

50 Shades of Pink
Destination Advertising for Gay Men

Master thesis for Obtaining the Degree

Master of Business Administration

Tourism Management

Submitted to Irem Önder

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Affidavit

I, Balázs Gyémánt, hereby ensure that:

1. I wrote the present Master thesis myself, "50 Shades of Pink: Destination Advertising for Gay Men", 107 bound pages, that I have only used the given sources and resources and have not been assisted by an external party that is disapproved of.
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Date: 27. May 2016

Signature

“Travel is fatal to prejudice, bigotry, and narrow-mindedness.”

Mark Twain

Dedicated to the victims, the friends and families of the Pulse gay nightclub shooting in Orlando, Florida on 12th June 2016.

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List of abbreviations

| | |
|--------|---|
| LGBT | Lesbian, Gay, Bisexual, Transgender |
| GLBT | Gay, Lesbian, Bisexual, Transgender |
| LGBTQI | Lesbian, Gay, Bisexual, Transgender, Queer, Intersexual |
| HRC | Human Rights Campaign |
| ad(s) | advertisement(s) |
| UNWTO | United Nations World Travel Organization |

Abstract

One of the purposes of this master thesis is to investigate how destinations advertise for the gay market, specifically at gay men. The other purpose is to see how are the destination ads perceived by gay men. In order to find these out, two original researches were conducted: a content analyses of 241 destination (print) advertisements targeted at gay men, and in-depth interviews using the snowball sampling technique with 20 self-identified gay men.

Research literature about gay travel, gay space at destinations, motivation and segmentation of the target group is investigated. Background about the value of the gay market and the history of gay advertisement are supported both from academic and current business resources.

Two different types of advertisement are investigated: gay-window ads and out of the closet ads. Thorough and detailed content analysis led to the categorization of the destination advertisements and to the finding of the different cues and codes that are used to target gay men, including but not limited to rainbows, pink triangle, red convertible cars, tank tops, close distance and intimacy between men and textual cues, such as gay-friendly, out, proud and fabulous. Examples of the different advertisements are pointed out.

Conclusions are drawn about destination advertisements targeted at gay men and an emphasis is developed about segmentation and targeting to all *50 shades of pink*.

The research is rather exploratory and qualifies as an incremental step towards the analyses of the LGBT market. Managerial implications are suggested, which can be valuable for destinations that decide to tap into new gay markets and want to do it right. The master thesis provides valuable insight about destination advertisements targeted at gay man for marketing and advertising professionals, destination management companies and researchers in the fields of tourism and hospitality, marketing and media and gender and sociology.

Keywords: LGBT, gay travel, gay marketing, gay advertisement

1. Introduction

Traveling is an important, if not essential part of people's lives. We travel for leisure, for business or simply to get from one point to another. In the western world, everybody is traveling in one way or another. Traveling as some people may argue, is the best way to open one's horizons, to get away from the daily routine and to refresh, rejuvenate and to find one's identity and meaning in life. People travel in diverse ways.

Not everybody is travelling for the same reason. For some, it is part of a daily routine in the workplace, for some it is for recreation, to find their identity, to feel safe, to meet friends and relatives, etc. Travel, according to Hughes helps to construct the individual's status, identity and culture. (Hughes, 1997)

The travel industry is one of the fastest growing international industries that has experienced continued growth over the decades. UNWTO, the world's leading tourism organization states that tourism is a key driver for socio-economic progress and that the volume of the tourism industry is surpassing that of oil exports, food products or automobiles. The growth has resulted in an increasing diversification and competition among destinations. (World Tourism Organization, 2015).

Destinations are combating in a peaceful, but at the same time very fierce competition with each other. They are aiming for larger and larger numbers of guest's arrivals. Airlines, destination management companies (DMCs), travel agencies, tour operators and the media are all key players in attracting travelers. One key player in the race is the organizational body or the government institution, which is responsible for marketing the destination.

The tourist offices of some destinations realized that it is not necessarily mass tourism, which will enhance arrival numbers, but focusing on smaller segments could be the most feasible way to go. "These strong niche positions offer special features to certain groups of consumers." (Hughes, 2005a). More destinations turn towards segmentation to focus upon a few markets to better cater to the needs of these consumers. (Porter, 1980). Hutchinson (1957) is largely credited with introducing the idea of "niche" referring to an optimum location that an organism can exploit against its competitors.

Special segmentation within the tourism industry include: adventure-, extreme-, space-, cultural, heritage-, literary-, music-, art-, culinary-, wine-, genealogy-, heritage-, eco-, sustainable-, dental, wellness-, medical-, rural-, wildlife-, sports-, youth-, religious-, poverty- and water-tourism just to name a few.

Kotler's *Marketing Management* textbook characterizes niche marketing as "focusing on customers, with a distinct set of needs, who will offer a premium to the company who best fulfils these. Thus markets can be reached and served and products and services matched to people's specific needs and wants." (Kotler, 2003)

One such niche group is the gay and lesbian market, which was considered to be the "dream segment". In the gay and lesbian niche market, tourism is not only focusing on the features of the destination, but on the travelers themselves and their identity and preferences.

This master thesis is exploring the gay niche market and the niche tourism that is involved with the selected target group.

Gays and lesbians may enter these niche or special interest markets like anyone else. It remains to be seen if sexual orientation influences the choice of a conventional holiday product or activity. And also whether or not there is a special interest within the gay and lesbian market for specific products or activities. (Hughes, 2006)

Gays and lesbians have been traveling just like 'straight' travelers, but they were not visibly seen. Social pressure, self-identity crises, fear or any other personal preferences made this group invisible for a long time. Destinations were not targeting this group for similar reasons. The change happened in 2001, when a few destinations decided to come out of closet as gay-friendly. (Guaracino, 2007, pp. 1-5) Since then, destinations are focusing on the gay and lesbian market.

Changes in social administration and politics drive the gay and lesbian market forward. Marriage equality, same sex weddings, more liberal attitude towards gays and lesbians will create more opportunities for tourism segmentation.

1.1 Gay travel rises like a phoenix

According to Guaracino (2007) there are seven reasons for the rise in gay and lesbian travel:

- 1) After the terror attacks in New York City in 2001, the travel and tourism industry came to a halt. In the aftermath of 9/11, gay travelers were the first to come back when the hospitality industry needed the business. In fact, gay travelers never stopped traveling and they became the rising star in the travel recovery.
- 2) Gay issues began to dominate news coverage and the public became sensitized to seeing gay people on television and in marketing campaigns. The travel industry was not the first

to attract this target group, but fashion and lifestyle brands paved the way for the travel and hospitality industry's campaigns.

- 3) Gays wanted to visit new places and they wanted to feel welcomed. (Trucco, 2004). There were gay-friendly destinations before gay destination advertising became a trend. These destinations were known to be friendly, accepting and tolerant to different visitors.
- 4) The growth of events targeted at gays and lesbians drove this niche market segment. Festivals, parties, parades took place around the world and some of them happened during off-seasons.
- 5) Gay and lesbian local communities were active and with their straight allies they enhanced gay traveling.
- 6) Research of the niche market was available and the results were promising to marketers. They showed that the economic impact of gay travel could be measured and researched.
- 7) The growth of media outlets reaching gay and lesbian travelers made gay tourism marketing campaigns possible. Media outlets included newspapers, magazines, specially targeted and mainstream travel television programs.

1.2 Aim of this master thesis

Books, periodicals, articles have been written and compiled about the economics of the target group, about marketing to gays and lesbians, about the attitude towards the ads that were created for this market segment, both from their perspective and the non-target group. Travel motivation, influences, characteristics of gay and lesbian travel have been analyzed. Advertisements and commercials have been investigated.

This master thesis is exploring the gay travel market from an angle that has not been researched before as of the printing of this document and by the best knowledge of the researcher of this master thesis.

