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HANDBOOK OF LGBT TOURISM AND HOSPITALITY

A Guide for Business Practice

JEFF GUARACINO AND ED SALVATO

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 *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 and 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.

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Hospitality & Tourism / LGBTQIA Studies

PRAISE:

“A road map not only for professionals but also for the LGBT traveler who wants to gain a better understanding of how the industry is evolving.”

—Matthew Wexler, *EDGE*

“Educational. Balanced. Entertaining. Practical. Required! These are just a few words that come to mind when reviewing this tremendous achievement. [The authors] 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. It can be read in one sitting or referenced throughout a career. Containing well-researched statistics, news references, and numerous quotes and interviews among the spectrum of global LGBT travel pioneers and leaders, the entire world of LGBT travel is concentrated into this book. It is a must-read for everyone in the industry.”

—Thomas Roth, President, Community Marketing & Insights

“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.”

—Bob Witeck, President, Witeck Communications

“*The Handbook of LGBT Tourism and Hospitality* by Jeff Guaracino and Ed Salvato, impressively establishes itself as an essential and informative guide for those in the hospitality, marketing, and advertising industries. . . . A concise and thorough guide to understanding the LGBT consumer/tourist, and offers advice flexible enough to be pertinent to all aspects of hospitality.”

—*Foreword Reviews*