

Booking.com HospitableMe



Travel
Proud.

Proud Hospitality Workbook



Table of contents

Chapter 1 - Introduction

[1.1 Welcome to Proud Certified](#)

[1.2 Implicit bias](#)

Chapter 2 - Journey checklists

[2.1 Introduction](#)

[2.2 Checklists](#)

Chapter 3 - Language and imagery

[3.1 Introduction](#)

[3.2 Gender-inclusive language](#)

[3.3 Relationships and pronouns](#)

[3.4 Inclusive language audit](#)

Chapter 4 - Service and amenities

[4.1 Introduction](#)

[4.2 Proactive welcome](#)

[4.3 Non-binary identification](#)

[4.4 Gender-neutral services and amenities](#)

[4.5 Gender-inclusive restrooms](#)

[4.6 Local community engagement](#)

[4.7 Creating an inclusive code of conduct and welcome statement](#)

Chapter 5 - Team exercises and discussions

[5.1 Introduction](#)

[5.2 Genderbread learning exercise](#)

[5.3 Implicit bias](#)

[5.4 Gender-inclusive language](#)

[5.5 Non-binary identification](#)

[5.6 Gender-neutral services and amenities](#)

[5.7 Gender-inclusive restrooms](#)

[5.8 Proactive welcome](#)

[5.9 Relationships and pronouns](#)

[5.10 Code of conduct](#)

Chapter 6 - Additional resources

[6.1 Introduction](#)

[6.2 Gender resources](#)

[6.3 Sexual orientation resources](#)

[6.4 Language resources](#)

[6.5 Implicit bias resources](#)

[6.6 Legal resources](#)

© 2020 HospitableMe. All rights reserved.

No part of this publication may be reproduced or distributed without permission from HospitableMe or Booking.com.



Introduction



1.1 Welcome to Proud Certified



Congratulations on completing the Proud Hospitality training session. You've taken the first step towards delivering more inclusive hospitality. This workbook will be the roadmap that guides you and your team through the next steps on this journey, and will be a key component of your Proud Certified commitment.

The LGBTQ+ travel market is estimated to be worth \$218 billion annually. LGBTQ+ travelers themselves are an attractive market segment: they travel more often, spend more when they travel and are exceptionally loyal promoters of the brands that understand and support them. Of course, the LGBTQ+ segment isn't made up of just one type of traveler. Travelers that are LGBTQ+ are also parents, people of color, disabled, young, old and everything in between. They are adventure travelers and urban travelers and local travelers. Within the community, there is also a diversity of sexual orientations and gender identities.

Inclusive hospitality is about understanding and engaging with the full diversity of individual guests, and becoming Proud Certified will help you better respect and accommodate the sexual orientations and gender diversity part.

We call this a journey to inclusive hospitality because there will always be more to learn and new ways to be more understanding and inclusive. We hope you find the journey as inspiring and meaningful as we have.

In the Journey Checklists chapter, we've outlined your work. The concepts for each task should be familiar to you from the Proud Hospitality training session, and you can find the guidance for completing them in four main chapters of this workbook: Language and imagery, Service and amenities, Team exercises and discussions and Additional resources. The first two chapters will give you the tools you need to do the exercises.

If you don't feel quite ready for the exercises and discussions, you can find additional support in the 'Additional resources' chapter. Visit the topics and actions that are easy to accomplish first, and then build on your success. You can go through this workbook in any order you wish, but you should start with the Implicit Bias chapter coming up next. It will help set the stage for everything else.



1.2 Implicit bias

What's implicit bias?

Implicit biases are stereotypes and preconceptions about people that are formed outside of our consciousness. We all have them, imprinted by cultural norms and representations that start before we even know how to speak. Implicit bias is a natural product of the human mind, which is wired to notice patterns and make generalizations. Implicit, unconscious biases exist toward any social group, based on ethnicity, race, age, gender, gender identity, physical abilities, religion, sexual orientation, weight, and many other diverse traits. Having implicit biases doesn't necessarily make you racist, sexist, homophobic or anything else - but acting on them can lead you to treat or judge people unfairly.

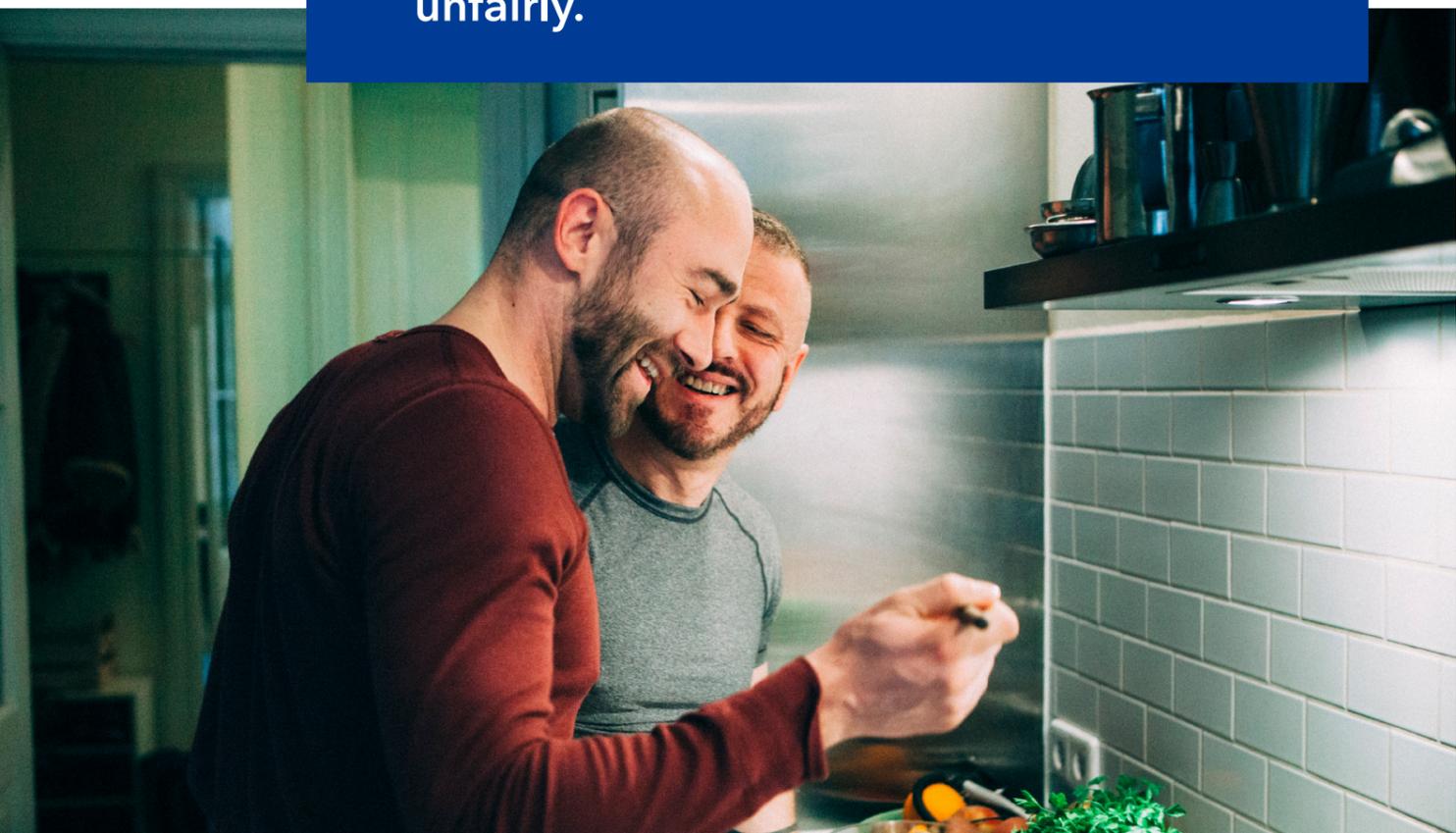
Implicit biases are a natural product of the human mind, but acting on them can lead us to treat or judge people unfairly.

Why it's important

Our implicit biases can cause us to treat people disrespectfully, often without our awareness in doing so. In order to make everyone feel welcome and included, we have to try to uncover our biases and work to overcome them. When it comes to LGBTQ+ people, these biases are often rooted in cultural expectations around relationships - for example, that romance occurs between people of opposite sexes or that all children have a mother and a father.

People can have preconceived notions - or prejudices - about race, gender, sexual orientation, abilities, age, religion and much more. Sometimes these preconceived notions are positive, and we're biased towards them. We've been raised with the implicit idea that this group of people is good. Other times they're negative, and we're biased against them.

For the purpose of this program, we're focusing only on LGBTQ+ people. Sometimes, our implicit biases make it difficult to treat LGBTQ+ people with respect. But while we may not be able to stop our unconscious biases, we can start to acknowledge them. In doing so, we begin to remove their influence from what we say and do, and start working on rewiring our brains to reduce these negative associations.



Best (and evolving) practices

Although our implicit biases are unconscious, they can be managed. It starts with uncovering them. Psychologists at Harvard University, the University of Virginia, and the University of Washington developed a program to test people's hidden and automatic biases: Project Implicit. The program not only helps you understand and confront your own biases, but it also helps you understand where these prejudices come from and how our biases are reinforced and perpetuated. You can find the Project Implicit tests in the 'Team exercises and discussions' chapter and 'Additional resources' chapter.

It's worth noting that biases based on sexual orientation have been decreasing the fastest in the last decade. Biases based on race are also decreasing - although not as quickly - but biases based on a person's weight have increased.



Ways to implement bias reduction

To be more intentional in our behavior, we must learn to engage the parts of our brain that allow our thinking to be more conscious. Here are a few steps to get you started.



Examine your thinking.

Try to analyze where your ideas about things like race and gender come from. Figuring out the source of your beliefs is a powerful way to start dismantling the ones that don't serve you.



Pay attention to when certain thoughts appear.

Recognize the moments and situations in which biased thoughts manifest in your mind. Ask yourself how these thoughts are relevant to what you are seeing and hearing.



Engage your empathy, curiosity and understanding.

Ask yourself if you would think or say the same things about a person who belongs to a different social group - whether it's a different gender, race, relationship status or other characteristic.

Ways to implement bias reduction



Lean into connections with people outside of your comfort zone.

Interacting with people different than ourselves is the best way to replace harmful preconceptions with empowering ones.

“No problem can be solved from the same level of consciousness that created it.”

- Albert Einstein

Chapter 2

Journey checklists



2.1 Introduction

This checklist is intended to guide you on the journey towards more inclusive hospitality. Use it as a tool to schedule and monitor your progress. Each task will bring you one step closer to being more welcoming and respectful to all your LGBTQ+ guests.

1. Complete the team exercises and discussions on implicit bias

Before you start: [review chapter 1.2.](#)

Target completion date
Completion date

Any intermediate steps (permission, clarification, education)
Who on the team should take ownership of this?
Who on the team should be part of this?
Any external or community partners who should be part of this?
Results summary

2. Complete the Genderbread Person learning exercise.

Before you start: [review chapter 5.2.](#) If you need more information refer to the 'Gender resources' section in chapter 6.