Destination advertisements targeted at gay men, mostly produced by the national/regional/city tourist offices of the destinations are content-analyzed. Carefully selected destination advertisements targeted at gay men are researched with in-depth interviews using the snowball sampling method. The supply (destination) and demand (gay travelers) are contrasted and trends and future implications for destinations and advertisers are drawn.

The research questions:

1. How do destinations advertise for the gay market? (For example: Are there any specific codes, cues and symbols used in advertising?)
2. How destination advertisements targeted at gay men are perceived by gay men?

1.3 Reliability

A collection of 241 destination advertisements that are targeted at gay men were collected, which provides a good sample size. The samples were taken mostly from English-, and German-language gay-themed publications printed over the last couple of years. The ads that are analyzed do not represent the entire gay and lesbian market. They only focus on travel destinations. General assumptions of the characteristics and travel habits of the target group are not representative. The population sample of the second part of the research consisted of self-identified gay men only, which means that only a certain part of the gay population was researched. Most of the data and literature in this master thesis derives from North American and Western European sources. The gay and lesbian market seems to have developed in different ways at other geographical areas, such as Central and Eastern Europe. Consideration was made to include as many different nationalities for the in-depth interview research as possible. The results constitute a cross-section of gay men around their 30s from ten different countries. The results are not representative of the entire gay population.

This master thesis is a contribution to the universal research on the gay travel market.

2. Getting it straight

In this chapter, explanation is given to the different terms, expressions and phrases that are used throughout the master thesis. Language is crucially important in how we communicate and express ourselves. Nuance differences in vocabulary can cause issues and give a different meaning to the words and expressions. Within sensible topics, such as the topic of this master thesis, clearing the words' and terms' meanings are vital.

2.1 Tourism, tourist, holiday, vacation

Tourism is defined as “the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited.” (Tourism Satellite Account, 2001).

According to the *Oxford English Dictionary* (2005), *tourism* is travel for pleasure; also the theory and practice of touring, the business of attracting, accommodating, and entertaining tourists, and the business of operating tours.

The World Tourism Organization defines *tourists* as “persons who do not reside in the country of arrival and are admitted to that country under tourist visas (if required) for purposes of leisure, recreation, holiday, visits to friends or relatives, health or medical treatment, or religious pilgrimage. They must spend at least a night in a collective or private accommodation in the receiving country and their duration of stay must not surpass 12 months.” (Tourism Satellite Account, 2001) A visitor who does not spend one night during the trip is called a same-day visitor. (Statistics Finland, 2016)

According to the *Official Statistics of Finland* (Statistics Finland, 2016), a *leisure trip* refers to the purpose and motive of a visit. Trips (visits) for leisure, recreation and holiday purposes outside the usual environment are mainly undertaken for relaxation. It is the visitor who decides to take the tourist trip as an activity unconnected with his/her occupation, and the trip is usually financed out of household funds.

Vacation: a period of time that a person spends away from home, school, or business usually in order to relax or travel according to the *Merriam Webster Dictionary*. This term by some researchers is the preferred term over tourism, but in this master thesis, tourism, holiday and vacation will be used interchangeably.

2.2 Gay, LGBT, homosexual, fag or queer?

Which are the politically and academically correct words and expressions that should be used when talking about gay men? Is gay the appropriate term or homosexual should be used? Should LGBT be the preferred term, or is it GLBT?

Since the research for this master thesis is exclusively focusing on self-identified gay men, 'gay' and 'gay man' and their plural versions will be used to refer to the population and type of tourism. On the other hand, when 'gay' is used as adjective to describe destinations, places, etc., it may be used to cover both male and female homosexuals (gay community, gay events, gay space, gay friendly).

The master thesis includes several specific terms that may not be known by all readers. Therefore, a glossary was created based on the National Lesbian and Gay Journalists Association's (NLGJA) *Stylebook Supplement on Lesbian, Gay, Bisexual and Transgender Terminology*.

The NLGJA's mission is to have inclusive media coverage of lesbian, gay, bisexual and transgender people that leads people to a better understanding of this community. (NLGJA, 2016) According to Guaracino (2007, p. 13) the NLGJA is the primary image-maker of the gay community.

Terms used in the master thesis may include the following terms. Some of them were altered from their original version to fit the format of this master thesis:

civil union: A civil union provides same-sex couples some rights available to married couples in areas such as state taxes, medical decisions and estate planning.

closeted, in the closet: Refers to a person who wishes to keep secret his or her sexual orientation or gender identity.

coming out: Short for "coming out of the closet." Accepting and letting others know of one's previously hidden sexual orientation or gender identity.

commitment ceremony: A formal, marriage-like gathering that recognizes the declaration of members of the same sex to each other. It may be recognized by a religion but is not legally binding.

cruising: Visiting places where opportunities exist to meet potential sex partners. Not exclusively a gay phenomenon.

“ex-gay” (adj.): Describes the movement, mostly rooted in conservative religions, that aims to change the sexual attraction of individuals from same-sex to opposite-sex. Generally discredited as therapy in scientific circles.

fag, faggot: Originally a pejorative term for a gay male, it is now being reclaimed by some gay men. Still extremely offensive when used as an epithet.

families: Proper term for identifying families led by LGBT parents. Identify parents’ sexual orientation only when germane. Do not use “gay families.” “Rainbow families” is used in this master thesis.

gay: An adjective that has largely replaced “homosexual” in referring to men who are sexually and affectionally attracted to other men. Avoid using as a singular noun. For women, “lesbian” is generally used, but when possible ask the subject which term she prefers. To include both, use “gay men and lesbians.” In headlines where space is an issue, “gays” is acceptable to describe both.

heterosexism: Presumption that heterosexuality is universal and/ or superior to homosexuality.

homo: Pejorative term for homosexual. Use only if there is a compelling reason.

homophobia: Fear, hatred or dislike of homosexuality, gay men and lesbians. Restrict to germane usage, such as in quotations or opinions. Use “LGBT right opponents” or a similar phrase instead of “homophobes” when describing people who disagree with LGBT rights activism.

homosexual: As a noun, a person who is attracted to members of the same sex. As an adjective, of or relating to sexual and affectional attraction to a member of the same sex. Use only in medical contexts or in reference to sexual activity.

husband: Acceptable term for a male, legally married partner of a man.

LGBT: Acronym for “lesbian, gay, bisexual and transgender.” Useful in headlines.

lifestyle: An inaccurate term sometimes used to describe the lives of gay, lesbian, bisexual and transgender people. Sexual orientation may be part of a broader lifestyle but is not one in itself, just as there is no “straight” lifestyle. Avoid.

lover: Term preferred by some individuals for a gay, lesbian, bisexual or heterosexual person’s sexual partner. “Girlfriend,” “boyfriend” and “partner” are acceptable alternatives

marriage: Advocates for the right to marry seek the legal rights and obligations of marriage, not a variation of it. Often, the most neutral approach is to avoid any adjective modifying the word

“marriage.” For the times in which a distinction is necessary, “marriage for same-sex couples” is preferable in stories. When there is a need for shorthand description (such as in headline writing), “same-sex marriage” is preferred because it is more inclusive and more accurate than “gay.”

openly gay/lesbian: As a modifier, “openly” is usually not relevant; its use should be restricted to instances in which the public awareness of an individual’s sexual orientation is germane. Examples: Harvey Milk was the first openly gay San Francisco supervisor. “Ellen” was the first sitcom to feature an openly lesbian lead character. “Openly” is preferred over “acknowledged,” “avowed,” “admitted,” “confessed” or “practicing” because of their negative connotations.

outing (from “out of the closet”): Publicly revealing the sexual orientation or gender identity of an individual who has chosen to keep that information private. Also a verb: The magazine outed the senator in a front-page story.

parent: In general, along with “mother” and “father,” the proper term for a gay, lesbian, bisexual or transgender person, whether single or in a relationship, raising a child or children. Because of the blended nature of many families led by LGBT parents, ask the subject which term he or she prefers, when possible.

partner: The commonly accepted term for a person in a committed gay or lesbian relationship.

pink triangle: Now a gay pride symbol, it was the symbol gay men were required to wear in Nazi concentration camps during World War II. Lesbians sometimes use a black triangle.

practicing: Avoid this term to describe someone’s sexual orientation or gender identity. Use “sexually active” as a modifier in circumstances when public awareness of an individual’s behavior is germane.

