



### LGBT Fife Hospitality Survey

Accommodation/Venue Name _____
Address _____
Post Code _____ Tel: _____
Fax _____ Email _____
Website www. _____
Contact Person _____ Date _____

#### **TRAVEL:**

How much do you know about gay travellers?

*Which statements reflects your experience:*

I have no experience of catering for the gay market

I understand that gay traveller seldom travel as part of an escorted group

Gay travellers usually travel in same sex couples

Gay travellers may travel alone

Gay travellers travel more frequently and at various times of the year

Gay people have a higher disposable income and few family responsibilities

Fife does not have a demand from gay holiday makers

Gay couples prefer gay-friendly accommodation

The most frequent gay travellers are in the 34-55 age range

LGBT people have been targets by tour operators as a market for service expansion

### **BOOKING PATTERNS**

*Again mark the statements you agree with or complete the question:*

59% of gay travellers book on line using gay-friendly websites for information

Companies who sponsor or participate in gay community events enjoy a strong level of loyalty amongst gay travellers

Top gay destinations around the world include \*

Amsterdam	London	San Francisco	Cape Town	Sydney
Edinburgh	Mexico	Costa Rica	Gran Canaria	
New York	New Zealand	Milan	Paris	

\*(Source: Community Travel Research [www.mark8ing.com](http://www.mark8ing.com) ).

Word of mouth is the most powerful marketing tool within the LGBT community

In Scotland how many estimated people attended the Pride Scotia march in Edinburgh on 25<sup>th</sup> June 2005?

500 1000 2000 3000 4000 5000 6000

How many attended the Pride Scotia events throughout the week?

3000, 5000, 7000, 10000, 12000, 15000, 20000

Next year's Pride Scotia events are to be held in:

Edinburgh Kirkcaldy Glasgow Dundee Aberdeen

LGBT stand for:

L \_\_\_\_\_ G \_\_\_\_\_ B \_\_\_\_\_ T \_\_\_\_\_

## **YOUR ACCOMMODATION:**

*Please tick the statement with which you agree:*

We consider our establishment to be:

Exclusive to the gay market

Mixed with a predominantly gay clientele

Mixed with a predominance of a non gay customers

Gay-friendly

Not really sure of what "gay-friendly" means

No, we don't usually have gay clients using our accommodation

We would welcome anyone

## **CIVIL PARTNERSHIPS**

We understand that there maybe couples wishing to use our facilities for their ceremony and we will respond to these requests

We will offer specific facilities for those interested in us hosting their civil partnership registration and reception

We provide information about such services with our usual accommodation leaflets/brochure

## **TOURISM**

We wish to promote tourism within the LGBT communities and offer discounted prices in line with other promotions to our guests

We offer advice and have a working knowledge of Scotland's gay scene

We know of local facilities that may be of interest to gay travellers

## **SPECIAL NEEDS ACCOMMODATION**

We have barrier-free rooms for guests with special requirements owing to the use of wheelchairs

We have personal care facilities including adapted fittings for people with special needs

We are aware of our obligations through the legislation such as the Disability Discrimination (Amendment) Act 2004 with this knowledge being reflect in all our facilities

Staff are trained in awareness of relevant legislative requirements  
Please specify training and provider:

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We feel we go beyond the legislative requirements for our guests by ensuring we are up to date with information and tourist advice

We offer smoking restricted areas for dining and recreation

Our staff are trained in equity and diversity issues with practices regularly reviewed as apart of supervision appraisals

Please specify training relevant to LGBT issues and training provider:

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**YOUR VENUE**

***Please complete the information below***

Type of venue \_\_\_\_\_

Opening hours \_\_\_\_\_

Age restrictions \_\_\_\_\_ Child friendly \_\_\_\_\_

Special needs facilities \_\_\_\_\_

\_\_\_\_\_

Dining facilities \_\_\_\_\_

\_\_\_\_\_

Menu type \_\_\_\_\_

\_\_\_\_\_

Entertainment: \_\_\_\_\_

\_\_\_\_\_

Gay market entertainment \_\_\_\_\_

\_\_\_\_\_

Changing facilities \_\_\_\_\_

\_\_\_\_\_

Safe space facilities \_\_\_\_\_

Patron's Security Service \_\_\_\_\_

\_\_\_\_\_

Security/Staff Training Attended \_\_\_\_\_

\_\_\_\_\_

**YOUR COMMENTS**

**I/we agree to the above information being used in whole or part to advertise on a no-fee basis our business on the Fife Men Project website.**

**Signature \_\_\_\_\_ Date \_\_\_\_\_**

**Thank you very much for your help with this survey.**