

**“You cannot provide personalized service to LGBTQ+ people if you do not understand us or feel comfortable engaging with us.”**  
– Billy Kolber, HospitableMe

Thank you for taking the time to learn about our diverse communities, and for the effort to make everyone feel welcome. As we travel around the world, we’re inspired by the work that hospitality professionals like you do, every day. In this document, you’ll find a summary of current best practices, reference materials and key concepts that you can discuss with your colleagues. We hope the materials we provide here will help you continue on the path of inclusive hospitality.

If you are interested in additional resources for your team, colleagues or company, or you’re interested in scheduling a HospitableMe program in person or via interactive live video conference, or have a situation you need help with, email us to start the conversation. We’re always here for you: [ed@hospitable.me](mailto:ed@hospitable.me)

## TEN STEPS TOWARDS A MORE INCLUSIVE WELCOME

1. Don’t make assumptions about your guests/visitors.
2. Follow guests’ leads on relationships and pronouns.
3. Proactively welcome LGBTQ guests.
4. Acknowledge non-binary guests’ needs (Bathrooms!)
5. Share knowledge of local LGBTQ venues/history.
6. Tone and body language are important.
7. Fix misinterpretations and mistakes with ease.
8. Focus on respect and kindness.
9. It’s okay to ask!
10. Foster diversity in your own organization and among your colleagues by being respectful and inclusive of them.

**“If you leave here with nothing else, know it’s okay to ask.”**  
— Kenny Porpora, HospitableMe



## CONVERSATION STARTERS

- No one is LGBTQ+
- Hospitality = providing everyone a friendly and generous welcome without any bias, attitude or disrespect
- Inclusion is powerful. Inclusion is being asked to dance
- It’s better to try and make a mistake, than to not try at all.
- The same is not always equal.

## ON YOUR OWN

- Use the Genderbread Person to explore your own gender identity, expression and sexual attraction: <https://www.genderbread.org>
- Expand your pronoun knowledge: <https://www.mypronouns.org>
- Practice using gender-neutral language: <http://bit.ly/GNlanguage>



## BRING EVERYONE WELCOME TO YOUR BUSINESS, ORGANIZATION AND COLLEAGUES

HospitableMe's Everyone Welcome programming is available for all tourism and hospitality audiences. Our unique curriculum is available for educational seminars, conference keynotes, and live training sessions, in-person and via interactive video conference. Contact us for details and scheduling.

**“Sometimes you have to treat us a little differently to treat us equally.”**

**— Ed Salvato, HospitableMe**

## REFERENCE DESK

- **ILGA Criminalization Map** <http://ilga.org>
- **The International LGBTQ+ Travel Association (IGLTA)** <http://iglta.org>
- **Transgender + Non-binary Resources** <https://genderqueer.me/>
- **Glossary of Trans Vocabulary** <http://transwhat.org/glossary/>
- **How to be a Trans Ally** <http://transwhat.org/allyship/>
- **LGBTQ Advertising and Marketing Best Practices** <http://bit.ly/LGBTSMBP>
- **Handbook of LGBT Tourism + Hospitality** <https://amzn.to/2GpJ6Ye>
- **Intersex 201** <https://www.youtube.com/watch?v=cAUDKEI4QKI>
- **Gender Revolution: A Journey with Katie Couric** <https://amzn.to/2KELH4o>
- **Intersexion: Gender Ambiguity Revealed** <https://amzn.to/2KEuJDt>



## VOCABULARY

- Lesbian
- Gay
- Bisexual
- Queer
- Transgender
- Third-Gender
- Non-Binary
- Gender non-conforming
- Ally

## USING GENDER NEUTRAL LANGUAGE

Gendered language excludes people who don't identify with the male-female binary. Gender-neutral language includes everyone. Use Gender-neutral language when speaking with groups and people you don't know. Once a guest uses gendered language with you, it's okay to use it back. So start with gender-neutral

language, but adopt the language that guests use to describe themselves and their relationships.

## GENDER NEUTRAL

- Spouse
- Child
- Parent
- People
- Friends
- Everyone
- Travelers
- Explorers
- Y'all

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[www.hospitable.me](http://www.hospitable.me)