Target completion date
Completion date

Any intermediate steps (permission, clarification, education)
Who on the team should take ownership of this?
Who on the team should be part of this?
Any external or community partners who should be part of this?
Results summary



3. Complete the team exercises and discussions on gender-inclusive language

Before you start: [review chapter 3.1.](#)

Target completion date
Completion date

Any intermediate steps (permission, clarification, education)
Who on the team should take ownership of this?
Who on the team should be part of this?
Any external or community partners who should be part of this?
Results summary

4. Complete the team exercises and discussions on relationships and pronouns

Before you start: [review chapter 3.2.](#)

Target completion date
Completion date

Any intermediate steps (permission, clarification, education)
Who on the team should take ownership of this?
Who on the team should be part of this?
Any external or community partners who should be part of this?
Results summary



5. Complete the team exercises and discussions on non-binary ID

Before you start: [review chapter 4.3.](#)

Target completion date
Completion date

Any intermediate steps (permission, clarification, education)
Who on the team should take ownership of this?
Who on the team should be part of this?
Any external or community partners who should be part of this?
Results summary

6. Complete the team exercises and discussions on gender-neutral services and amenities

Before you start: [review chapter 4.4.](#)

Target completion date
Completion date

Any intermediate steps (permission, clarification, education)
Who on the team should take ownership of this?
Who on the team should be part of this?
Any external or community partners who should be part of this?
Results summary



7. Complete the team exercises and discussions on gender-inclusive restrooms

Before you start: [review chapter 4.5.](#)

Target completion date
Completion date

Any intermediate steps (permission, clarification, education)
Who on the team should take ownership of this?
Who on the team should be part of this?
Any external or community partners who should be part of this?
Results summary

8. Complete the team exercises and discussions on proactive welcome

Before you start: [review chapter 4.2.](#)

Target completion date
Completion date

Any intermediate steps (permission, clarification, education)
Who on the team should take ownership of this?
Who on the team should be part of this?
Any external or community partners who should be part of this?
Results summary



9. Create a code of conduct

Before you start: [review chapter 4.7](#), then discuss with corporate and management teams how you can implement a code of conduct policy.

Target completion date
Completion date

Any intermediate steps (permission, clarification, education)
Who on the team should take ownership of this?
Who on the team should be part of this?
Any external or community partners who should be part of this?
Results summary

10. Create a welcome statement

Before you start: [review chapter 4.7](#), then discuss with corporate and management teams what kind of welcome statement you want to write.

Target completion date
Completion date

Any intermediate steps (permission, clarification, education)
Who on the team should take ownership of this?
Who on the team should be part of this?
Any external or community partners who should be part of this?
Results summary



11. Audit your website for inclusive language and imagery

Before you start: [review chapter 3.3.](#)

Target completion date
Completion date

Any intermediate steps (permission, clarification, education)
Who on the team should take ownership of this?
Who on the team should be part of this?
Any external or community partners who should be part of this?
Results summary



12. Audit your marketing materials for inclusive language and imagery

Before you start: [review chapter 3.3.](#)

Target completion date
Completion date

Any intermediate steps (permission, clarification, education)
Who on the team should take ownership of this?
Who on the team should be part of this?
Any external or community partners who should be part of this?
Results summary



13. Audit your forms to accommodate non-binary individuals and same-sex couples

Before you start: [review chapter 3.3](#), then discuss with corporate, management and technical support teams how you can evolve legacy systems and online registration forms.

Target completion date
Completion date

Any intermediate steps (permission, clarification, education)
Who on the team should take ownership of this?
Who on the team should be part of this?
Any external or community partners who should be part of this?
Results summary

14. Identify local LGBTQ+ organizations for potential collaboration/engagement

Before you start: [review chapter 4.6](#).

Target completion date
Completion date

Any intermediate steps (permission, clarification, education)
Who on the team should take ownership of this?
Who on the team should be part of this?
Any external or community partners who should be part of this?
Results summary



15. Create and utilize an LGBTQ+ friendly vendor list for weddings and events

Before you start: [review chapter 4.6.](#)

Target completion date
Completion date

Any intermediate steps (permission, clarification, education)
Who on the team should take ownership of this?
Who on the team should be part of this?
Any external or community partners who should be part of this?
Results summary

16. Create an LGBTQ+ local destination guide for concierge/guest use

Before you start: [review chapter 4.6.](#)

Target completion date
Completion date

Any intermediate steps (permission, clarification, education)
Who on the team should take ownership of this?
Who on the team should be part of this?
Any external or community partners who should be part of this?
Results summary



17. Understand, curate and advocate for inclusive restroom signage

Before you start: [review chapter 4.5](#), then make sure your corporate and onsite management teams get permission to curate the inclusive signage.

Target completion date
Completion date

Any intermediate steps (permission, clarification, education)
Who on the team should take ownership of this?
Who on the team should be part of this?
Any external or community partners who should be part of this?
Results summary

18. Create and/or install visible proactive welcome signs

Before you start: [review chapter 4.2](#).

Target completion date
Completion date

Any intermediate steps (permission, clarification, education)
Who on the team should take ownership of this?
Who on the team should be part of this?
Any external or community partners who should be part of this?
Results summary



Chapter 3

Language and imagery

3.1 Introduction

3.2 Gender-inclusive language

3.3 Relationships and pronouns

3.4 Inclusive language audit



3.1 Introduction

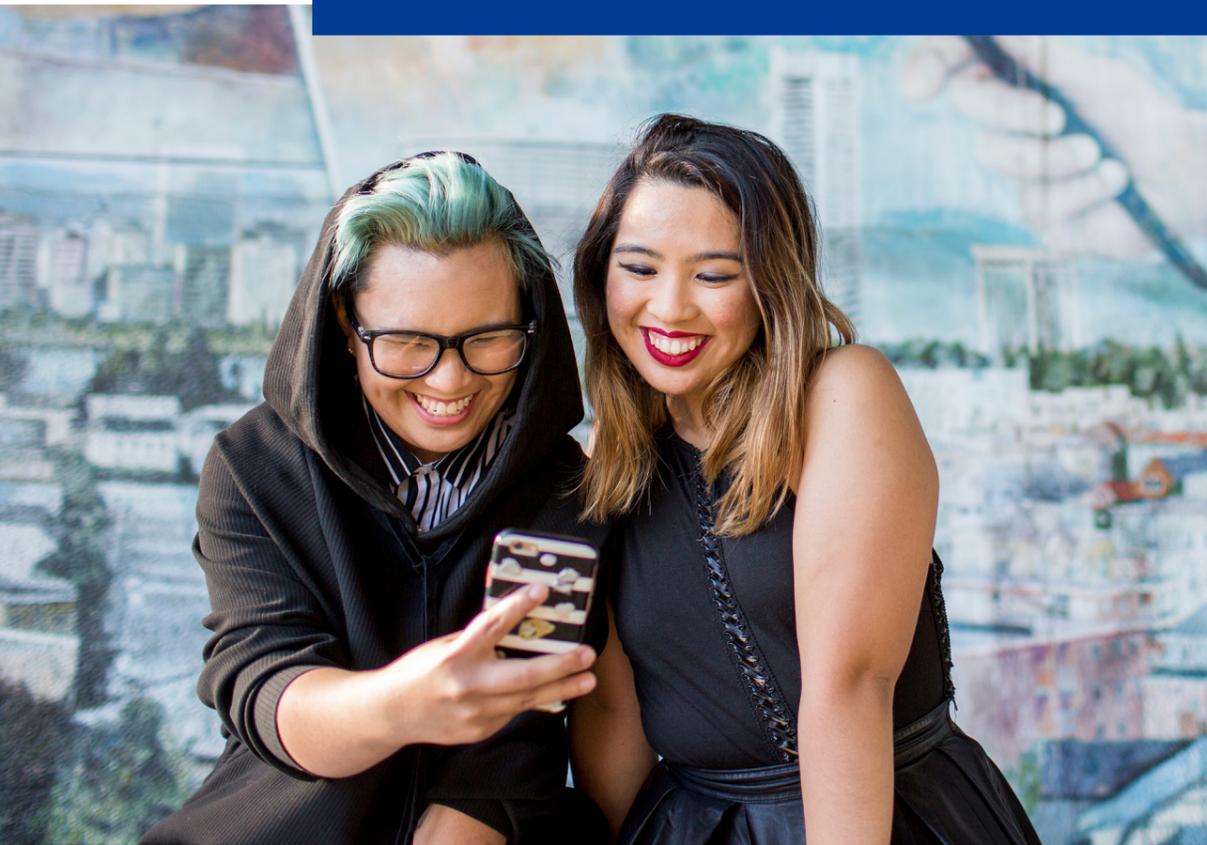
This chapter addresses language used by the community, as well as imagery used to represent the community and language used by others to describe, define and even demean the community. The work in this chapter focuses on replacing gendered language - language that uses masculine or feminine nouns and pronouns - with more inclusive gender-neutral language. We'll explain how to respect your guests' identities and relationships by using the same pronouns, honorifics and relationship words that they themselves use. We'll also explain how you can ensure that diverse guests are represented visually in your marketing and brand imagery.

3.2 Gender-inclusive language

What is gender-inclusive language?

Language that is gender-inclusive – sometimes referred to as gender-neutral – is language that doesn't assume or indicate a gender for the person speaking or being spoken to. Since not everyone identifies as male or female, gender-inclusive language allows you to speak to people – especially groups of people – without excluding anyone who identifies as a gender other than male or female.

Gender-inclusive language doesn't assume or indicate a gender for the person speaking or being spoken to.



It sounds complicated, and it takes practice because gendered language is so common in hospitality. Some common words or phrases have already been adapted to acknowledge gender diversity in previously gendered careers: we say postal carrier instead of mailman and flight attendant instead of stewardess.

Gender-inclusive language seeks to apply this concept to all gendered words and phrases. It's not perfect, and is still evolving, but once you start using it regularly you'll find it to be quite natural and very helpful.

