



Check Your Luggage is a new LGBTQ destination travel show hosted by Justin T Russo

Watch the teaser trailer:
youtu.be/MuHLpnXqoQI

Justin is the expert when it comes to the LGBTQ travel experience. He's a New York City resident and was recently seen on Logo TV's 'Fire Island' as the cubby bear who everyone fell in love with. He has travelled the world experiencing new places and adventures while learning about the local LGBT community.



Check Your Luggage will feature guides to US and European LGBTQ destinations. Each episode will cover history, top tips, accommodations, bars, restaurants, and things to see & do. It will truly be the one stop solution for LGBTQ vacation planning.

Viewership

Check Your Luggage will air on Amazon Prime.

Viewership potential = 100 million people in over 200 countries worldwide
(Amazon Prime subscribers)

Justin will be joined on the show by a diverse cast of industry experts, local hosts and LGBT vloggers from around the world, bringing a diverse and in-depth look at the LGBT travel experience for everyone.

In addition, all episodes and seasons will be available to purchase from Amazon Video.

Loyal readership from sister websites will contribute to viewership along with audience gained from significant marketing and PR campaigns.

Travel Influencers & Experts

Justin has a combined social following of over 35,000 people.

Ravi Roth is one of the LGBTQ travel vloggers featured, his YouTube videos have been watched over 85,000 times and has a combined social media reach of over 16,000 people.

Gabi and Fabia are two more LGBTQ travel vloggers the show features. Their YouTube videos have achieved over 7 million views and they have a combined social media reach of over 211,000 people.

LGBTQ Media Consumption

In the past 12 months...

- 74% of US LGBTQ population watched an LGBTQ inclusive TV show
- 67% read an LGBTQ news website
- 43% viewed an LGBTQ YouTube channel

LGBTQ Travel Spending Habits

Percentage of US LGBTQ population who purchased the following in the last 12 months:

- Airplane ticket - 63%
- Night in a hotel or other paid accommodation - 62%
- Short vacation of 2 nights or less - 43%
- Long vacation of 5 nights or more - 42%
- Rental car - 38%

Statistics from CMI's 12th Annual LGBTQ Survey, 2018

