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THE GLOBAL VIEW: OPPORTUNITIES AND CHALLENGES

CHAPTER SUMMARY

This chapter includes the following sections on domestic and international LGBT destinations and opportunities: Asia; Argentina; Brazil; Canada; China; Colombia; Europe; India; Israel; Japan; Mexico; United Kingdom; and the United States beyond New York and San Francisco.

KEY TERMS

LGBT tourism marketing
gay-friendly destinations
LGBT-friendly city
international LGBT marketing
National Gay and Lesbian Chamber of Commerce (NGLCC)
LGBT chamber of commerce
China Pink-Market Conference
quick response codes
emerging destinations
ITB Berlin
WTM (World Travel Market)
high-tech and high-touch marketing