

Gay/Lesbian Travel and Rights

A 50+ Year History
A Bright Future

Billy Kolber – Man About World

Tanya Churchmuch – LGBT Travel Consultant

Overview

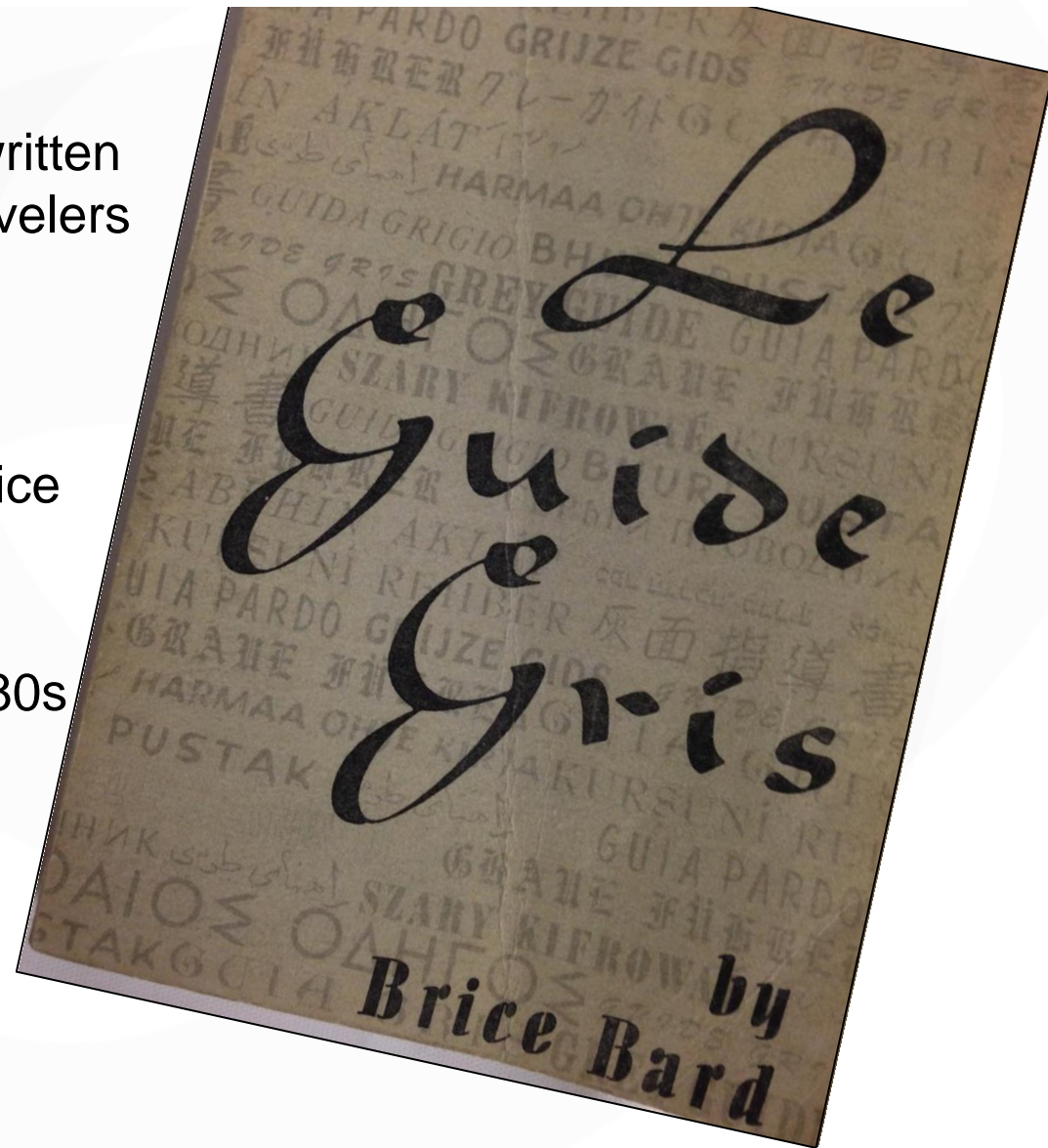
- Travel Guides
- LGBT Events
- Rise of LGBT Tour Operators
- Accommodations
- DMO Marketing
- LGBT Travel Business
- Future of LGBT Travel