Here are a few easy examples to get you started:

Gendered

Ladies and gentlemen
Mother or father
Son or daughter
Man or woman

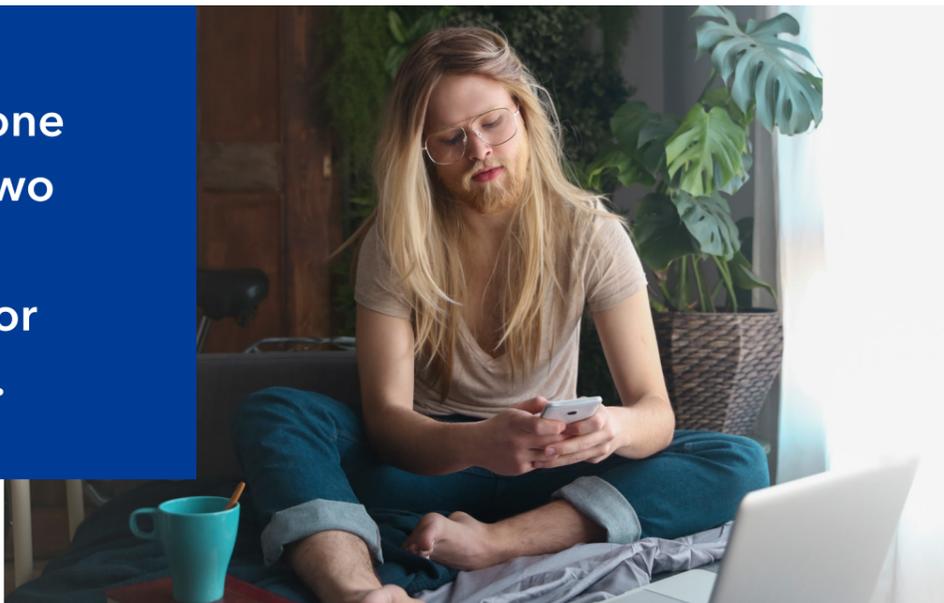
Gender inclusive

Everyone
Parent
Child
Person

Why it's important

We no longer live in a binary world. In fact we never did. But for decades, or even centuries, the language we used supported the world we saw – one that was controlled by heterosexual men and one divided into uncomplicated, two-dimensional ideas of gender and sexuality. The world has changed. Your customer base is no longer men and women, straight or gay, black or white. The way people identify with their gender and sexuality has expanded greatly beyond the binary – gender and sexuality are much more nuanced and personal. And as your customer base continues to evolve, your language must also evolve to meet their needs and sensitivities.

A binary system is one that's made up of two parts – perfect for coding, imperfect for describing humans.



Qantas, a well-known corporate champion of LGBTQ+ rights, was the first global travel brand to incorporate gender-inclusive language standards into their operating standards and training. Since then many have followed suit. We can no longer make assumptions about people's gender – no matter how seemingly obvious – and also claim to provide them with personalized, respectful service. Using gender-inclusive language is the first step in making it easier for everyone to feel welcome.



Best (and evolving) practices

Gender-inclusive language is most appropriate when you're speaking to a group of people, where you can't know the gender of everyone in the group. This is why removing 'ladies and gentlemen' from your daily vocabulary is the first and best change to make.



You don't have to use gender-inclusive language with people whose gender has been previously stated. If a guest refers to their partner as "my wife", you shouldn't continue to refer to her as "your partner". Listening to your guests and using the language they use to describe themselves and their relationships is the most important thing you can do – and it will help you provide more personalized and authentic service to all your guests.

Gender-inclusive language allows you to speak to people without excluding those who identify as a gender other than male or female.



Ways to implement gender-inclusive language

Gendered language is so deeply ingrained in our daily language that avoiding it requires conscious thought and effort. The following tips can help you start to shift the way you think and talk about gender.



Identify all the ways you and your team use gendered language.

Consider how you speak both at work and outside. It will shock you how often and how unnecessarily you use gendered language! Work to create gender-inclusive variations.



Define language standards for your brand.

Have open discussions with your teams to identify alternatives to gendered language, which are on-brand and welcoming for your property and style. Ask yourself:

- Will you use a single or group of standard replacements for 'ladies and gentlemen'?
- Can you implement gender-neutral language for familial relationships (parents, children, spouses)?
- If many of your guests come from traditional cultures, they may be confused or put off by gender-inclusive language. Can your team pivot back and forth to accommodate them?
- Which changes can you make immediately, and which changes will take longer to implement? Changing your language standards requires a plan.



Audit your assets.

Review your marketing materials and customer forms, and audit your website for gendered language. Phrases like 'his and hers' and 'bride and groom' are often lurking in the far corners of your marketing. Changing your marketing language and imagery may take time, but knowing where changes need to be made is always the first step. Be mindful of your social media interactions. Social media is where we communicate with large numbers of people whose gender we cannot know, so it's important to use gender-neutral language to be inclusive of everyone.



Take time to practice using gender-inclusive language.

You can use the exercises in chapter 5.4, or create your own. Choosing different words is one way, restructuring your sentences to avoid gendered words is the other. Both are important - word choice more for spoken language, and restructuring more for your written materials.



Continue your education.

Gender-inclusive language is relatively new, and all language is constantly changing. Here are some resources to continue learning and stay up-to-date with the changes:

[GLAAD: An Ally's Guide To Terminology](#)

[Linguistic Society Guidelines for Inclusive Language](#)



“If you talk to a man in a language he understands, that goes to his head. If you talk to him in his language, that goes to his heart.”

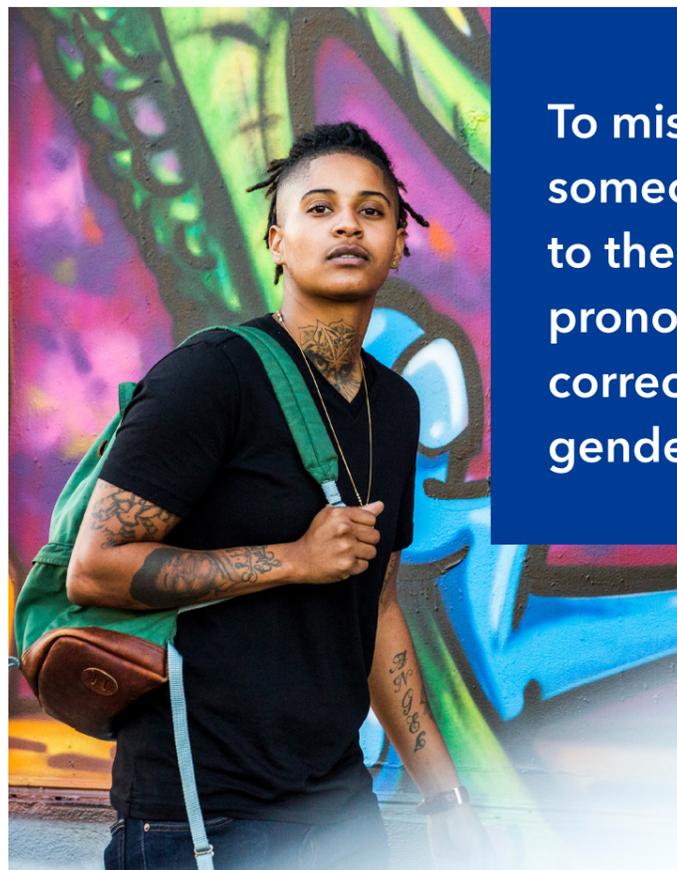
- Nelson Mandela

3.3 Relationships and pronouns

What are gender pronouns?

Gender pronouns, or preferred personal pronouns, replace peoples' names in conversation. They're personal because they stand for our identities, and should be respected the same way a person's name would be. In English, some of the most common pronouns are he, she, they and we. He and she are most commonly used to refer to a single person. But these pronouns are binary and limiting.

With more and more people identifying as something other than male or female, language has developed to include and affirm those non-binary identities. For people of alternate gender expressions and identities, an expansion of pronouns has allowed them to identify more personally without being forced to misgender themselves.



To misgender someone is to refer to them using a pronoun that doesn't correctly reflect their gender identity.

Relationships in the LGBTQ+ community may be traditional or unconventional. The language we use to identify our relationships is personal and varies from couple to couple. The terms used include husband, wife, boyfriend, partner, spouse and many other variations. Using the same words that couples and families use to describe themselves validates them and their relationships.

Why they're important

Understanding pronouns is important because it helps your trans and gender spectrum guests feel seen and safe. There is a long history of violence against gender-expansive people that extends to this day. Trans people and people with alternate gender expressions are predisposed to fear in many situations because they're so used to people reacting to them violently. Anytime they interact with a new person they're forced to assess the safety of that individual.

In the context of travel, this group can be particularly vulnerable because of the need for identification. It's exceptionally difficult for people to show identification when their ID doesn't match their gender expression. It frequently leads to open discrimination, aggression and even violent reactions. Using their correct pronouns, and proactively offering your own pronouns in email signatures, on name tags and when introducing yourself, sends a signal of welcome and safety to these guests.

Respecting relationships and the language around them is also important. For years, non-heterosexual relationships were not respected and it was illegal to be homosexual (in 70 countries around the world, it still is). Queer couples weren't allowed to check into a hotel together, or have a meal together, or hold hands in public. That's changing faster in some places than others, and inclusive hospitality plays a role in making that shift happen. Being inclusive and respectful of queer relationships means understanding the nuanced nature of them.

Pronouns replace peoples' names and should be respected the same way a person's name would be.

Best (and evolving) practices

You never want to make assumptions about who your customers and clients are. The best practice for making your guests feel comfortable sharing their preferred pronouns is to lead by example. Put your own pronouns on your name tags and in your email signature - it's appropriate to display them anywhere your name is displayed. You can also say your own pronouns anytime you give your name to a guest. It's a subtle gesture that lets them know it's safe to reciprocate.

At a minimum, if you are educated on the topic of pronouns, you will at least be receptive instead of being caught off guard when a guest says they use they/them, ze/zim/zer or other personal pronouns.

When it comes to relationships, follow your guest's lead. If they use spouse, repeat spouse back to them. If they use husband or wife, you can also use husband or wife.



Ways to implement respectful pronouns

When it comes to using more respectful pronouns, there are plenty of small changes you can make to get started and to become more accustomed to using language more inclusively. Consider implementing the following changes:



Add personal pronouns anywhere that names are printed.

In your email signature, you can link your pronouns to a resource that explains what they are and why you've listed them. One helpful resource is [Mypronouns.org](https://mypronouns.org). You can add your pronouns to business cards, name badges, your screen name in video conferences – anywhere your name appears in print.



Collect pronoun information from your guests.

This communicates your commitment to inclusion, and allows you to learn a guest's pronouns before they arrive. You can add some of the common pronoun options and/or an 'other' field to reservation and registration forms. You can also add the honorific 'Mx.' to a dropdown list that includes Mr., Mrs., Miss and Dr.

“It ain't what they call you, it's what you answer to.”

- W.C. Fields

3.4 Inclusive language audit

What's an inclusive language audit?

Conducting an inclusive audit allows you to be sure your written materials reflect an inclusive attitude towards all guests. In such an audit you'd look for things like gendered language or restrictive personal pronouns, among other things. An inclusive audit of your website, marketing materials and forms will help you be more welcoming and hospitable to LGBTQ+ and other diverse guests, and ultimately reach a wider audience.

Your marketing materials are how you reach and engage with your audience - so showcasing authentic LGBTQ+ people, spaces, and interests is essential to making these materials inclusive. An inclusive website welcomes guests with authentic language, imagery and content. Inclusive forms, on the other hand, use registration templates, drop-down menus and legacy systems that include options for non-binary guests. These can include gender-inclusive honorifics and expansive gender options, which have become the industry standard.



