



International Media Contact:

Debbie Robinson, Elsevier S&T Books, +44 1865 474207

North America Media Contact:

Cara Schneider, Greater Philadelphia Tourism Marketing, (215) 599-0789

Cocktail Contact:

Katharine Walsh, InterContinental London Park Lane

Tele: +44 (0) 207 4093131

Katharine.walsh@ihg.com

## **First 'How To' Book on Gay Tourism Officially Launches In Europe During U.K. Gay History Month 2008**

*In London, author Jeff Guaracino talks about the challenges and opportunities for  
Europe in 2008*

**London, United Kingdom, 7 February, 2008--** Elsevier Limited is proud to announce a first-of-its-kind book on tourism marketing called ***Gay and Lesbian Tourism: The Essential Guide for Marketing***, written by Jeff Guaracino. *Gay and Lesbian Tourism: The Essential Guide for Marketing* offers industry professionals the benefit of knowledge gained over decades by the many leaders in gay and lesbian tourism marketing.

Speaking at an event this week at the InterContinental London Park Lane for the hospitality industry including tour operators, hoteliers, airlines and the media, the author addressed the challenges and opportunities in the gay travel market for 2008 for European-based companies and destinations. Gay travellers spend more than £20 billion pounds in the UK annually and \$64 billion in the U.S. travel market. According to a new research study by Community Marketing Inc., 30 percent of gay travellers in America plan a visit to Europe in 2008. Also speaking at the event were representatives from American Airlines and the International Gay and Lesbian Travel Association (IGLTA).

According to Mr. Guaracino, "Gay travel is still young industry with huge opportunity for smart organisations in Europe to build a new and loyal customer base. With the extraordinary rise in gay and lesbian leisure travel, gay sporting competitions, all-gay cruises and a still emerging gay honeymoon market, this book presents successful marketing strategies to keep industry professionals ahead of the curve."

To celebrate the European launch of the world's first book on gay tourism marketing, (*Gay and Lesbian Tourism: the Essential Guide for Marketing*), and in honor of the 30th anniversary of the rainbow flag, the

international symbol of the gay community, the hotel has now created the most colorful cocktail on earth...the "Somewhere Over..." InterContinental London Park Lane Rainbow Cocktail.

The author also announced the launch of a new feature to his website:

[www.gayandlesbianmarketing.com](http://www.gayandlesbianmarketing.com) which will include news and interviews from Europe and around the world focusing on specific issues and trends that affect the international community.

***Gay and Lesbian Tourism: The Essential Guide for Marketing*** is a 176-page "how to" manual for those who want access to the best practices in gay and lesbian marketing. Marketers of destinations, hotels, airlines, cruise lines, tour operators and related companies will learn how to design a successful tourism marketing program, to identify and apply the latest research on gay and lesbian tourism; build stakeholder support; create strategies to win conventions and meetings, and establish a viable and profitable reputation among gay and lesbian travelers.

The book is divided into three categories: best practices in tourism marketing; case studies; and interviews with the experts who are pioneers in gay travel. It includes:

- Knowledge and insider tips by experts in the field such as "What Makes A Destination Gay-Friendly", "The Historic Rise in Gay Tourism Since 9/11", "The Top Ten Marketing Mistakes to Avoid" and "Top 10 Tips On Booking Conventions."
- A dictionary of terms relevant to the gay traveler that could be used in marketing programs (plus terms that should be avoided!)
- Case studies on destinations including Dallas, Texas, Philadelphia, Pennsylvania, Bloomington, Indiana, Ft. Lauderdale, Florida, Montreal Canada and for-profit companies American Airlines, Kimpton Hotels and Rosie O'Donnell's family vacations.

###

To order ***Gay and Lesbian Tourism: The Essential Guide for Marketing***, visit [books.elsevier.com/hospitality](http://books.elsevier.com/hospitality). To contact the author, visit [gayandlesbianmarketing.com](http://gayandlesbianmarketing.com). For more information on Elsevier Science & Technology books, visit [books.elsevier.com](http://books.elsevier.com). For more information on the Greater Philadelphia Tourism Marketing Corporation, visit [gophila.com](http://gophila.com).

**About the Book:**

ISBN: 978-0-7506-8232-9

ISBN10: 0-7506-8232-9

Book/Paperback

Measurements: 165 X 234 mm

Pages: 208

Imprint: Butterworth-Heinemann

International Launch Date: 4 February 2008

Price: GBP £24.99; EUR €35.95; USA \$39.95

**About the Author:**

Author Jeff Guaracino is vice president of communications for the Greater Philadelphia Tourism Marketing Corporation where he helped develop the Philadelphia Get Your History Straight and Your Nightlife Gay@tourism campaign. The Philadelphia campaign is widely acknowledged as a trailblazer in

gay tourism marketing, winning top awards from the Travel Industry of America, the Association of National Advertisers, PR Week, the Hospitality Sales and Marketing Association International. It has also been the subject of a number of college case studies.

He is a regular speaker on gay and lesbian tourism within the hospitality industry and to gay travelers. Guaracino's work is not limited to gay tourism marketing. Guaracino is leading the GPTMC communications programs in the Canadian, Hispanic and African-American, and general destination travel markets. He recently spoke at the National Association of Black Journalists Convention (July 2007) on the importance of, and strategies to, achieve diversity within the communications and tourism industries.

### **About Elsevier**

Elsevier is a world-leading publisher of scientific, technical and medical information products and services. Working in partnership with the global science and health communities, Elsevier's 7,000 employees in over 70 offices worldwide publish more than 2,000 journals and 1,900 new books per year, in addition to offering a suite of innovative electronic products, such as [ScienceDirect](http://www.sciencedirect.com/) (<http://www.sciencedirect.com/>), [MD Consult](http://www.mdconsult.com/) (<http://www.mdconsult.com/>), [Scopus](http://www.info.scopus.com/) (<http://www.info.scopus.com/>), bibliographic databases, and online reference works.

[Elsevier](http://www.elsevier.com/) (<http://www.elsevier.com/>) is a global business headquartered in Amsterdam, The Netherlands and has offices worldwide. Elsevier is part of [Reed Elsevier Group plc](http://www.reedelsevier.com/) (<http://www.reedelsevier.com/>), a world-leading publisher and information provider. Operating in the science and medical, legal, education and business-to-business sectors, Reed Elsevier provides high-quality and flexible information solutions to users, with increasing emphasis on the Internet as a means of delivery. Reed Elsevier's ticker symbols are REN (Euronext Amsterdam), REL (London Stock Exchange), RUK and ENL (New York Stock Exchange).