,etc).
Not because I'm gay I wouldn't visit, I'm not gonna be kissing,hugging,etc my bf in public anyway... So yeah ,I'd go to those places ....
12/13. Are you more or less likely to conceal your sexuality when travelling? Why or why not? Is expressing your sexuality important to you while on holiday? Why or why not?

- I'm not going places telling people I'm gay.... Specially on holidays...it's nobodys business If I like penis or vagina.... Hahaha
"Hello, I need to check in, I'm from NYC and I'm gay" ... They can think what they want ... If they ask, I most likely say "yes, I'm gay", and "why are you asking?"

3
Robert
German
1. What are the reasons for you to travel?
Meeting new people and exploring new cultures. Broaden my horizon!! Switch off everyday life. But also relaxation, trying new things (e.g. new sports or adventure traveling) and partying
2. How often within a year do you go on a holiday? Would this be a holiday in your home country or abroad, several short holidays or one long holiday?
 on average about 5 holidays.
-1 long holiday abroad (between 7 and 14 days)
-1-2 short holiday abroad (2-4 nights)
-2-3 holidays in my 'current' home county (Since I'm moving quite often, like you, it is more of exploring the 'new' home country)
3. Would you usually travel alone? If not, with whom would you usually travel?
 Most of the time I travel with friends
sometimes with a partner as a couple (depends whether I have one)
and rarely with my family (mom, dad and brother)
4. What factors are most important in motivating you to visit a specific holiday destination?
cultural heritage and sights
in general a positive image of the destination (non-compulsory, sometimes it is interesting to make up onces own minde about destinations with bad reputations)
for relaxation holidays good weather and a beach
for party holidays a good nigh life and gay space
in case I'm travelling as a couple, gay friendliness
5. What factors would deter you from visiting a destination?
unsafe political situation, recent natural disasters
major violation of human rights, especially regarding homosexuality (this applies especially when I'm traveling as a couple)
6. Are you loyal to a certain destination? If so, why this destination?
 Not really, there is just too much to see in the world
The only destination I will visit more often is Barcelona, because it is my favourite city (with a beach) and I could imagine retiring there.
7. What qualities, factors, or experiences are necessary in order to be satisfied with a holiday?
Locals are willingness to interact with tourists, or at least not being rejecting or even hostile
affordable, not overpriced admission fees for sights
8. How do you define your sexual orientation and sexual identity?
I'm a man attracted to men, therefore I see myself as being a gay men or refer to myself as homosexual (the former is used more commonly though)

9. When you consider holiday destinations does your sexuality factor into your decision? How so?
This depends again on the type of holiday and whom I'm travelling with.
-If I'm travelling with friends or family to explore cultural heritage or being on adventure holidays, my sexuality does not have a major impact on the destination decision
-When travelling alone or especially when travelling as a couple, I do prefer gay-friendly destinations or at least non homophobic destinations. Simply because I don't wanna feel restricted while showing my affection to men and don't want to 'offend' locals
However if I had to make a choice between 2 places I would like to visit, one homophobic and the other gay-friendly, I would prefer the gay-friendly one.
10. What image do you have of traditionally 'gay' destinations (e.g., Ibiza, Fire Island, Mykonos, Amsterdam, South Beach, Tel Aviv)?

I consider them as open minded destinations with a positive image. Not only because of present gay-space (what is a sign for gay-friendliness itself) but much more because of the perception of open minded locals.

11. Would you visit noted unfriendly destinations to homosexuals (e.g., Saudi Arabia, the Cayman Islands, Parts of Sub-Saharan Africa)? Why or why not?

Yes I would, because I'm drawn to most of the places in the world and want to experience all different facets of the world. I would, however, take caution when being in these destinations and I would be willing to suppress my sexuality in order to explore these destinations (and not to go to jail etc.)

12. Are you more or less likely to conceal your sexuality when travelling? Why or why not?

Prior to my outing at home I would consider myself being less likely to conceal my sexuality (so being more open) while travelling

After outing at home I would say there is no difference when travelling (however I'm more aware of the reactions of locals). This of course depends again on the destination I'm visiting.

13. Is expressing your sexuality important to you while on holiday? Why or why not?

It is not more or less important than expressing it at home. In my opinion, I'm expressing my sexuality not much different from any heterosexual couple. If that means expressing my sexuality - then yes it is important.

4
PETER
USA

1. What are the reasons for you to travel?

Fun vacations, exploring new cities, educational & cultural experiences, relaxation

2. How often within a year do you go on a holiday? Would this be a holiday in your home country or abroad, several short holidays or one long holiday?

I usually travel a great distance (requiring a plane) twice a year, mostly around the U.S. but occasionally to a foreign country. Additionally, I take 2-4 smaller trips that don't require a plane, but do require bus, rail, or car and usually involves visiting an adjacent State.

3. Would you usually travel alone? If not, with whom would you usually travel?

I'd say most of the time all travelling is done with my significant other. But sometimes alone. And occasionally/rarely with friends.

4. What factors are most important in motivating you to visit a specific holiday destination?

I find most travelling to destinations exciting and I like experiencing new places and new destinations and learning about new cultures and visiting places that offer experiences that I couldn't get where I live and that allow me to relax and enjoy life and getaway from the everyday.

5. What factors would deter you from visiting a destination?

violent places or locations that aren't safe. also, sometimes, if there will be a strong language barrier (foreign country) or where it may be hard to get around once you've arrived (public transit) also, the walk ability of a location could possibly have an impact on visiting.

6. Are you loyal to a certain destination? If so, why this destination?

Can't say there is any specific destination that I am loyal too. Just about every place I've traveled to and visited I've liked and would go back. If I had to choose one place that I could think of as 'loyal to a certain destination', I guess I would have to say Orlando, FL simply because it is the theme park capital of the world and I love those.

7. What qualities, factors, or experiences are necessary in order to be satisfied with a holiday?

this depends on the vacation we're in the mood for. For example, if the plan is too sit on a beach and do nothing then we'd have to have a nice beach with great local food and drink and a good night life. If the goal is to have fun and we're travelling to an amusement park then there has to be plenty of all day-type activities. and if the plan is to explore a new city, then it would have to be pedestrian friendly.

8. How do you define your sexual orientation and sexual identity?

sexual orientation: gay

sexual identity: male

9. When you consider holiday destinations does your sexuality factor into your decision? How so?

I would say not really. However, I would probably not visit a country or city that isn't LGBT friendly at least to some degree. For example, I would probably never step foot in a very southern state or a country such as Jamaica where same sex sexual activity is illegal

10. What image do you have of traditionally 'gay' destinations (e.g., Ibiza, Fire Island, Mykonos, Amsterdam, South Beach, Tel Aviv)?

I have an image of a lot of drinking, clubbing, flirting, and promiscuity going on. As well as acceptance, tolerance, respect, and fun easy going cultures.

11. Would you visit noted unfriendly destinations to homosexuals (e.g., Saudi Arabia, the Cayman Islands, Parts of Sub-Saharan Africa)? Why or why not?

I probably wouldn't visit places that are known to be unfriendly or even violent to homosexuals. I think the reasons are obvious, it's just not worth the risk to be in a country where you could be treated so unequally and so different and looked down upon. Also, these places can be dangerous and life threatening.

12. Are you more or less likely to conceal your sexuality when travelling? Why or why not?

I am more likely to conceal my sexuality when travelling as opposed to where I live, simply because I'm not used to the area and wouldn't want the focus to be on me and my partner. I don't want to feel uncomfortable or risk being treated differently.

13. Is expressing your sexuality important to you while on holiday? Why or why not?

It's not that important to me. More so to my partner. In an ideal world, no one would blink or even bat an eye lash if I wanted to hold hands with my partner. Unfortunately, we're not in an ideal world. Unfortunately, we do run the risk of being treated differently and sometimes it can be emotionally scarring. So is it worth the risk to hold hands in an unfamiliar city, in an unfamiliar area? I don't think it is.

5
Christopher W.
USA
1. What are the reasons for you to travel?
work and pleasure
2. How often within a year do you go on a holiday? Would this be a holiday in your home country or abroad, several short holidays or one long holiday?
3-4. both home country and abroad. Several shorter holidays.
3. Would you usually travel alone? If not, with whom would you usually travel?
half alone. the other half with former partner, friends, family
4. What factors are most important in motivating you to visit a specific holiday destination?
specific activities.
5. What factors would deter you from visiting a destination?
unreasonable expenses.
6. Are you loyal to a certain destination? If so, why this destination?
Nope

7. What qualities, factors, or experiences are necessary in order to be satisfied with a holiday?
both natural and man-made beauty. = sights
8. How do you define your sexual orientation and sexual identity?
gay
9. When you consider holiday destinations does your sexuality factor into your decision? How so?
rarely. although sometimes I'm up for a jaunt to a gay-specific place (Ptown, Fire Island, Rehoboth beach, Ogunquit, etc)
10. What image do you have of traditionally 'gay' destinations (e.g., Ibiza, Fire Island, Mykonos, Amsterdam, South Beach, Tel Aviv)?
hot men ready to get into lots of sex and drugs
11. Would you visit noted unfriendly destinations to homosexuals (e.g., Saudi Arabia, the Cayman Islands, Parts of Sub-Saharan Africa)? Why or why not?
Sure, travel is travel. I've traveled many times with gay friends to "unfriendly" destinations. Never been a problem.
12. Are you more or less likely to conceal your sexuality when traveling? Why or why not?
Neither more nor less. Maybe I don't appear or come off as being particularly flamboyant, but I've just never thought about this much.
13. Is expressing your sexuality important to you while on holiday? Why or why not?

Of the same importance it is when I'm at home. It's a part of who I am, but not necessarily everything to me.

6
Christopher S.
USA/UK
1. What are the reasons for you to travel?
If I look back over the past five years, the primary reasons for my traveling are:

Family:
I live in Berlin, was born in England, moved as a teenager to Boston and then lived in NYC; as a result it now feels like I'm splitting my time between three homes. My parents still live in Boston and are getting older so I try to make an effort to see them more often. I have close friends in London and NYC who I try to see as often as possible.

Work:
I am an artist and my exhibitions are generally not in Berlin. I don't go to every exhibition, but since I work with video installations synchronized on multiple screens, many need me to install the equipment. I still do commercial photography and most of my clients are UK based. This can be as often as every 4 - 6 weeks that I fly to London for work.

Property:
I lucked out buying property in very cheap areas which have since become fashionable. I rent out my UK flat without using any agent and occasionally needs hands-on attention either for repairs or to find a new tenant.

Relaxation:
Unfortunately not at all for the past two years since time has not allowed traveling for fun, but hopefully the past two years do not set a new precedent and life will return to an equilibrium which will find me taking trips for pleasure. Trips for pleasure would be either with friends to sunny European shores, or solo travel experiences to explore unfamiliar territories and awaken my senses.

Romance:
My last trip was to Milan to meet a complete stranger who I'd been put in touch with through a friend. We'd enjoyed daily Skype chats and impulsively we both decided that I should get on a plane the next day since we did not want to wait until the trip he'd already planned to Berlin later in the month. I went for a week and contrary to the caution expressed by friends, the chemistry clicked as per our Skype chats and each day got better than the previous. Prior to this experience, I was in a committed relationship for five years and we would take trips for birthdays and holidays. All my relationships prior to this 5-year romance began as long-distance relationships and would continue for at least a year of long-distance traveling until we would make the decision for one or both of us to move.
2. How often within a year do you go on a holiday? Would this be a holiday in your home country or abroad, several short holidays or one long holiday?
As I wrote above, over the past two years I have not had time to take a holiday. In the past (as I hope for the future) I would try to make one trip per year to foreign soils yet untraveled, ideally for about a month but definitely for longer than two weeks. I would also have a couple of one-week long trips with one friend or a few friends normally to a destination in the sun (normally about 2 hour flight time on a discount airline.) Probably during the year I would also have three or four long weekend trips to visit friends in my home country.
3. Would you usually travel alone? If not, with whom would you usually travel?
I most often take trips with a partner and/or with friends, but I do try to organize one trip per year alone to explore the unknown.
4. What factors are most important in motivating you to visit a specific holiday destination?
Anywhere I haven't been.
5. What factors would deter you from visiting a destination?
Anywhere I have been.

Also, any place that has become a very touristy destination. For instance, the Costa del Sol on the East coast of Spain which has been over-run by Brits would come at the bottom of my list of places to visit. I did visit the Costa del Sol when I was a teenager so I know its reputation is true to reality. However, I think with more people traveling these days, everyone is quick to become a critic and certain places gather a momentum of negative feedback as soon as there is a sign of a tourist industry. People want to feel like they've found the authentic nature of a destination and if a place has developed businesses to cater to an increased level of visitors the jaded traveler will be quick to dismiss the destination. Thailand and its beaches have definitely gained a common consensus that they've been ruined by tourism. Vietnam and Cambodia seem to be on the tip of the tongue of any seasoned traveler as the next destinations to be ruined by tourism. Personally, I do not believe these destinations have lost their authenticity as per the Costa del Sol, but I suppose everything is relative.

Actually, on re-reading the question and your personal reasons for this research, probably top of my list for reasons to deter me from visiting a destination would be anywhere that is too 'gay.' For instance, during peak summer season: Sitges near Barcelona, Fire Island near New York City, Provincetown near Boston. I've experienced all the above off-season and peak-season and find a certain charm to visiting off-season but is definitely not my thing to be in a gay ghetto of a holiday destination. Just my personal thing. I don't live my day-to-day life surrounded by gay people, so it follows that I wouldn't choose a gay destination for a holiday.

6. Are you loyal to a certain destination? If so, why this destination?
If loyalty is gauged by frequency of visits, then my loyalty is to the places where I have friends or family (so London, Boston and NYC.) But my loyalty to these places can be quite critical as I am first to find fault in the problems I have with these locations..
However, if loyalty is about a connection to a place that I hold sacred, then it is to a country which exceeded all expectations and woke up all my senses (Ethiopia.) I only sing the highest praises about the beauty of this land and the friendliness of the people.

7. What qualities, factors, or experiences are necessary in order to be satisfied with a holiday?
I am most satisfied by a holiday when I return with a euphoric glow which can result from the excitement of exploring dangerous / unknown terrain; a holiday romance; a relaxed time spent with close friends mostly laughing.

8. How do you define your sexual orientation and sexual identity?
As a gay man.

9. When you consider holiday destinations does your sexuality factor into your decision? How so?
The only factor regarding my sexuality is to avoid places where I'll be surrounded by lots of people who have chosen to visit the destination because of their sexuality.

10. What image do you have of traditionally 'gay' destinations (e.g., Ibiza, Fire Island, Mykonos, Amsterdam, South Beach, Tel Aviv)?
I respond to this question using the word 'gay' to represent homosexual-men, not women:

As stated above, in general I am not interested in visiting a 'gay' destination. However, there are destinations which are like a gay Disneyland (i.e. Fire Island) and then there are places which might be popular 'gay' destinations but you can easily visit without even realizing its a traditional 'gay' destination (i.e. Amsterdam and Tel Aviv have both got lots to offer beyond gay beaches or gay clubs/bars.) The image I have of a traditional 'gay' destination is not very positive: lots of beefed up, over-tanned guys who take their t-shirts off at the earliest convenience and surround themselves by very few women.