PASSPORT

1958: Le Guide Gris/The Grey Guide

- The first-ever travel guide written specifically for gay male travelers
- Published annually by the Mattachine Society in San Francisco and written by Brice Bard
- Distributed until the mid-1980s



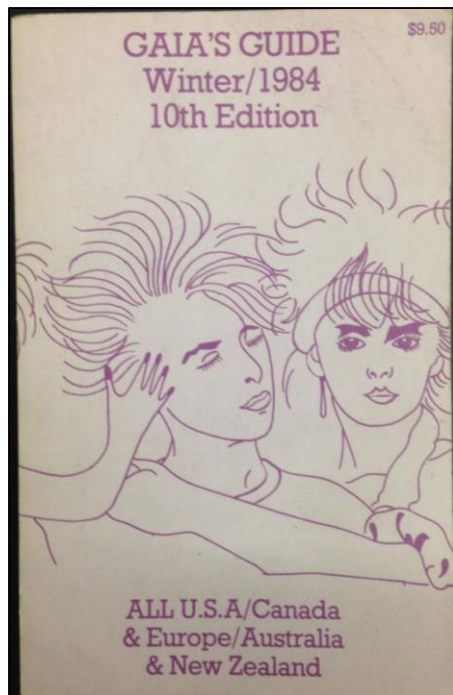
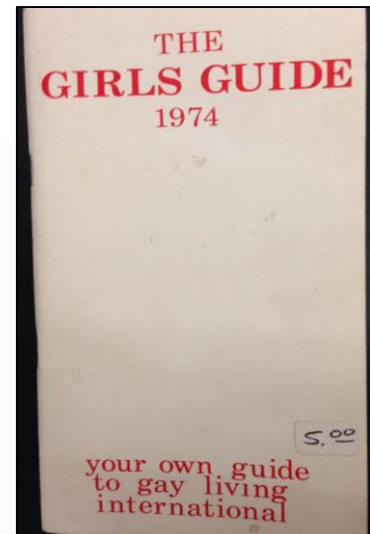
1964: The Damron Guide



- Bob Damron launches his travel guide for gay men, celebrating 50 years in 2014
 - "See America, Find a Friend"
- **1967: Guide Incognito (France)**
- 1970: Spartacus (UK/international)

1974: Girls Guide to International Living

- Published out of London in 1974 – the first travel guide specifically written for the lesbian traveler by Sandy Horn

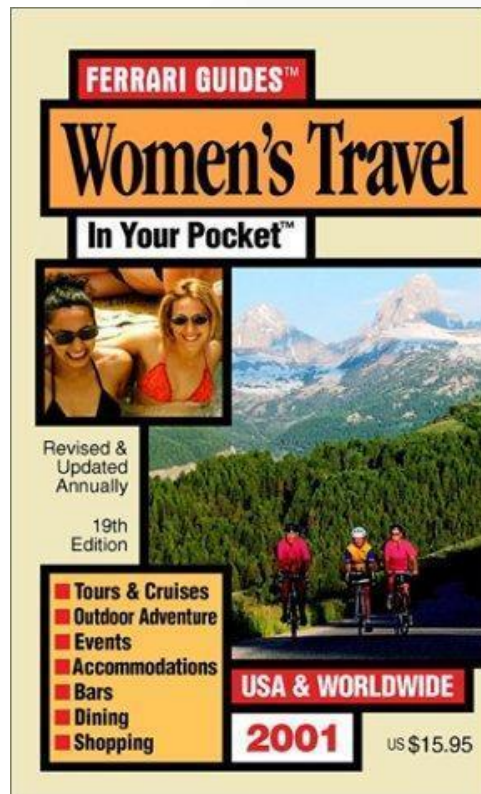


- Became the Gaia Guide in 1975, published annually until 1994
- Multi-language intro with easy-to-understand symbols

