

# Handbook of LGBT Tourism & Hospitality by Jeff Guaracino, Ed Salvato

 [ianwoodnovellum.blogspot.com/2017/05/handbook-of-lgbt-tourism-hospitality-by.html](http://ianwoodnovellum.blogspot.com/2017/05/handbook-of-lgbt-tourism-hospitality-by.html)

Rating: **WORTHY!**

This is from an advance review copy for which I thank the publisher.

This is the second non-fiction book tied to the LGBTQIA community that I shall review today and it gets a 'worthy', too, despite problems I had again with the formatting of the ebook. Clearly this is intended as a print book, with the e-version getting short shrift, in that it looks like it was pretty tossed together to get it out before reviewers, but just as this book advises those who wish to take advantage of the spending power and willingness to travel of a particular community to prepare well and know your market, I'd advise publishers to send out better review copies if they don't want to irritate reviewers and get lower grades!

That said this is an important book, and formatting problems aside, it offers a detailed and thoughtful approach to how businesses can position themselves to take advantage of the current boom (which I dearly hope continues) in how the LGBTQIA community is looked upon by the rest of us, and I thought it deserved to have the shortcomings of the e-version overlooked in the hope that if this ever does get released as an ebook, it will look a lot better than the sorry copy I got to review! The rainbow community deserves better, too!

It may sound a little mercenary to talk about a community of people who have had enough crap to deal with already, as a marketing opportunity or as a rising segment of disposable income, but that's what this book is about, and businesses wouldn't be in business long if they didn't make money, so what are they going to do? Ignore this community? They're morons if they do. Meanwhile the smart ones are going to be looking for ways to work with an in this community and this is where this book shines. The authors have done their homework and talked to the people who know.

I list below a more detailed contents than you might find elsewhere (and frankly, I deserve a medal for managing to extract this from Kindle's crappy app!):

## THE FOUNDATIONS OF LGBT TOURISM AND HOSPITALITY

Your "elevator pitch": The importance of developing a segment-specific program for LGBT tourism

Sizing the LGBT segment: Buying power

The importance of the LGBT segment in the travel industry

Tips before launching your LGBT marketing campaign

Success in the LGBT travel market: Top ten tips from Jeff and Ed

## BUSINESS ESSENTIALS: UNDERSTANDING THE LGBT TRAVEL MARKET

Understanding key segments and focusing your resources

Lesbian travel: Women first, then lesbians

Bisexual travel: Identifying an elusive population

Putting the T in LGBT travel: Introducing the trans traveler

LGBT family travel trends

The top ten trends in LGBT travel

Training, staff, business policies, and employee resource groups

## BUSINESS OPPORTUNITIES

LGBT tourism and hospitality businesses

LGBT events, festivals, and sporting events: An overview  
LGBT sports to drive revenue and visitation  
Pride festivals  
Tailoring your mainstream product with an LGBT twist  
Welcome signs and symbols  
The cruise industry  
LGBT tour operators  
Gays and the motor coach  
Airlines: Putting more butts in seats  
Hotels and lodging  
Meetings, conventions, and business groups  
Milestone celebration travel: Weddings, honeymoons, and other celebrations  
Navigating controversies and turning them to your advantage

## MARKETING YOUR BUSINESS

Setting your marketing goals, budget, and staff  
Getting your advertising history straight  
Strategies for building an effective marketing campaign  
The changing media landscape: The rise, fall, and rise of LGBT publications  
Great content in context is your foundation  
Communications, public relations, and media relations  
Smart press trips  
LGBT print advertising and gay-inclusive creative  
Online and digital marketing  
Marketing through mobile phone apps  
Ten tips to keep your LGBT campaign and your destination competitive  
The ten classic principles of successful LGBT marketing

## THE GLOBAL VIEW: OPPORTUNITIES AND CHALLENGES

Asia: The most gay-friendly destinations  
Argentina: Five tips for your LGBT business  
Brazil: A strong LGBT tourism market  
Canada: New ways of marketing using content in context  
China: A market opportunity  
Colombia: Five tips from an emerging destination  
Europe: Tips on the lesbian market  
India: Cultural, religious, and societal challenges  
Israel: Marketing LGBT tours in Tel Aviv  
Japan: Welcoming international LGBT guests to a conservative country  
Mexico: A gay-friendly but macho country  
United Kingdom: Reaching LGBT travelers is always a challenge  
The United States: Beyond New York and San Francisco

## TRENDS AND INDUSTRY RESOURCES

Market research: Companies, data, surveys, and reports  
Associations and conventions  
Advocacy organizations  
Conferences and expositions  
Further reading  
Annotated bibliography  
Discussion question

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I'll mention a few of the problems with formatting I encountered which will hopefully be cleared up before any ebook is released. need to mention. There were items like this: "For exam2A ple, an LGBT traveler in the United States," where some sort of numerical marker had become embedded in the text. This was quite common.

There's a table, Table 2.2, featuring "Terms Used by Trans People to Describe Themselves" which is so screwed up that it's completely unintelligible. The phrase, "3d 3D PRIDE FESTIVALS" was not only repetitive, it was in three different font shades/colors!"

But as I said, I am not rating it on the crappy Kindle app(earance). I'm not a fan of Kindle (or Amazon!), so ignoring that, I rate this a worthy read and a valuable asset to anyone who wants to attract LGBTQIA business, because take it from me, we're never going to be over the rainbow!