11. Would you visit noted unfriendly destinations to homosexuals (e.g., Saudi Arabia, the Cayman Islands, Parts of Sub-Saharan Africa)? Why or why not?
I have had some of my best travel experiences in parts of the world where homosexuality is illegal. I do not hide who I am but I do not flaunt my sexuality when visiting foreign cultures which are not as tolerant to homosexuals as the places where I might choose to live. I also show my work in places with antiquated laws and social stigmas about homosexuality but I would not compromise my work in order to show anywhere. So my artwork is more likely to challenge any cultural norms than I am as a tourist.

12. Are you more or less likely to conceal your sexuality when travelling? Why or why not?
I behave as myself whether I'm in Berlin or in Maputo. I am not changing or concealing anything. However, in Berlin I wouldn't feel uncomfortable getting drunk and snogging someone in a (gay) bar. In

Maputo I wouldn't snog anyone in a gay bar (if there was a gay bar to be found.) So maybe it is not so much about concealing anything. Maybe its more (for me) about the places where I feel comfortable sharing my sexuality in public places. Mostly I am not getting drunk and snogging guys in Berlin bars. Or walking down the streets hand in hand. But I do feel comfortable enough to do all the above in the places which I've chosen to live (so far.)

When I've traveled to destinations which are particularly unfriendly to homosexuals I have been traveling alone, or visiting with friends who live there. I have not traveled to these destinations with a partner. So I do not feel like I've had to conceal anything or had to compromise myself. But, if I were to be traveling with a partner to a remote village in a country which had laws against homosexuality, then I imagine we'd do our best to behave like two friends traveling. Although I would still expect to share the same room.

13. Is expressing your sexuality important to you while on holiday? Why or why not?
Expressing my sexuality used to be very important to me as an individual and as such it was also an important issue I would address in my work. I feel very comfortable in my own skin and with my sexuality and I no longer think about 'expressing' my sexuality. I don't think the need to express my sexuality has every played a part in traveling.

7
Spencer
USA
1. What are the reasons for you to travel?
I like to travel to get out of my bubble. While in the past I tended to prefer to travel to other cities I am finding now that I prefer to more remote locations, beaches, mountains ect to be able to relax a bit and experience an environment different from what I live in day to day without too many people.
2. How often within a year do you go on a holiday? Would this be a holiday in your home country or abroad, several short holidays or one long holiday?
Currently my holidays consist of time with family during christmas, a vacation to a beach town in my country durring the Fourth of July, 1 longer vacation in the spring or summer outside of the country for around 10 days and a shorter vacation within the country.
3. Would you usually travel alone? If not, with whom would you usually travel?
I usually try to travel with a friend or partner.
4. What factors are most important in motivating you to visit a specific holiday destination?
Word of mouth is one way I determine where I would like to travel but I also look to travel sections of places like the NY Times, television, magazines ect. I tend to look for something that offers a completely different experience than what I'm used to. For example, right now I am looking for a beach destination that allows me to stay in a bungalow on the beach rather than in a large hotel. I try to find a place that offers a number of options for things to do,restaurants, museums, outdoor activities ect. I'm also a huge sucker for local charm so finding places that are not overrune with chains ect is important to me.
5. What factors would deter you from visiting a destination?
Crime rate, cost, lack of activities once I get there, limited options.
6. Are you loyal to a certain destination? If so, why this destination?
No, I actually prefer not to revisit places I have been.
7. What qualities, factors, or experiences are necessary in order to be satisfied with a holiday?
I usually do a lot of research before I get to my destination and once I am on vacation I'm pretty easygoing so I can't recall a travel experience that I didn't enjoy. There is not a specific list of thins I need to have a nice vacation but I do enjoy having a variety of options once I get there.
8. How do you define your sexual orientation and sexual identity?
Gay male
9. When you consider holiday destinations does your sexuality factor into your decision? How so?
Only in so far as I need to be concerned for my safety, other than that it is not a factor.
10. What image do you have of traditionally 'gay' destinations (e.g., Ibiza, Fire Island, Mykonos, Amsterdam, South Beach, Tel Aviv)?
I have spent the last two 4th of July vacations in Provincetown, but that has more to do with friends being there, convenience and liking the town more than it being a gay destination, truthfully I don't really like "gay" destination spots and find them limiting.

11. Would you visit noted unfriendly destinations to homosexuals (e.g., Saudi Arabia, the Cayman Islands, Parts of Sub-Saharan Africa)? Why or why not?
No, I wouldn't not want to be concerned for my safety and I also like to make conscious decisions about where I spend my money and what money goes towards.

12. Are you more or less likely to conceal your sexuality when travelling? Why or why not?
I don't think so. I'm out but I naturally am not publicly affectionate so I don't really change my personality depending on my surroundings- I'm just more reserved everywhere.

13. Is expressing your sexuality important to you while on holiday? Why or why not?
No, I don't need to leave my hometown to be gay.

8
Shuhei
Japan

1. What are the reasons for you to travel?
To enjoy my vacation, to meet friends, to educate myself, to have sam relaxed time, etc..

2. How often within a year do you go on a holiday? Would this be a holiday in your home country or abroad, several short holidays or one long holiday?
there are 2-3 long national holidays in Japan, Year-end and New-year holiday, Golden week (almost a week holiday) in May, and summer holiday.
Most of the time I try to travel outside of Japan, however I also go to my parents second house in countryside.

3. Would you usually travel alone? If not, with whom would you usually travel?
Mostly I travel with my boyfriend or friends

4. What factors are most important in motivating you to visit a specific holiday destination?
Since I have so many friends in around the world, meeting my friends is the most important motivation of mine for traveling.

5. What factors would deter you from visiting a destination?
Safety is the most important factor.

6. Are you loyal to a certain destination? If so, why this destination?
Not really. I'm quite open for any destinations.

7. What qualities, factors, or experiences are necessary in order to be satisfied with a holiday?
Good food, good accomodation, great sightseeing, meeting friends or new people are essential for my holidays

8. How do you define your sexual orientation and sexual identity?
Gay

9. When you consider holiday destinations does your sexuality factor into your decision? How so?
Not much, however I perfer to visit places that gay-friendly (at least non-discriminate) If I travel with my boyfriend.

10. What image do you have of traditionally 'gay' destinations (e.g., Ibiza, Fire Island, Mykonos, Amsterdam, South Beach, Tel Aviv)?
It should be nice place though I'm not attracted to those "gay" locations. why do I have to choose only "gay" destinations for my precious holidays?

11. Would you visit noted unfriendly destinations to homosexuals (e.g., Saudi Arabia, the Cayman Islands, Parts of Sub-Saharan Africa)? Why or why not?
Definitely would not. there are a lot of places that I would like to go and have comfortable travel.

12. Are you more or less likely to conceal your sexuality when travelling? Why or why not?
I would say it depends- If I was with my BF I rather not conceal my sexuality. However, I totally don't care to conceal it if my "gay" behavior or expressions made people uncomfortable.
I just wanted to enjoy my holidays and sometimes sexuality doesn't get along with it.

13. Is expressing your sexuality important to you while on holiday? Why or why not?
Not really. It's quite depend on the situation. My sexuality is one of a part of my basic way of thinking, but it is not everything and my sexuality doesn't bother me.

9

Aaron
USA

1. What are the reasons for you to travel?
I travel mainly to explore other cultures, usually Western. I also travel to get out of America and away from Americans, particularly gay Americans.

2. How often within a year do you go on a holiday? Would this be a holiday in your home country or abroad, several short holidays or one long holiday?
Typically I go abroad for one long holiday once a year. Long being about 10 days. Within the past couple years, I've stayed in my home country, going to Provincetown or Fire Island, but that has more to do with finances than with interest. Usually, I will spend about 2 weeks in Europe.

3. Would you usually travel alone? If not, with whom would you usually travel?
While I have traveled to Germany alone and loved it, usually I travel with one or two other gay friends. My preference is to travel with gay pals because our interests are similar, not only in the typical tourists sights, but in exploring each city's gay culture and scene. Also, I tend to prefer cities that have some form of gay nightlife. It's easier to explore these with like-minded travel buds.

4. What factors are most important in motivating you to visit a specific holiday destination?
A gay scene and cultural interest. Meeting gay men from different cultures and countries is of huge interest to me, so I tend to go to places where this is possible. It's important for me to connect with non-American gay men, particularly in Europe. Also, I enjoy vibrant urban centers that offer stimulating cultural style, artistic exploration, or historical relevancy. European cities and villages are hotbeds for this, so they are always first on my list of destinations. I enjoy days full of museums and sightseeing, as opposed to all day on a beach.

5. What factors would deter you from visiting a destination?
Criminalization of homosexuality, hostility towards gays, or a lack of a gay community or bar would prevent me from visiting a destination. If a place lacks historical relevancy or cultural institutions of note, I would probably not visit. Also, if a place is overrun by tourists, or built primarily to capitalize on tourist dollars, I would most likely avoid it. Examples include resorts, beaches, cruises. Someplace like Cancun is not of interest. If a place is prime destination for American tourists, I would not go, or I would go off-season. I like to get away from Americans. If a place is overrun with gay American tourists, like South Beach, it's the absolute last place I would be. I want to meet gay locals, not the gays I would meet back home.

6. Are you loyal to a certain destination? If so, why this destination?
I try to get to Germany as often as possible, and the reason is simple (and a bit puerile, perhaps). German gay men love black Americans. The attention I get there (and in Ireland) is unparalleled from anywhere else I've traveled. Plus, German men are my type. Besides the boost it gives my ego, I'm fascinated by German culture and history, and the intense impact the nation has had on 20th Century world affairs. Visiting Germany not only offers a lot of, let's say, "physical" gratification, but it's intellectually and culturally gratifying to me in a way no other nation is.

7. What qualities, factors, or experiences are necessary in order to be satisfied with a holiday?
Being completely away from my daily routine at least a full week. Experiencing something I hadn't experienced before, such as art, theater, performance, or cultural curiosities. Chatting up gay locals, and then hooking up with them.

8. How do you define your sexual orientation and sexual identity?
Gay

9. When you consider holiday destinations does your sexuality factor into your decision? How so?
Being gay does factor into my destinations because places need to be gay friendly, plus offer ample opportunity to meet gay locals...and of course, to hook up with them.

10. What image do you have of traditionally 'gay' destinations (e.g., Ibiza, Fire Island, Mykonos, Amsterdam, South Beach, Tel Aviv)?
If a traditionally gay destination is located in America, such as Fire Island and South Beach, I view it as being packed with stuck up, worked out, attitude-filled, American muscle queen circuit boys in speedos who prefer looking in mirrors and dating clones. (Perhaps this is saved for therapy, but there you have it.)

If the gay destination is in another country, such as Mykonos or Amsterdam, my perception is that it's an open door to wild times and camaraderie, new friends, free-spirited revelry, and a fabulous chance to meet (and hook up with) tons of attractive international men.

11. Would you visit noted unfriendly destinations to homosexuals (e.g., Saudi Arabia, the Cayman Islands, Parts of Sub-Saharan Africa)? Why or why not?

I most likely would not visit unfriendly destinations, unless I was going there for a particular reason that had nothing to do with being gay. I'm also very openly gay, and don't want to deal with discrimination. These are places I would be more likely to visit with someone who is not gay.

12. Are you more or less likely to conceal your sexuality when travelling? Why or why not?

I'm not likely to think much about concealing my sexuality when traveling any more so than I do in everyday life. However, if I were someplace that was not exactly a haven for homosexuals, such as some random town in the midwest, I would probably tone down the gayness.

13. Is expressing your sexuality important to you while on holiday? Why or why not?

If "expressing" my sexuality means hooking up with guys I meet on vacation, yes, that is high on my list. If "expressing" means visiting locations that have historical or cultural interest to gay men, such as Christopher Isherwood's Berlin, the "gay" section on Delos, or historically gay areas of major world cities, that's of absolute importance to me. If "expressing" is flaunting my homosexuality publicly while on vacation, I don't tend to do that.

10
James
USA

1. What are the reasons for you to travel?

Pleasure. Adventure.

2. How often within a year do you go on a holiday? Would this be a holiday in your home country or abroad, several short holidays or one long holiday?

Approximately 2 times a year. Usually one abroad and one in home country.

3. Would you usually travel alone? If not, with whom would you usually travel?

Alone. But anyone who would like to come along. Usually a close friend.

4. What factors are most important in motivating you to visit a specific holiday destination?

The factors that are most important me are what the country has to offer. Visually, culturally etc...

5. What factors would deter you from visiting a destination?

None. Except active war zones.

6. Are you loyal to a certain destination? If so, why this destination?

None

7. What qualities, factors, or experiences are necessary in order to be satisfied with a holiday?

No response.

8. How do you define your sexual orientation and sexual identity?

Gay male

9. When you consider holiday destinations does your sexuality factor into your decision? How so?

No. I tend not to travel to "gay" destinations

10. What image do you have of traditionally 'gay' destinations (e.g., Ibiza, Fire Island, Mykonos, Amsterdam, South Beach, Tel Aviv)?

I have been to destinations that are 'gay'... I was not impressed. It seemed a bit contrived. I suppose I would rather have an adventure.

11. Would you visit noted unfriendly destinations to homosexuals (e.g., Saudi Arabia, the Cayman Islands, Parts of Sub-Saharan Africa)? Why or why not?

Sure. I would not pass up the opportunity to see these places just because I identify as gay.

12. Are you more or less likely to conceal your sexuality when travelling? Why or why not?

Yes. If there was notable opposition to homosexuality. But I have also travelled to places that I have had to conceal my identity as an American.

13. Is expressing your sexuality important to you while on holiday? Why or why not?

No.

11

Kevin Q.
Ireland

1. What are the reasons for you to travel?
My initial motivation, I think, for travel, was to not be at home, to remove myself from an environment which I think (whether I was entirely conscious of it or not) was detrimental to my ability to 'flourish' as a gay man.
A subsequent, and secondary motivation, was to visit people. More often than not, I travelled, not so much for the destination itself, but for the people I would find there, people who perhaps in some way acknowledged and affirmed my identity.
The third reason was for the desire to see new places and admittedly, there was always the hope of meeting someone, having some kind of romantic/erotic encounter.

2. How often within a year do you go on a holiday? Would this be a holiday in your home country or abroad, several short holidays or one long holiday?
Up until recently, I would travel a lot - working when I needed to. For some people, it seemed that my life was one big holiday. Now that I've settled and experienced a long period of joblessness, opportunities for travel will be few and far between.

3. Would you usually travel alone? If not, with whom would you usually travel?
In the past I would always travel alone. I abhor group travel, even with friends. Now, I would go with my partner.

4. What factors are most important in motivating you to visit a specific holiday destination?
I think my motivations have changed since meeting my husband. In the past, I would often consider a destination where I knew there would be some kind of gay population, or the opportunity to meet other gay men. That said, you wouldn't catch me boarding the LIRR to Fire Island orRENFE to Sitges. I would also want to visit places of historical or cultural interest. Any M2M experiences in such places I would have considered a bonus.
Now, I wouldn't choose a destination with a view to meeting men. My main motivations would be to visit friends, or places of historical/cultural interest.

5. What factors would deter you from visiting a destination?
Currently, expense would be a prohibitive factor. I'd love, for example, to go on a jaunt to Scandinavia but that's just not feasible at the moment. I'm not sure that I ever really think about the gay-friendliness of a destination. I would, obviously, not want to go somewhere where I felt unsafe (whether for being gay, or white, or foreign...). I would also be highly reluctant to go somewhere/support a country where homophobia is sponsored and encouraged by the state.