2 other main lesbian guides

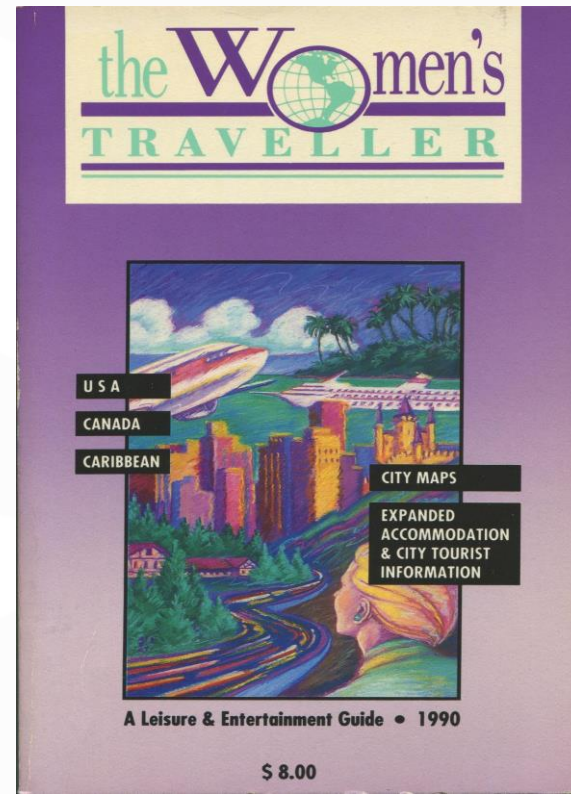
Ferrari Guides – 1984 Women's Travel In Your Pocket

By Marianne Ferrari (the first lesbian member of ILGA)



