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## TRENDS AND INDUSTRY RESOURCES

### CHAPTER SUMMARY

This part offers a wealth of resources for those in the hospitality and tourism business—market research: companies, data, surveys, and reports; associations and conventions; advocacy organizations; conferences and expositions; further reading; and an annotated bibliography.

### KEY TERMS

market research  
Community Marketing &  
Insights (CMI)  
LGBT marketing  
LGBT conferences  
LGBT travel organizations  
LGBT academic travel research  
event tourism  
gay tourist motivation  
gay tourism  
gay-friendly travel  
gay space  
gay-parented family tourism