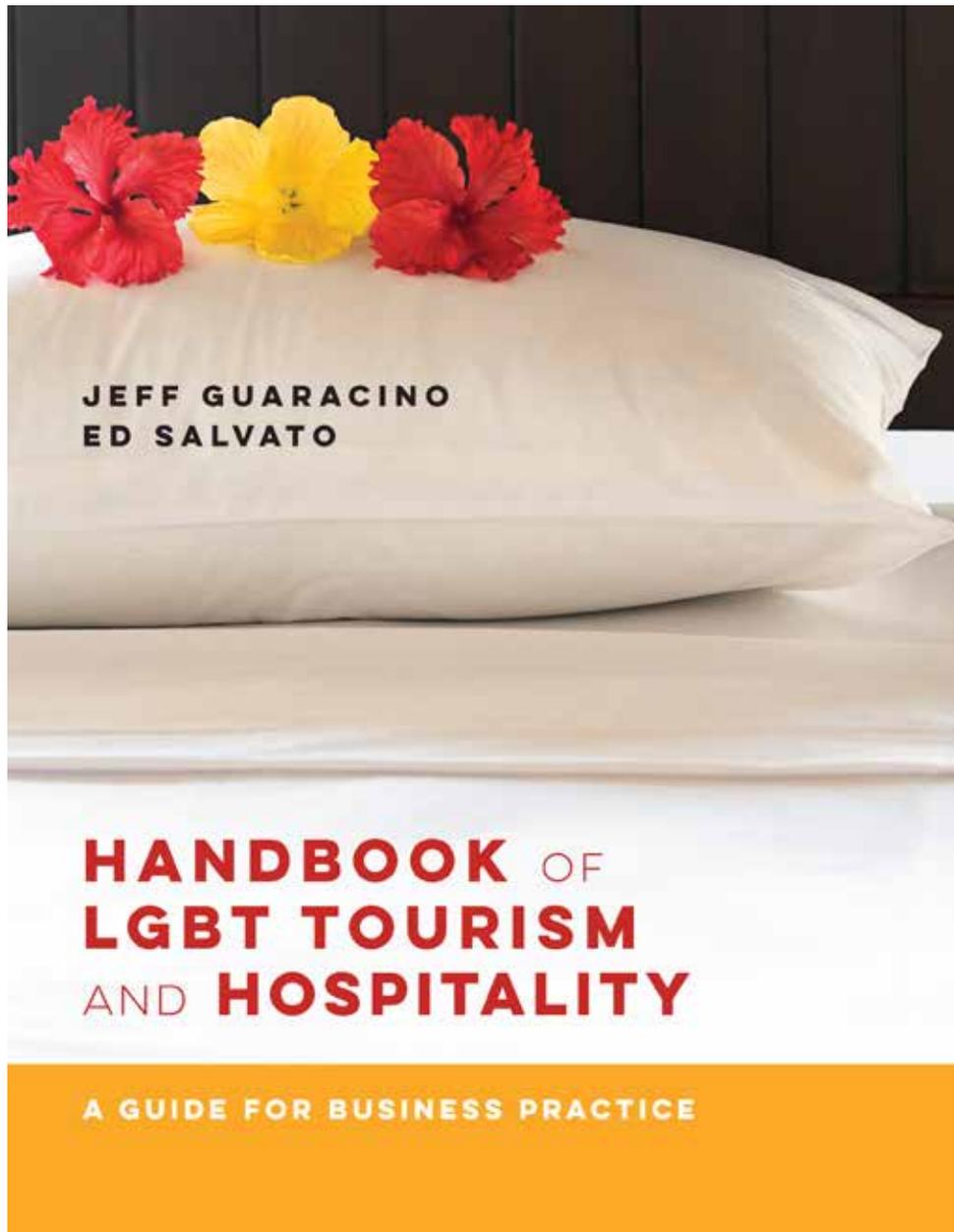


# New LGBT Business Book Specifically for the Tourism & Hospitality Industry



**Developed from six-continent study**

**Input from almost 100 tourism and hospitality authorities**

**Over 75 specialized sub-areas condensed into 6 chapters**

The new *Handbook of LGBT Tourism and Hospitality: A Guide for Business Practice* is authored by LGBT travel experts Jeff Guaracino and Ed Salvato.

The book includes interviews with nearly a hundred industry experts, analyzing multiple emerging trends among LGBT travelers. The Handbook offers an easy-to-read, practical, and relevant guidebook with a simple goal: to help marketing professionals, business owners, tourism and hospitality professionals, students, and trainees compete in the increasingly competitive global LGBT travel and hospitality industry.

Given the vast opportunity for diverse marketing to LGBT travelers, it is published at an opportune time as the LGBT tourism and hospitality industry continues to expand but in a challenging political climate.