Damron Guide – 1989 The Women's Traveller

Celebrating their 25th anniversary in 2014

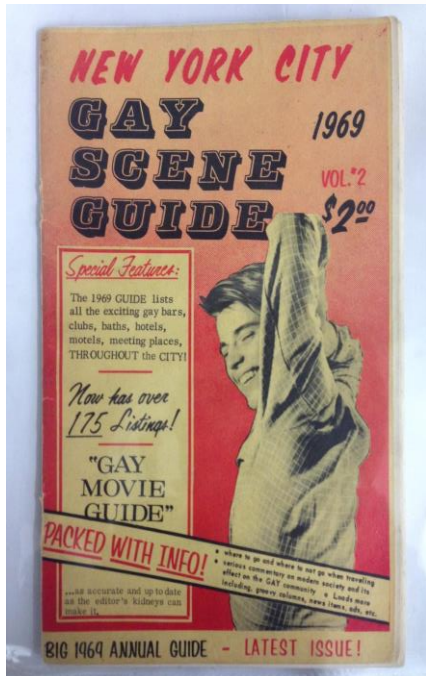


1970s-1990s The golden era of gay and lesbian travel guides

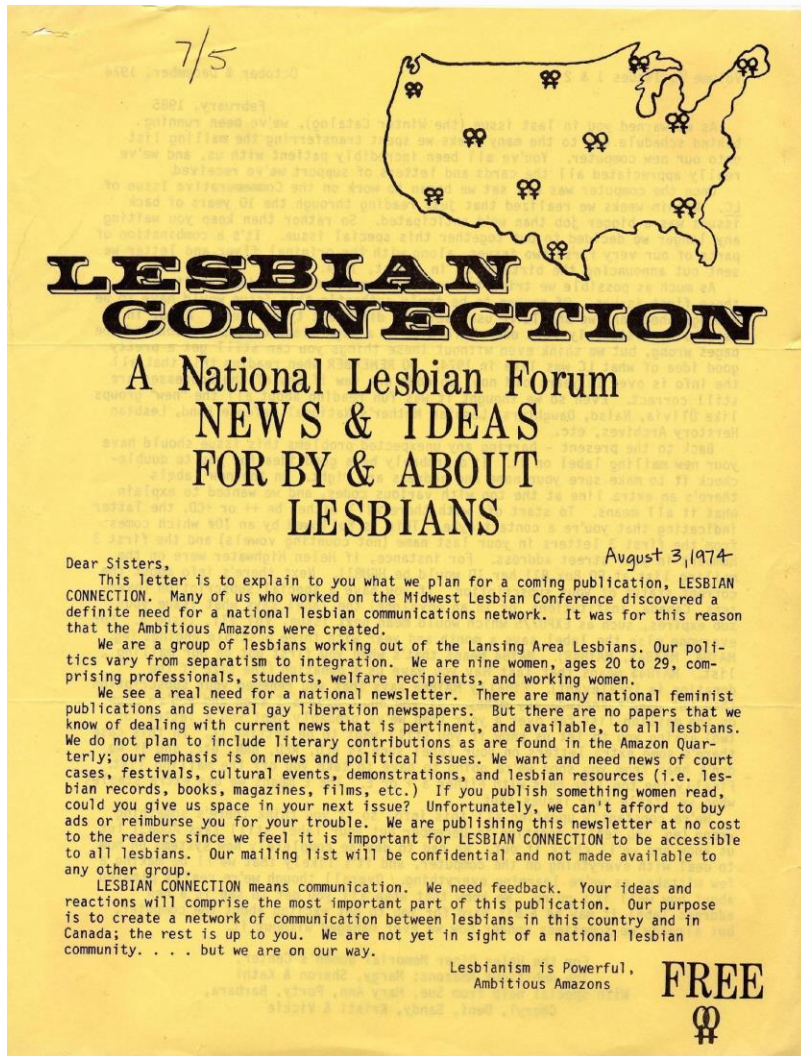
- Many guides published in many languages

- Some guides are published only once, others for many editions

- Men's guides often tied to sexual encounters, women's guides to safe spaces to meet other lesbians

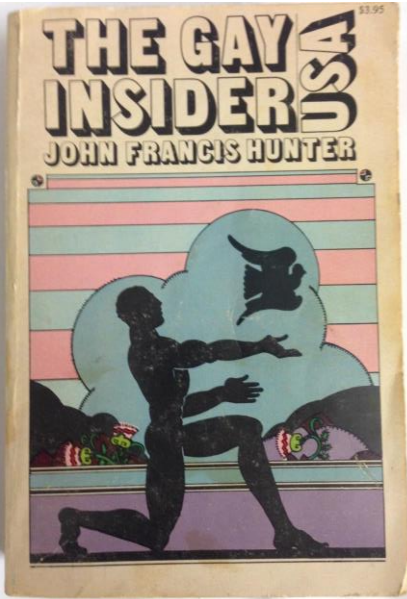


Lesbian connection



- Launched in 1974, it's the longest-running lesbian publication
- Published monthly, distributed for free
- Includes the Contact Dykes section, with more than 1000 contacts around the world

Sourcing info in the early years



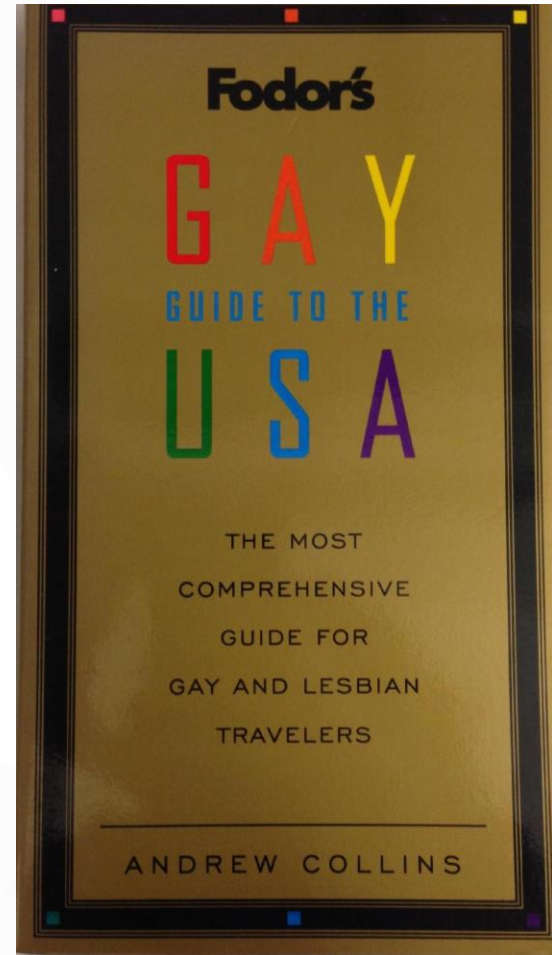
- Advertise in local LGBT publications, asking people to send information in exchange for a free copy of the next edition
- Postcards in the back of each edition to mail in updates