6. Are you loyal to a certain destination? If so, why this destination?
There have been certain destinations to which I have made repeat visits and others to which I hope to return some day. I wouldn't necessarily say that I am loyal to such destinations. When I think of destination loyalty I think of brand loyalty so in that sense I am not loyal to any particular destination. That said, there are certain destinations to which I would return over and over: whether for gastronomy - South Korea or Malaysia, nostalgia - Paris or Ljubljana, the thrill of the big city: London, New York or the pleasure of getting away from it all: rural Ireland, Vermont.

7. What qualities, factors, or experiences are necessary in order to be satisfied with a holiday?
Wherever I am, good food is of primary importance. If in a city then I would want an abundance of cultural activities (galleries, museums etc.), interesting architecture, a city that begs to be explored. If in a more rural area, then I would hope for the opportunity to hike and swim and breathe clean air.

8. How do you define your sexual orientation and sexual identity?
I'm a homosexual, out to those who know me.

9. When you consider holiday destinations does your sexuality factor into your decision? How so?
As alluded to above, it did in the past. When I was single. A lot more than now. I suspect that it is much more of a factor for single gay men than for those who are partnered. Now I look for places that I can enjoy with my partner and the fact of our being gay doesn't really matter to us.

10. What image do you have of traditionally 'gay' destinations (e.g., Ibiza, Fire Island, Mykonos, Amsterdam, South Beach, Tel Aviv)?
I have been to a couple of these but, again, now that I'm partnered I have no interested in the likes of Fire Island or South Beach. (I mean, I never really did, but might have been tempted when I was single.)

Amsterdam and Tel Aviv would still appeal, but not for gay reasons. It would be nice to be in a place where we could hold hands in public without anxiety or fear but I don't know that this would motivate me to go to a particular destination.

When I think of some of these well-known gay destinations, particularly the beach ones, they seem, in my mind, to epitomise the vacuousness and hedonism of much of gay culture. Whether this is a fair assessment or not, I don't know.

All that to say, I would make the distinction between the likes of Fire Island/Mykonos and Amsterdam/Paris which I think appeal to different 'customers' in the gay market.

11. Would you visit noted unfriendly destinations to homosexuals (e.g., Saudi Arabia, the Cayman Islands, Parts of Sub-Saharan Africa)? Why or why not?

Tricky question. I don't think I would refrain from going on account of my personal safety. Even were I with my partner, I don't think anyone would identify us as gay so I wouldn't be concerned in that regard. My issue would be in lending my support (financially or otherwise) to a regime that in any way condones homophobia.

12. Are you more or less likely to conceal your sexuality when travelling? Why or why not?

This is almost a mute point for me since my sexuality is something that I've never flaunted. That said, I think it could go both ways. If I was in a gay friendly destination, I would be more likely to exhibit my sexuality than in my home-town, where I would be a lot more guarded. But if I was somewhere unfamiliar, where I was unsure of attitudes and customs re. homosexuality, I would be inclined to be a lot more circumspect.

13. Is expressing your sexuality important to you while on holiday? Why or why not?

It depends on how you define that first phrase. I have never needed to mince around in a feather boa. But if visiting a gay café or bookstore is an expression of my sexuality, then yes, that is important to me. And now, that I'm partnered, I might be reluctant to pay good money to go somewhere where I couldn't display some degree of affection towards my partner (who deserves it since he's so awesome and sexy).

12
Kenny
USA

1. What are the reasons for you to travel?

I think perhaps the main reason I love to travel is that I'm always eager to explore and visit new places. Visiting famous landmarks and natural wonders gives me such enjoyment in life that I try my best to travel as frequent as I can, many times to new places that I have never visited before.

2. How often within a year do you go on a holiday? Would this be a holiday in your home country or abroad, several short holidays or one long holiday?

I'd guess that I do at least two major vacations a year lasting about one week each. They've been within the USA the past few years. I also probably do at least one long weekend trip about every two months, usually to places only a few hours away from NYC.

3. Would you usually travel alone? If not, with whom would you usually travel?

I would have no problem traveling alone, although I've rarely if at all have ever done it. The majority of my traveling has been with family members, particularly with my sister the past few years, but the past year I've been traveling with my boyfriend.

4. What factors are most important in motivating you to visit a specific holiday destination?

Factors include affordability (both in the cost of getting to such destination and prices at destination) as well as time of year and the purpose of my trip. Frequently a lot of my trips have been determined by me knowing someone at a specific place and therefore having an excuse to visit that destination.

5. What factors would deter you from visiting a destination?

Factors include high costs, time it takes to get there, and time of the year.

6. Are you loyal to a certain destination? If so, why this destination?

Nowhere in particular. As I've said I'm more inclined to go someplace new that I haven't been as opposed to a place that I've gone before.

7. What qualities, factors, or experiences are necessary in order to be satisfied with a holiday?

Who you're with is a big factor for me when I travel because the last thing I want to deal with is someone who's complaining the whole trip. I also found that it's best to travel in small numbers (no more than four) because things can quickly spiral out of control and diffusion of responsibility sets in. I tend to be in favor of experiences that are more nature orientated, so anything that involves being outdoors or seeing things of nature (canyons, mountains, beaches, etc) have always brought me joy in my travels.

8. How do you define your sexual orientation and sexual identity?
I identify myself as a gay male.

9. When you consider holiday destinations does your sexuality factor into your decision? How so?
It does to some extent. For example one of the reasons I spent a few days last summer at Fire Island was because it's a gay focused summer destination. I would probably have never considered going there if I weren't gay myself. However I wouldn't go to many other destinations such as South Beach and Tel Aviv simply because they're gay friendly, there's too many other places around the world that rank higher than those.

10. What image do you have of traditionally 'gay' destinations (e.g., Ibiza, Fire Island, Mykonos, Amsterdam, South Beach, Tel Aviv)?
 The mental image I have are a lot of usually gay men in skimpy bathing suits and chiseled bodies spending their days on the beach trying to catch rays and attention while at night going to a bar or club and drinking until someone's cute or cute enough. A mix between the young and those who still think they're young. Some with a lot of money and some who spend as if they have a lot of money. Repeat over six days.

11. Would you visit noted unfriendly destinations to homosexuals (e.g., Saudi Arabia, the Cayman Islands, Parts of Sub-Saharan Africa)? Why or why not?
I'm game to travel anywhere and everywhere, so I would have no issue going to those places if presented with the opportunity. I would just be more mindful and aware of their views and attitudes towards homosexuals in order to prevent any situation that could harm myself or whom I'm with.

12. Are you more or less likely to conceal your sexuality when travelling? Why or why not?
I think the biggest factor regarding this question is with whom I'm traveling with. If I'm taking a trip with my boyfriend I don't think we would be any less affectionate than we are here in NYC. I might actually be less likely to conceal my sexuality with him because we'd probably want to go to any gay bars in the area.

13. Is expressing your sexuality important to you while on holiday? Why or why not?
While it's not overly important to me to express my sexuality while traveling I'd like to think that no matter where I go people aren't going to look or treat me any different if I choose to do so.

13
Jean Carlos
Venezuela/Portugal

1. What are the reasons for you to travel?
Work, pleasure and EMA ;-)

2. How often within a year do you go on a holiday? Would this be a holiday in your home country or abroad, several short holidays or one long holiday?
I do a bit of everything, short, long... I got 7 weeks of holidays a year + public holidays. I do a lot of long weekends, either taking Friday and/or Monday off. Do not go too far, but explore around. I do this once a month. then I take 1 week holidays every 3 months or so. And a 3-4 weeks holiday usually at the end of the year to an exotic destination. I always go abroad.

I travel at least 12 times a year on holidays, and sometimes combine holidays and work.

3. Would you usually travel alone? If not, with whom would you usually travel?
I usually travel with my partner and/or friends

4. What factors are most important in motivating you to visit a specific holiday destination?
I love sunny places, beach, safe places... I had been postponing holidays in India for instance, because I do not like to see cruel reality (poverty) when I am off. For many years I volunteered in poor neighborhoods and when I go on holiday I like to have a real break and spoil myself. I leave human reality for some other moments of my life.

I used to like to go to party destinations, but I guess that nowadays with work and stress, all I want is to go to a quite place, relax and enjoy the scenery. Do not mind a bit of adventure and exercise, but the end of my

holiday needs to end by a swimming pool or beach drinking cocktails and if possible getting a nice massage... I know, Asia has spoiled me ;-)

5. What factors would deter you from visiting a destination?
What I mention about countries like India, poverty, misery. If I had to go to Rio, I would never take one of those tours to see how the poor people of the city live. I think that's wrong and twisted! I lived in Venezuela for many years and I know how things are.

6. Are you loyal to a certain destination? If so, why this destination?
I love Thailand! People are smiley, helpful, super nice, the landscapes are beautiful! And there is so much culture. and I can also party like crazy if I want!!!
I love Los Roques, in Venezuela, I have been there so many times, and I am going there again tomorrow! I love it because there is nothing to do, beautiful islands, sandy beaches, they do everything for you, food, drinks, take you to islands, etc. There is not even a single car on the island!

7. What qualities, factors, or experiences are necessary in order to be satisfied with a holiday?
Come back form holiday and feel rested and relax! No rain, just sun, nice weather!

8. How do you define your sexual orientation and sexual identity?
Homosexual

9. When you consider holiday destinations does your sexuality factor into your decision? How so?
Sometimes. I would avoid places where being homosexual is illegal. Or where I would feel awkward holding hands with partner in the streets.

10. What image do you have of traditionally 'gay' destinations (e.g., Ibiza, Fire Island, Mykonos, Amsterdam, South Beach, Tel Aviv)?
I sort of live in Amsterdam right now, and you can get the wild crazy and the nice and peaceful of every destination. So it depends on my mood. I believe that every destination has its good and bad side. So, to answer the question, I don't have an opinion on those places, I have been to Ibiza, and I have part-time lived in Amsterdam, and South Beach and I had a great time!

11. Would you visit noted unfriendly destinations to homosexuals (e.g., Saudi Arabia, the Cayman Islands, Parts of Sub-Saharan Africa)? Why or why not?
I don't think that I would go to Africa, but you never know... I rather traveling where I would feel welcome

12. Are you more or less likely to conceal your sexuality when travelling? Why or why not?
Very rarely! It took me so much pain to accept myself and love who I am, that I don;t feel like hide myself at all.

13. Is expressing your sexuality important to you while on holiday? Why or why not?
Expressing my sexuality is always important to me, whether I am on holiday or not. My sexuality is who I am. And if I go to a place where everyone (LGBT and straight) are asked to keep their affection demonstrations in private, I would accept that, but I would not accept that my gayness is asked to be back in the closet.

14
Diego
Brazil

1. What are the reasons for you to travel?
There are many reasons, but the most important is to get to know a place, city, country that is totally different that I'm used to it.

2. How often within a year do you go on a holiday? Would this be a holiday in your home country or abroad, several short holidays or one long holiday?
Twice a year, mostly. That for the long holidays switching between home country and abroad. But during the year I always take off as well around Brazil which is a country with a lot of short holidays.

3. Would you usually travel alone? If not, with whom would you usually travel?
Generally yes.

4. What factors are most important in motivating you to visit a specific holiday destination?
Art, culture, nature, diversity and if the place is listed at "places to see before you die".

5. What factors would deter you from visiting a destination?
Lack of culture.

6. Are you loyal to a certain destination? If so, why this destination?
I'm loyal to São Paulo because It's cosmopolitan like nyc, it has always the best parties, I have friends over there and the art scene is strong. I love SP.

7. What qualities, factors, or experiences are necessary in order to be satisfied with a holiday?
Time. I need time to feel the place, the city, live that experience as a local does. No rush. If I got to know some tourist point I'll know it because I would be there doing something else more than just visiting.
8. How do you define your sexual orientation and sexual identity?
I'm gay as gay like straights are straights. No big deal about that.
9. When you consider holiday destinations does your sexuality factor into your decision? How so?
Yes, because I'm young, single and I would probably want to go out at the night to get to know the gay scene.
10. What image do you have of traditionally 'gay' destinations (e.g., Ibiza, Fire Island, Mykonos, Amsterdam, South Beach, Tel Aviv)?
"Another Gay Movie" and the whole experience of gays going wild. Fun, colorful, diversity and sex.
11. Would you visit noted unfriendly destinations to homosexuals (e.g., Saudi Arabia, the Cayman Islands, Parts of Sub-Saharan Africa)? Why or why not?
No, because in my opinion they do not even seem an interesting place to visit, so why take risks?
12. Are you more or less likely to conceal your sexuality when travelling? Why or why not?
No, because my gayness touched upon when I'm outside hometown.
13. Is expressing your sexuality important to you while on holiday? Why or why not?
Yes, because all gay men has a dream to check box a local guy in your future destination.

15
Kevin S.
USA
1. What are the reasons for you to travel?
I travel to explore places that intrigue me, but more importantly I travel to escape the incessantly hectic New York City life.
2. How often within a year do you go on a holiday? Would this be a holiday in your home country or abroad, several short holidays or one long holiday?
We usually try to go for a week long vacation once a year, but with the wedding last October that's been put on the back burner. We in the process of buying a house in the Poconos so we will be taking short getaways hopefully everyone Sunday night - Tuesday morning.
3. Would you usually travel alone? If not, with whom would you usually travel?
I HATE being alone, so traveling alone would be my own private purgatory; however, maybe it'd be good for me. I travel with my husband Brandon, or with close friends.
4. What factors are most important in motivating you to visit a specific holiday destination?
Culture, food, ability to balance levels between relaxation and adventure: be that foodie explorations, hiking through a limoncello orchard, mountain climbing, horseback riding, etc.
5. What factors would deter you from visiting a destination?
Social/political turmoil. If a destination is in a civil war it's probably not going to be at the top of my list. Also, if it is an unsafe place for my husband and I.
6. Are you loyal to a certain destination? If so, why this destination?
I am most definitely loyal to Italy. I studied abroad there for 6 weeks. I absolutely loved the culture, the food, was able to get enough of a handle on the language to enjoy every experience I had there.
7. What qualities, factors, or experiences are necessary in order to be satisfied with a holiday?
I want a balance of feeling decompressed and revitalized. Whether that be from laying on a beach, trying amazing new foods, or having some sort of cultural experience.
8. How do you define your sexual orientation and sexual identity?
I'm a gay married man. I'm not a loud and proud in your face, need to make out with my husband in public to prove a point, kind of gay man. My sexuality is a fact of life that follows the same standards of morals that were ingrained in me as a child, regardless of my sexual orientation: tolerance, acceptance, compassion for others in conjunction with the ideal that who I love and what I do behind closed doors in my own business and should not concern anyone else.
9. When you consider holiday destinations does your sexuality factor into your decision? How so?

Yes, I have to feel safe. I understand that not all cultures tolerate my lifestyle. It was in my upbringing to understand that not everyone is going to believe what I believe and that is not only ok, but it is what makes the world a more diversified and beautiful place. However, I'm not going to throw my husband and I into the lion's den just to visit a location. We're not big PDA offenders anyway, but a location has to be tolerant of the fact that we will be staying together, in the same bed.

10. What image do you have of traditionally 'gay' destinations (e.g., Ibiza, Fire Island, Mykonos, Amsterdam, South Beach, Tel Aviv)?

I've been to Fire Island, Amsterdam and South Beach, so I have first hand accounts of those places. Before I visited them I would say that I pictured promiscuous playgrounds where blow-jobs and "blow" abound, and where tank tops and short shorts are the gay uniforms. Even though most of these places delivered what I expected, they also offer unexpected beauty and more interesting things to do than just hooking up and getting wasted. I mean, gays have refined taste, so they're not going to make a shit hole their go to getaway.