Pride (Day and/or march): Short for gay/lesbian pride, this term is commonly used to indicate the celebrations commemorating the Stonewall Inn riots of June 28, 1969. Pride events typically take place in June.

queen: Originally a pejorative term for an effeminate gay man but often used acceptably as slang among LGBT people. Offensive when used as an epithet.

queer: Originally a pejorative term for gay, now being reclaimed by some gay, lesbian, bisexual and transgender people as a self-affirming umbrella term. Offensive when used as an epithet.

rainbow flag: A flag of six equal horizontal stripes (red, orange, yellow, green, blue and violet) symbolizing the diversity of the lesbian, gay, bisexual and transgender communities.

relationships: Lesbian, gay and bisexual people use various terms to describe their commitments. Ask the individual what term he or she prefers, if possible. If not, “partner” is generally acceptable.

sexual orientation: Innate sexual attraction. Use this term instead of “sexual preference.” Avoid. Politically charged term implying that sexuality is the result of a conscious choice.

Stonewall: The Stonewall Inn tavern in New York City’s Greenwich Village was the site of several nights of raucous protests after a police raid on June 28, 1969. Although not the nation’s first gay civil rights demonstration, Stonewall is now regarded as the birth of the modern gay civil rights movement.

straight (adj.): Heterosexual; describes a person whose sexual and affectional attraction is to someone of the opposite sex. As a noun, use “heterosexual” or “straight person.”

tranny: Often a pejorative term for a transgender person, it is now being reclaimed by some transgender people. Offensive when used as an epithet and should be avoided except in quotes or as someone’s self-identified term.

transgender (adj): An umbrella term that refers to people whose physical, sexual characteristics may not match their gender identity. Some female and male crossdressers, drag queens or kings, female or male impersonators, and intersex individuals may also identify as transgender. Use the name and personal pronouns that are consistent with how the individual lives publicly. When possible, ask which term the subject prefers. As a noun, use “transgender people.

(National Lesbian & Gay Journalists Association, 2012)

2.3 Gay space

Homophobe: "They should take all the fags and put 'em on an island somewhere."

Gay Respondent: "They did. It's called Manhattan."

Joke from the streets of New York City

Gay space is generally characterized as a concentration of bars and clubs, but also saunas, cafes, shops, residences and public space (streets, parks, squares, etc.) for social interaction. (Hindle, 1994). Gay space is of great significance for the community as it, according to Hughes (2006) provides the opportunity to relate to other homosexuals and to validate one’s own identity. Gays

and lesbians are “themselves” when located at gay spaces. It brings a sense of belonging to a community. It is also a physical space where gays and lesbians may be safe from verbal and physical abuse. Myslik (1996) adds that gays can “feel safe and at home” at gay spaces. He continues arguing that most public space is masculine- and heterosexual-dominated. Paul Hindle believes that “gay space is the physical manifestation of the gay community” and people “may feel safe from prejudices and discrimination”. (1994)

A 2015 study by *Community Marketing & Insights* revealed interesting details of gay space during holidays. The research focused on United States data of 3772 self-identified members of the LGBT community in different age groups. About half of all having been asked went to a gay/lesbian bar, an LGBT neighborhood and/or to a restaurant in that neighborhood when vacationing in a different city. (CMI, 2015)

**In the past 12 months, have you participated in
any of these LGBT-specific activities
while on vacation in a different city than where you live?
(Please mark all that apply.)**

When on vacation in a different city, I ...

| | <i>Millennials</i> | <i>Gen X</i> | <i>Boomers</i> |
|---|--------------------|--------------|----------------|
| Went to a gay/lesbian bar | 60% | 56% | 46% |
| Went to an LGBT neighborhood | 56% | 53% | 46% |
| Went to a restaurant in the LGBT neighborhood | 49% | 51% | 48% |
| Went to a gay/lesbian nightclub | 48% | 39% | 28% |
| Attended an LGBT Pride event | 31% | 22% | 19% |

1. Diagram Participation in LGBT-specific activities while on vacation

2.3.1 Gay Village

Several ‘gay villages’ exist around the world, mostly in large urban cities. These places are within their city’s limits and are defined as an example for gay space. They are also called gay neighborhood, gay enclave, gay ghetto, gay district, gay mecca or gayborhood.

Initially, gay villages were created because of a constant threat of physical violence of homophobic individuals. Gays started living closer to each other for their mutual safety that resulted in creating distinct neighborhoods. Some of them were found in working-class parts of the city or in areas that were off city limits. In some cases, these shabby areas were transformed into posh parts of the cities through gentrification, in which gays played an important role. Today, these neighborhoods can typically be found in the upscale or trendy parts of cities. Some of the popular gay villages and the cities they are located in are listed in the table below.

| Name of gay village | City, Country |
|---|---------------------------------|
| Darlinghurst | Sydney, Australia |
| Farme de Amoedo Street | Rio de Janeiro, Brazil |
| Frei Caneca Street | Sao Paulo, Brazil |
| Le Village gai | Montreal, Canada |
| Church and Wellesley | Toronto, Canada |
| The Village/Le village | Ottawa, Canada |
| Chapinero | Bogota, Colombia |
| La Rampa | Havana, Cuba |
| Le Marais | Paris, France |
| Nollendorfplatz / Motzstraße / Schöneberg | Berlin, Germany |
| Schaafenstraße | Cologne, Germany |
| Gazi | Athens, Greece |
| Mykonos | Mykonos, Greece |
| San Giovanni in Laterano street | Rome, Italy |
| Shinjuku | Tokyo, Japan |
| Zona Rosa | Mexico City, Mexico |
| Karangahape Road | Auckland, New Zealand |
| Malate | Manila, The Philippines |
| Green Point | Cape town, South Africa |
| Chueca | Madrid, Spain |
| Sitges | Sitges, Spain |
| Playa del Inglés | Maspalomas, Gran Canaria, Spain |
| Gaixample | Barcelona, Spain |
| Hurst Street | Birmingham, England |
| Liverpool gay quarter | Liverpool, England |
| Old Compton Street / Soho | London, England |
| Vauxhall | London, England |
| Canal Street | Manchester, England |
| Pink Triangle | Newcastle upon Tyne |
| West Hollywood | Los Angeles, USA |
| Hillcrest | San Diego, USA |
| The Castro | San Francisco, USA |
| SOMA | San Francisco, USA |
| Dupont Circle, Logan Circle | Washington DC, USA |
| Key West | Key West, Florida, USA |
| South Beach | Miami, Florida, USA |
| GaYbor | Tampa, Florida, USA |
| Christopher Street, West Village | New York City, NY, USA |
| Hell's Kitchen | New York City, NY, USA |

| | |
|-------------------|---------------------------------|
| Fire Island Pines | Fire Island, New York, USA |
| The Gayborhood) | Philadelphia, Pennsylvania, USA |
| Provincetown | Provincetown, MA, USA |
| Boystown | Chicago, IL, USA |

1. Table Gay villages around the world

(Compiled from: https://en.wikipedia.org/wiki/List_of_gay_villages)

2.3.2 The Castro

One of the world's most famous and one of the first gay villages in the United States is The Castro in San Francisco, California. It used to be a working-class, economically depressed Irish-Catholic neighborhood that transformed through the 1960s and 1970s to a politically active gay neighborhood. The gay population outnumbers that of others in the Castro. Boyd (2011) examined the district and its transformation in her book from gay liberation to tourist destination. She emphasizes that at the same time when the political changes were forming, the area saw the birth of a gay-spending zone in the same district. It was the Golden Gate Business Association that worked behind the scenes to create a gay business community that "had the power to influence local politics, and it saw gay tourism central to that goal."



