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BUSINESS ESSENTIALS: UNDERSTANDING THE LGBT TRAVEL MARKET

CHAPTER SUMMARY

This chapter covers the following essential information about the LGBT travel market: understanding key segments and focusing your resources; lesbian travel; bisexual travel; putting the T in LGBT travel; LGBT family travel trends; the top ten trends in LGBT travel; and training, staff, business policies, and employee resource groups.

KEY TERMS

millennial LGBT travelers
same-sex marriages
same-sex honeymoons
five Ps of marketing
lesbian travel
bisexual travel
transgender travel
LGBT family travel
employee resource groups
LGBT business resource groups