

# TOM ON TOUR's Gay Tourism Strategy

by Thomas Bömkes



[tomontour.com](http://tomontour.com)

- Tom On Tour is a travel portal for gay travelers & friends.



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- It's a platform for gay tourism campaigns for all tourism suppliers like tourist boards, airlines, hotel, tour operators, rental cars, cruises etc.
- TomOnTour also includes all other classic and marketing tools like advertising, direct marketing, public relations etc. in the gay tourism niche market.
- More information on [www.tomontour.com](http://www.tomontour.com) & [www.tomconsulting.org](http://www.tomconsulting.org)

**TomOnTour's mission is to provide all necessary information for gay tourists:**



Gay City Guide, Gay Events, Travel Reports, Travel News, Travel Specials, Gay-friendly Hotels, Tour Operator etc.

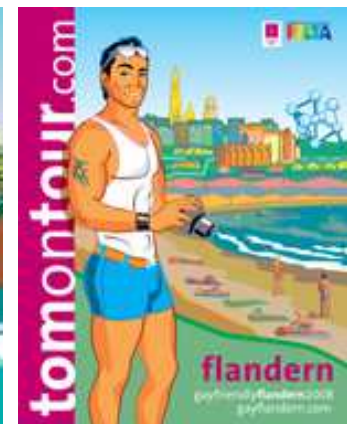
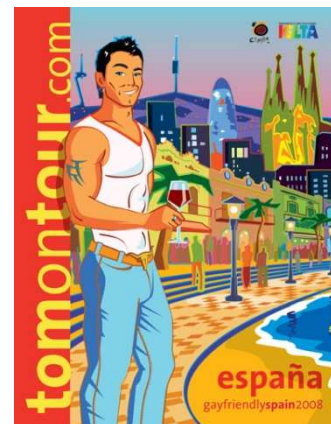
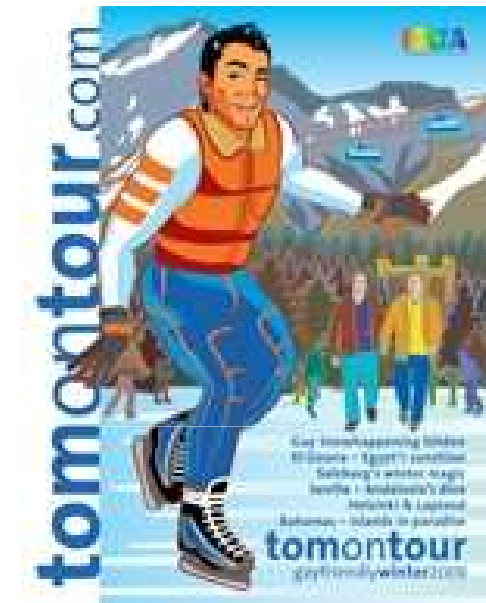
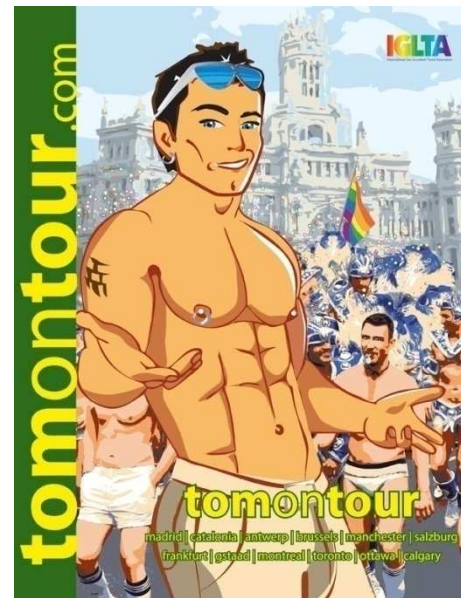
# TomOnTour's Social Media Networks:



[tomontour.com](http://tomontour.com)



# TomOnTour's Gay Travel Guides:



## TomOnTour's Gay Tourism Strategy



[tomontour.com](http://tomontour.com)

Providing exactly what the  
gay tourists need to have a great vacation:

Gay-specific travel information in  
combination with regular tourism details!