Why it's important

Think of your website and marketing materials as your first impression. They're the face of your brand and should reflect its values, people and authentic character. If an LGBTQ+ person visits your site or sees an advertisement and there are only white, heterosexual, cisgender people in your images, with no mention of queer people, what message does that send? Does it feel diverse and inclusive? Will that person feel safe or welcomed at your property? LGBTQ+ people should be able to imagine themselves at your property. Your website and marketing materials should say, "We see you and we welcome you."

If website and marketing are the promise, then creating inclusive forms is your chance to show people your brand walks the walk. There are plenty of companies who say they are welcoming to LGBTQ+ people, but few brands actually do the work necessary to show it. Welcome LGBTQ+ guests in an authentic way, and when they take the next step to book a room, be sure your systems are actually inclusive to nonbinary, gender-spectrum people.

LGBTQ+ people should be able to imagine themselves at your property.



Best (and evolving) practices

Showing LGBTQ+ people reflected in a genuine way allows potential LGBTQ+ customers to feel comfortable booking your hotel. So the first step should be to assess whether you're using authentic and inclusive language and imagery. You may have the expertise already in your organization, but if not, you might consider hiring an LGBTQ+ consultant to audit your website and marketing materials. They'll help you make sure the language, imagery, tone, and content is inclusive.

Language is constantly evolving, so it's a good idea to work with an expert to assess how up-to-date the brand is on major issues by seeing minor language mistakes. For example, a site that uses GLBT may feel behind-the-times when other companies are using LGBTQ+. A consultant can help you avoid efforts that strive for inclusivity, but still fall short. By that same token, your marketing efforts could also benefit from the help of an expert. It's easy for lazy marketing to fall quickly into tokenization. The goal with inclusive marketing is to genuinely reflect the diverse people working and staying at your property.



Ways to implement an inclusive language audit

Performing the audit is the first step. Once you've identified problematic language and imagery, you can start to remove and adjust – and then you can start building. The following steps will help you start thinking of how you can make your website, marketing materials and forms truly inclusive.



Website

- Include targeted LGBTQ+ specific content. Including content or even mentioning LGBTQ+ history and nightlife does a lot to make queer people feel welcome.
- If you have LGBTQ+ people working at your property, showcase them by highlighting their efforts as an employee. But be careful not to make it about their sexuality or gender orientation.
- Promote your journey. If your hotel has been through diversity and inclusion training, or has an LGBTQ+ resource group, use your site to promote those certificates.



Marketing materials

- Hire and show real LGBTQ+ people/models, instead of heterosexual people 'playing' gay, bisexual, lesbian or trans people.
- Locate places and activities that are friendly towards LGBTQ+ people – either on your property or in your city – to show their welcoming, inclusive nature. A local destination guide is a good way to do this, and we'll cover that topic in chapter 4.

Ways to implement an inclusive language audit

- Take an understated approach. Images and language should feature LGBTQ+ people, but be focused on their position or activities, not their sexual orientation or gender.
- Consider wardrobe. When you work with models on photoshoots, collaborate with a stylist to create authentic looks and clothing options.



Forms

Changing your registration forms, drop-down menus and/or legacy systems will require some coordination between your teams. To make sure you implement successful inclusive changes, be sure to ask yourselves the following questions:

- Are you meeting the industry standard? In February 2019, the International Air Transportation Association announced non-binary service standards to include gender-inclusive honorifics and gender-expansive drop-down menus to include “X” and “U” gender markers. Where does your business stand in your industry?
- Are you being inclusive of all pronouns? The majority of millennials and GenZ know someone who uses a pronoun other than ‘he’ or ‘she’. Do your systems accommodate guests who use pronouns other than ‘he’ and ‘she’?
- Do your forms allow guests to self-identify? Remember, our sexual orientation and gender identities are very personal. Giving a guest the option to self-identify (with a blank space rather than a limited selection of options) can be a powerful sign of inclusion.

“Of all of our inventions for mass communication, pictures still speak the most universally understood language.”

-Walt Disney

Chapter 4

Service and amenities

4.1 Introduction

4.2 Proactive welcome

4.3 Non-binary identification

4.4 Gender-neutral services and amenities

4.5 Gender-inclusive restrooms

4.6 Local community engagement

4.7 Creating an inclusive code of conduct and welcome statement



4.1 Introduction

Sometimes, we have to treat people a little bit differently in order to treat everyone equally. This chapter will help you understand the changes and additions you can make to your services and amenities to create a more inclusive environment for LGBTQ+ guests.

4.2 Proactive welcome

What's a proactive welcome?

A proactive welcome is the kind that you actively create. Rather than simply responding to your guests, you take active steps to communicate comfort and reassurance to your LGBTQ+ guests – before booking, upon arrival and during their stay.

Research tells us that one in three LGBTQ+ community members fear judgement from hotel staff. Even in destinations that are popular with the LGBTQ+ community, travelers occasionally experience judgement, discomfort and disrespect – though this is often unintentional.

Proud Certified accommodations promise to alleviate this fear through staff education and training. A proactive welcome creates the first, and perhaps most meaningful, touchpoint in the Travel Proud journey.

Why it's important

Starting in the 1960s, gay and lesbian people traveled with special guides that listed establishments where they could eat, drink, meet and sleep without being harassed or harmed. The world has become more inclusive since then, but LGBTQ+ people still travel with a great deal of apprehension and fear. There are still 70 countries around the world that criminalize homosexuality.

That's why proactive signs of welcome are a best practice when engaging with the community. When an LGBTQ+ traveler sees a rainbow flag in a window, or a rainbow pin on your lapel, it allows them to feel safe, welcome and appreciated – before they've even spoken to you.



When an LGBTQ+ traveler sees a rainbow flag, sticker or pin, it helps them feel safe, welcome and appreciated.

Best (and evolving) practices

Visual clues are the easiest and most effective ways to proactively welcome LGBTQ+ guests. The rainbow is recognized world-wide as a welcome symbol for LGBTQ+ people. Other travelers often look for it as well, knowing that places welcoming LGBTQ+ guests are generally more inclusive and welcoming to all diverse travelers.

The Travel Proud suitcase that comes with becoming Proud Certified is a powerful symbol for LGBTQ+ guests. With its iconic rainbow branding, it can be used in your online and offline communications as a clear sign of inclusive hospitality. The counter signage included in your Travel Proud Customer Toolkit is a great start to creating a proactive welcome.



Ways to implement a proactive welcome

As an inclusive property, your team will likely make LGBTQ+ guests feel welcome once they've checked in. But until that point, they could be feeling apprehension about the kind of treatment they'll receive. Implementing a proactive welcome can help your guests feel safe and comfortable from the moment they come into contact with your brand.



Make your advertising and marketing channels as welcoming as your property.

Your brand should feel as inclusive outside of your property as inside. Using gender-inclusive language on your written materials and displaying the rainbow are just some of the ways you can demonstrate that your property is inclusive.



Have your staff display their personal pronouns.

Visibly displaying these - on name tags, business cards and email signatures - is the best way to invite guests to share their own pronouns. This also identifies your staff as allies to the community. Lapel pins (such as a rainbow pin) are another great tool for your staff to immediately but subtly send a proactive message of welcome.



Ways to implement a proactive welcome



Use recognizable symbols of inclusiveness.

Flying a rainbow flag during Pride celebrations is common for many mainstream hotels, while others choose to fly it year-round as a sign of inclusive hospitality. The rainbow may not be on-brand for some businesses, but there are powerful alternatives that support the LGBTQ+ community as well as other marginalized groups. The 'All are welcome here' sign is one example.



Be visible in your local LGBTQ+ community.

Partnering with local LGBTQ+ organizations is a good way to build your visibility and credibility in the community. Following LGBTQ+ brands and local influencers on social media is another way to show you're an ally. If you have a gift shop or rotating art displays at your property, consider including LGBTQ+ products and artists in your selections. You can also provide information about local LGBTQ+ venues and events.



Advertise your property through LGBTQ+ channels.

This is an easy and cost-effective way to reach potential LGBTQ+ customers. Being present in media and on platforms dedicated to the community also clearly shows you are welcoming to guests from the community.



Make sure your property is a great place to work for LGBTQ+ employees.

If you've created an atmosphere so inclusive that members of the community want to work there, chances are LGBTQ+ travelers are going to feel welcome there.

**"Small cheer and
great welcome makes
a merry feast ."**

- William Shakespeare



4.3 Non-binary identification

What's non-binary identification?

Non-binary identification (ID) is any form of legal ID – driver's licenses, passports, birth certificates and so forth – that recognizes a gender identity other than men/male or women/female. As trans and non-binary identities become more visible in our society, recognition and documentation have followed.

There are currently 11 countries that offer a third-gender option on their passport. In 2019 the International Air Transport Association (IATA) announced industry standards for the acceptance of non-binary ID, with two new gender-inclusive markers: 'U' for undisclosed and 'X' for unspecified, to match the non-binary gender options being used on identification. United Airlines was the first airline to adopt these gender markers in their drop-down menus and online booking forms. Others have since followed their example.

Non-binary ID is an increasingly recognized documentation category that acknowledges non-binary people. It allows them to use the new industry standard gender markers 'X' and 'U', in addition to 'M' and 'F'.



Why it's important

For gender-expansive people, documentation can be a complex and disruptive aspect of their travels. Whether crossing international borders or checking into a hotel, having an ID card with a gender marker not matching your gender identity can be a stressful, sometimes humiliating experience.

The process of changing ID documents can also be extremely complicated. Many countries have confusing, bureaucratic, and financially prohibitive systems requiring invasive information – such as proof of surgery – before a person is allowed to change their documents. Non-binary ID recognizes and acknowledges trans and non-binary people, instead of forcing them into incorrect gender categories.

Best (and evolving) practices

Non-binary ID is still uncommon, and very few reservations and customer relationship management systems have been updated to accommodate it. At a minimum, training consumer-facing staff to be familiar with gender-inclusive ID will ease their interactions with trans and non-binary travelers.



Ways to implement non-binary identification

There are a few things you can do to better position your property to welcome and engage with travelers who use non-binary gender marks and honorifics.



Update your systems.

Add gender-inclusive gender markers and honorifics to your reservations and customer relationship management systems. This will help non-binary people feel welcome before they even set foot in your property.



Align yourself with international standards.

Update your systems' drop-down menus to include 'X' and 'U' gender markers and the honorific 'Mx.' You might even consider including a customizable field for honorifics, so that people can provide you with their own chosen honorific. You can add an info click-box next to the gender selection menu that explains the non-binary options.