2. Diagram The Castro on Pride Day 2015

(Photo by author: Balazs Gyemant)

Different studies show how important gay space is. In Birmingham, United Kingdom, young people regarded the local gay scene as 'authentic', it was considered liberating, tolerant and open. (Holt & Griffin, 2003). In some cases, a gay village is not only a small section in one part of a city, but it covers a much larger area. Cherry Grove on Fire Island is an example of this. The town in Long

Island, New York State in the USA has a large gay community and there are mostly residential buildings. It has been an openly gay community since the 1920s. Mostly affluent gay men from New York City own houses there. Fire Island today is a summer destination where secondary homes of gay men are to be found. A couple hours south of the Castro is Los Angeles' answer to a gay neighborhood. 30-40% of West Hollywood's population comprised of gays and lesbians in the 1980s, when it became a separate municipality.

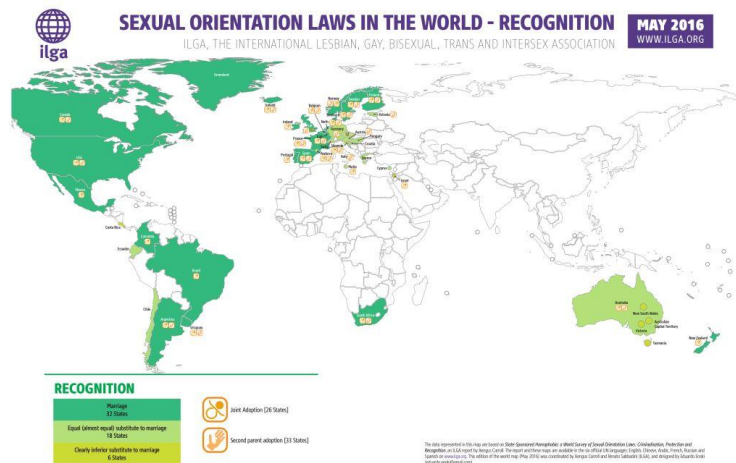
2.4 Gay friendly

This is a term that leaves even many gays wonder what it is supposed to mean. Destinations find it even more difficult to categorize themselves as gay friendly. If a destination is gay-friendly, does that mean that it is also lesbian-friendly? Would it invite transgender travelers to visit? Gay-friendliness will vary from destination to hotel to restaurants and other businesses. It will be the gay community that will evaluate at the end if they find the destinations friendly or gay-friendly.

If a destination hosts gay-events, pride parades, has an active gay community and gay bars and restaurants, let alone a gay village, it is more likely that it is gay-friendly. Would the hotels at a destination have an issue giving a room with one king bed for two men? If the hotel offers in-room adult entertainment (heterosexual porn movies), would they offer the same kind of entertainment to gay travelers? If not, can the hotel still be considered gay-friendly? What is acceptable for a certain group of people, is not acceptable for the other?

In his book, Guaracino (2007) simply says that destinations are either gay-friendly or they are not gay-friendly. He argues that gay-friendliness cannot be invented, it is not created, but simply it is. Most places, both large and small, according to him have a gay pride celebration or another gay event, such as a gay film festival or similar. It is important to have at least a gay bar or dance club for nighttime entertainment. They do not have to be the best gay bars in the world, but the essential part is to have a place for the gay community to meet other people like themselves in relative safety. (2007, p.110)

A destination may reach gay-friendly status if the local, state or national laws give the same rights to non-heterosexual individuals and same-sex couples. This could include same sex marriages that play a huge role in making a destination gay friendly. There are currently 22 states in the world that recognize same-sex marriage, while 24 countries provide for some civil partnership recognition. 26 states have joint adoption laws and 23 United Nations states allow for same-sex second parent adoption. (ILGA, May 2016) See Appendix A for a larger version of the map.



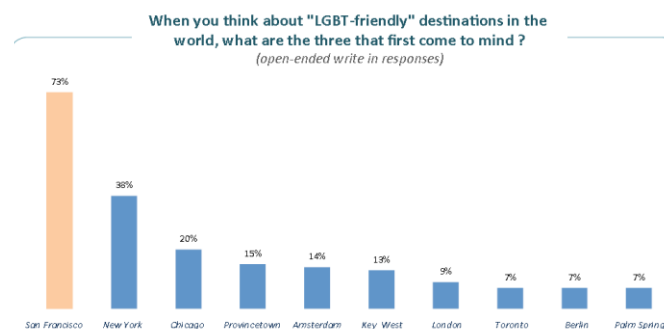
3. Diagram Sexual Orientation Laws in the World - Recognition
 (ILGA, May 2016)

On top of these, if the local community embraces the local LGBT community, the destination will surely be regarded as gay-friendly.

Major urban centers tend to be more naturally gay-friendly than their rural counterparts. However, it is not true that villages and rural areas cannot be welcoming to the gay community.

2.4.1 Top gay-friendly destinations I.

Based on a study of conversations with gay and lesbian tourists (Pritchard, et al., 2000), gays and lesbians find themselves “compelled to holidaying in gay resorts and gay hotels, since holidays in straight tourism spaces might not provide an opportunity for escaping heteronormativity, prejudices and discrimination.”



4. Diagram LGBT-friendly destinations
 17th annual LGBT Travel survey

Lonely Planet publishes a '*Best in Travel*' list every year. In their 2015 edition, they included the best gay-friendly destinations around the world. As more and more nations grant equality to same-sex couples, they compiled their list based on the most progressive, inclusive and accepting destinations that open their arms to the LGBTQ traveler. (Lonely Planet, 2014)

The following excerpts are taken from the '*Best in Travel 2015*' Lonely Planet publication that included a short introduction to why these destinations deserved to be called gay-friendly. In **bold letters** some LGBT-specific features are highlighted by the author of this master thesis to show why the destination deserves the gay-friendly label.

1. Copenhagen, Denmark

Denmark made history in 1989 by becoming the first nation in the world to recognize registered **same-sex partnerships**. Copenhagen is home to Europe's **oldest openly gay bar**, Centralhjørnet, whose origins date back to the 1950s; as well as the hip and super-cool district of Vesterbro, which also happens to be the city's red-light district. One of the **most tolerant** and **open communities** in Europe, Copenhagen's functional yet edgy fashion scene, brilliant array of cocktail bars, excellent range of **gay-friendly boutique accommodation** and packed calendar of **events** make it the gay-friendliest place on Earth. In 2014, the adjoining square to City Hall was named the '**Rainbow Square**' in recognition of the quest for **equal rights**.

2. New Zealand

The Land of the Long White Cloud has long been lauded for its **inclusive and progressive behavior** toward the LGBTQ community. In 1998 New Zealand was the first nation to adopt the label of '**Gay/Lesbian Friendly**' when referring to **businesses** and **accommodation** – an initiative now recognized globally. The country offers a brilliant network of **gay- and lesbian-friendly homestays** which run the length and breadth of the country from the top of the semi-tropical North Island to the depths of the glacial South. Since passing **same-sex marriage laws** in 2013, New Zealand has actively **promoted same-sex marriage tourism** to the likes of Australia and other Pacific nations where equality laws are less progressive. **Gay Ski Week**, part of **Winter Pride**, has become a perennial favorite and takes place in picturesque Queenstown in late July or early August.

3. Toronto, Canada

Toronto continues to be a beacon for the LGBTQ traveler in North America, and Canada is hands down the most **advanced and progressive nation** in the Americas for the **gay community**. Toronto's **The Village**, located in Church-Wellesley, is the cultural hub of the city, bursting with galleries, theatres and **gay-friendly businesses**. Home to events such as **Pride Week Celebrations**, **Pride March** and **Dyke March**, **gay sub-culture** has blossomed and thrived in The Village for decades and it will soon be home to the world's **first gay-focused athletic center**.

