

Gay and Lesbian Marketing

As we continue to roll out the “rainbow carpet,” we are proud to be rated as a top gay resort destination by PlanetOut.com and nominated by LogoTV as one of “the sexiest places on earth.” As our competition grows from major destinations around the globe, the objective is to focus on increasing “gaystream” room nights. We will create initiatives to increase the destination’s share of the GLBT market by working with media, meeting planners, sports groups and travel agents.



OBJECTIVES

- Increase domestic and international gay travel to GFL.
- Increase the destination’s share of the GLBT group market.
- Promote diverse, modern and affirming destination.

STRATEGIES

- Trade show attendance at ITB, Orlando Gay Days, Community Marketing, IGLTA.
- Produce innovative online advertising campaign.
- Add video to magazine and guidebook advertising.
- Create 2010-2011 Rainbow Calendar and distribute at trade shows.
- Update Rainbow section online.
- Participate in special receptions in top markets as added value.
- Communicate with GLBT group decision makers.
- Host site visits by gay group planners, gay media and travel agents.
- Pursue gay sports group business.
- Work with new luxe product.
- Partner with IGLTA for increased travel trade awareness and build attendance for May 2011 meeting in GFL.
- Create ongoing rainbow promotions on sunny.org/glb
- Add new testimonials online.
- Work with Virgin America to promote new air service from SFO and LAX.
- Engage GLBT community on social media with Twitter and Facebook.