**“I was not ladylike,
nor was I manly.
I was something
else altogether.
There were so many
different ways to be
beautiful.”**

**- Michael Cunningham,
'A Home at the End of the World'**

4.4 Gender-neutral services and amenities

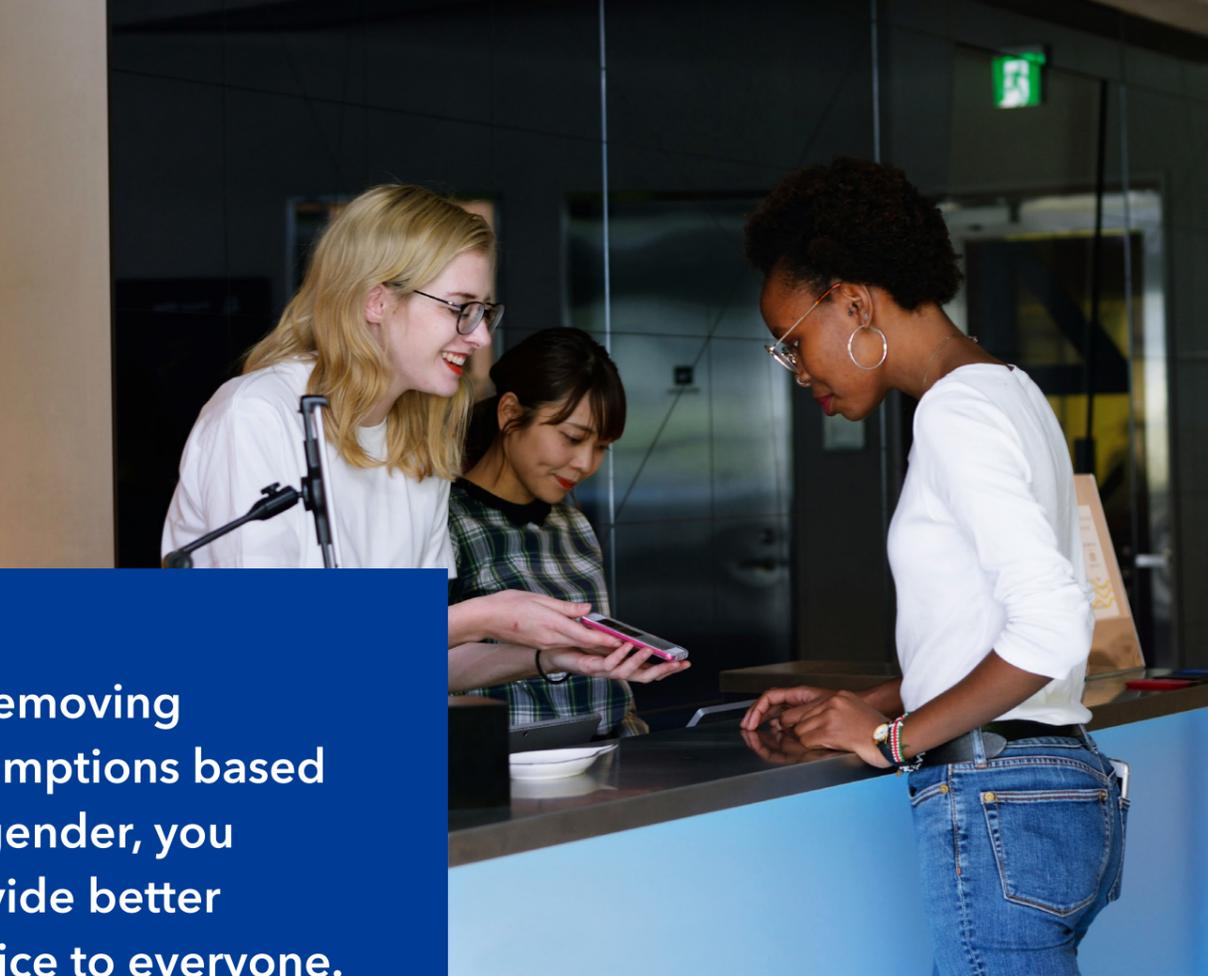
What are gender-neutral services and amenities?

Gender-neutral amenities and services are those that are not based on a binary system of gender. Many hotels still provide amenities and service based on historical ideas about the differences between men and women: women use showercaps and men use shoe horns; men need big slippers and bathrobes and women need small ones; women do yoga and go shopping, while men play golf and smoke cigars.

We see incorrect assumptions made around gender from service staff, too. The check-in desk expects the man to pay, the doorman opens the door for the lady, the waiter assumes the man is drinking the scotch while the woman is drinking the piña colada. Hotel and resort spas often have separate service menus for men and women, and couples' packages that speak only to heterosexual couples.

Why they're important

Services and amenities based on these outdated assumptions and stereotypes don't deliver personalized service to your guests, and discount non-binary and gender non-conforming people altogether. By removing the assumptions about what a traveler wants or needs based on their gender or relationship status, and by asking the guest or giving them options, you provide better service to everyone - not just non-binary and gender non-conforming guests.



By removing assumptions based on gender, you provide better service to everyone.

Best (and evolving) practices

The best way to make all your guests feel included is to give them options. Avoid basing your amenities on dated binary assumptions, like pink for women and blue for men. Instead, ask your guests what they want. It's less about having two slipper sizes to fit all, and more about making sure everyone has the right sized slippers.

Ways to implement gender-neutral amenities and services

Most of us were raised using gendered language and exposed to gendered facilities and services. So it takes some practice to recognize and undo these binary, non-inclusive systems. Here are a few tips on how to get started:



Tweak your language.

Focus your language on the amenities and services you're offering, rather than on the intended customer. Keep in mind that a 'couple' can be made up of any constellation of genders. The same is true of the parents in a family.



Prioritize flexibility.

If your standard practice is to provide a smaller and larger bathrobe and pair of slippers in guest rooms, add a note card that says "If you need different sizes, just let us know".



Review spa menus.

Couples packages should be built around two people of any gender. Consider renaming services for two as 'friends and lovers' packages to expand their appeal to non-romantic friends or family traveling together.



Get your restaurant staff onboard.

If a server doesn't know who ordered the scotch and who gets the piña colada, they should ask instead of assuming. Restaurant bills should be placed in the middle of the table or given to the person who made the reservation, regardless of their gender.

4.5 Gender-inclusive restrooms

What are gender-inclusive restrooms?

Who gets to use which restrooms has become an issue of contention in many places. Transgender and gender non-conforming people face significant challenges: discrimination, ridicule and even violence when utilizing public restroom facilities.

Single-occupancy restrooms (often labeled for disabled people or families) are safer for trans and non-binary people, but even these aren't always safe. A disabled person or family waiting may question why an apparently able bodied and single person is using 'their' restroom.

New construction offers opportunities to create new gender-inclusive communal restrooms - spaces that don't discriminate based on a binary definition of gender, which trans and non-binary people use without feeling unsafe.

“We are what we repeatedly do. Excellence, then, is not a single act but a habit.”

- Aristotle



Why they're important

Hotels and businesses that provide gender-inclusive restrooms make life easier and safer for the gender-expansive community. Gender-inclusive restrooms also send a clear message that your property values everyone. For younger generations, inclusive restrooms are essential. More than half of millennials or GenZ know someone who uses a pronoun other than he or she.

Gender-inclusive restrooms signage is an easy way to make gender-expansive guests feel more comfortable and welcome.



Best (and evolving) practices

Architectural firms are already developing restroom designs that aren't segregated by gender. In these, everyone has access to single-stall toilets with locked doors and shares common sink areas. Some restrooms now use signage that indicates the 'furniture' in the room - toilets, sinks, urinals, changing tables - instead of the type of person the room is intended for.

Of course, structural changes to restroom facilities can be complicated and expensive. But changing signage on restrooms is easy.

- You can permanently change single-occupancy restrooms to gender-inclusive or gender-neutral restrooms, or even label them 'all gender' instead of or in addition to family and/or disabled.
- Gendered communal restrooms can be made more welcoming with signage that affirms the rights of people to use whichever restrooms matches their gender identity - by policy or, as in some places like New York City, by law. You can also offer to provide temporary gender-neutral signage for weddings, groups and other events

There are many ways to adjust your signage to be more inclusive. Heathrow Airport restrooms include a note that "Not all disabilities are visible" to remind guests that it's not for them to judge who's entitled to use the facility. Others use humor: "Whatever, just lock the door and wash your hands." Updating your signage not only makes your property more inclusive, it also gives you an opportunity to do so in a way that's unique to your brand.

Ways to implement gender-inclusive restrooms



Create a policy.

You can make it as simple as this: "All guests are welcome to use the restroom that corresponds to their gender identity." A formal inclusive-restroom use policy should be accompanied by a zero-tolerance policy for any verbal or physical threats or assaults in the restroom.



Decide on the best way forward.

If you're in the process of or considering new construction, ask your design team from the start to look at gender-free restroom options. For existing facilities, update your signage to acknowledge and welcome trans, non-binary and gender non-conforming people.



Communicate your policy.

In your group marketing and sales materials, make note of the gender-expansive restroom options that you can provide for meetings and events. If these are optional temporary signs, put a little effort into their design so they don't look like an afterthought. When giving tours of your property, point out your gender-neutral restroom facilities.

"Equality means more than passing laws. The struggle is really won in the hearts and minds of the community, where it really counts."

- Barbara Gittings

4.6 Local community engagement

What is local community engagement?

Working with your local LGBTQ+ community is a great way to amplify your inclusion efforts. Supporting your local LGBTQ+ social service organizations demonstrates your commitment to the community, and also provides marketing opportunities. As you build connections and conversations with community members and organizations, you will find many ways to collaborate. We recommend you start with the following two:

1. Create a local destination guide for LGBTQ+ guests

A local destination guide provides recommendations and resources specific to the LGBTQ+ community. It connects guests to the local LGBTQ+ community for purposes of entertainment, recreation and essential services. Offering such a resource expands your ability to serve your guests. A guide can be an internal reference for your concierge team, or it can be a digital or printed document that's shared with guests.

2. Create a vendor list for same-sex weddings

A vendor list for same-sex weddings identifies photographers, musicians and other vendors who have experience with and respect for same-sex ceremonies. As a resource, this kind of list provides assistance and comfort to prospective wedding parties.

Why it's important

Your local LGBTQ+ community is a source of information and opportunities that will help you on your journey to offering inclusive hospitality. Creating a local destination guide and vendor list for LGBTQ+ guests is a powerful gesture and a way of making the community feel welcomed, considered and understood.

Some of the information these contain can be vital for guests - for example, information on where to find culturally-competent medical services, provided by healthcare professionals who are willing and able to treat patients with diverse beliefs, values or feelings.



Creating a guide for LGBTQ+ guests is a way of making the community feel welcomed and understood.

Best (and evolving) practices

Consumers are increasingly wary of 'rainbow capitalism' - businesses that do cosmetic marketing for LGBTQ+ customers without really supporting the community. By engaging with your local community, and supporting or partnering with community organizations, you're demonstrating genuine inclusiveness and meaningful community participation.

All over the world, destinations and brands create guides specifically for the LGBTQ+ community. These guides create a richer, safer and more enjoyable experience for travelers. Same-sex weddings are less likely to follow traditional wedding conventions, and therefore require venues that understand the need for inclusive subcontractors. A vendor list that caters to same-sex weddings, on the other hand, provides valuable service and comfort for wedding couples who shouldn't have to worry about their vendors having religious or personal objections to their wedding.



