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First 'How To' Book on Gay Tourism Officially Launches In Europe During U.K. Gay History Month 2008

*In London, author Jeff Guaracino talks about the challenges and opportunities for
Europe in 2008.*

London, United Kingdom, 4 February, 2007-- Elsevier Limited is proud to announce a first-of-its-kind book on tourism marketing called ***Gay and Lesbian Tourism: The Essential Guide for Marketing***, written by Jeff Guaracino. *Gay and Lesbian Tourism: The Essential Guide for Marketing* offers industry professionals the benefit of knowledge gained over decades by the many leaders in gay and lesbian tourism marketing.

Speaking at an event on 4 February for the hospitality industry including tour operators, hoteliers, airlines and the media, the author addressed the challenges and opportunities in the gay travel market for 2008 for European-based companies and destinations. Gay travellers spend more than £20 billion pounds in the UK annually and \$64 billion in the U.S. travel market. According to a new research study by Community Marketing Inc., 30 percent of gay travellers in America plan a visit to Europe in 2008.

According to Mr. Guaracino, "Gay travel is still young industry with huge opportunity for smart organisations in Europe to build a new and loyal customer base. With the extraordinary rise in gay and lesbian leisure travel, gay sporting competitions, all-gay cruises and a still emerging gay honeymoon market, this book presents successful marketing strategies to keep industry professionals ahead of the curve."

The author also announced the launch of a new feature to his website:

www.gayandlesbianmarketing.com which will include news and interviews from Europe and around the world focusing on specific issues and trends that affect the international community.

Gay and Lesbian Tourism: The Essential Guide for Marketing is a 176-page "how to" manual for those who want access to the best practices in gay and lesbian marketing. Marketers of destinations, hotels, airlines, cruise lines, tour operators and related companies will learn how to design a successful

tourism marketing program, to identify and apply the latest research on gay and lesbian tourism; build stakeholder support; create strategies to win conventions and meetings, and establish a viable and profitable reputation among gay and lesbian travelers.

The book is divided into three categories: best practices in tourism marketing; case studies; and interviews with the experts who are pioneers in gay travel. It includes:

- Knowledge and insider tips by experts in the field such as “What Makes A Destination Gay-Friendly”, “The Historic Rise in Gay Tourism Since 9/11”, “The Top Ten Marketing Mistakes to Avoid” and “Top 10 Tips On Booking Conventions.”
- A dictionary of terms relevant to the gay traveler that could be used in marketing programs (plus terms that should be avoided!)
- Case studies on destinations including Dallas, Texas, Philadelphia, Pennsylvania, Bloomington, Indiana, Ft. Lauderdale, Florida, Montreal Canada and for-profit companies American Airlines, Kimpton Hotels and Rosie O'Donnell's family vacations.

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“Jeff Guaracino’s new book offers companies looking to enter the GLBT market a gateway to success.” --

Michael Depatie and Niki Leondakis, Kimpton Hotels and Restaurants

“If you are even *thinking* of navigating the ever-growing gay travel market, Guaracino’s book is your must-have marketing roadmap. *Gay and Lesbian Tourism: the Essential Guide for Marketing* provides actionable advice from the pioneers in gay travel, who can help you avoid all-too-common pitfalls and position your gay tourism campaign for success.” -- **Ed Salvato, editor in chief, The Out Traveler and corporate director of travel media at Planet Out, Inc.**

To order ***Gay and Lesbian Tourism: The Essential Guide for Marketing***, visit

books.elsevier.com/hospitality. To contact the author, visit **gayandlesbianmarketing.com**. For more information on Elsevier Science & Technology books, visit books.elsevier.com. For more information on the Greater Philadelphia Tourism Marketing Corporation, visit gophila.com.

About the Book:

ISBN: 978-0-7506-8232-9

ISBN10: 0-7506-8232-9

Book/Paperback

Measurements: 165 X 234 mm

Pages: 208

Imprint: Butterworth-Heinemann

International Launch Date: 4 February 2008

Price: GBP £24.99; EUR €35.95; USA \$39.95

About the Author:

Author Jeff Guaracino is vice president of communications for the Greater Philadelphia Tourism Marketing Corporation where he helped develop the Philadelphia Get Your History Straight and Your

Nightlife Gay@tourism campaign. The Philadelphia campaign is widely acknowledged as a trailblazer in gay tourism marketing, winning top awards from the Travel Industry of America, the Association of National Advertisers, PR Week, the Hospitality Sales and Marketing Association International. It has also been the subject of a number of college case studies.

He is a regular speaker on gay and lesbian tourism within the hospitality industry and to gay travelers. Guaracino's work is not limited to gay tourism marketing. Guaracino is leading the GPTMC communications programs in the Canadian, Hispanic and African-American, and general destination travel markets. He recently spoke at the National Association of Black Journalists Convention (July 2007) on the importance of, and strategies to, achieve diversity within the communications and tourism industries.



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