4. Palm Springs, USA

Located approximately 100 miles east of Los Angeles, Palm Springs is a sun-seeker's paradise where the sun shines almost all year round and where the city has **embraced everything gay**. Palm Springs provides the LGBTQ traveler with an amazing array of outdoor activities, excellent shopping and dining, and the world's best poolside lounging. Palm Springs also offers the largest volume of **male- and female-only accommodation** anywhere in the world (many of these places are **clothing-optional**).

5. *Sitges, Spain*

The coastal city of Sitges rests approximately 35km southwest of Barcelona and is home to Spain's **first ever gay disco**, which opened back in the 1980s. It's now one of Europe's 'Big Four' destinations for LGBTQ travelers. Its stretch of sandy, often **clothing-optional beaches** make it a favorite for the boys, but its eclectic calendar of **events** ensures that there's something for the entire **community**. Europe's 'Big Four' also include Mykonos, Gran Canaria and Ibiza, all key stops on many **same-sex-exclusive Mediterranean cruises**.

6. *Berlin, Germany*

Every **fetish** you could ever dream up can be catered for in Berlin. Germany's wild side is on display here and Berlin proudly boasts a vibrant and **inclusive gay history** that dates back to the golden age of the 1920s. The **districts** of **Schöneberg** (which hosts **Gay Pride**), **Kreuzberg** and **Prenzlauerberg** provide a diverse range of **clubs, bars** and **restaurants** for sampling. With no 'closing time' in Berlin, the party never ends!

7. *Skiathos & Mykonos, Greece*

Ever since **Jackie Onassis** started visiting the Greek island of Mykonos in the 1970s, gay men have been flocking to the island of whitewashed houses and flower-filled courtyards, seeking out glamour and the famous Mediterranean sun. For a less **hedonistic holiday**, the sandy beaches, crystal clear waters and pine forested hills of Skiathos offer a relaxed and authentic experience for the LGBTQ traveler. The Elysium Hotel, an **exclusively gay boutique hotel**, is the perfect playground for hedonists heading to Mykonos town.

8. *New York City, USA*

The **Stonewall riots** that occurred in the late '60s in **Greenwich Village** are synonymous with the birth of the modern **gay-rights movement**. The incredibly **inclusive communities** of the **West Village, Chelsea** and **Hell's Kitchen** provide a fabulous array of **gay-friendly accommodation** options. Littered with significant **LGBTQ landmarks** such as Christopher St, the Harvey Milk School, the Lesbian Herstory Archives and Broadway and the Theater District, New York is a **gay traveler's mecca**.

9. *Reykjavik, Iceland*

The world's northernmost capital, Reykjavik has been described as one of the **friendliest places and most inclusive** on Earth. In 2015, Reykjavik hosted its 17th **Gay Pride march** (one of Europe's oldest LGBTQ parades), and the **11th Bears on Ice event**. Iceland also has some of the world's most **progressive laws**. In 2006, same-sex couples were granted **equal rights** with their heterosexual counterparts **without limitation**. Wander behind waterfalls, descend into dormant volcanoes, or while away a day in one of the many geothermal lagoons – this is an adventurer's paradise.

10. *Montevideo, Uruguay*

This is a controversial inclusion on the list given the conservativeness of many Central and South American nations. But Uruguay, the smallest of the South American nations, is the most **progressive**. In 2013, Uruguay was the second Latin American country to **legalize same-sex marriage**, and **homosexuality has been decriminalized** since 1934. Although progressive in protecting the rights of the **LGBTQ community**, excessive PDA (public displays of affection) are not advised.

All of the above destination feature scripts were taken from 'Best in Travel 2015' publication. (Lonely Planet, 2014)

2.4.2 Top gay-friendly destinations II.

Orbitz.com, one of the largest online travel agencies in the United States published a list of the 10 hottest gay destinations in 2016. The list received strong criticism from online users who left comments after the article was published as they did not agree with this list. (Orbitz.com, 2016)

1. Downtown Los Angeles, California, USA
2. Paris, France
3. Thailand
4. Louisville, Kentucky, USA
5. Puerto Rico
6. Rio de Janeiro, Brazil
7. Ireland
8. Route 66, USA
9. Tahiti
10. Eureka Springs, Arkansas, USA

2.4.3 Top gay-friendly destinations III.

Another online travel agency, momondo.com (2016) created a list of trending gay-friendly destinations in 2016 that include:

1. Buenos Aires, Argentina
2. Prague, Czech Republic
3. Taipei, Taiwan
4. Lisbon, Portugal
5. Mexico City, Mexico
6. Gothenburg, Sweden
7. Lima, Peru
8. Munich, Germany
9. Marseille, France

As seen from the above lists, the gay-friendly label is applied to many different destinations. They differ in tourism feature, size, location and general target groups. Most of them are located in North America or Europe. Some South- and Latin-American destinations made the lists, but most Asian, African and Middle Eastern destinations are missing 'out'.

2.5 Gay-hostile destinations

Not all destinations are created equal. There are many places in the world that are not safe and in some cases even hostile and deadly to the gay community. "Every day, across the globe, sexual

orientation or gender identity leads to abuse in the form of discrimination, violence, imprisonment, torture, or even execution. Persecution on the basis of sexual orientation and gender identity can take a variety of forms and these contravene the basic tenets of international human rights law". (Amnesty International, 2016)

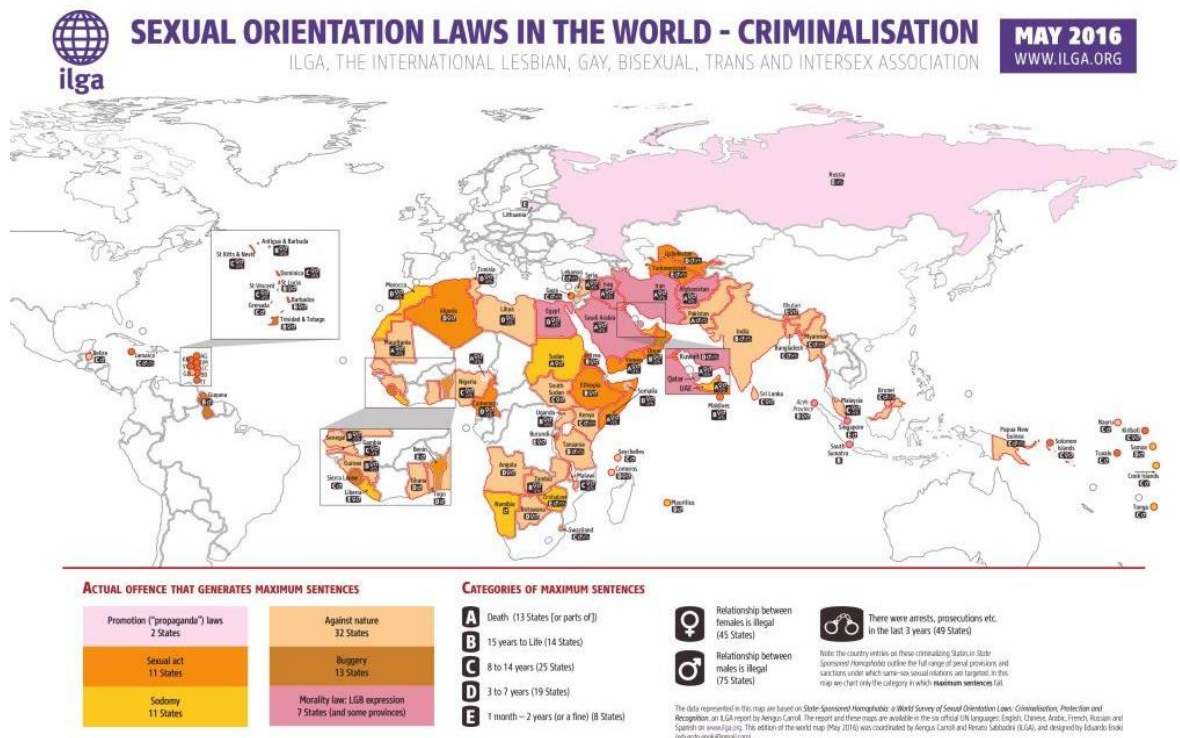
On the 17th of May 2016, which is the International Day Against Homophobia, Transphobia and Biphobia (IDAHO) Amnesty International condemned the ongoing discrimination, violence, and denial of fundamental human rights faced by lesbian, gay, bisexual, and transgender people around the world. Their statement was loud and clear and the organization called on all nations to repeal all laws that criminalize consensual same-sex relations or that discriminate against people solely for their sexual orientation or gender identity and expression. (Amnesty International, 2016)

Today, there are more than 75 countries that continue to criminalize same-sex relations between adults. Despite being popular tourist destinations, Egypt and Tunisia have a non-gay-friendly legal situation, where individuals continue to face arrest, detention and trial on "debauchery" charges on the basis of their sexual orientation or gender identity, real or perceived.