Ways to implement local destination guides



Start simple.

For the local destination guide, use the Booking.com template included in the Travel Proud Customer Toolkit to create a simple and easy guide. Don't worry about making it perfect - make a start and add to it as you learn more.



Connect with the local community.

Survey your staff, local LGBTQ+ publications and local LGBTQ+ organizations to build on and enrich your recommendations. Include listings that are specifically for LGBTQ+ guests, in addition to mainstream venues that are welcoming, popular or comfortable for LGBTQ+ guests. To create your inclusive vendor list, start by asking your existing vendors about their experience with same-sex ceremonies, and request recommendations from your staff and LGBTQ+ contacts who have married locally.



Keep it updated.

Check your listings at least twice each year to make sure they're up-to-date.



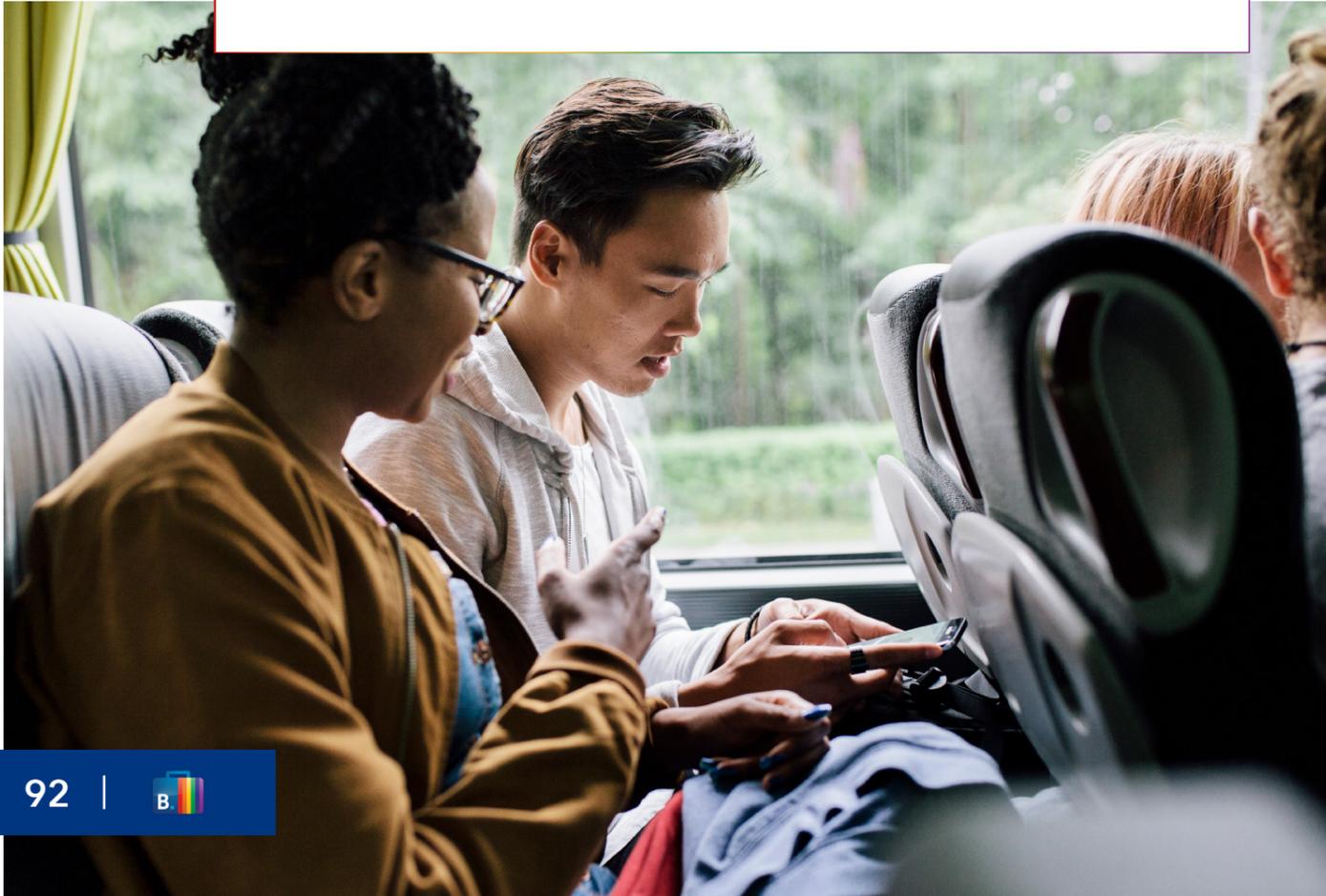
Communicate it to guests.

Let guests know that your guide is available, or that community-competent recommendations are available from your concierge/front desk. And don't forget to promote your vendor list to prospective couples.

Team discussions

You'll need to get your team onboard. To get the conversation started, here are a few talking points that you can use to introduce the topic and get everyone engaged.

- Who do we know within our organization or among our partners that can help provide recommendations for LGBTQ+ organizations, venues and vendors?
-
- How should we make this information available to our guests?



“One of the marvelous things about community is that it enables us to welcome and help people in a way we couldn’t as individuals.”

- Jean Vanier

A template for creating a local destination guide



Introduction

1. Welcome your LGBTQ+ guests.
2. Tell them WHY you've created this guide.
3. Tell them WHAT they can expect to find in it.
4. Tell them WHO they can contact if they need additional assistance.



Dining

1. Include restaurants catering to LGBTQ+ guests, but also venues with LGBTQ+ ownership or chefs or bartenders, and venues popular with LGBTQ+ locals.
2. Explain why each venue is included, and what's special about it. Include an insider tip.
3. Be sure to include places that would be appropriate for same-sex couples on a romantic date.



Nightlife

1. If your destination has only a few LGBTQ+ venues, list them all.
2. If you have many venues, consider listing the resources that guests can turn to for the most current information and special events.



Entertainment

1. Mention LGBTQ+ events, spaces and monuments. These can include Pride celebrations, theater, cabarets, drag shows and more.



Health services

1. Many cities have health clinics and doctors' practices that cater specifically to the LGBTQ+ community or are popular with the community.
2. In addition to medical care, you can include dermatology, spa services and gyms here as well.



Community services

1. Many cities have LGBTQ+ community centers. They can be a source for much of the other information you're collecting here.
2. In addition to listing the community center, include a list of the services they provide. These often include 12-step meetings and a variety of social groups.

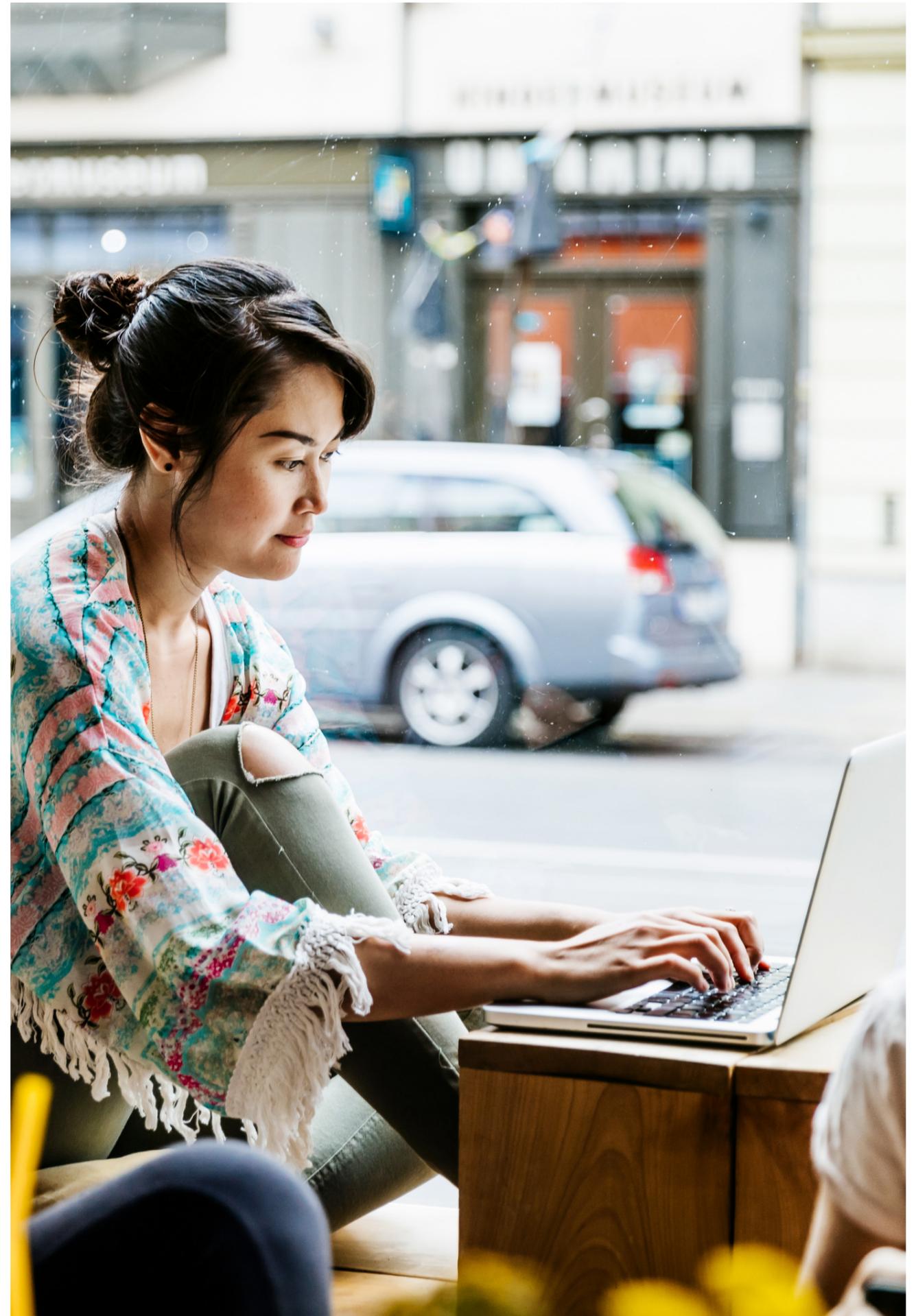


4.7 Creating an inclusive code of conduct and welcome statement

What are an inclusive code of conduct and welcome statement?

A code of conduct is a statement that expresses your company's ethics and values, and sets expectations for your employees and guests. It provides guidance for engagement and behavior, and establishes clear prohibition of behaviors and language that are unacceptable, including consequences for those who don't comply with the code. Inclusiveness should be part of your broader employee code of conduct, and you might create different inclusivity statements tailored to your guests and employees respectively.

A welcome statement is an affirming statement of your values around non-discrimination. It provides a proactive welcome to diverse travelers by explicitly telling them that they are welcome at your property and will be treated with respect.



Why they're important

An inclusive code of conduct allows you to clearly state your non-discrimination policy. It's a valuable tool for your team to communicate your company's values and expectations, both to guests and staff. It also provides a reference point for dealing with guests or staff who exhibit intolerance or hate towards other staff or guests.

