

Newly Released Handbook of LGBT Tourism & Hospitality

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Check out the newly released *Handbook of LGBT Tourism & Hospitality* by Jeff Guaracino and Ed Salvato, featuring a section on "Strategies for Building an Effective Marketing Campaign" written by LGBT Meeting Professionals' Executive Director David Jefferys.

To research this book, the authors traveled to six continents, interviewed nearly a hundred industry experts, and analyzed 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.

Jeff Guaracino, author of the authoritative book *Gay and Lesbian Tourism: The Essential Guide for Marketing* (Elsevier, 2008), is a highly regarded expert in LGBT marketing, tourism, and large-scale events. His groundbreaking work in Philadelphia catapulted the destination into the Top 10 most-visited U.S. cities by LGBT travelers. He led the Atlantic City, NJ 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 smart phones and tablets. He was previously Editor-in-Chief of *Out Traveler* and *Out & About*, the first gay consumer-based electronic newsletter, and other major LGBT travel content platforms. He serves as the treasurer on the Board of Directors of the IGLTA (International Gay & Lesbian Travel Association). He also assembles and moderates LGBT panels annually at the *New York Times* Travel Show and other travel shows around the country.

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