11. Would you visit noted unfriendly destinations to homosexuals (e.g., Saudi Arabia, the Cayman Islands, Parts of Sub-Saharan Africa)? Why or why not?

Not unless I felt compelled by some spiritual calling to help out in some way. And it would definitely not be considered a "vacation".

12. Are you more or less likely to conceal your sexuality when travelling? Why or why not?

It depends, when I went to the Philippines recently with my father, I didn't wear my engagement ring or really talk about my husband-to-be. No one asked about my relationship status, and I didn't offer anything up either. I did it mainly to gauge how they really felt about homosexuals without them feeling like they needed to filter their opinions because they knew I was gay. Since they are a staunchly Catholic culture, I wanted to see if it was safe for me to bring my husband on the next trip. I believe him being white will garner more attention than us being together. Lesbians seem to be more accepted in Philippine culture, where gay men are called "The Federacion", meaning the federation. They tend to be extremely feminine and mocked, but are paradoxically praised in cabaret venues called "Comedy Bars" where they put on a Variety shows where they perform a majority of their act in drag.

But when Brandon and I travel together in the future, I would hesitate denying our relationship as I think it is regressive towards what we're trying to build in society today, which is a positive image of homosexuality; which is probably why we are always on our best behavior when we travel, it's in our nature to be that way, but I feel an extra responsibility towards the LGBT community to be a positive representative in the world.

13. Is expressing your sexuality important to you while on holiday? Why or why not?

Expressing my sexuality is not as important to me as not denying my sexuality. Like I said before, I don't like to throw it in people's faces, because I don't appreciate when heterosexual OR homosexuals throw sexuality in my face for no reason. To me it's as simple as picking a bathing suit. If we're in a more modest environment, I'll probably choose to wear a bathing suit that goes to my knees as opposed to my plaid mid-thigh James Bond bathing suits, as my cousins call them.

Appendix D: Content Analysis of Qualitative Interviews

Variable name	Gay Men 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	Stakeholders A	B	C	D	E	F	G	H	I	J	K	L	Sig. % Total	Sig. % GM	Sig. % S
Escape from everyday life		✓	✓	✓		✓	✓	✓	✓		✓		✓	✓	✓				✓	✓		✓				✓	✓	61.538	0.733	0.4
Relax		✓		✓		✓	✓	✓					✓		✓				✓	✓		✓				✓		42.308	0.467	0.3
Not have to rush/Experience simple lifestyle		✓		✓									✓	✓						✓		✓						23.077	0.267	0.2
Home away from home	✓	✓								✓		✓						✓		✓							✓	26.923	0.267	0.3
Meet and socialize with people with similar interests	✓	✓	✓			✓		✓	✓		✓							✓	✓			✓		✓			✓	46.154	0.467	0.4
Experience new and different cultures	✓		✓	✓				✓	✓	✓			✓	✓		✓		✓	✓	✓	✓		✓	✓	✓		✓	65.385	0.533	0.8
Experience traditional culture for kids																												0	0	0
Learn new things, increase knowledge																												0	0	0
To go to and explore new places	✓		✓	✓		✓	✓		✓	✓	✓	✓		✓					✓	✓	✓	✓			✓	✓	✓	65.385	0.667	0.6
Go to places friends haven't been/Get off the beaten track	✓		✓						✓																			11.538	0.2	0
Talk about a trip after returning home																												0	0	0
Convenience of holiday													✓															3.8462	0.067	0
Indulge in luxury	✓	✓											✓			✓	✓					✓					✓	26.923	0.2	0.3
Competitive price of holiday	✓		✓		✓		✓		✓		✓	✓				✓		✓		✓					✓			42.308	0.467	0.3
Be physically active/Sports			✓													✓						✓						11.538	0.067	0.2
Sports spectating																✓												3.8462	0	0.1
Personal safety	✓			✓	✓		✓	✓					✓			✓		✓	✓	✓	✓	✓					✓	50	0.4	0.6
Travel with friends	✓		✓		✓	✓	✓	✓	✓	✓			✓		✓													38.462	0.667	0
Share familiar place with others	✓	✓																										7.6923	0.133	0
To spend time with partner		✓	✓	✓	✓	✓	✓	✓			✓	✓	✓		✓	✓						✓					✓	53.846	0.733	0.3
Visit friends or relatives	✓	✓			✓	✓	✓			✓	✓											✓				✓		34.615	0.467	0.2
Be together as a family		✓			✓	✓					✓																	15.385	0.267	0
Visit places family came from																												0	0	0
Reliving past good times	✓																											3.8462	0.067	0
Rediscovering myself						✓																						3.8462	0.067	0
To participate in recreational activities	✓							✓	✓													✓						15.385	0.2	0.1
Opportunity to party			✓									✓	✓					✓						✓	✓			23.077	0.2	0.3
Find thrills and excitement				✓		✓			✓					✓														15.385	0.267	0
Have fun, be entertained			✓	✓				✓										✓	✓	✓	✓							26.923	0.2	0.3
To go sightseeing	✓				✓		✓			✓	✓		✓						✓	✓	✓	✓		✓			✓	46.154	0.4	0.5
Travel to historical heritage sites	✓	✓	✓				✓	✓			✓		✓			✓										✓		34.615	0.467	0.2
Art galleries/Museums	✓					✓		✓			✓		✓			✓						✓		✓				30.769	0.333	0.3
To take nice photographs or create art																												0	0	0
For an educational experience				✓		✓	✓	✓								✓												19.231	0.267	0.1
To experience good food		✓		✓		✓	✓			✓		✓		✓		✓	✓	✓										38.462	0.467	0.3
Weather	✓	✓	✓			✓	✓				✓		✓				✓	✓		✓		✓		✓			✓	50	0.467	0.5
Beaches	✓	✓	✓	✓		✓	✓				✓		✓					✓		✓		✓		✓		✓	✓	53.846	0.533	0.5
Dramatic or beautiful landscapes				✓		✓			✓	✓	✓	✓																23.077	0.4	0
View wildlife/nature				✓		✓			✓		✓		✓														✓	23.077	0.333	0.1
Being free to act the way I feel		✓	✓				✓	✓			✓							✓	✓		✓	✓		✓			✓	42.308	0.333	0.5
In search of gay space		✓		✓				✓					✓			✓		✓	✓		✓	✓		✓				38.462	0.267	0.5
To avoid gay culture				✓		✓	✓	✓	✓																			19.231	0.333	0
To avoid homophobia																		✓		✓	✓	✓	✓				✓	23.077	0	0.5
To be somewhere gay-friendly			✓		✓		✓	✓		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	80.769	0.6	1
To experience fun night life			✓	✓				✓				✓	✓					✓	✓	✓			✓	✓	✓	✓		46.154	0.333	0.6
Opportunities for sex								✓					✓					✓	✓									23.077	0.133	0.2
Opportunities for romance				✓			✓		✓				✓			✓	✓								✓			26.923	0.267	0.3
Get away from 'tourist trail'	✓		✓		✓	✓		✓																				19.231	0.333	0
Opportunities for shopping																✓								✓				7.6923	0	0.2
Would avoid homophobic destinations	✓			✓			✓		✓				✓	✓	✓													N/A	N/A	N/A
Experience solitude/Away from other people					✓	✓			✓	✓			✓			✓												23.077	0.333	0.1

Appendix E: Observations from Qualitative Interviews

Interviews with Gay Men:
- Men don't seem to need to go away to express identity. Many comment on the fact that they are able to do so at home so there is no need to do so when traveling. In fact, some explicitly describe wanting to *avoid* acting gay on holiday as they are surrounded by their gay identity in their daily lives. This is in contrast to the theory of identity formation while traveling.
- Cultural differences between interviewees could be explored in the future
- Bias as a result of the gay men whom I know.
- What people say versus what they do – e.g., one respondent spoke about avoiding gay destinations but then cited that he had spent time in Provincetown for his past two holidays. Dichotomy between being in a destination and participating in its gay offerings. Stakeholder opinion could help to clarify this issue
- Holiday-taking, specifically to gay locations, seems to be influenced by the decisions of a group of friends.
- Avoiding gay culture at home but seeking it out in foreign lands
- The difference between being partnered or not as it relates to the search for gay space
- Interviews with gay men did not lead to any completely new variables that hadn't been included in previous research.
- Variables relating to experiencing new places, togetherness, quality time, and relaxation seemed to be more important to gay men than the average of gay men/stakeholders
- Some gay men (roughly half) said they would actively avoid homophobic destinations.
- Some gay men said that they would alter or change their behavior depending on what destination they were visiting. However, other gay men refuted this by claiming that they simply wouldn't visit destinations where they would feel compelled to change their behavior.

Interviews with Stakeholders:
- Completely different variables suggested by stakeholders (e.g., shopping)
- ALL stakeholders thought 'gay friendliness' was important
- Stakeholders were more likely to cite opportunities for sex, search for gay space, and gay-themed variables as important. This could be a response to the issue raised above about saying one thing and doing another – or – potentially they stakeholders are biased because they deal with gay tourists who are in search of these variables.
- Safety is more of a concern for stakeholders than gay men
- The largest difference between the two groups was with the variable 'to avoid homophobia' suggesting that stakeholders believe it is a push motivation factor to inspire gay men to travel while gay men themselves think little about avoidance of homophobia at home.
- Stakeholders have minimal focus on the social context of travel (i.e., traveling partners, visiting friends and relatives).

Appendix F: Results of Variable Significance from Qualitative Interviews

Aggregate Results

Aggregate Rank	Variable Name	Significance of Variable		
		% Sig. Aggregate	% Sig. Gay Men	% Sig. Stakeholder
1	To be somewhere gay-friendly	80.8%	60.0%	100.0%
2	Experience new and different cultures	65.4%	53.3%	75.0%
2	To go to and explore new places	65.4%	66.7%	58.3%
4	Escape from everyday life	61.5%	73.3%	41.7%
5	To spend time with partner	53.8%	73.3%	25.0%
5	Beaches	53.8%	53.3%	50.0%
7	Personal safety	50.0%	40.0%	58.3%
7	Weather	50.0%	46.7%	50.0%
9	Meet, socialize with people with similar interests	46.2%	46.7%	41.7%
9	To go sightseeing	46.2%	40.0%	50.0%
9	To experience fun night life	46.2%	33.3%	58.3%
12	Relax	42.3%	46.7%	33.3%
12	Competitive price of holiday	42.3%	46.7%	33.3%
12	Being free to act the way I feel	42.3%	33.3%	50.0%
15	Travel with friends	38.5%	66.7%	0.0%
15	To experience good food	38.5%	46.7%	25.0%
15	In search of gay space	38.5%	26.7%	50.0%
18	Visit friends or relatives	34.6%	46.7%	16.7%
18	Travel to historical heritage sites	34.6%	46.7%	16.7%
20	Art galleries/Museums	30.8%	33.3%	25.0%
21	Home away from home	26.9%	26.7%	25.0%
21	Indulge in luxury	26.9%	20.0%	33.3%
21	Have fun, be entertained	26.9%	20.0%	33.3%
21	Opportunities for romance	26.9%	26.7%	25.0%
25	Not have to rush/Experience simple lifestyle	23.1%	26.7%	16.7%
25	Experience solitude/Away from other people	23.1%	33.3%	8.3%
25	Opportunity to party	23.1%	20.0%	25.0%
25	Dramatic or beautiful landscapes	23.1%	40.0%	0.0%
25	View wildlife/nature	23.1%	33.3%	8.3%
25	To avoid homophobia	23.1%	0.0%	50.0%
25	Opportunities for sex	23.1%	13.3%	33.3%
32	For an educational experience	19.2%	26.7%	8.3%
32	To avoid gay culture	19.2%	33.3%	0.0%
32	Get away from 'tourist trail'	19.2%	33.3%	0.0%
35	Be together as a family	15.4%	26.7%	0.0%
35	To participate in recreational activities	15.4%	20.0%	8.3%
35	Find thrills and excitement	15.4%	26.7%	0.0%
38	With friends haven't been/Get off the beaten track	11.5%	20.0%	0.0%
38	Be physically active/Sports	11.5%	6.7%	16.7%
40	Share familiar place with others	7.7%	13.3%	0.0%
40	Opportunities for shopping	7.7%	0.0%	16.7%
42	Convenience of holiday	3.8%	6.7%	0.0%
42	Sports spectating	3.8%	0.0%	8.3%
42	Reliving past good times	3.8%	6.7%	0.0%
42	Rediscovering myself	3.8%	6.7%	0.0%
46	Experience traditional culture for kids	0.0%	0.0%	0.0%
46	Learn new things, increase knowledge	0.0%	0.0%	0.0%
46	Talk about a trip after returning home	0.0%	0.0%	0.0%
46	Visit places family came from	0.0%	0.0%	0.0%
46	To take nice photographs or create art	0.0%	0.0%	0.0%

Gay Male Results

Gay Men Rank	Variable Name	Significance of Variable		
		% Sig. Aggregate	**% Sig. Gay Men**	% Sig. Stakeholder
1	Escape from everyday life	61.5%	73.3%	41.7%
1	To spend time with partner	53.8%	73.3%	25.0%
3	To go to and explore new places	65.4%	66.7%	58.3%
3	Travel with friends	38.5%	66.7%	0.0%
5	To be somewhere gay-friendly	80.8%	60.0%	100.0%
6	Experience new and different cultures	65.4%	53.3%	75.0%
6	Beaches	53.8%	53.3%	50.0%
8	Weather	50.0%	46.7%	50.0%
8	Meet, socialize with people with similar interests	46.2%	46.7%	41.7%
8	Relax	42.3%	46.7%	33.3%
8	Competitive price of holiday	42.3%	46.7%	33.3%
8	To experience good food	38.5%	46.7%	25.0%
8	Visit friends or relatives	34.6%	46.7%	16.7%
8	Travel to historical heritage sites	34.6%	46.7%	16.7%
15	Personal safety	50.0%	40.0%	58.3%
15	To go sightseeing	46.2%	40.0%	50.0%
15	Dramatic or beautiful landscapes	23.1%	40.0%	0.0%
18	To experience fun night life	46.2%	33.3%	58.3%
18	Being free to act the way I feel	42.3%	33.3%	50.0%
18	Art galleries/Museums	30.8%	33.3%	25.0%
18	Experience solitude/Away from other people	23.1%	33.3%	8.3%
18	View wildlife/nature	23.1%	33.3%	8.3%
18	To avoid gay culture	19.2%	33.3%	0.0%
18	Get away from 'tourist trail'	19.2%	33.3%	0.0%
25	In search of gay space	38.5%	26.7%	50.0%
25	Home away from home	26.9%	26.7%	25.0%
25	Opportunities for romance	26.9%	26.7%	25.0%
25	Not have to rush/Experience simple lifestyle	23.1%	26.7%	16.7%
25	For an educational experience	19.2%	26.7%	8.3%
25	Be together as a family	15.4%	26.7%	0.0%
25	Find thrills and excitement	15.4%	26.7%	0.0%
32	Indulge in luxury	26.9%	20.0%	33.3%
32	Have fun, be entertained	26.9%	20.0%	33.3%
32	Opportunity to party	23.1%	20.0%	25.0%
32	To participate in recreational activities	15.4%	20.0%	8.3%
32	With friends haven't been/Get off the beaten track	11.5%	20.0%	0.0%
37	Opportunities for sex	23.1%	13.3%	33.3%
37	Share familiar place with others	7.7%	13.3%	0.0%
39	Be physically active/Sports	11.5%	6.7%	16.7%
39	Convenience of holiday	3.8%	6.7%	0.0%
39	Reliving past good times	3.8%	6.7%	0.0%
39	Rediscovering myself	3.8%	6.7%	0.0%
43	To avoid homophobia	23.1%	0.0%	50.0%
43	Opportunities for shopping	7.7%	0.0%	16.7%
43	Sports spectating	3.8%	0.0%	8.3%
43	Experience traditional culture for kids	0.0%	0.0%	0.0%
43	Learn new things, increase knowledge	0.0%	0.0%	0.0%
43	Talk about a trip after returning home	0.0%	0.0%	0.0%
43	Visit places family came from	0.0%	0.0%	0.0%
43	To take nice photographs or create art	0.0%	0.0%	0.0%