In their 11th edition of the '*State Sponsored Homophobia 2016*', ILGA, the International Lesbian, Gay, Bisexual, Trans and Intersex Association published a heavy research on countries where national laws are not equal to all citizens. The key figures include (ILGA, May 2016):

- 75 states still criminalize same-sex sexual acts between consenting adults.
- 16 countries have a law on unequal age of consent.
- The death penalty for same-sex sexual acts may be applied in 13 United Nations member states.
- 17 states have 'promotion' laws targeting public expression of same-sex and trans realities. There is a rise in proposals for their adoption: at an advanced stage in Kyrgyzstan, and being mooted in 2016 in Kazakhstan, Ukraine, Belarus, Bulgaria and Latvia.

See Appendix A and the 2nd map for larger image.



5. Diagram Sexual Orientation Laws in the World - Criminalization
(ILGA, May 2016)

A more traveler-focused list is also available for the gay and lesbian community. *Spartacus International Gay Travel Guide* has been published annually since 1970. The guide book, just like Lonely Planet, Baedeker or National Geographic guidebooks, contains listings and information about destinations. The 45th edition (2016) has 1024 pages with information for approximately 21 000 businesses in 135 countries. Recent new publications include an International Gay Hotel Guide (14th edition, 2015) and an International Gay Sauna Guide (10th edition). Under every country's introduction, local laws that may affect the gay community are listed in several languages.

Since 2013 the editorial staff compiles the *Spartacus Gay Travel Index*. This reflects both the legal provisions as well as the social conditions that gay travelers in the respective countries are confronted with. According to this list, the top gay-hostile nations include Russia, Algeria, Cameroon, Jamaica, Guyana, Libya, Afghanistan, Yemen, Saudi Arabia, United Arab Emirates, Iran and Somalia. (Spartacus International Gay Guide, 17 February 2016)

2.6 Conclusion of Chapter

As it was pointed out in this chapter, there are several specific terms and expression that need to be cleared when talking about the gay niche market. It is important to be politically correct and use the right terms, especially when conducting research to make sure that the examined group feels comfortable in sharing information. The examined group embraces if others are making an effort to be inclusive. This preparation was vital for the in-depth interviews that were conducted for the research.

Gay space, according to literature seems to be of outmost importance for the gay niche market as it provides a safe haven and protection and gives a sense of belonging to the community. Destinations should make a checklist whether they are gay-friendly and although some may argue that there is no recipe on how to become gay-friendly, one should aspire to do everything to put their destination on the gay map. Several indexes, both formal and more informal exist that list destinations (mostly countries and states) on gay-friendliness vs. gay-unfriendliness.

Argument exists within the gay community whether gays and lesbians should avoid or boycott gay-hostile destinations or contrary to that, visit and make a stand. It is not necessarily the people of the destinations that are hostile, but the legal system. This research briefly touches issues regarding hostile destinations. None of these destinations had advertisements created for the gay community and hence they are not included in the content analyses. This master thesis, although is critical, but focuses on positive examples.

3. The Power of the Gay Euro/Dollar/Pound

3.1 The gay market

Gay tourism is increasingly being described as a powerful and profitable market segment. The gay holiday market is strong in the sense of growth, durability and intensity. (Hughes, 2006). Gays in general have high income levels, unrestricted leisure time and the pursuit of a high-status, product-rich lifestyle. Research in the USA demonstrates that an LGBT traveler spends about 1000 US dollars more on travel vacations than does his/her heterosexual counterpart. Gays tend to take more vacations too. During the economic downturn following the 2008 economic crisis, 61% of heterosexuals looked for less expensive activities, and only 51% of LGBT intended to do so.

- 97% of the members of the LGBT community took a vacation last year.
- 57% of LGBT prefer to buy top-of-the line products and services
- 37% of LGBT families took at least one long holiday abroad
- 53% of LGBT families spent over US\$5,000 per person on a holiday (Tourism and More, 2016)

On the other hand, gay travelers like saving money too. More LGBT travelers call themselves 'economy/budget travelers' than 'luxury travelers' (though the mid-range market is still the largest). And high percentages of gay men said that discount-laced LGBT hotel packages were motivating factors when choosing accommodations.

Family friendly destinations are becoming more popular versus gay-friendly destinations as more globetrotters become parents.

Honeymoons are trending, as marriage equality is becoming more widespread globally. This is set to see the American economy benefit from an influx of 1.3 million LGBT tourists spending \$4.25 billion USD over the next three years. (Out Now, 2015)

A press release by *NYC & Company* (2012), New York City's marketing and tourism office stated that same-sex marriage has generated 259 million USD in economic impact in 2012 in New York City where more than 8200 same-sex marriage licenses were issued in the first year of same-sex marriage. The economic impact survey was conducted by NYC & Company and the City Clerk's Office and found same-sex marriages generated significant additional revenue for New York City's

tourism industry with more than half of same-sex couples holding wedding celebrations in venues across the five boroughs. More than 200 000 guests traveled from outside of the City to same-sex marriage events and more than 235 000 hotel room nights were booked at an average daily room rate of 275 USD. Massachusetts has received an estimated \$111 million economic boost over the first five years that same-sex marriage has been legal according to CNN Money. (2012)

Thomas E. Roth, President of *Community Marketing, Inc.* said in an online interview that “based on national population figures, the American gay and lesbian community represents a 47.3 billion USD travel market, or about 10% of the U.S. travel industry. But based on the results of CMI surveys, it represents an even larger percentage of the overall travel market in terms of actual gay and lesbian dollars invested in travel. (Roth, 2014)

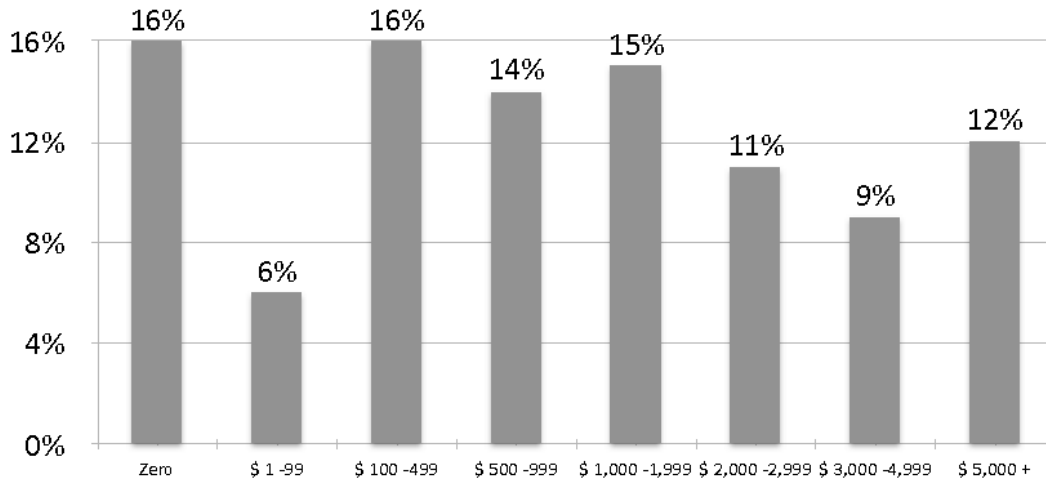
Out Now Consulting makes wider projections on the global LGBT tourism market, placing its potential at 202 billion USD for consumer tourism spending in 2014. (Out Now Consulting, 2015) They are surveying respondents about expenditure in the previous 12 months in global markets (40 000 survey respondents from 25 countries).