Putting many issues into context succinctly in the Foreword, industry consultant Bob Witeck provides this quote by well-known travel writer Jan Morris:

**“Worldwide travel is not compulsory. Great minds have been fostered entirely by staying close to home. Moses never got further than the Promised Land. Da Vinci and Beethoven never left Europe. Shakespeare hardly went anywhere at all—certainly not to Elsinore or the coast of Bohemia.”**

As Witeck notes, Jan Morris also “made her [own] journey from one gender to another and never seemed to fear an obstacle in her path. LGBT travelers can benefit from her example. Our human impulse to travel is grounded in curiosity, adventure, and romance—whether we’re gay or straight. What often sets LGBT travel apart are our lifelong needs for community, acceptance, and safety. Few writers are better than Jeff Guaracino and Ed Salvato to distill their expert knowledge across six continents into the best practices found in this one essential book.”

Authors Jeff Guaracino and Ed Salvato then begin by noting,

**“Your colleagues, boss, board, your straight or LGBT family or friends—whether inside or outside the travel industry—may ask: ‘Why do we need to specifically target LGBT travelers? Have we not moved beyond the “gay ghetto?”’ Our experience and our interviews with international tourism professionals indicate that a specific, sustained, and smart LGBT tourism program is needed more than ever.”**

They then offer a first “elevator pitch” (a brief, persuasive speech used to spark interest in one’s organizational mission) for an LGBT tourism campaign.

**“Not every community, country, or business welcomes the LGBT traveler,” continue Guaracino and Salvato. “Among the hundreds of global destinations that are looking for new visitors, relatively few actively reach out to LGBT travelers. LGBT consumers don’t necessarily assume that they are welcome at a particular destination, or they might not know which destinations would interest them. A specific campaign reassures the traveler, and it gives you [the business specialist] a competitive edge. It also sends a signal to the friends, families, and allies of the LGBT segment that you are gay welcoming, and it has increasingly become a marker and motivator for straight millennial travelers that you’re a hip and forward-looking destination, hotel, or cruise line.”**

The authors continue with a discussion of potential homophobia/transphobia issues in the tourism and hospitality industry. More than 75 additional topics are covered in the book’s six chapters:

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## **Foundations of LGBT Tourism and Hospitality**

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### **Business Essential: Understanding the LGBT Travel Market**

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### **Business Opportunities**

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### **Marketing Your Business**

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### **The Global View: Opportunities and Challenges**

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### **Trends and Industry Resources**

The book also includes discussion questions intended to assist staff/trainees in both general and LGBT-specific tourism and hospitality corporations. An annotated bibliography of peer-reviewed journal articles is provided for tourism and hospitality programs and courses.

“[This volume is:] Educational. Balanced. Entertaining. Practical. Required! These are just a few words that come to mind when reviewing this tremendous achievement. Jeff and Ed share invaluable insights that can only come with decades of personal experience and professional success in LGBT travel. They’ve formulated all that and more into a well-organized manual for any reader, from the doe-eyed newbie to the long-time veteran, to help set and achieve realistic goals. It can be read in one sitting or referenced throughout a career. Or both.”

—Thomas Roth, President of Community Marketing & Insights

### ABOUT THE AUTHORS



**JEFF GUARACINO**, author of *Gay and Lesbian Tourism: The Essential Guide for Marketing* (2007), is an expert in LGBT marketing, tourism, and large-scale events. He led the Atlantic City tourism industry through the seaside resort’s most turbulent tourism period, and in 2016 he became president and CEO of Welcome America, Inc., which seeks to enhance Philadelphia’s image among travelers and to attract more visitors to the city.



**ED SALVATO** is chief content officer for *ManAboutWorld*, the world’s number-one digital gay travel magazine for smartphones and tablets. He was previously editor in chief of *Out Traveler*, *Out & About*, and other major LGBT travel content platforms. He serves as the treasurer of the Board of Directors of the International Gay & Lesbian Travel Association.

### ABOUT THE PUBLISHER

Harrington Park Press was for over twenty years the LGBTQ imprint of The Haworth Press (now part of Routledge/Taylor & Francis). It is now operated independently as a scholarly/professional practice LGBTQ book publisher. All its titles are distributed by Columbia University Press to the most important institutional, retail, and library markets around the globe.