# 14th Annual Gay & Lesbian Tourism Report

*Exploring tourism and hospitality opportunities  
in the gay and lesbian marketplace.*



Special Thanks to this Year's Study Sponsors & Partners:



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# CMI's Gay & Lesbian Tourism Study 2010

- All Findings from Community Marketing, Inc.'s (CMI) 14th Annual Gay & Lesbian Tourism Study.
- All participants have been compiled from responses from self-identified gay and lesbian consumers who read LGBT media.
- Of the 7,078 total survey participants in this year's study, 4,726 are LGBT consumers who reside in the United States.
- In addition to the Tourism Study, CMI produces the annual LGBT Consumer Index.
- Based on tourism industry data from the US Department of Commerce and CMI sample demographics, the annual economic impact of LGBT travelers is approximately \$63.3 billion in the US alone.

# Top Ten Findings in the Gay & Lesbian Tourism Survey 2010:

## **1) Gay Men and Lesbian Booking Patterns**

Gays and lesbians are primarily booking their travel directly via airline and hotel websites (56%) or through online travel agencies such as Travelocity or Orbitz (34%).

## **2) For the First Time in 15 years of sampling – A *Decrease in LGBT Travel***

Since the first study in 1994, CMI has seen a decrease in LGBT travel due to the deep and wide-reaching recession.

## **3) Recession-Influenced Travel Decreases Affecting Small and Medium-Sized Markets Worse than Big Markets**

Every major city in North America saw a decrease in gay and lesbian travel over the past 12 months. Major markets saw only small leisure travel decreases, usually less than 5%.

Medium sized cities and some resort towns saw more significant decreases over 10%, and for some, over 20%.

# Top Ten Findings in CMI's Gay & Lesbian Tourism Survey:

## **4) Staycations**

Staycations were the only travel category to see an increase.

66% indicated taking a longer regional drive vacation of more than 2 hours.

## **5) How to Reach the LGBT Community**

Survey shows substantive increases in the influence of traveler reviews on travel websites and blogs, but a softening of banner ads.

Remarkable resilience of the influence of travel articles in LGBT and mainstream print publications.

## **6) Interest in Health and Fitness While Traveling is Down**

A trend over the past few years showing that health & fitness while traveling are becoming less important to the LGBT community.

LGBT travelers prefer to spend more time enjoying the sights and experiences of the destination.

# Top Ten Findings in CMI's Gay & Lesbian Tourism Survey:

## **7) Pride Events are still Important**

Nearly a quarter of the respondents reported traveling to another city and spending at least one night in a hotel to attend a Pride event.

Pride events continue to move millions of hotel nights in the United States and worldwide.

## **8) Strength of Local Neighborhoods**

Gays and lesbians tend to be especially interested in visiting city neighborhoods and experiencing local, non-chain restaurants.

In fact, going to neighborhood restaurants and visiting the gay neighborhood were the top activities when visiting a destination.

# Top Ten Findings in CMI's Gay & Lesbian Tourism Survey:

## 9) Top Travel Brands

The top destinations for LGBT travelers from the US indicated were: Las Vegas: 11%, San Francisco: 10%, Fort Lauderdale: 7%, Philadelphia: 6%, Provincetown: 5%, and London: 5%.

The top hotel brands indicated were: 11%, Kimpton Hotels: 11%, Hilton: 9%, Hyatt: 8%, and Marriott: 7%.

The top airlines indicated were: American Airlines: 38%, Southwest: 15%, Delta: 11% and Virgin: 3%.

# Top Ten Findings in CMI's Gay & Lesbian Tourism Survey:

## 10) Top Ten Destinations

This list is reflective of the 4,726 American LGBT survey takers, who traveled to the city in the past 12 months and spent at least one night in a hotel:

- 1) New York City: 32%
- 2) San Francisco: 27%
- 3) Las Vegas: 26%
- 4) Chicago: 25%
- 5) Los Angeles / West Hollywood: 24%
- 6) Washington, DC: 23%
- 7) Fort Lauderdale: 17%
- 8) San Diego: 15%
- 9) Orlando: 14%
- 9) Seattle: 14%
- 10) Boston: 13%

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