A welcome statement allows you to clearly state your inclusive welcome to guests. It helps reduce their anxiety in the booking and check-in processes. Some guests belonging to marginalized groups will look for codes of conduct to determine the level of safety and comfort they can expect from a company.

Be clear and intentional about welcoming LGBTQ+ guests, and in affirming their freedom to fully enjoy their stay.



Best (and evolving) practices

Codes of conduct should be serious in tone and explicit in their guidance. They project your company's values and rules. Welcome statements can be lofty or humorous. They project your company's personality and invitation.

The language you use around inclusivity should be included in your employees' broader code of conduct documents. For your guests, it may exist in either a welcome statement or a code of conduct, or both. It should appear on your website and somewhere on your property - together with your other printed guest materials, or on check-in forms, or posted in your lobby - different businesses have different solutions.

Below are two examples of welcome statements as a reference point for your own efforts.

The New York City High Line:

"To our friends, neighbors, and visitors, we say: you are welcome here. No matter who you are, what you look like, who you love, how much money you have, what your religious beliefs are, or where you are from, the High Line is for you." [Read the full statement here.](#)

Beautycon:

"We welcome all races, all ages, all genders, all countries of origin, all sexual orientations, all religions, all abilities, all glamazons, all natural beauties, all unicorns."

Ways to implement an inclusive code of conduct and welcome statement

An inclusive code of conduct should contain these elements:

- An intention and dedication to providing a harassment-free environment.
- An explanation of what constitutes harassment, including inappropriate physical contact, unwanted sexual attention, verbal comments about any aspect of someone's physical self or identity, sustained disruption of presentations or conversations, stalking and deliberate intimidation – including harassing someone by taking photos or videos.
- A list of identities that should be respected.
“Regardless of age, race, religion (or lack thereof), gender, gender identity, sexual orientation, disability, physical appearance, body size...”
- A prohibition of/no tolerance for harassment in any form.
- A requirement for consent before photographing others.
- A prohibition on sexual language, humor and imagery in any venue, including parties, virtual spaces and social media.
- A statement of the consequences for violating the rules.
- A process for reporting violations and rectifying situations, specifying:
 1. Removal of offenders
 2. Assistance in contacting security or law enforcement agencies
 3. Restoration of safety and a harassment-free environment
- A statement of who is bound by this code (employees and guests).

A welcome statement should contain these elements:

- A broad list of specific communities who can expect to feel welcome.
“You are welcome here no matter your religion, gender, gender identity...”
- A genuine and expansive welcome – your promise of hospitality in everything you do.
- Your welcome statement can also include humor.

“Morality cannot be legislated, but behavior can be regulated.”

- Dr. Martin Luther King, Jr.



Chapter 5 **Team exercises and discussions**

- 5.1 Introduction
- 5.2 Genderbread learning exercise
- 5.3 Implicit bias
- 5.4 Gender-inclusive language
- 5.5 Non-binary identification
- 5.6 Gender-neutral services and amenities
- 5.7 Gender-inclusive restrooms
- 5.8 Proactive welcome
- 5.9 Relationships and pronouns
- 5.10 Code of conduct



5.1 Introduction

This chapter will help you put theory into practice. The exercises and discussions are broken down into nine different topics. You should run these with all customer-facing staff at your property, either together with management or in separate sessions. To see the best results, we recommend that everyone in your organization understand these key concepts and participate in the journey towards more inclusive hospitality.

Try to go through the exercises and discussions within eight months of completing your Proud Hospitality training. But they don't have to be done in any particular order, so start where you feel comfortable. If you don't feel ready to lead one or more of them, you can find additional resources and guidance in the 'Additional resources' chapter.

5.2 Genderbread learning exercise



Goal

These exercises will help you better understand all aspects of gender on a spectrum - gender identity, gender expressions and biological sex - and understand the difference between sexual orientation and gender identity.



Exercise

You will use the Genderbread Person worksheet to guide a discussion in which your team members will examine their own gender and sexual orientation against the biological and cultural norms and expectations for maleness and femaleness. This is an advanced discussion, and the resources below provide the background and tools you'll need to lead it.

1. [Introducing the Genderbread Person](#)

This introduction is given by the Genderbread creator, Sam Killermann. You may wish to watch the full 16-minute video with your team to introduce the worksheet.

2. [Download the Genderbread Person worksheet](#)

3. [Resources to lead a Genderbread Person workshop](#)



5.3 Implicit bias



Goal

This section will help you and your team acknowledge your own implicit biases and understand how they can affect your interactions with your guests.



Exercise

Below you will find discussion topics to get the conversation going and help reveal certain unconscious biases that we all have.

You can start by taking an online implicit bias test and encouraging your staff to do so as well. You can find them at [Project Implicit](#). You may also want to watch one of the videos we've listed in the resources chapter, such as [We All Have Implicit Bias](#).



Discussion topics

1. When I say "Black man with a baseball bat," what's the first image that comes to mind? What's your gut reaction? Did you picture a baseball player? Or did you picture a threatening person?
2. Can you think of a time you made a snap judgment about a guest because of an unconscious bias?

3. What are some preconceived notions people have about LGBTQ+ people that impact how they're treated when they travel?
4. When were you first aware of your gender? Of your sexual orientation?
5. What do you remember from your childhood about how you made sense of human differences? What confused you?
6. What childhood experiences did you have with friends or adults who were different from you in some way?
7. How, if ever, did any adult give you help in thinking about gender differences?



5.4 Gender-inclusive language



Goal

The exercises and discussion topics should help you better understand when and how to use gender-inclusive language.



Exercise

1. Practice saying good morning using your own alternative to 'ladies' and 'gentlemen'.
2. Consider how the following sentences reinforce sexual stereotypes through their reliance on gender-biased language. Then revise the sentences to eliminate the bias.
 - a. Each guest should leave his or her key at the desk before checking out.
 - b. Hello ma'am, will your husband be checking in with you as well?
 - c. To a woman who possesses the necessary qualifications, housekeeping offers a life of unusual interest and usefulness. She will have limitless opportunities to improve herself and to help others.
 - d. In some cases, if your insurance has been slow in paying and your doctor has his lab work done away from his office, you may receive an unexplained bill from a laboratory. If this happens, call your doctor's billing secretary and ask her to detail the bill.
 - e. The bride and groom will have a stunning ceremony overlooking the city skyline.
3. Roleplay a reservation call, wedding or spa booking request. The

person playing the role of employee shouldn't know the gender or relationship status of the person calling. The person calling should not accept the employee using incorrect pronouns or relationship words, but complain or correct them until the right words are used.

- a. In the first scenario, the caller is a heterosexual woman booking for her and her husband.
 - b. In the second scenario, the caller is a lesbian woman booking for her and her partner.
 - c. In the third scenario, the caller is a non-binary person booking for themselves and their spouse.
-



Discussion topics

1. Discuss gender-inclusive language with your team. You'll find resources in the 'Language and imagery' and 'Additional resources' chapters of this workbook. Discuss how language is currently being used on your property, and what gender-inclusive alternatives are most appropriate for your brand.
2. Review the values behind inclusive language:
 - a. Hospitality means welcoming everyone without bias, attitude or disrespect.
 - b. Our guests are already diverse, and only getting more so. Globally, LGBTQ+ people are increasingly visible, and favor brands and businesses that recognize them and acknowledge their identity through words and imagery.
 - c. Using gender-inclusive language doesn't just benefit non-binary people - it creates a service paradigm that is more inclusive and welcoming for everyone.
3. Share best practices with your team. Focus on when to use gender-inclusive language. When speaking to groups of people: always. With individuals: only until they use gendered language to define themselves.

5.5 Non-binary identification



Goal

These exercises topics will familiarize you and your team with non-binary identification (ID) options, legacy systems and logistical processes for guests with non-binary ID.



Exercise

1. What is or should be your procedure when a person checks in with a non-binary ID? If your system doesn't support X and U options, do you have another way to note the guest's gender?
2. Someone using the honorific Mx. instead of Mr./Mrs./Miss/Ms. is likely to use pronouns other than he or she. What is or should be your process for noting their honorific to ensure it gets used with the guest?



5.6 Gender-neutral services and amenities



Goal

Through these discussions, you should practice removing gender-based assumptions from services and amenities, so you and your team can treat everyone on a more personal basis. Discussion 1 explores how we treat men and women differently. Discussion 2 looks at ways to remove gender-based assumptions from services and amenities. Discussion 3 addresses the common problem of same-sex couples being addressed as 'Mr.' and 'Mrs.'



Discussion topics

1. Ask your team about the ways they treat men and women differently
 - a. Do they only open a door or pull out a chair for women and not men?
 - b. What are some gender-based assumptions?
 - i. That a dining bill goes to the man?
 - ii. That a fruity drink goes to the woman?
 - c. How do those assumptions affect the way we treat guests?
 - d. Why do we treat men and women differently?
2. Brainstorm ways to remove gender-based assumptions from in-room amenities and descriptions to make them more personalized for the individual:
 - a. Is the goal to make sure women get small slippers and robes and men get large ones? Or is the goal to make sure everyone gets slippers and robes that fit?
 - b. How can we achieve that goal?
3. Same-sex couples often get welcome gifts and celebration amenities addressed to 'Mr.' and 'Mrs.' What are the ways you can prevent that at your property? What systems/notifications are required?
 - a. Has a guest ever corrected something you did on a gender-based assumption?
 - b. Have you acknowledged a heterosexual guest before a queer couple?
 - c. Do you speak directly to the man instead of the woman?

5.7 Gender-inclusive restrooms



Goal

This section will help you develop an inclusive restroom policy for your property, and become familiar with the politics and discussions around this issue: how and why gender-inclusive restrooms matter to gender-expansive guests, and ways you can make your facilities more inclusive.



Exercise

1. Roleplay a meeting room inquiry from an LGBTQ+ organization. The client asks about gender-neutral restrooms for the guests at their party. The sales person describes the accommodations that exist or can be provided.
2. Roleplay a scenario in which a customer complains to a member of hotel staff about a “man in the women’s restroom”. The staff member tries to calm and reassure the customer, explaining the hotel’s inclusive restroom policy.



Discussion topics

1. Discuss restroom sign language, and the best on-brand language to use on your signs. Should it be an infographic, words or both? Should it be corporate or humorous? Can you easily change restroom signage for groups? Do you have or can you create a statement that affirms everyone’s right to use the restroom that matches their gender identity?
2. Discuss your property’s inclusive restroom policy, and the best language to explain it to guests. Whether the policy is based in law or not, discuss how it promotes dignity and safety for all guests.



5.8 Proactive welcome



Goal

These discussions should get you thinking about creative ways you can welcome guests before they arrive so they feel comfortable and appreciated.