Stakeholder Results

Stakeholder Rank	Variable Name	Significance of Variable		
		% Sig. Aggregate	% Sig. Gay Men	% Sig. Stakeholder
1	To be somewhere gay-friendly	80.8%	60.0%	100.0%
2	Experience new and different cultures	65.4%	53.3%	75.0%
3	To go to and explore new places	65.4%	66.7%	58.3%
3	Personal safety	50.0%	40.0%	58.3%
3	To experience fun night life	46.2%	33.3%	58.3%
6	Beaches	53.8%	53.3%	50.0%
6	Weather	50.0%	46.7%	50.0%
6	To go sightseeing	46.2%	40.0%	50.0%
6	Being free to act the way I feel	42.3%	33.3%	50.0%
6	In search of gay space	38.5%	26.7%	50.0%
6	To avoid homophobia	23.1%	0.0%	50.0%
12	Escape from everyday life	61.5%	73.3%	41.7%
12	Meet, socialize with people with similar interests	46.2%	46.7%	41.7%
14	Relax	42.3%	46.7%	33.3%
14	Competitive price of holiday	42.3%	46.7%	33.3%
14	Indulge in luxury	26.9%	20.0%	33.3%
14	Have fun, be entertained	26.9%	20.0%	33.3%
14	Opportunities for sex	23.1%	13.3%	33.3%
19	To spend time with partner	53.8%	73.3%	25.0%
19	To experience good food	38.5%	46.7%	25.0%
19	Art galleries/Museums	30.8%	33.3%	25.0%
19	Home away from home	26.9%	26.7%	25.0%
19	Opportunities for romance	26.9%	26.7%	25.0%
19	Opportunity to party	23.1%	20.0%	25.0%
25	Visit friends or relatives	34.6%	46.7%	16.7%
25	Travel to historical heritage sites	34.6%	46.7%	16.7%
25	Not have to rush/Experience simple lifestyle	23.1%	26.7%	16.7%
25	Be physically active/Sports	11.5%	6.7%	16.7%
25	Opportunities for shopping	7.7%	0.0%	16.7%
30	Experience solitude/Away from other people	23.1%	33.3%	8.3%
30	View wildlife/nature	23.1%	33.3%	8.3%
30	For an educational experience	19.2%	26.7%	8.3%
30	To participate in recreational activities	15.4%	20.0%	8.3%
30	Sports spectating	3.8%	0.0%	8.3%
35	Travel with friends	38.5%	66.7%	0.0%
35	Dramatic or beautiful landscapes	23.1%	40.0%	0.0%
35	To avoid gay culture	19.2%	33.3%	0.0%
35	Get away from 'tourist trail'	19.2%	33.3%	0.0%
35	Be together as a family	15.4%	26.7%	0.0%
35	Find thrills and excitement	15.4%	26.7%	0.0%
35	With friends haven't been/Get off the beaten track	11.5%	20.0%	0.0%
35	Share familiar place with others	7.7%	13.3%	0.0%
35	Convenience of holiday	3.8%	6.7%	0.0%
35	Reliving past good times	3.8%	6.7%	0.0%
35	Rediscovering myself	3.8%	6.7%	0.0%
35	Experience traditional culture for kids	0.0%	0.0%	0.0%
35	Learn new things, increase knowledge	0.0%	0.0%	0.0%
35	Talk about a trip after returning home	0.0%	0.0%	0.0%
35	Visit places family came from	0.0%	0.0%	0.0%
35	To take nice photographs or create art	0.0%	0.0%	0.0%

Appendix G: Gay Travel Motivations Survey

Introduction:

Dear potential respondent,

You just accessed the online survey that is part of an EMTM (http://www.emtmmaster.net/) thesis-related research project to better understand gay travel motivations. The aim is to identify characteristics of gay tourist segments within the wider tourist population. Therefore, if you are a gay man, your honest responses are important to the success of this study.

If you have received or accidentally stumbled upon the link to this survey and you are **not** a gay man, then please do not complete the questionnaire. I will, however, appreciate it very much if you forwarded the link to any gay men in your real-world and virtual social networks.

If you fit the criteria, then please answer the questions. The survey should take you about 10 minutes to complete. When you are finished, a screen will appear thanking you for your participation.

Your responses will remain entirely confidential and the results will only be disseminated at an aggregate level. My thesis advisor and I will be the only researchers with access to your individual responses so please answer as honestly as possible.

Thank you again and if you have any questions, please feel free to contact me at michaelryanleonard@gmail.com.

Best regards,
Mike

1. In what year were you born?

2. What is your country of permanent residence?

3. What is your country of current residence?

4. How would you describe the settlement in which you currently live?
   - *Large city (>1,000,000 inhabitants)*
   - *Medium city (500,000-999,999 inhabitants)*
   - *Small city (50,000 – 499,999 inhabitants)*
   - *Town or suburb (10,000 – 49,999 inhabitants)*
   - *Small town or village (<10,000 inhabitants)*
5. What is the highest level of education you have completed?

- o *Did not attend school*
- o *Completed high school certificate or equivalent*
- o *Graduated from high school*
- o *Graduated from college*
- o *Graduated from university*
- o *Completed graduate school*
- o *PhD or higher*

6. What best describes your current employment status?
- o *Employed full-time*
- o *Employed part-time*
- o *Unemployed*
- o *Student*
- o *Retiree*
- o *Other, please specify, what:* _____

6a. FILTER from "employed full-time" or "Employed part-time"
 Which category best describes your line of work?
- ☐ *Agriculture, forestry and fishing*
- ☐ *Mining and quarrying*
- ☐ *Manufacturing*
- ☐ *Electricity, gas, steam and air conditioning supply*
- ☐ *Water supply, sewerage, waste management and remediation activities*
- ☐ *Construction*
- ☐ *Wholesale and retail trade; repair of motor vehicles and motorcycles*
- ☐ *Accommodation and food service activities*
- ☐ *Transportation and storage*
- ☐ *Information and communication*
- ☐ *Financial and insurance activities*
- ☐ *Real estate activities*
- ☐ *Professional, scientific and technical activities*
- ☐ *Administrative and support service activities*
- ☐ *Public administration and defence; compulsory social security*
- ☐ *Education*
- ☐ *Human health and social work activities*
- ☐ *Arts, entertainment and recreation*
- ☐ *Other service activities*
- ☐ *Activities of households as employers*
- ☐ *Other, please specify, what:* _____

6b. FILTER from "employed full-time" or "Employed part-time"
Which category best describes your occupation?

- *Managers*
- *Professionals (i.e., occupations that usually include conducting, developing, advising, and/or teaching related to concepts, theories, and methods found in academic disciplines – such as architects, designers, professors, researchers, consultants, medical and veterinary doctors, etc.)*
- *Technicians*
- *Clerical support workers*
- *Service and sales workers*
- *Skilled agricultural, forestry and fishery workers*
- *Craft and related trades workers*
- *Plant and machine operators, and assemblers*
- *Elementary occupations (i.e., unskilled workers carrying out simple routine tasks mainly requiring the use of hand-held tools and often physical effort)*
- *Armed forces occupations*
- *Other, please specify, what:* _____

7. How would you describe your current relationship status?
   - *Single*
   - *In an open relationship*
   - *In a partnership*
   - *Married*
   - *Divorced*
   - *Widowed*
8. Do you have children?
   - *Yes*
   - *No*

9. How many persons live in your household? *Write-in response with numerical digits*

10. Which of the following currencies are you most comfortable using? *Please choose only one.*
    - *US Dollar*
    - *Euro*
    - *Great Britain Pound*
    - *Swiss Franc*

10a. FILTER What is your approximate average household yearly income?
   0-24,999USD
   25,000-49,999USD
   50,000-74,999USD
   75,000-99,999USD
   100,000-124,999USD
   125,000-149,999USD
   150,000-174,999USD

175,000-199,999USD
200,000 USD +

10b. FILTER What is your approximate average household yearly income?
0-19,999EUR
20,000-39,999EUR
40,000-59,999EUR
60,000-79,999EUR
80,000-99,999EUR
100,000-119,999EUR
120,000-139,999EUR
140,000-159,999EUR
160,000 EUR +

10c. FILTER What is your approximate average household yearly income?
0-15,999GBP
16,000-31,999GBP
32,000-47,999GBP
48,000-63,999GBP
64,000-79,999GBP
80,000-95,999GBP
96,000-111,999GBP
112,000-127,999GBP
128,000GBP +

10d. FILTER What is your approximate average household yearly income?

☐ 0-22,999 CHF
☐ 23,000-45,999 CHF
☐ 46,000-68,999 CHF
☐ 69,000-91,999 CHF
☐ 114,000-136,999 CHF
☐ 137,000-159,999 CHF
☐ 160,000-182,999 CHF
☐ 183,000-205,999 CHF
☐ 206,000 CHF +

11. How many dependants do you currently personally provide for? *Please note that a dependent, in this study, is defined as an individual who relies on you for financial support regardless of his/her age.*
Write-in response with numerical digits

12. How would you describe your sexuality?
Homosexual

*Bisexual or pansexual
* Heterosexual
* Asexual
*Other, please specify, what: _____

13. How open with others are you about your sexuality?
      *Completely closeted
           * Open to people closest to me
           * Open to everyone I know
           * Open to everyone I meet

14. On average, how many *leisure trips* (*leisure trip* is defined as a journey away from your regular residence, with at least one night spent away, for purposes other than business) do you take per year?
      *Write-in response with numerical digits

15. On a scale of 1-5 (where 1=strongly disagree and 5= strongly agree), please rate how much you agree with the following statement, filling the blank in with each response below:

"When I travel, I am motivated to visit a destination by… ":

- ☐ *… being somewhere gay-friendly.*
- ☐ *… experiencing new and different cultures.*
- ☐ *…going to and exploring new places.*
- ☐ *…escaping from everyday life.*
- ☐ *…spending time with partner.*
- ☐ *…spending time at the a beach.*
- ☐ *…feeling a sense of personal safety.*
- ☐ *…experiencing different weather.*
- ☐ *…meeting and socializing with people with similar interests.*
- ☐ *…going sightseeing.*
- ☐ *…experiencing fun night life.*
- ☐ *…relaxing.*
- ☐ *…paying a competitive price for the holiday.*
- ☐ *…being free to act the way I feel.*
- ☐ *…traveling with friends.*
- ☐ *…experiencing good food.*
- ☐ *…searching for gay space.*
- ☐ *…visiting friends or relatives.*
- ☐ *…traveling to historical heritage sites.*
- ☐ *…visiting art galleries/museums.*

- ☐ *...indulging in luxury.*
- ☐ *...having fun, being entertained.*
- ☐ *...experiencing solitude.*
- ☐ *...enjoying beautiful landscapes.*
- ☐ *...viewing wildlife/nature.*
- ☐ *...avoiding homophobia.*
- ☐ *...avoiding gay culture.*
- ☐ *...getting away from the 'tourist trail'.*

16. On a scale of 1-5 (1=strongly disagree where 5= strongly agree), how much do you agree with the following statements:

I travel in order to express my true identity.
When I travel, I often avoid gay culture.
When I travel, I often avoid gay space.
When I travel, I often participate in gay culture.
I avoid gay culture when I am home, but seek it when I am away.
My attitudes about gay culture while on holiday are different depending on my relationship status.
I would avoid traveling to destinations known for being homophobic.
I regularly have sexual encounters with someone other than my partner while on holiday.
Safety is a big concern when I'm holiday, specifically because I'm gay.
I look forward to traveling in order to avoid homophobia at home.
My group of friends influences where I travel.
I seek gay culture when I am home, but avoid it when I am away.
I have or I would change my behavior while traveling due to the noted unfriendliness toward homosexuality in a destination.
I have or I would change my behavior while traveling due to the availability of gay culture in a destination.
I feel completely accepted at home.
I feel completely accepted away from home.
My attitudes about gay space while on holiday are different depending on my relationship

| status. |
| I have participated in gay culture event although that was not my intention. |

17. Is there any (positive or negative) travel experience related to your sexual orientation that you would like to share with us? If yes, please do so here:

| |
| |

18. Is there any comment concerning this questionnaire that you would like to share with us? If yes, please do so here:

| |
| |

Conclusion:

Thank you for your time and effort! If you have any questions or would like to receive a brief summary of the research findings, please contact me at michaelryanleonard@gmail.com.

Best,
Mike

Appendix H: Descriptive Statistics of Demographic Variables

Age		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	19	1	.4	.4	.4
	20	1	.4	.4	.8
	21	4	1.6	1.6	2.4
	22	2	.8	.8	3.2
	23	7	2.8	2.8	6.0
	24	13	5.2	5.2	11.2
	25	10	4.0	4.0	15.1
	26	17	6.8	6.8	21.9
	27	16	6.4	6.4	28.3
	28	13	5.2	5.2	33.5
	29	15	6.0	6.0	39.4
	30	12	4.8	4.8	44.2
	31	17	6.8	6.8	51.0
	32	13	5.2	5.2	56.2
	33	14	5.6	5.6	61.8
	34	12	4.8	4.8	66.5
	35	7	2.8	2.8	69.3
	36	7	2.8	2.8	72.1
	37	4	1.6	1.6	73.7
	38	4	1.6	1.6	75.3
	39	7	2.8	2.8	78.1
	40	2	.8	.8	78.9
	41	3	1.2	1.2	80.1
	42	3	1.2	1.2	81.3
	43	7	2.8	2.8	84.1
	44	3	1.2	1.2	85.3
	45	3	1.2	1.2	86.5
	46	2	.8	.8	87.3
	47	2	.8	.8	88.0
	48	3	1.2	1.2	89.2
	49	2	.8	.8	90.0
	51	1	.4	.4	90.4
	52	2	.8	.8	91.2
	53	2	.8	.8	92.0
	54	5	2.0	2.0	94.0
	55	3	1.2	1.2	95.2
	56	1	.4	.4	95.6
	57	2	.8	.8	96.4
	58	1	.4	.4	96.8
	59	2	.8	.8	97.6
	62	2	.8	.8	98.4
	64	1	.4	.4	98.8
	65	1	.4	.4	99.2
	67	1	.4	.4	99.6
	83	1	.4	.4	100.0
	Total	251	100.0	100.0	

Citizenship		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Argentina	1	.4	.4	.4
	Australia	2	.8	.8	1.2
	Austria	11	4.4	4.4	5.6
	Belgium	1	.4	.4	6.0
	Brazil	6	2.4	2.4	8.4
	Bulgaria	1	.4	.4	8.8
	Canada	6	2.4	2.4	11.2
	China	1	.4	.4	11.6
	Croatia	1	.4	.4	12.0
	Czech Republic	1	.4	.4	12.4
	Denmark	1	.4	.4	12.7
	Ecuador	1	.4	.4	13.1
	France	2	.8	.8	13.9
	Germany	4	1.6	1.6	15.5
	Greece	1	.4	.4	15.9
	Hungary	1	.4	.4	16.3
	Ireland {Republic}	4	1.6	1.6	17.9
	Israel	1	.4	.4	18.3

