

What you will find in Gay and Lesbian Tourism: The Essential Guide for Marketing

Chapter 1

The Rise In Gay and Lesbian Tourism: Nothing Short of Historic
The five reasons why gay tourism has arrived
The gay travel market 12 years in the making
Unexpected outcomes
Case study: American Airlines and the Rainbow TeAAm

Chapter 2

Terminology: Getting It Straight
What does it mean to be gay-friendly?
How do you become gay-friendly?
Who invented gay travel?
National and Lesbian Gay Journalists Association
Glossary on Lesbian, Gay, Bisexual and Transgender terminology
Gay and lesbian organizations
Case study: The Key West Business Guild

Chapter 3

Economic Power of Gay Tourism
Top four limitations to gay and lesbian travel research
Gay consumer research overview: gay spending power reaches \$800 billion
Gay travel research overview: gays and lesbians spend \$64 billion a year on travel
2006 gay travel research stats
Hotels and the gay traveler
Gay travelers prefer straight cruises
Gays and lesbians fly regularly
Online buying behavior
The Travel Industry of America: it's first gay and lesbian travel study
Gay men, lesbian women, and bisexuals
Gay marriage (or civil unions) = gay travel \$
European gay travel research
Expert soapbox: "Me-search" versus Research
Case study: Dallas Tavern Guild

Chapter 4

Building Stakeholder Support: Don't Go It Alone
Why do you need stakeholder support?
Getting started
Do you have to be gay?
What about backlash?
ANA and 4 A's "Principle of Free Market Advertising Expression"
Case study: When the gay hits the fan, and it did!
Case study: The Philadelphia Gay Tourism Caucus

Chapter 5

Best Practices in Gay and Lesbian Tourism Marketing
Gay travel advertising
Choosing the right agency
Gay codes in advertising
World's first gay travel TV commercials
Communications
What resonates with the GLBT community?
10 tips for gay press trips
The gay media landscape

Cross-promotions work
Tips for exhibiting at gay consumer expos
Collateral materials
Online marketing: closing the sale
10 marketing mistakes you should avoid
Case study: The Commercial Closet's Stereotypes in Advertising
Expert soapbox: Gay=Cool
Case study: Ft. Lauderdale, Florida

Chapter 6

How Do You Know If Your Travel Product is Gay-Friendly?
He knows it when he sees it
Define your product
TAG Approved® hotels
All destinations are not the same
"Sexual Minorities and the Law"
Expert soapbox: Are you gay-friendly? Ask yourself these questions
Can cruise lines be gay-friendly?
Case study: Bloomington, Indiana
Case study: Kimpton Hotels

Chapter 7

Group, Meeting, Convention and Corporate
How big is the GLBT convention and meeting market?
Gay & Lesbian Convention and Visitors Bureau
Expert soapbox: 10 steps to booking GLBT Convention Business
Tips for mainstream meeting and convention planners
No to buses, yes to cruises
Case study: R Family Vacations: the berth of the family-friendly, gay-friendly tour operator

Chapter 8

Gay Sports: An International Marketing Tool
Why do gay people need their own sporting competitions?
Two international gay sporting organizations
The Federation of Gay Games
Gay and Lesbian International Sporting Association
Marketing to gay travelers through gay sports
Case study: Montreal, Canada

Chapter 9

The Future
What you must know
Developing the gay brand
The next frontier in gay travel
The expert's opinions
Expert Soapbox: Eight trends in GLBT Tourism

Appendix A The Commercial Closet

Appendix B A list of GLBT organizations, meetings, conventions, sporting, religious and human rights groups