- Local writers sending details about their cities
- Phoning all contacts each year



Gay & Lesbian Travel Guides Become Mainstream

- By 1990s, traditional guide books publish LGBT content in their directories (Lonely Planet, TimeOut, Rough Guide...)
- In 1995, Fodor's publishes its first LGBT travel guide, by Andrew Collins



1970: First Gay Pride Marches



Pride marches launch in New York, San Francisco, Chicago and Los Angeles following the Stonewall riots in 1969

1978: Sydney Mardi Gras

1979: CSD Berlin, Madrid Pride, Mexico City Pride

1990: Joburg Pride

1991: First Dyke March in San Francisco

1990s: Dyke Marches spread across US and Europe

1970s – Women’s Music Festivals

- More than 100 women’s music festivals were held across the United States and Western Europe
- Very community oriented, strong lesbian presence
- Michigan Womyn’s Music Festival (Michfest) launches in 1974



1980s- 90s

Circuit parties and more

- Traveling for specific annual events
 - The Red (launched 1976, Columbus, OH)
 - Folsom Street Fair (launched 1984, San Francisco)
 - White Parties (Miami event launched 1985, then spread across North America)
 - Black and Blue (launched 1991, Montreal)
 - Dinah Shore Weekend (launched 1991, Palm Springs)
 - Bear events spread globally in the 1990s

1973: Gay Tour Operators

- **Hans Ebensten**
The "Father of Gay Travel" launches the first gay tour company.
- **1977: Lima Tours**
First gay inbound tours to Peru
- **1979: Israel** First LGBT Tour to Israel




1990s: Lesbian Travel Companies

Olivia Records'
First 7 Night Women's
Caribbean Cruise

HALLOWEEN WEEK OCTOBER 28-NOV. 4 1990

Miami, Nassau/Blue Lagoon, San Juan, St. John, & St. Thomas
Join us for 7 glorious days and nights of sun,
beautiful beaches, exquisite food,
incredible music and
the company of over 800 women
from all over the world.
Don't forget to bring
your most outrageous costume
for the *Halloween party*
to end all parties!

From \$795 to \$1695.
\$250 deposit will
hold your place.
For reservations and information
call Olivia Records at
1-415-655-0364 in Ca or
1-800-631-6277.
Fax # 1-415-655-4334
Call now;
space is limited.



OLIVIA
RECORDS

Olivia Records Inc. 4400 Market Street, Oakland, CA 94608

- Olivia Cruises
(International, US-based)
- French Escapes (France)
- Walking Women Holidays
(UK)
- Sappho Travel (Greece)

Hotels

1976

- The world's first gay guest house opens in Key West, Florida
- **Island House Key West**

1980s

- The first women's guesthouses and retreats open
- **Pearl's** (Key West), **Butterfly Inn** (Hawaii), Women Innkeepers of Provincetown

2003

- The first gay hotel chain opens in Barcelona
- **Axel Hotels** with the tag line "Hetero-friendly"

1977: Destination Marketing

- Provincetown, MA, long known as a gay-popular destination back to its artsy roots in the early 1900s, begins marketing to LGBT visitors.
- 1978: Key West Business Guild
- 1970s/1980s: The Gay Beaches:
 - Ft. Lauderdale, Mykonos, Skala Eressos/Lesvos, Fire Island, Acapulco, Brighton Beach (UK)



1970s: "Gay" in New York Times



Islanders Travel was the first paid display advertisement that the NY Times ever used the words GAY Travel

1982: The Beginning of Gay Games

- 1982 San Francisco, CA hosts the first Gay Games
- Gay Sports events begin driving a large share of gay travel
- OutGames launch in Montreal in 2006

