

Largest Ever Gay Marketing Survey Unveiled at WTM 2010



World Travel Market, the premier global event for the travel industry, will unveil results from the largest ever international survey into the travel and leisure patterns of the lesbian, gay, bisexual and transgender community at WTM 2010.

Analysis of the findings, by gay marketing specialists Out Now, will form the backbone of the WTM lesbian, gay, bisexual and transgender (LGBT) seminar organized and moderated by Out Now Chief Executive Ian Johnson.

European and Latin American countries will feature in the '2010 Out Now Global LGBT Market Study'. France, Germany, Israel, Italy, Spain, Sweden and the UK make up the European sample, with the Latin American component featuring Argentina, Brazil, Chile, Ecuador, Mexico, Peru, and Uruguay.

The survey will reveal information on LGBT travel habits including preferred destinations, annual tourism spending, lifestyle leisure preferences, frequency of air travel, overall tourism expenditures, income and gay honeymoons.

TUI Travel - which this year launched its first gay holidays programme Freedom Collection - Senior Innovation Manager Paul Clark will be on the panel to comment on research's findings.

"WTM is the logical place to release the findings of this new Out Now LGBT market research study," said World Travel Market Chairman Fiona Jeffery. "Out Now and WTM have worked together for five years, promoting an understanding of the lesbian and gay tourism market development."

"We are seeing a lot of interest in this study due to its groundbreaking nature," Johnson said. "We are pleased to bring a previously unattainable level of market insight into the varied and diverse consumer needs of one of the world's most important travel and tourism market segments at WTM 2010."

The European section of the research is sponsored by Berlin Tourism Marketing. In Latin America, Out Now is partnering with LGBT business networking organizing GNETWORK 360 for the research, with this section sponsored by Delta Air Lines.

About World Travel Market

World Travel Market, the premier global event for the travel industry, is the must-attend four-day business-to-business exhibition for the worldwide travel and tourism industry.

Almost 46,000 senior travel industry professionals, government ministers and international press, embark on ExCeL - London every November to network, negotiate and discover the latest industry opinion and trends at WTM.

WTM, which celebrated its 30th anniversary in 2009, is the event where the travel industry conducts and concludes its deals.

World Travel Market 2009 will be the catalyst for £1,139 million of travel industry deals over the following 12 months, independent research from Fusion Communications reveals. On average exhibitors will agree deals of £22,361 as a direct result of WTM 2009.

World Travel Market is owned by the world's leading events organizer Reed Exhibitions (RE), which organizes a portfolio of other travel industry events including Arabian Travel Market and International Luxury Travel Market.

RE holds more than 500 events in 38 countries throughout Americas, Europe, the Middle East and Asia Pacific covering 47 industry sectors including aerospace & aviation, healthcare, manufacturing and sport & recreation.

In 2008 RE, part of the Reed Elsevier group, brought together more than six million industry professionals from around the world generating billions of dollars in business.

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