	Frequency	Percent	Valid Percent	Cumulative Percent
Japan	1	.4	.4	18.7
Korea South	2	.8	.8	19.5
Netherlands	2	.8	.8	20.3
Norway	2	.8	.8	21.1
Philippines	1	.4	.4	21.5
Serbia	1	.4	.4	21.9
Slovenia	13	5.2	5.2	27.1
Spain	2	.8	.8	27.9
Switzerland	2	.8	.8	28.7
United Kingdom	46	18.3	18.3	47.0
United States	132	52.6	52.6	99.6
Venezuela	1	.4	.4	100.0
Total	251	100.0	100.0	

Citizenship

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	North American	138	55.0	55.0	55.0
	European	96	38.2	38.2	93.2
	Other	17	6.8	6.8	100.0
	Total	251	100.0	100.0	

Residence

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Angola	1	.4	.4	.4
	Australia	3	1.2	1.2	1.6
	Austria	11	4.4	4.4	6.0
	Belgium	1	.4	.4	6.4
	Brazil	5	2.0	2.0	8.4
	Bulgaria	1	.4	.4	8.8
	Canada	4	1.6	1.6	10.4
	China	2	.8	.8	11.2
	Croatia	1	.4	.4	11.6
	Czech Republic	1	.4	.4	12.0
	Denmark	1	.4	.4	12.4
	Egypt	1	.4	.4	12.7
	Finland	1	.4	.4	13.1
	France	2	.8	.8	13.9
	Germany	5	2.0	2.0	15.9
	Hungary	1	.4	.4	16.3
	Ireland {Republic}	2	.8	.8	17.1
	Israel	1	.4	.4	17.5
	Italy	1	.4	.4	17.9
	Japan	2	.8	.8	18.7
	Korea South	7	2.8	2.8	21.5
	Luxembourg	1	.4	.4	21.9
	Malta	1	.4	.4	22.3
	Netherlands	3	1.2	1.2	23.5
	New Zealand	1	.4	.4	23.9
	Norway	3	1.2	1.2	25.1
	Saudi Arabia	1	.4	.4	25.5
	Serbia	1	.4	.4	25.9
	Slovenia	10	4.0	4.0	29.9
	Spain	2	.8	.8	30.7
	Switzerland	2	.8	.8	31.5
	Taiwan	1	.4	.4	31.9
	Turkey	1	.4	.4	32.3
	United Kingdom	49	19.5	19.5	51.8
	United States	121	48.2	48.2	100.0
	Total	251	100.0	100.0	

Residence

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	North American	125	49.8	50.2	50.2
	European	99	39.4	39.8	90.0
	Other	25	10.0	10.0	100.0
	Total	249	99.2	100.0	
Missing	System	2	.8		
Total		251	100.0		

Settlement

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Large city (>1,000,000 inhabitants)	101	40.2	40.2	40.2
Medium city (500,000-999,999 inhabitants)	54	21.5	21.5	61.8
Small city (50,000 – 499,999 inhabitants)	54	21.5	21.5	83.3
Small town or village (<10,000 inhabitants)	20	8.0	8.0	91.2
Town or suburb (10,000 – 49,999 inhabitants)	22	8.8	8.8	100.0
Total	251	100.0	100.0	

Education

	Frequency	Percent	Valid Percent	Cumulative Percent
Completed graduate school	55	21.9	21.9	21.9
Completed high school certificate or equivalent	2	.8	.8	22.7
Valid Graduated from high school	25	10.0	10.0	32.7
Graduated from university	151	60.2	60.2	92.8
PhD or higher	18	7.2	7.2	100.0
Total	251	100.0	100.0	

EmploymentStatus

	Frequency	Percent	Valid Percent	Cumulative Percent
Employed full-time	158	62.9	62.9	62.9
Employed part-time	15	6.0	6.0	68.9
Other (please specify)	25	10.0	10.0	78.9
Valid Retiree	5	2.0	2.0	80.9
Student	36	14.3	14.3	95.2
Unemployed	12	4.8	4.8	100.0
Total	251	100.0	100.0	

LineOfWork

	Frequency	Percent	Valid Percent	Cumulative Percent
	80	31.9	31.9	31.9
Accommodation and food service activities	11	4.4	4.4	36.3
Activities of households as employers	2	.8	.8	37.1
Administrative and support service activities	10	4.0	4.0	41.0
Arts, entertainment and recreation	20	8.0	8.0	49.0
Construction	2	.8	.8	49.8
Education	33	13.1	13.1	62.9
Financial and insurance activities	3	1.2	1.2	64.1
Human health and social work activities	16	6.4	6.4	70.5
Valid Information and communication	22	8.8	8.8	79.3
Manufacturing	2	.8	.8	80.1
Other (please specify)	8	3.2	3.2	83.3
Other service activities	5	2.0	2.0	85.3
Professional, scientific and technical activities	14	5.6	5.6	90.8
Public administration and defence; compulsory social security	10	4.0	4.0	94.8
Real estate activities	3	1.2	1.2	96.0
Transportation and storage	4	1.6	1.6	97.6
Wholesale and retail trade; repair of motor vehicles and motorcycles	6	2.4	2.4	100.0
Total	251	100.0	100.0	

Occupation

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	89	35.5	35.5	35.5
Clerical support workers	7	2.8	2.8	38.2
Craft and related trades workers	3	1.2	1.2	39.4

	Frequency	Percent	Valid Percent	Cumulative Percent
Elementary occupations (i.e., unskilled workers carrying out simple routine tasks mainly requiring the use of hand-held tools and often physical effort)	1	.4	.4	39.8
Managers	29	11.6	11.6	51.4
Professionals (i.e., occupations that usually include conducting, developing, advising, and/or teaching related to concepts, theories, and methods found in academic disciplines– such as architects, designers, professors, researchers, consultants, medical and veterinary doctors, etc.))	100	39.8	39.8	91.2
Service and sales workers	20	8.0	8.0	99.2
Technicians	2	.8	.8	100.0
Total	251	100.0	100.0	

Relationship Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		3	1.2	1.2	1.2
	Divorced	1	.4	.4	1.6
	In a partnership	84	33.5	33.5	35.1
	In an open relationship	16	6.4	6.4	41.4
	Married	26	10.4	10.4	51.8
	Single	119	47.4	47.4	99.2
	Widowed	2	.8	.8	100.0
	Total	251	100.0	100.0	

Children?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		3	1.2	1.2	1.2
	No	237	94.4	94.4	95.6
	Yes	11	4.4	4.4	100.0
	Total	251	100.0	100.0	

Dependents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	224	89.2	90.3	90.3
	1	13	5.2	5.2	95.6
	2	7	2.8	2.8	98.4
	4	3	1.2	1.2	99.6
	5	1	.4	.4	100.0
	Total	248	98.8	100.0	
Missing	System	3	1.2		
Total		251	100.0		

Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	51	20.3	20.7	20.7
	2	72	28.7	29.3	50.0
	3	41	16.3	16.7	66.7
	4	30	12.0	12.2	78.9
	5	18	7.2	7.3	86.2
	6	10	4.0	4.1	90.2
	7	10	4.0	4.1	94.3
	8	5	2.0	2.0	96.3
	9	9	3.6	3.7	100.0
	Total	246	98.0	100.0	
Missing	System	5	2.0		
Total		251	100.0		

Sexuality

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		5	2.0	2.0	2.0
	Asexual	2	.8	.8	2.8

	Frequency	Percent	Valid Percent	Cumulative Percent
Bisexual or pansexual	11	4.4	4.4	7.2
Heterosexual	2	.8	.8	8.0
Homosexual	228	90.8	90.8	98.8
Other (please specify)	3	1.2	1.2	100.0
Total	251	100.0	100.0	

Openness

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		5	2.0	2.0	2.0
	Completely closeted	2	.8	.8	2.8
	Open to everyone I know	113	45.0	45.0	47.8
	Open to everyone I meet	83	33.1	33.1	80.9
	Open to people closest to me	48	19.1	19.1	100.0
	Total	251	100.0	100.0	

Appendix I: Descriptive Statistics of Push Motivation Variables

	N	Range	Min.	Max.	Mean		Std. Deviation	Var.
Descriptive Statistics	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Statistic
...going to and exploring new places.	233	4	1	5	4.35	.052	.801	.642
...experiencing new and different cultures.	233	4	1	5	4.29	.055	.835	.697
...escaping from everyday life.	233	4	1	5	4.25	.055	.836	.699
...enjoying beautiful landscapes.	231	4	1	5	4.19	.053	.812	.659
...experiencing good food.	233	4	1	5	4.19	.054	.824	.680
...relaxing.	231	4	1	5	4.17	.055	.842	.709
...having fun, being entertained.	233	4	1	5	4.03	.055	.840	.706
...going sightseeing.	233	4	1	5	4.01	.059	.902	.814
...being free to act the way I feel.	233	4	1	5	3.88	.061	.935	.873
...traveling to historical heritage sites.	233	4	1	5	3.78	.059	.906	.821
...viewing wildlife/nature.	233	4	1	5	3.70	.073	1.113	1.239
...traveling with friends.	233	4	1	5	3.68	.059	.897	.805
...paying a competitive price for the holiday.	233	4	1	5	3.66	.065	.987	.975
...experiencing fun night life.	233	4	1	5	3.63	.068	1.039	1.079
...feeling a sense of personal safety.	233	4	1	5	3.63	.065	.997	.994
...getting away from the 'tourist trail'.	233	4	1	5	3.56	.059	.899	.808
...avoiding homophobia.	233	4	1	5	3.56	.078	1.192	1.420
...visiting art galleries/museums.	233	4	1	5	3.56	.068	1.041	1.084
...being somewhere gay-friendly.	233	4	1	5	3.55	.063	.959	.921
...spending time with partner.	232	4	1	5	3.53	.074	1.132	1.281
...visiting friends or relatives.	232	4	1	5	3.45	.069	1.051	1.106
...meeting and socializing with people with similar interests.	233	4	1	5	3.34	.067	1.022	1.045
...experiencing different weather.	233	4	1	5	3.28	.068	1.037	1.075
...spending time at the a beach.	233	4	1	5	3.27	.073	1.110	1.233
...searching for gay space.	233	4	1	5	3.17	.068	1.040	1.082
...experiencing solitude.	232	4	1	5	2.94	.071	1.085	1.178
...indulging in luxury.	233	4	1	5	2.92	.081	1.240	1.537
...avoiding gay culture.	233	4	1	5	2.08	.064	.977	.955
Valid N (listwise)	226							

Descriptive Statistics

	Skewness	Kurtosis
	Statistic	Statistic
...going to and exploring new places.	-1.320	1.803
...experiencing new and different cultures.	-1.255	1.480
...escaping from everyday life.	-1.086	.963
...enjoying beautiful landscapes.	-1.198	2.240
...experiencing good food.	-1.016	1.239
...relaxing.	-1.175	1.854
...having fun, being entertained.	-.945	1.122
...going sightseeing.	-.913	.593
...being free to act the way I feel.	-.525	-.134
...traveling to historical heritage sites.	-.596	.150
...viewing wildlife/nature.	-.832	.159
...traveling with friends.	-.366	-.407
...paying a competitive price for the holiday.	-.631	.312
...experiencing fun night life.	-.424	-.546
...feeling a sense of personal safety.	-.617	-.030
...getting away from the 'tourist trail'.	-.134	-.239
...avoiding homophobia.	-.586	-.520
...visiting art galleries/museums.	-.468	-.258
...being somewhere gay-friendly.	-.420	-.100
...spending time with partner.	-.544	-.366
...visiting friends or relatives.	-.414	-.413
...meeting and socializing with people with similar interests.	-.265	-.397
...experiencing different weather.	-.192	-.104
...spending time at the a beach.	-.361	-.491
...searching for gay space.	-.071	-.555
...experiencing solitude.	-.158	-.764
...indulging in luxury.	-.058	-1.037
...avoiding gay culture.	.759	.364

Appendix J: Descriptive Statistics of Substantive Variables

	N Statistic	Mean Statistic	Std. Deviation Statistic	Skewness Statistic	Kurtosis Statistic
Descriptive Statistics					
I feel completely accepted at home.	232	3.86	1.133	-.835	-.223
I feel completely accepted away from home.	230	3.48	.947	-.416	-.130
I would avoid traveling to destinations known for being homophobic.	233	3.45	1.266	-.496	-.873
When I travel, I often participate in gay culture.	232	3.32	.982	-.327	-.323
I have or I would change my behavior while traveling due to the noted unfriendliness toward homosexuality in a destination.	232	3.31	1.120	-.655	-.372
My group of friends influences where I travel.	232	3.03	1.206	-.334	-.970
I have participated in gay culture event although that was not my intention.	230	2.97	1.167	-.232	-1.004
Safety is a big concern when I'm holiday, specifically because I'm gay.	232	2.96	1.133	-.049	-.863
I have or I would change my behavior while traveling due to the availability of gay culture in a destination.	232	2.89	1.041	-.131	-.705
My attitudes about gay space while on holiday are different depending on my relationship status.	231	2.88	1.203	-.082	-.908
My attitudes about gay culture while on holiday are different depending on my relationship status.	231	2.73	1.301	.127	-1.219
I travel in order to express my true identity.	233	2.50	.996	-.006	-.719
When I travel, I often avoid gay culture.	233	2.13	.980	.616	-.105
When I travel, I often avoid gay space.	232	2.08	.966	.620	-.167
I regularly have sexual encounters with someone other than my partner while on holiday.	231	1.98	1.161	.875	-.397
I avoid gay culture when I am home, but seek it when I am away.	233	1.93	1.027	1.052	.578
I seek gay culture when I am home, but avoid it when I am away.	232	1.84	.809	.398	-1.081
I look forward to traveling in order to avoid homophobia at home.	231	1.84	1.020	1.245	1.045
Valid N (listwise)	221				