A global report, published in 2012 by the *World Tourism Organization* shares insights about the economics of LGBT tourism. They mention the popular acronym ‘DINK’ – dual income, no kids, which portrays same-sex couples as optimal consumers and often highlights gay men as bigger spenders than their lesbian counterparts. They argue that LGBT economic data to support the above statements only exists in small quantities, gathered by independent marketing firms and a handful of destinations. The report reminds both travelers and marketers that these data should only act as a compass that points to directions in the marketplace, rather than a comprehensive assessment of a community, as LGBT people cannot be reduced to a stereotype. (World Tourism Organization, 2012)

Q33. In the LAST TWELVE MONTHS, how much in dollars would you estimate you have spent on travel?

Leisure trips

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6. Diagram Spending on travel
(Out Now, 2015)

3.2 Does everybody want pink money?

There has been a lot of debate whether companies/destinations should target the gay market. In finding their niche market, for some destinations the gay segment may not be the most beneficial. Backlash may occur as there will always be people against this market segment. Religion, culture, family-friendliness are some of the taglines that may deter a destination from becoming gay-welcoming. As we had seen from the previous chapter, family-friendliness is also part of gay travel as there are more and more rainbow families traveling with their own or adopted children. Destinations may fear that by attracting gay travelers, others may stay at home.

Fleishman-Hillard and its internal gay practice group, *FH OutFront* sponsored a national consumer survey in 2004 and 2006 and found 81% of American adults indicated it did not matter to them if a company whose products they regularly use are also promoted to the gay and lesbian community. Asked what they would do if boycotts were initiated against companies promoting

themselves to gays and lesbians, 46% said "do nothing" and another 20% said they would "speak out against the boycott. 8% said they "would participate." (Guaracino, 2007, p. 58)

Destination Management Organizations targeting the gay market should be prepared for criticism from the host population. *Marketing Manchester's* campaign was criticized by prominent civic leaders for promoting sex tourism and therefore alienating other visitors. (Hughes, 2002). In 1994 the New Zealand Tourist Board was targeting the Australian gay market. Queenstown's council later passed a motion to not support any tourism promotion based on 'ethnic, race, religious, or sexual grounds'. This was considered discrimination according to some key players in the industry. (Pike, 2008, p. 257)

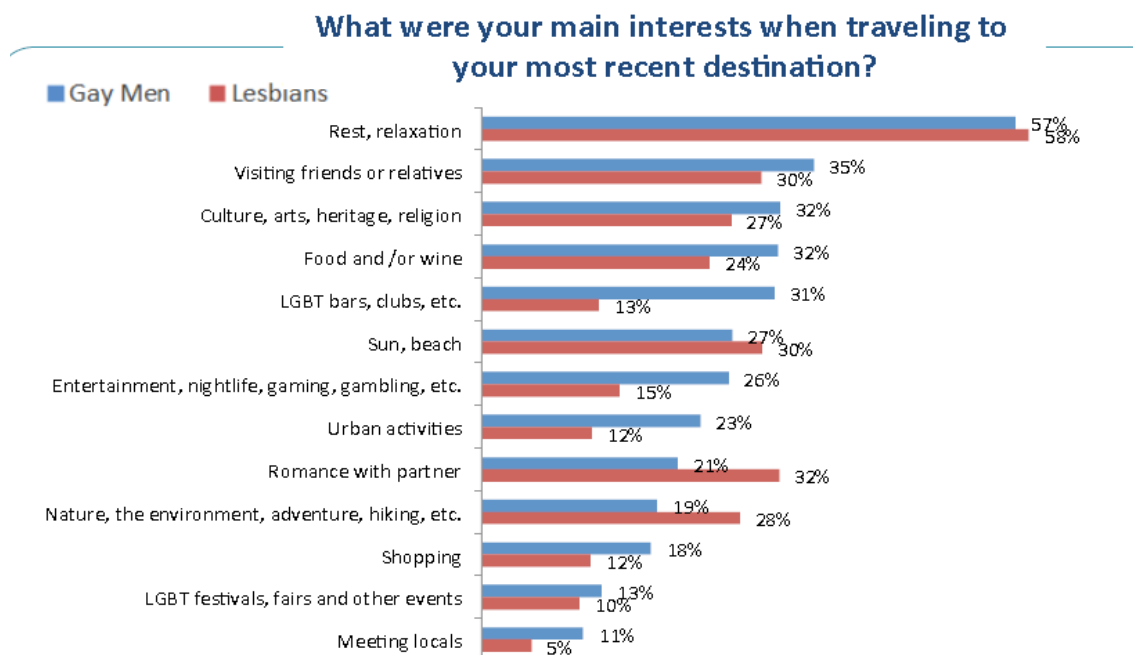
4. Holidays of gay men

4.1 Travel motivation of gay men

The reasons for going on holiday are generally similar to those of non-gays, namely; need for relaxation, escape and self-fulfillment (Pritchard, et al., 2000). Some studies revealed that there is a need to be among other gay people and have access to gay space and gay-friendly places (Hughes, 2002). Opportunities for sexual activity on holiday could also be a motivator, especially for those men that live in rural areas and have no access to getting to know other people. This is argued by Hughes (2002) in a journal as he reported that there was “little support for the view that gay men travel in order to be more open about their sexuality or to have more sexual encounters, but that sexuality has a significant influence on destination discard and choice.”

Four years after Hughes (2002) study, Waitt and Markwell published the *Gay Tourism: Culture and Context* book that included the following: “Undoubtedly, transitory sexual relationships are an important travel motivation for many gay men. Gay sex as a travel motivation is particularly important for the sexually adventurous and for single gay men who choose to visit destinations with a gay reputation.” (Waitt & Markwell, 2006) The research evidence suggests that sex is a frequently-present phenomenon in gay travel and the aspects of both identity and sex are relevant in the gay tourism spectrum. (Monterubbio, 2009)

The 17th *LGBT Travel Survey* (2012) by *Community Marketing & Insights* revealed that the “main interests when traveling to a destination in the past 12 months” for about 4000 gay men were: rest and relaxation (57%), visiting friends or relatives (35%), culture, arts, heritage, religion (32%), food and wine (32%), LGBT bars and clubs (31%), sun an beach (27%), entertainment, nightlife, gaming, gambling (26%), urban activities (23%), romance with partner (21%), nature, environment, adventure, hiking (19%), shopping (18%), LGBT festivals, fairs, events (13%) and meeting locals (11%). (CMI, 2012)