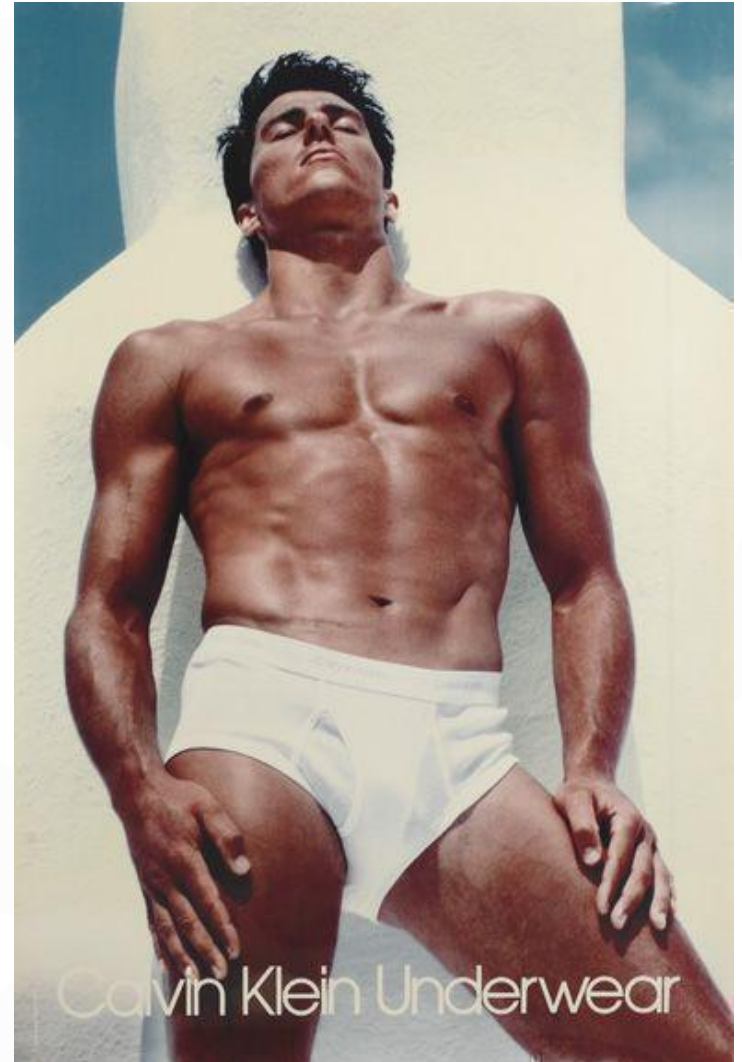


1983: IGTA Founded

25 Travel Agents
and Hoteliers

The CK Underwear Ad

1997: L is added to the
IGLTA



1986: Cruises

1986 RSVP Vacations 1st Sailing *“A Cruise To Remember”*

- Founder Kevin J. Mossier provides a safe, tailor-made vacation environment for gay men and lesbians.
- Unable, at the time, to find a resort that would open its doors to the concept, he found an understanding cruise line and RSVP was born. The first cruise sailed out of New Orleans with 750 guests ready to create and enjoy the overwhelming experience that only can happen on an all gay vacation. (13 years after Hans Ebensten)

1990: Olivia Cruises

1991: Atlantis Vacations

2004: R Family Vacations

1987: The Homomonument



The Netherlands hosts the first monument commemorating all gay men and lesbians who have been subjected to persecution because of their homosexuality.

1993: "Gay" in Travel+Leisure

When Travel+Leisure and Condé Nast Traveler wrote about travel newsletter OUT&ABOUT in 1993, it was the first time the word "gay" appeared in their magazines referring to homosexuals, and the first time they provided information for their LGBT readers.

1993: Corporate Recognition

1993: American Airlines adds sexual orientation to its non-discrimination policy.

1994: GLEAM American's corporate-sponsored LGBT Employee Resource Group Formed



2000: American Airlines' leadership extends equal partner benefits for same-sex couples across their workforce.

1994: Community Marketing Inc.