	PMV_1	PMV_2	PMV_3	PMV_4	PMV_5	PMV_6	PMV_7	PMV_8	PMV_9	PMV_10	PMV_11	PMV_12	PMV_13	PMV_14	PMV_15	PMV_16	PMV_17	PMV_18	PMV_19	PMV_20	PMV_21	PMV_22	PMV_23	PMV_24	PMV_25	PMV_26	PMV_27	PMV_28
PMV_1	1.00	-.130	-.130	.023	.172	.137	.290	.010	.324	-.030	.308	.180	.105	.270	.088	-.034	.534	-.036	-.072	-.023	.131	.141	-.053	.000	-.044	.402	-.252	-.084
PMV_2	-.130	1.00	.780	.075	.016	-.040	-.168	.060	.039	.261	.073	.024	.034	-.064	.158	.373	-.068	.005	.286	.217	-.166	.089	.184	.222	.268	-.147	.074	.301
PMV_3	-.130	.780	1.00	.172	.047	-.091	-.116	.012	.027	.354	.048	-.020	.049	-.051	.142	.332	-.045	-.049	.299	.246	-.143	.069	.224	.288	.272	-.151	.078	.286
PMV_4	.023	.075	.172	1.00	.066	.092	.194	.104	.100	.188	.157	.319	.185	.164	.127	.153	.049	-.064	.077	-.017	.104	.213	.180	.126	.050	.108	.006	.021
PMV_5	.172	.016	.047	.066	1.00	.326	.221	.036	-.055	.059	-.019	.277	.111	.098	.007	.113	.013	.097	-.024	-.019	.181	.061	.032	.154	.129	.128	-.042	.074
PMV_6	.137	-.040	-.091	.092	.326	1.00	.269	.211	.130	-.038	.078	.341	.108	.029	.182	.054	.016	.132	-.234	-.092	.163	.062	.155	.126	.124	.191	-.063	.009
PMV_7	.290	-.168	-.116	.194	.221	.269	1.00	.118	.173	.078	-.010	.201	.246	.254	.039	.081	.200	-.138	.040	.035	.275	.230	.040	.181	.079	.534	-.025	-.133
PMV_8	.010	.060	.012	.104	.036	.211	.118	1.00	.243	.073	.147	.197	.135	.098	.116	.227	.029	-.068	-.020	-.046	.163	.051	.109	.088	.123	.072	.025	.054
PMV_9	.324	.039	.027	.100	-.055	.130	.173	.243	1.00	.078	.416	.139	.048	.321	.213	.026	.460	.109	.068	-.037	.096	.228	-.017	.083	.016	.176	-.141	-.054
PMV_10	-.030	.261	.354	.188	.059	-.038	.078	.073	.078	1.00	.008	.105	.256	.087	.053	.231	-.004	-.043	.560	.399	.057	.127	.101	.278	.152	-.033	-.022	-.026
PMV_11	.308	.073	.048	.157	-.019	.078	-.010	.147	.416	.008	1.00	.267	.097	.346	.342	.142	.421	.024	-.057	.015	.219	.373	-.125	-.016	-.042	.144	-.260	.113
PMV_12	.180	.024	-.020	.319	.277	.341	.201	.197	.139	.105	.267	1.00	.193	.160	.213	.272	.144	.067	-.069	-.042	.288	.225	.184	.170	.140	.160	-.115	.075
PMV_13	.105	.034	.049	.185	.111	.108	.246	.135	.048	.256	.097	.193	1.00	.287	.041	.182	.036	-.041	.113	.108	.195	.180	.044	.042	.025	.258	.018	-.065
PMV_14	.270	-.064	-.051	.164	.098	.029	.254	.098	.321	.087	.346	.160	.287	1.00	.097	.104	.376	-.025	.000	-.013	.113	.320	.010	.023	.037	.341	-.155	-.086
PMV_15	.088	.158	.142	.127	.007	.182	.039	.116	.213	.053	.342	.213	.041	.097	1.00	.327	.195	.158	-.082	-.059	.229	.231	.030	.074	.113	.019	-.032	.087
PMV_16	-.034	.373	.332	.153	.113	.054	.081	.227	.026	.231	.142	.272	.182	.104	.327	1.00	.021	-.037	.141	.115	.314	.286	.170	.176	.192	.013	.099	.240
PMV_17	.534	-.068	-.045	.049	.013	.016	.200	.029	.460	-.004	.421	.144	.036	.376	.195	.021	1.00	.065	.029	.025	.130	.173	.030	.148	.051	.379	-.225	-.059
PMV_18	-.036	.005	-.049	-.064	.097	.132	-.138	-.068	.109	-.043	.024	.067	-.041	-.025	.158	-.037	.065	1.00	.072	.069	.030	.137	-.010	.138	.208	-.062	-.124	.080
PMV_19	-.072	.286	.299	.077	-.024	-.234	.040	-.020	.068	.560	-.057	-.069	.113	.000	-.082	.141	.029	.072	1.00	.618	.008	.164	.053	.290	.217	.017	-.023	.045
PMV_20	-.023	.217	.246	-.017	-.019	-.092	.035	-.046	-.037	.399	.015	-.042	.108	-.013	-.059	.115	.025	.069	.618	1.00	.053	.210	.132	.165	.201	-.007	-.036	.092
PMV_21	.131	-.166	-.143	.104	.181	.163	.275	.163	.096	.057	.219	.288	.195	.113	.229	.314	.130	.030	.008	.053	1.00	.425	.046	.079	-.004	.234	.040	-.126
PMV_22	.141	.089	.069	.213	.061	.062	.230	.051	.228	.127	.373	.225	.180	.320	.231	.286	.173	.137	.164	.210	.425	1.00	-.045	.014	.108	.225	-.160	-.022
PMV_23	-.053	.184	.224	.180	.032	.155	.040	.109	-.017	.101	-.125	.184	.044	.010	.030	.170	.030	-.010	.053	.132	.046	-.045	1.00	.333	.312	-.028	.266	.198
PMV_24	.000	.222	.288	.126	.154	.126	.181	.088	.083	.278	-.016	.170	.042	.023	.074	.176	.148	.138	.290	.165	.079	.014	.333	1.00	.638	.171	-.038	.263
PMV_25	-.044	.268	.272	.050	.129	.124	.079	.123	.016	.152	-.042	.140	.025	.037	.113	.192	.051	.208	.217	.201	-.004	.108	.312	.638	1.00	.181	-.095	.293
PMV_26	.402	-.147	-.151	.108	.128	.191	.534	.072	.176	-.033	.144	.160	.258	.341	.019	.013	.379	-.062	.017	-.007	.234	.225	-.028	.171	.181	1.00	-.141	-.067
PMV_27	-.252	.074	.078	.006	-.042	-.063	-.025	.025	-.141	-.022	-.260	-.115	.018	-.155	-.032	.099	-.225	-.124	-.023	-.036	.040	-.160	.266	-.038	-.095	-.141	1.00	.227
PMV_28	-.084	.301	.286	.021	.074	.009	-.133	.054	-.054	-.026	.113	.075	-.065	-.086	.087	.240	-.059	.080	.045	.092	-.126	-.022	.198	.263	.293	-.067	.227	1.00

Initial Factor Correlation Matrix

Push Motivation Variable Key	
PMV_1	...being somewhere gay-friendly.
PMV_2	...experiencing new and different cultures.
PMV_3	...going to and exploring new places.
PMV_4	...escaping from everyday life.
PMV_5	...spending time with partner.
PMV_6	...spending time at the a beach.
PMV_7	...feeling a sense of personal safety.
PMV_8	...experiencing different weather.
PMV_9	...meeting and socializing with people with similar interests.
PMV_10	...going sightseeing.
PMV_11	...experiencing fun night life.
PMV_12	...relaxing.
PMV_13	...paying a competitive price for the holiday.
PMV_14	...being free to act the way I feel.
PMV_15	...traveling with friends.
PMV_16	...experiencing good food.
PMV_17	...searching for gay space.
PMV_18	...visiting friends or relatives.
PMV_19	...traveling to historical heritage sites.
PMV_20	...visiting art galleries/museums.
PMV_21	...indulging in luxury.
PMV_22	...having fun, being entertained.
PMV_23	...experiencing solitude.
PMV_24	...enjoying beautiful landscapes.
PMV_25	...viewing wildlife/nature.
PMV_26	...avoiding homophobia.
PMV_27	...avoiding gay culture.
PMV_28	...getting away from the 'tourist trail'.

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.715
	Approx. Chi-Square	1936.8
Bartlett's Test of Sphericity	df	378
	Sig.	.000

Communalities		
	Initial	Extraction
...being somewhere gay-friendly.	.420	.422
...experiencing new and different cultures.	.666	.748
...going to and exploring new places.	.679	.790
...spending time at the a beach.	.360	.410
...feeling a sense of personal safety.	.458	.534
...meeting and socializing with people with similar interests.	.407	.433
...going sightseeing.	.459	.574
...experiencing fun night life.	.515	.587
...relaxing.	.365	.434
...being free to act the way I feel.	.362	.320
...traveling with friends.	.299	.305
...experiencing good food.	.418	.471
...searching for gay space.	.509	.626
...traveling to historical heritage sites.	.593	.787
...visiting art galleries/museums.	.467	.430
...indulging in luxury.	.437	.492
...having fun, being entertained.	.442	.533
...experiencing solitude.	.334	.355
...enjoying beautiful landscapes.	.545	.613
...viewing wildlife/nature.	.530	.638
...avoiding homophobia.	.480	.639
...avoiding gay culture.	.314	.411
...escaping from everyday life.	.242	.189
...spending time with partner.	.261	.249
...experiencing different weather.	.203	.160
...paying a competitive price for the holiday.	.240	.244
...visiting friends or relatives.	.235	.255
...getting away from the 'tourist trail'.	.342	.291

Extraction Method: Principal Axis Factoring.

		Total Variance Explained				
Factor		Initial Eigenvalues		Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.244	15.157	15.157	3.729	13.316	13.316
2	3.470	12.394	27.551	3.072	10.972	24.289
3	2.067	7.381	34.932	1.553	5.547	29.836
4	1.887	6.739	41.670	1.422	5.078	34.914
5	1.702	6.080	47.751	1.189	4.248	39.161
6	1.404	5.015	52.766	.842	3.008	42.169
7	1.153	4.116	56.882	.595	2.127	44.296
8	1.095	3.909	60.792	.537	1.917	46.213
9	.992	3.541	64.333			
10	.934	3.337	67.670			
11	.896	3.200	70.870			
12	.855	3.052	73.922			
13	.775	2.768	76.689			
14	.728	2.600	79.290			
15	.720	2.572	81.862			
16	.610	2.180	84.042			
17	.568	2.029	86.071			
18	.534	1.905	87.976			
19	.456	1.629	89.606			
20	.434	1.551	91.157			
21	.423	1.511	92.667			
22	.372	1.328	93.995			
23	.346	1.235	95.230			
24	.333	1.190	96.420			
25	.294	1.048	97.468			
26	.289	1.031	98.499			
27	.240	.858	99.357			
28	.180	.643	100.000			

Extraction Method: Principal Axis Factoring.

Scree Plot

Factor Number
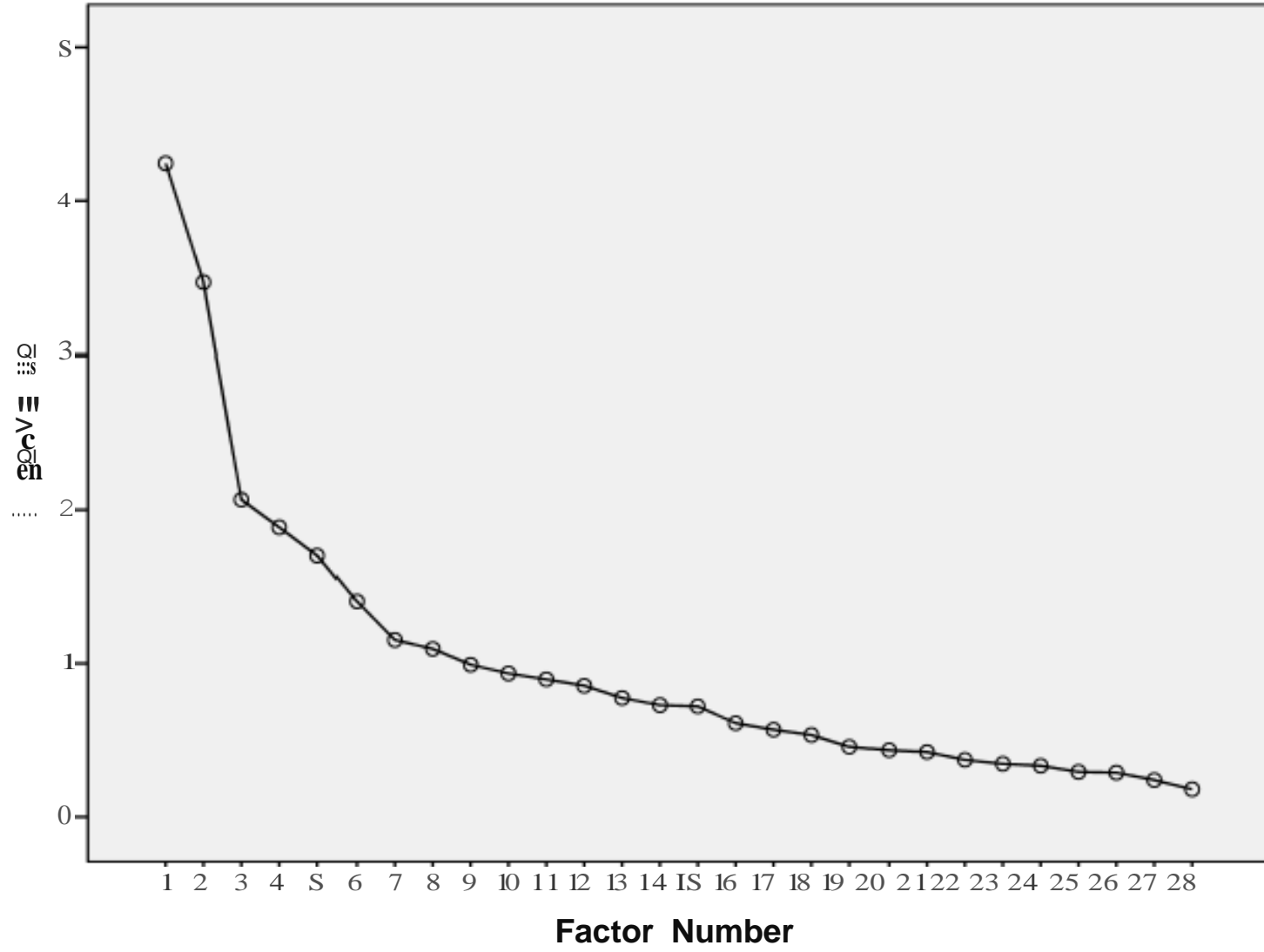
Factor Matrix[a]								
	Factor							
	1	2	3	4	5	6	7	8
...having fun, being entertained.	.532							
...relaxing.	.486		.318					
...searching for gay space.	.479	-.355			-.357			
...avoiding homophobia.	.474	-.383		.338				
...enjoying beautiful landscapes.	.446	.370			-.389			
...experiencing good food.	.445				.310			
...feeling a sense of personal safety.	.440			.420				
...being free to act the way I feel.	.436							
...meeting and socializing with people with similar interests.	.431							
...indulging in luxury.	.414				.377			
...paying a competitive price for the holiday.	.344							
...escaping from everyday life.	.334							
...experiencing different weather.								
...going to and exploring new places.		.712						
...experiencing new and different cultures.		.678		-.345				
...being somewhere gay-friendly.	.374	-.430						
...going sightseeing.	.363	.414						
...visiting art galleries/museums.		.392	-.362					
...getting away from the 'tourist trail'.		.359						
...traveling to historical heritage sites.		.516	-.538	.340				
...spending time at the a beach.			.449					
...experiencing solitude.		.302	.323					
...experiencing fun night life.	.475			-.499				
...traveling with friends.	.361			-.361				
...viewing wildlife/nature.	.400	.390			-.427			
...visiting friends or relatives.						-.437		
...avoiding gay culture.							.371	
...spending time with partner.								

Extraction Method: Principal Axis Factoring.[a]

a. 8 factors extracted. 15 iterations required.