Discussion topics

1. What does it feel like to be 'the only'? The only woman in a room full of men, the only person wearing a t-shirt in a room full of suits and dresses, the only person not drinking at a cocktail party, the person walking in late to an important meeting. Do you feel everyone's eyes on you (even if they're not)? Do you feel judged? Why? These feelings are common for LGBTQ+ people when they travel. Implementing a proactive welcome helps alleviate that anxiety and allows them to feel at home.
2. List all of the places you could use/display the Travel Proud promotional materials. Which are most impactful? What other proactive welcome actions are most appropriate for your property? Lapel pins? Rainbow flags? Products? Art? Local LGBTQ+ listings? Gender-inclusive restroom signage?



5.9 Relationships and pronouns



Goal

Understanding inclusive language is one thing - but using it correctly takes practice. These exercises should familiarize you with using gender-inclusive pronouns in real conversations.



Exercise

1. Practice introducing yourself using your pronouns:
 - a. "Hi, I'm Jacques, and I use he/him pronouns."
 - b. "I'm Patrice, and my pronouns are she/her/hers."
2. Have your team practice speaking to/about a guest who uses they/them and ze/zim pronouns. Mx. Chris Clayton, who uses they/them/their pronouns, asks a front desk clerk for a restaurant recommendation for their spouse and them. The clerk introduces Mx. Clayton to the concierge:
 - a. "This is Mx. Clayton. They would like to book a dinner reservation for their spouse and themselves."
 - b. "Chris would like to make a dinner reservation. Can you help them?"

3. Practice following guests' lead on relationships:

Two women check into a hotel. You know they're a couple celebrating but you aren't sure how they refer to their relationship. Ask about their journey to the hotel. Ask about their celebration. Listen for what words they use - partner, wife, spouse - and follow their lead.



5.10 Code of conduct



Goal

These discussions will help you think of ways to communicate and use an inclusive code of conduct.



Discussion topics

1. A disgruntled guest complains to you about a same-sex couple displaying affection in public. How can you use your code of conduct to resolve the issue?
2. How does the code of conduct help ensure the safety and well-being of marginalized people who visit or work at your property? Discuss some examples where the code can make traveling an easier experience.
3. What are some ways you can communicate the values within the code of conduct? How can you make the code visible and accessible to guests?



Chapter 6

Additional resources



6.1 Introduction

This list of curated resources will guide your further learning and understanding. It includes videos, articles, websites, organizations and books. Many of these resources may be useful to share with your team, and can help facilitate the team discussions and exercises in the previous chapter of this workbook. Please note - should you wish to print this chapter or workbook - that these resources link to external web pages and therefore have to be viewed online or printed separately.

One caution: our understanding of gender and sexual identities - and the language used to describe them - are culturally variable and constantly changing. So we strongly recommend seeking out new and culturally relevant resources through web search, social media and the news.

Key

 Video	 Article
 Website/organization	 Book

6.2 Gender resources



TED Talk: How to talk (and listen) to transgender people

https://www.ted.com/talks/jackson_bird_how_to_talk_and_listen_to_transgender_people



Raised Without Gender

<https://www.youtube.com/watch?v=4sPj8HhbWHS&feature=youtu.be>



Gender Revolution: A Journey with Katie Couric

<https://www.amazon.com/Gender-Revolution-Journey-Katie-Couric/dp/B01N2ARHRE>



'Boy' or 'Girl'? Parents raising 'theybies' let kids decide

<https://www.nbcnews.com/feature/nbc-out/boy-or-girl-parents-raising-theybies-let-kids-decide-n891836>



Understanding the Complexities of Gender

<https://www.youtube.com/watch?v=NRcPXtqdKjE&feature=youtu.be>



#TravelingWhileTrans: How to stay safe while seeing the world

<https://matadornetwork.com/read/travelingwhiletrans-stay-safe-seeing-world/>



Airlines, Including Delta, to Add New Gender Options for Non-Binary Passengers

<https://www.thedailybeast.com/airlines-including-delta-to-add-new-gender-options-for-non-binary-passengers>



Male, female or X? Air passengers to get more gender options from airlines

<https://www.reuters.com/article/us-lgbt-airlines/male-female-or-x-air-passengers-to-get-more-gender-options-from-airlines-idUSKCN1QA1QM>



Facebook's 71 gender options come to UK users

<https://www.telegraph.co.uk/technology/facebook/10930654/Facebooks-71-gender-options-come-to-UK-users.html>



7 gender-bending animals in the animal kingdom

<https://www.sbs.com.au/topics/science/nature/article/2016/09/29/7-gender-bending-animals-animal-kingdom>



OUT&EQUAL's Best Practices for Non-Binary Inclusion in the Workplace

<http://outandequal.org/app/uploads/2018/11/OE-Non-Binary-Best-Practices.pdf>



The Genderbread Person

<http://genderbread.org>



Understanding gender on a spectrum

<https://www.genderspectrum.org/quick-links/understanding-gender/>



Passports from National Center for Transgender Equality

<https://transequality.org/know-your-rights/passports>



Airport security from National Center for Transgender Equality

🔗 <https://transequality.org/know-your-rights/airport-security>



National Transgender Discrimination Survey (US)

🔗 <https://transequality.org/issues/resources/national-transgender-discrimination-survey-full-report>



What It's Like To Be Intersex

🔗 <https://www.youtube.com/watch?v=cAUDKEI4QKI>



What is intersex?

🔗 <https://www.intersexequality.com/intersex/>



Communicating the lived experiences of intersex people

🔗 <https://www.interfaceproject.org/stories>



We Need to End Intersex Erasure in Queer Communities

🔗 <https://www.them.us/story/intersex-allyship-101>



Media Guide: Covering the Intersex Community

🔗 <https://interactadvocates.org/wp-content/uploads/2017/01/INTERSEX-MEDIAGUIDE-interACT.pdf>

6.3 Sexual orientation resources



The Kinsey Scale

🔗 <https://kinseyinstitute.org/research/publications/kinsey-scale.php>



Sexual Orientation: A Spectrum Of Attraction

🔗 <https://amaze.org/video/sexual-orientation-spectrum-attraction/>



A Guide for Understanding, Supporting, and Affirming LGBTQI2-S Children, Youth, and Families

🔗 <https://www.socialworkers.org/LinkClick.aspx?fileticket=jjq0-NcZIU0%3D&portalid=0>



The difference between sexual orientation and gender identity

🔗 <https://www.cbsnews.com/news/the-difference-between-sexual-orientation-and-gender-identity/>



How these asexual women knew they don't experience sexual attraction

🔗 <https://www.cosmopolitan.com/uk/love-sex/sex/a32865196/am-i-asexual/>



What's the Real Difference between Bi- and Pansexual?

🔗 <https://www.rollingstone.com/culture/culture-features/whats-the-real-difference-between-bi-and-pansexual-667087/>



The Asexual Visibility and Education Network (AVEN)

🔗 <https://www.asexuality.org>



6.4 Language resources



TED Talk: The importance of using inclusive language

🔗 https://www.ted.com/talks/fahad_saeed_the_importance_of_using_inclusive_language



The ABCs of LGBTQIA+

🔗 <https://www.nytimes.com/2018/06/21/style/lgbtq-gender-language.html>



LGBTQ Language Dos and Don'ts

🔗 <http://thesafezoneproject.com/wp-content/uploads/2017/07/SZP-Language-DO-DONT-Handout.pdf>



The Language of Gender

🔗 <https://www.genderspectrum.org/the-language-of-gender/>



Gender Pronouns

🔗 <https://uwm.edu/lgbtrc/support/gender-pronouns/>



Resources on Personal Pronouns

🔗 <https://www.mypronouns.org/what-and-why>



Gender-Inclusive Language

🔗 <https://writingcenter.unc.edu/tips-and-tools/gender-inclusive-language/>



Qantas Introduces Gender-Neutral Language

🔗 <https://www.independent.co.uk/travel/news-and-advice/qantas-gender-neutral-language-flights-lgbi-manual-cabin-crew-training-a8240191.html>



13 LGBTQ Pride Flags and What They Stand For

🔗 <https://www.seventeen.com/life/g32577915/lgbtq-pride-flags/?slide=10>



United Airlines now offers nonbinary gender options for travelers booking flights

🔗 <https://www.nbcnews.com/feature/nbc-out/united-airlines-now-offers-non-binary-gender-options-travelers-booking-n986341>



An Ally's Guide To Terminology

🔗 https://www.glaad.org/sites/default/files/allys-guide-to-terminology_1.pdf



Linguistic Society of America's Guidelines for Inclusive Language

🔗 <https://www.linguisticsociety.org/resource/guidelines-inclusive-language>



6.5 Implicit bias resources



Project Implicit: Measure your implicit bias

🔗 <https://implicit.harvard.edu/implicit/>



TED Talk: We all have implicit biases

🔗 <https://www.youtube.com/watch?v=kKHSJHkPeLY>



Understanding unconscious bias

🔗 <https://www.youtube.com/watch?v=dVp9Z5k0dEE>



Implicit racial bias among white Europeans

🔗 <https://theconversation.com/this-map-shows-what-white-europeans-associate-with-race-and-it-makes-for-uncomfortable-reading-76661>



TED Talk: How To Outsmart Your Own Unconscious Bias

🔗 https://www.ted.com/talks/valerie_alexander_how_to_outsmart_your_own_unconscious_bias



Confronting Unconscious Bias in Advertising

🔗 <https://www.ogilvy.com/ideas/confronting-unconscious-bias-advertising>



TED Talk: Implicit Bias, Stereotype Threat and Higher Education

🔗 https://www.ted.com/talks/russell_mcclain_implicit_bias_stereotype_threat_and_higher_education



11 Recommended Resources on Anti-Gender Bias Training

🔗 <https://www.genderportal.eu/blog/11-recommended-resources-anti-gender-bias-training>



Everyday Bias: Identifying and Navigating Unconscious Judgments in Our Daily Lives

🔗 https://www.amazon.com/dp/B00NIHLAEC/ref=dp_kindle-redirect?_encoding=UTF8&btkr=1



A Conversation on Hidden Bias (Part 1)

🔗 <https://www.youtube.com/watch?v=th5zZuFvXnA>



TEDx Talk: Immaculate perception

🔗 <https://www.youtube.com/watch?v=9VGbwNI6Ssk>



TED Talk: How to overcome our biases? Walk boldly toward them

🔗 <https://www.youtube.com/watch?v=uYyvbglNZkQ>



Biased: Uncovering the Hidden Prejudice That Shapes What We See, Think, and Do

🔗 <https://amzn.to/2AJJdgg>

6.6 Legal resources



The International Lesbian, Gay, Bisexual, Trans and Intersex Association

<https://ilga.org/>



A New Global Acceptance Index for LGBT people

<https://www.astraeafoundation.org/stories/new-global-acceptance-index-lgbt-people/>



Lambda Legal: making the case for equality

<https://www.lambdalegal.org/>



United Nations Free & Equal Campaign

<https://www.unfe.org/>



OutRight Action International (global LGBTQ human rights organization)

<https://outrightinternational.org>



Travel
Proud.

Booking.com