LGBT Market Intelligence

Conferences & Training

Strategic Consulting

Tourism | TAG | G

Community Marketing has helped business leaders understand and successfully connect with the lesbian, gay, bisexual and transgender (LGBT) communities since 1992.

Welcome!



Tom Roth produces the first LGBT Tourism Research Study in 1994; his work in the 20 annual studies since, have opened doors for destinations, hotel groups and travel suppliers to enter the LGBT market, and make the world a little bit gay-friendlier in the process.

Government sponsored destination marketing

1994

- Tourisme Montreal Outreach

2000

- British Tourism Authority launches one of the largest LGBT marketing campaigns
- Spending \$1.5 million, generating \$450 Million in tourism revenue

2004

- Curacao Tourism board launches gaycuracao.com

1995: Utopia Asia Launches



Three years before the founding of Google, Utopia-Asia launches a gay-travel website and its own printed guides to Asian destinations, in English.



1998: LGBT Travel Goes Global



- Steve Murray-Smith brings LGBT travel to ITB opening closet doors around the world by displaying a rainbow flag at ITB in Berlin followed by a flag displayed at World Travel Market. In 2008, LGBT Travel area was branded.
- 2010: IGLTA becomes first gay organization affiliated with the UNTWO
- 2013: WTTC President David Scowsill gives opening keynote at IGLTA Convention in Chicago

2001: Gay Marriage in Netherlands

2001: Netherlands

2003: Belgium

2005: Spain and
Canada

2006: South Africa

2009: Sweden and
Norway

2010: Argentina, Iceland and Portugal

2012: Denmark

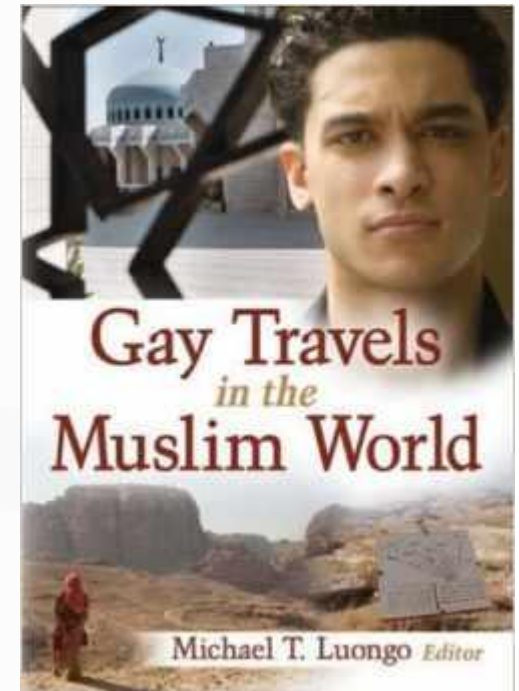
2013: Uruguay, France, New Zealand, Brazil

2014: England, Wales, Scotland soon



2007: First Gay Travel Academic

Michael Luongo publishes "Gay Travel in the Muslim World" - one of the first academic books on the industry makes gay travel a legitimate academic pursuit as a field of research.



2007: Gay Travel Takes Flight



Air New Zealand
launches the first
"Pink Flight"

2010: First Same-sex
wedding in the air on
SAS

Beyond the leisure market – The next steps in LGBT travel

- Conventions, sporting events and LGBT affinity groups within traditional conferences
 - These types of events bring in hundreds of thousands of bed nights each year
 - Gay Softball World Series, Gay Rodeos, International Front Runners, Gay Volleyball...
 - Out and Equal, IGLTA, NLGJA, Gay Christian Network....
 - Meeting Planners International, National Gay Pilots Ass'n, Gay and Lesbian Medical Ass'n, National LGBT Bar....

An Emerging Transgendered Market

- o Governments addressing border crossing issues for transgendered travelers
- o The first Trans cruise planned by travel agent Jeff Land for December 14, 2014
- o Greater Ft. Lauderdale looking to reach out to and incorporate transgendered travelers in their Hello Sunny campaign, with a round-table and research project.



**Thank you
Gracias**

Billy Kolber – ManAboutWorld

Tanya Churchmuch – LGBT Travel Consultant