Appendix L: Adjusted Factor Analysis Results

	PMV_1	PMV_2	PMV_3	PMV_6	PMV_7	PMV_9	PMV_10	PMV_11	PMV_12	PMV_14	PMV_15	PMV_16	PMV_17	PMV_19	PMV_20	PMV_21	PMV_22	PMV_23	PMV_24	PMV_25	PMV_26	PMV_27
Adjusted Factor Correlation Matrix																						
PMV_1	1.000	-.131	-.135	.127	.293	.328	-.031	.304	.179	.269	.086	-.035	.536	-.084	-.040	.125	.140	-.052	.007	-.043	.380	-.254
PMV_2	-.131	1.000	.775	-.039	-.165	.039	.262	.075	.024	-.065	.160	.374	-.067	.286	.217	-.165	.089	.183	.220	.267	-.143	.071
PMV_3	-.135	.775	1.000	-.085	-.105	.032	.369	.063	-.016	-.052	.158	.332	-.041	.306	.254	-.136	.069	.221	.279	.264	-.135	.063
PMV_6	.127	-.039	-.085	1.000	.259	.122	-.037	.076	.340	.029	.178	.054	.008	-.221	-.076	.166	.062	.154	.120	.123	.201	-.056
PMV_7	.293	-.165	-.105	.259	1.000	.182	.090	.000	.201	.252	.051	.082	.208	.035	.028	.272	.229	.040	.183	.077	.519	-.039
PMV_9	.328	.039	.032	.122	.182	1.000	.086	.418	.139	.320	.218	.027	.465	.060	-.046	.093	.228	-.017	.086	.015	.165	-.151
PMV_10	-.031	.262	.369	-.037	.090	.086	1.000	.027	.107	.084	.073	.232	.003	.555	.396	.059	.127	.099	.271	.145	-.025	-.040
PMV_11	.304	.075	.063	.076	.000	.418	.027	1.000	.267	.343	.352	.143	.422	-.052	.018	.218	.371	-.125	-.017	-.044	.144	-.270
PMV_12	.179	.024	-.016	.340	.201	.139	.107	.267	1.000	.159	.214	.272	.144	-.067	-.039	.288	.225	.184	.169	.139	.160	-.116
PMV_14	.269	-.065	-.052	.029	.252	.320	.084	.343	.159	1.000	.095	.103	.374	-.001	-.014	.113	.320	.010	.024	.038	.337	-.153
PMV_15	.086	.160	.158	.178	.051	.218	.073	.352	.214	.095	1.000	.327	.199	-.076	-.053	.228	.229	.029	.072	.109	.023	-.047
PMV_16	-.035	.374	.332	.054	.082	.027	.232	.143	.272	.103	.327	1.000	.021	.141	.116	.314	.286	.170	.174	.191	.015	.096
PMV_17	.536	-.067	-.041	.008	.208	.465	.003	.422	.144	.374	.199	.021	1.000	.021	.014	.127	.173	.029	.152	.050	.364	-.233
PMV_19	-.084	.286	.306	-.221	.035	.060	.555	-.052	-.067	-.001	-.076	.141	.021	1.000	.626	.015	.163	.052	.279	.213	.036	-.020
PMV_20	-.040	.217	.254	-.076	.028	-.046	.396	.018	-.039	-.014	-.053	.116	.014	.626	1.000	.060	.208	.130	.151	.196	.017	-.031
PMV_21	.125	-.165	-.136	.166	.272	.093	.059	.218	.288	.113	.228	.314	.127	.015	.060	1.000	.425	.045	.075	-.004	.238	.041
PMV_22	.140	.089	.069	.062	.229	.228	.127	.371	.225	.320	.229	.286	.173	.163	.208	.425	1.000	-.045	.014	.108	.223	-.159
PMV_23	-.052	.183	.221	.154	.040	-.017	.099	-.125	.184	.010	.029	.170	.029	.052	.130	.045	-.045	1.000	.332	.312	-.028	.264
PMV_24	.007	.220	.279	.120	.183	.086	.271	-.017	.169	.024	.072	.174	.152	.279	.151	.075	.014	.332	1.000	.637	.159	-.040
PMV_25	-.043	.267	.264	.123	.077	.015	.145	-.044	.139	.038	.109	.191	.050	.213	.196	-.004	.108	.312	.637	1.000	.176	-.092
PMV_26	.380	-.143	-.135	.201	.519	.165	-.025	.144	.160	.337	.023	.015	.364	.036	.017	.238	.223	-.028	.159	.176	1.000	-.134
PMV_27	-.254	.071	.063	-.056	-.039	-.151	-.040	-.270	-.116	-.153	-.047	.096	-.233	-.020	-.031	.041	-.159	.264	-.040	-.092	-.134	1.000

Push Motivation Variable Key	
PMV_1	...being somewhere gay-friendly.
PMV_2	...experiencing new and different cultures.
PMV_3	...going to and exploring new places.
PMV_4	...escaping from everyday life.
PMV_5	...spending time with partner.
PMV_6	...spending time at the a beach.
PMV_7	...feeling a sense of personal safety.
PMV_8	...experiencing different weather.
PMV_9	...meeting and socializing with people with similar interests.
PMV_10	...going sightseeing.
PMV_11	...experiencing fun night life.
PMV_12	...relaxing.
PMV_13	...paying a competitive price for the holiday.
PMV_14	...being free to act the way I feel.
PMV_15	...traveling with friends.
PMV_16	...experiencing good food.
PMV_17	...searching for gay space.
PMV_18	...visiting friends or relatives.
PMV_19	...traveling to historical heritage sites.
PMV_20	...visiting art galleries/museums.
PMV_21	...indulging in luxury.
PMV_22	...having fun, being entertained.
PMV_23	...experiencing solitude.
PMV_24	...enjoying beautiful landscapes.
PMV_25	...viewing wildlife/nature.
PMV_26	...avoiding homophobia.
PMV_27	...avoiding gay culture.
PMV_28	...getting away from the 'tourist trail'.

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.722
Bartlett's Test of Sphericity	Approx. Chi-Square	1583.0
	df	231
	Sig.	.000

Communalities		
	Initial	Extraction
...being somewhere gay-friendly.	.390	.433
...experiencing new and different cultures.	.656	.750
...going to and exploring new places.	.654	.785
...spending time at the a beach.	.280	.228
...feeling a sense of personal safety.	.403	.578
...meeting and socializing with people with similar interests.	.353	.343
...going sightseeing.	.420	.365
...experiencing fun night life.	.466	.654
...relaxing.	.301	.310
...being free to act the way I feel.	.315	.285
...traveling with friends.	.277	.307
...experiencing good food.	.375	.451
...searching for gay space.	.497	.554
...traveling to historical heritage sites.	.589	.888
...visiting art galleries/museums.	.458	.439
...indulging in luxury.	.391	.500
...having fun, being entertained.	.403	.423
...experiencing solitude.	.304	.242
...enjoying beautiful landscapes.	.523	.690
...viewing wildlife/nature.	.504	.552
...avoiding homophobia.	.438	.503
...avoiding gay culture.	.245	.190

Extraction Method: Principal Axis Factoring.

Total Variance Explained							
Factor	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings[a]
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total
1	3.859	17.540	17.540	3.335	15.160	15.160	2.482
2	3.296	14.980	32.520	2.902	13.189	28.350	2.201
3	1.858	8.445	40.965	1.353	6.151	34.501	1.933
4	1.757	7.989	48.954	1.306	5.939	40.439	2.027
5	1.506	6.844	55.798	1.021	4.639	45.078	2.105
6	1.093	4.966	60.765	.553	2.513	47.591	1.803
7	.940	4.274	65.039				
8	.919	4.176	69.215				
9	.814	3.700	72.915				
10	.763	3.467	76.382				
11	.744	3.380	79.762				
12	.625	2.841	82.604				
13	.540	2.453	85.057				
14	.497	2.257	87.314				
15	.495	2.251	89.565				
16	.444	2.018	91.583				
17	.406	1.845	93.428				
18	.360	1.637	95.066				
19	.351	1.596	96.662				
20	.297	1.352	98.013				
21	.245	1.112	99.125				
22	.192	.875	100.000				

Extraction Method: Principal Axis Factoring.

a. When factors are correlated, sums of squared loadings cannot be added to obtain a total variance.

Scree Plot
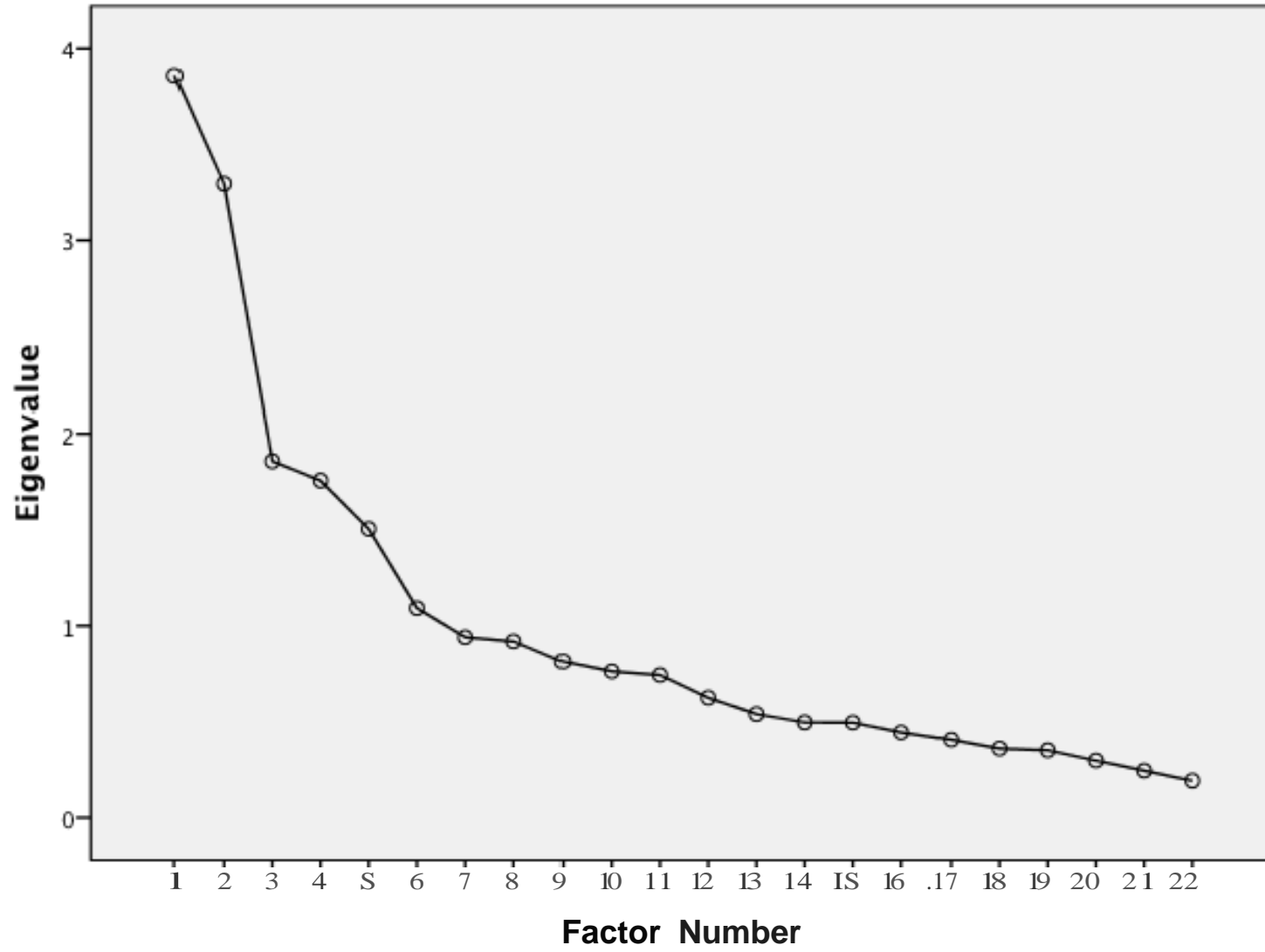
Factor Matrix[a]						
	Factor					
	1	2	3	4	5	6
...searching for gay space.	.529	-.353			-.329	
...having fun, being entertained.	.526				.336	
...experiencing fun night life.	.522		-.502			
...avoiding homophobia.	.456	-.340	.327			
...meeting and socializing with people with similar interests.	.452					
...enjoying beautiful landscapes.	.445	.361	.443			
...being free to act the way I feel.	.429					
...feeling a sense of personal safety.	.428		.421			.359
...relaxing.	.420					
...experiencing good food.	.417			.302	.304	
...viewing wildlife/nature.	.381	.361	.359			
...traveling with friends.	.375					
...avoiding gay culture.						
...going to and exploring new places.		.703				
...experiencing new and different cultures.		.670	-.334			
...being somewhere gay-friendly.	.400	-.434				
...visiting art galleries/museums.		.423		-.391		
...going sightseeing.	.343	.422				
...experiencing solitude.						
...traveling to historical heritage sites.	.323	.583		-.635		
...spending time at the a beach.				.326		
...indulging in luxury.	.400				.514	

Extraction Method: Principal Axis Factoring.[a]

a. 6 factors extracted. 18 iterations required.

Pattern Matrix[a]

	Factor					
	1	2	3	4	5	6
...searching for gay space.	.702					
...experiencing fun night life.	.663				.362	
...meeting and socializing with people with similar interests.	.548					
...being somewhere gay-friendly.	.525					.312
...avoiding gay culture.	-.430					
...being free to act the way I feel.	.399					
...going to and exploring new places.		.829				
...experiencing new and different cultures.		.820				
...enjoying beautiful landscapes.			.811			
...viewing wildlife/nature.			.730			
...experiencing solitude.			.389			
...traveling to historical heritage sites.				-.927		
...visiting art galleries/museums.				-.644		
...going sightseeing.				-.505		
...spending time at the a beach.						
...indulging in luxury.					.680	
...having fun, being entertained.					.521	
...experiencing good food.		.330			.512	
...relaxing.					.426	
...traveling with friends.					.408	
...feeling a sense of personal safety.						.723
...avoiding homophobia.						.587

Extraction Method: Principal Axis Factoring.

Rotation Method: Oblimin with Kaiser Normalization.[a]

a. Rotation converged in 14 iterations.

			Factor			
Structure Matrix						
	1	2	3	4	5	6
...searching for gay space.	.720					.318
...experiencing fun night life.	.694				.461	
...being somewhere gay-friendly.	.578					.407
...meeting and socializing with people with similar interests.	.570					
...being free to act the way I feel.	.472					.318
...avoiding gay culture.	-.408					
...going to and exploring new places.		.867		-.329		
...experiencing new and different cultures.		.857				
...enjoying beautiful landscapes.			.811			
...viewing wildlife/nature.			.731			
...experiencing solitude.			.446			
...traveling to historical heritage sites.				-.938		
...visiting art galleries/museums.				-.653		
...going sightseeing.		.311		-.546		
...indulging in luxury.					.648	.308
...having fun, being entertained.	.329				.562	
...experiencing good food.		.445			.548	
...relaxing.					.492	
...traveling with friends.					.466	
...spending time at the a beach.						
...feeling a sense of personal safety.						.754
...avoiding homophobia.	.366					.666

Extraction Method: Principal Axis Factoring.

Rotation Method: Oblimin with Kaiser Normalization.

Factor Correlation Matrix						
Factor	1	2	3	4	5	6
1	1.000	-.042	-.011	-.007	.236	.219
2	-.042	1.000	.269	-.212	.166	-.167
3	-.011	.269	1.000	-.087	.168	.200
4	-.007	-.212	-.087	1.000	.020	.027
5	.236	.166	.168	.020	1.000	.229
6	.219	-.167	.200	.027	.229	1.000

Extraction Method: Principal Axis Factoring.

Rotation Method: Oblimin with Kaiser Normalization.