

CMI's 14th Annual Gay & Lesbian Tourism Study 2010 Market Research, Insights and Intelligence

Community Marketing, Inc. (CMI) is proud to present the 14th edition of our industry-standard Gay & Lesbian Tourism Study. This year, our study's industry, media and educational partners include **IGLTA, ASTA, ATME, USTOA, CLIA, NTA, DMAI, and Travel Weekly**. The largest, most representative, and most respected in the industry, CMI's research studies are frequently quoted in the *New York Times*, *Wall Street Journal*, *USA Today*, *Chicago Tribune*, *Los Angeles Times*, *Miami Herald*, *BrandWeek*, *Ad Week*, and other leading media.

Since 1994, CMI's Gay & Lesbian Tourism Study data and insights have provided a **powerful foundation** for many gay travel, tourism and hospitality initiatives around the world. CMI's research can bring your organization a **statistical basis** for **development, growth and leadership** in the gay tourism industry.

UNDERSTAND YOUR MARKET: FOCUS ON YOUR UNIQUE OPPORTUNITIES

The gay market is still emerging, yet competitive elements are already developing within certain sectors.

- Where should you focus your resources?
- Where does your growth potential lie, and how can you emerge as a leader?
- How can you best compete (or cooperate)?

Today, gay and lesbian marketing is about segmentation and stratification. Gays and lesbians want to be reached on a personal level, according to individual interests and preferences. On a foundation of market intelligence, you can identify the best market segment matches for your products and services, dramatically improving the results of your marketing and advertising investment.

The report contains 50+ pages of data, analysis, color charts and an executive summary of key findings, detailing these important topics, and more:

Traveler Demographics	Travel Frequency	Group Travel	Top Destinations: US and Worldwide
Leisure Activities	Marketing Recall	Business travel	Pride and Special Event Travel

Combined with trend insights and comparisons to mainstream consumers, this is the most comprehensive presentation of gay and lesbian traveler preferences ever published. Community Marketing's 14th Annual Gay & Lesbian Tourism Study provides the insights and market intelligence you need to make informed marketing and product development investments. *Includes a free copy of our 13th Annual Gay & Lesbian Tourism Study!*

Thank you for your order:

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Gay & Lesbian Tourism Study 2010: \$895 \$_____ (delivered as a pdf file). *Includes a copy of our 13th Annual study!*

Reports on a variety of market segments, as well as custom surveys and focus groups are also available. Contact us for a quote.

Please mail with US Funds check payable to "Community Marketing, Inc." (address below)

Charge: Visa/MC/Amex # _____ Exp date _____ Signature _____