

NEW Book: Handbook Of LGBT Tourism And Hospitality

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Harrington Park Press will release the Handbook of LGBT Tourism and Hospitality: A Guide for Business Practice on March 7, 2017. Authored by LGBT travel experts Jeff Guaracino and Ed Salvato, the book includes interviews with nearly a hundred industry experts, and analyzing multiple emerging trends among LGBT travelers.



The Handbook of LGBT Tourism and Hospitality is an easy-to-read, practical, and relevant guidebook with a simple goal: to help marketing professionals, business owners, and allied professionals compete in the increasingly competitive global LGBT travel and hospitality industry. Dozens of contributors helped make this book the most inclusive and comprehensive guide of its kind. It is intended for industry specialists in the tourism and hospitality fields, as well as academics and students in tourism and hospitality studies.

To prepare this handbook, co-authors Guaracino and Salvato traveled to six continents and worked with hundreds of individuals and companies. Input from almost a hundred expert industry consultants and authorities helped make this book the most inclusive and comprehensive guide of its kind.

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

According to Thomas Roth, President of Community Marketing & Insights: “[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.”

According to Bob Witeck, President of Witeck Communications: “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 6 continents into the best practices found in this one essential book.”

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 on 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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