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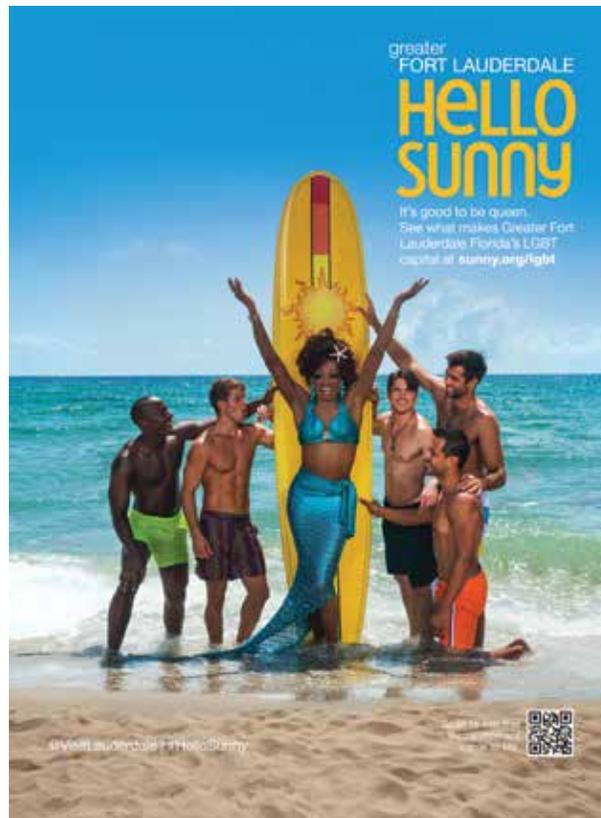
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# Samples of Industry Advertising



VISIT BRITAIN EXTENDS AN INVITATION TO GAY MEN.

Visit Britain's Love Is Great campaign depicts a range of models, including same-sex couples, both male and female as well as mixed-race, underscoring Great Britain's celebration of diversity.



FORT LAUDERDALE MARKETS THE BEST OF THE DESTINATION.

This is a great example of Nikki Grossman's philosophy of putting yourself "out there" as a destination: multiracial, buff gay men surrounding and even genuflecting to a drag mermaid! All the while they are showcasing some of the best of the destination, including sun and sand.



UNITED AIRLINES: OPENLY AND PROUDLY LGBT-FRIENDLY.

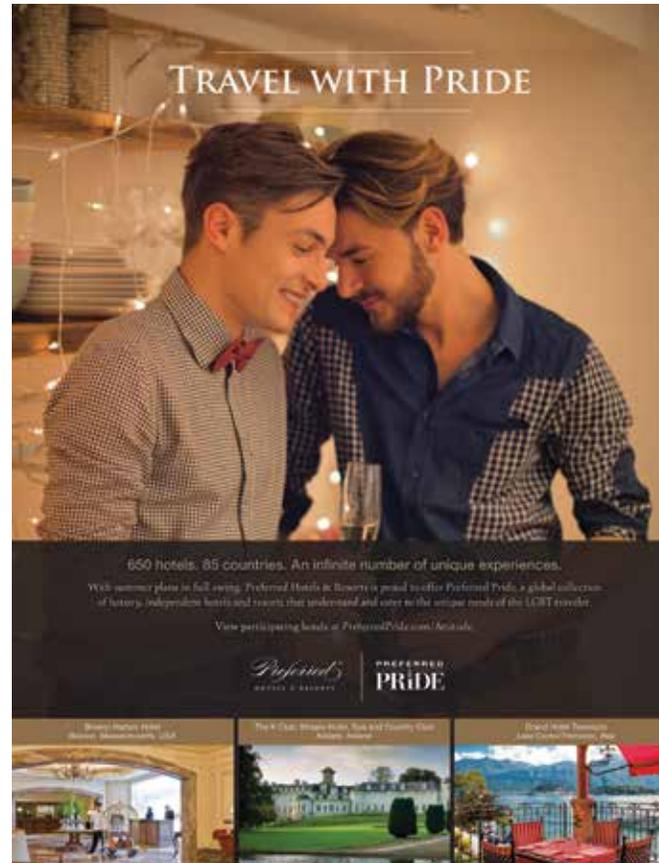
This ad uses marriage equality, an important freedom won across the United States in 2015, to reflect United Airlines' overall campaign to be LGBT-friendly.

# Samples of Industry Advertising



TEL AVIV GAY VIBE.

Tel Aviv promotes its people and its beaches with a gay twist (a drag queen, gay men, and lesbians) and more subtly its freedoms. Where else in the Middle East (or even in Israel) can you feel free to be your fabulous self other than Tel Aviv?



PREFERRED HOTELS OFFERS AN UPSCALE LGBT EXPERIENCE.

This elegant advertisement was produced by Rick Stiffler, a marketing executive at Preferred Hotels, who saw an opportunity in the LGBT space. With little budget he produced this ad, which includes him and a friend instead of paid models.



BRAZIL'S NATIONAL FAMILY DAY.

This colorful ad about national family day shows how even in Brazil the definition of family is expanding.