



FOR IMMEDIATE RELEASE

**Second Annual Study of Gay and Lesbian Travelers  
Examines Latest Preferences, Attitudes, and Brand Awareness and Usage**

*Conducted by Harris Interactive and Witeck-Combs Communications, New Research Seeks to Understand Travel Trends, Needs and Perceptions of GLBT Community and Contrast with Heterosexual Travelers*

**ROCHESTER, N.Y. – April 28, 2008** – Harris Interactive® today announced that it has once again teamed up with Witeck-Combs Communications, Inc., the leading gay, lesbian, bisexual, and transgender (GLBT) strategic marketing and communications agency to conduct the Second Annual GLBT Travel Study. This year's study – expected to be released in June/July 2008 -- will again examine the preferences, attitudes, spending patterns and behaviors regarding destination and brand choices for leisure travel (domestic and international) and contrast those findings with the opinions of heterosexual adults.

This study will break important new ground by looking at the impact of GLBT microsites, the importance of environmentally-friendly brands and destinations and social networking behaviors. The new study is also aimed to help identify media sources that are most influential in GLBT individuals' research, shopping and booking of travel. It will trend destination visitation and supplier brand usage (airlines, car rental companies, cruise lines, hotels/resorts, and travel websites). For the first time, this research also will highlight and contrast business travel conducted by GLBT and heterosexual consumers.

This will be a very timely market study given the economic challenges and issues facing the North American travel and hospitality industry this year – and will offer marketers up-to-the minute insights about both their GLBT and heterosexual customer bases. Dr. Suzanne Cook, Senior Vice President for Research at the Travel Industry Association ([www.tia.org](http://www.tia.org)), will serve as expert adviser on the project.

The national online survey will be conducted among approximately 2,000 self-identified U.S. GLBT adult travelers (ages 21 and older) who have taken at least one leisure trip within the past 12 months. In addition, another 1,000 U.S. general population adult travelers will be surveyed.

To learn more, please contact Harris Interactive or Witeck Combs.

**About Witeck-Combs Communications, Inc.**

[Witeck-Combs Communications, Inc.](http://www.witeckcombs.com) ([www.witeckcombs.com](http://www.witeckcombs.com)) is the nation's premier strategic marketing communications firm, specializing in reaching the gay and lesbian consumer market. Bob Witeck and Wes Combs' new book, *Business Inside Out*, (Kaplan 2006), offers unique fifteen years' corporate insights about gay and lesbian consumers and the business lessons learned to reach this marketplace. In April 2003, *American Demographics* magazine identified Bob Witeck and Wes Combs as two of 25 experts over the last 25 years who have made significant contributions to the fields of demographics, market research, media and trend-spotting for their path-breaking work.

**About Harris Interactive**

[Harris Interactive](http://www.harrisinteractive.com) is a global leader in custom market research. With a long and rich history in multimodal research, powered by our science and technology, we assist clients in achieving business results. Harris Interactive serves clients globally through our North American, European and Asian offices and a network of independent market research firms. For more information, please visit [www.harrisinteractive.com](http://www.harrisinteractive.com).

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