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BUSINESS OPPORTUNITIES

CHAPTER SUMMARY

This chapter covers the following business opportunities in the LGBT travel segment: LGBT tourism and hospitality businesses; LGBT events, festivals, and sporting events; 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; hotels and lodging; meetings, conventions, and business groups; milestone celebration travel; and navigating controversies and turning them to your advantage.

KEY TERMS

LGBT tourism
Gay Pride
Black Pride
LGBT events
“bear” events
leather and fetish
gay ski week
LGBT sports
“Gayborhood”
gay cruises
LGBT tour operators
airlines’ LGBT marketing
celebration travel
Religious Freedom Restoration Acts (RFRA)