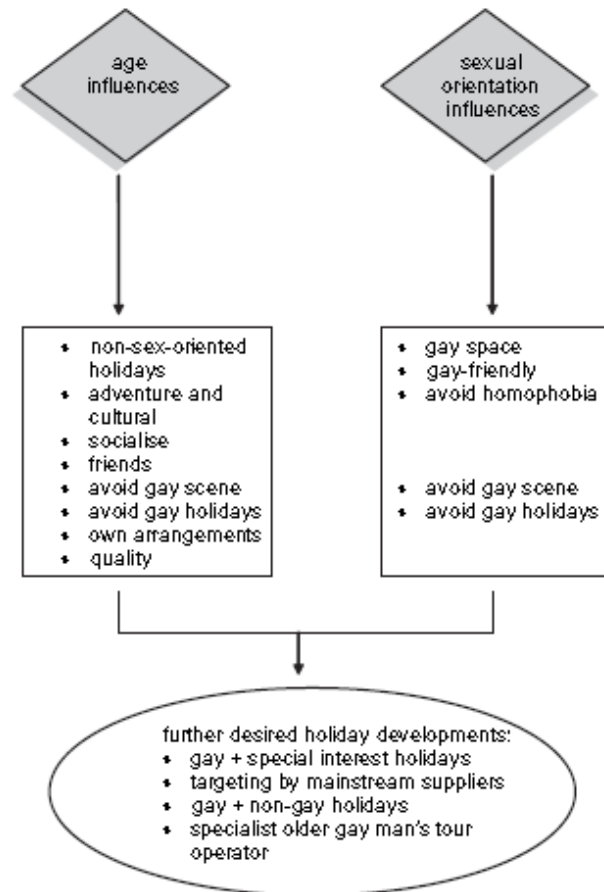


7. Diagram Travel interest at the destination
(CMI, 2012)

4.1.1 Holidays of older gay men

Motivation differs within the gay community. Besides the sexual orientation, age can be a decisive factor as well. Studies of older gay men identified various views about lifestyles including both lonely, closeted individuals and well-adjusted individuals with surrogate families. Studies of 'mainstream' senior tourists implied intensive and experiential holiday-taking. The holiday requirements were similar to those of other older people but with the further dimension of gay-friendliness. (Hughes & Deutsch, 2010) Older gay men may have an unwillingness to engage with being old and regard later life-stages as opportunities to revisit their own desire for personal fulfilment. They are increasingly losing interest in material possessions and reorienting themselves towards the purchase of experiences, such as travel and education. (Harking & Huber, 2004)

Older gay men's main motivation for taking holidays was to be with friends and renew old and make new friendships. Sexual activity was not a central reason for holiday. Gay-friendliness was also important when making decisions, but most informants wished to avoid a 'gay holiday'. There was a desire for more comfort on holiday, which resembles the holiday profiles of older heterosexuals. (Hughes & Deutsch, 2010)



8. Diagram Age and sexual orientation factors
(Hughes & Deutsch, 2010)

While there is a lot of attention on same-sex parents these days, the CMI survey discovered a long overlooked group: LGBT grandparents. 56% of LGBT parents with a child over age 18 have grandchildren, and 28% indicated going on a vacation with their grandchildren in the past year. Multi-generational trips are an emerging market for many destinations, and LGBT should be included in this discussion. (CMI, 2015)

4.1.2 Gay tourism in a sun and beach destination

The 17th LGBT Travel Survey (CMI, 2012) lists rest and relaxation (57%) and sun and beach (27%) as two key motivators when choosing a destination.

Weather, sunshine, beach are all the natural resources a destination has. Although, some of these can be artificially created, but will not be as important motivators as the natural and authentic

resources a destination possesses. These resources will determine the competitive potential of the type of tourism in that destination.

Gay travelers to Grand Canaria, Spain found the following resources important for a sun and beach destinations:

Valuable resources for a gay tourism destination.^a

| Valuable resource | Relative frequency (%) |
|--|------------------------|
| Good climate | 94.5 |
| Gay scene | 84.4 |
| Nightlife | 76.3 |
| Gay-friendly environment | 70.2 |
| Good beaches | 61.6 |
| Exclusively gay accommodation | 56.6 |
| Gay-friendly accommodation | 53.8 |
| Good restaurants | 51.2 |
| Cleanliness and environment | 46 |
| Hospitality of residents | 44.8 |
| Economic prices | 39.9 |
| Shops | 38.2 |
| Personal safety | 36.4 |
| Accessibility of destination | 32.9 |
| Peace and quiet | 32.4 |
| Local gastronomy | 24.9 |
| Adequate infrastructures (health. roads,...) | 23.4 |
| Scenery | 21.7 |
| Cruising areas | 20.8 |
| Geographical proximity of destination | 20.5 |
| Good leisure offer | 16.2 |
| Cultural activity | 15.3 |
| Fashionable destination | 9.8 |
| Sports facilities | 8.4 |
| Others | 4.3 |

^a n – 346.

2. Table Valuable resources for a gay tourism destination

(Melián-González, et al., 2011)

Good climate or good beaches cannot be guaranteed, but destination policy makers can create products that will make sun and beach destinations preferable for the gay community.

Gay tourists seem more loyal to the destination than average tourist to Gran Canaria, since they had previously visited the island in more occasions and present higher rates of visitors with previous experience in the same destination and higher rates of future intentions to visit Gran Canaria. It is important that destinations will design policies and communication actions to capture new tourists in this segment, preserve or improve the valuable resources that are in good condition, create or improve the resources that it does not possess or that need to be improved. (Melián-González, et al., 2011)

4.2 Pride parade and gay events

Gay events play an important role in the traveler's motivations. Events and parades are usually created for the local communities, but in recent decades with domestic and international travel getting more affordable and accessible, out of towners are also frequenting gay events. These include the annual pride parades, LGBT film festivals, cultural events, travel and marketing expos, wedding exhibitions, circuit parties and other events. A circuit party is a large dance event. It extends through the night and into the following day, almost always with a number of affiliated events in the days leading up to and following the main event. (Wikipedia, 2016)

Pride parades may enjoy a very large number of out of towners and international travelers, as not every city has their own pride event. This way, implied from earlier notions of gay travel motivations, we can say that a pride parade could be the gay destination itself for the travelers. Feeling free and being able to show one's identity at these remote places from home led to the rise of popularity of gay pride events. At these events, gays may feel they are the majority, which is not the way in their everyday lives. (Waitt & Markwell, 2006). Their identities become consolidated (Hughes, 1997) and they feel they are part of the larger picture and at a distinct area of a city, they are the visible majority.

Some find the anonymity of these events important, as their real identities or personas are only seen by unknown people, somewhere far away from the constraints of home. On the other hand, an important objective of gay events is to create visibility and to raise awareness of homosexuals in society. (Howe, 2001)

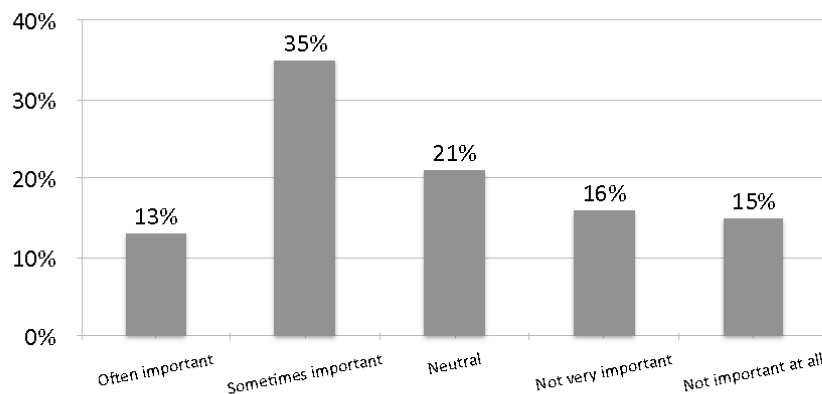
Critics raised their voices whether gay parades are the best tool to gain equality and visibility for the LGBT community. Some of the events include a lot of sexual references that the heteronormative society is not willing to see in public. Sexuality in its many forms is present at these events: barely dressed men, drag queens, fetish wear may create a hostile environment for those who are not used to seeing and being open to such visual forms. Some critics of the pride events feel that the LGBT community is looked solely as a circus presentation by the outsiders. Straight people also attend these events, some marching as allies together with the community and some are only spectators. They may be considered to be intruding into what is considered by some to be essentially a gay and lesbian event. (Hughes, 2006)

Nonetheless, pride events drive visitors to destinations in huge flocks, both straight and gay. The *LGBT2030 study* (Out Now, 2015) reveals that 48% find it motivating to choose a destination

while it hosts a gay event. 31% does not find it important and would not travel to a destination for a gay event.

Q20. How important can a local LGBT Pride, Film or other LGBT cultural festival be in motivating you to choose to visit a particular destination at the time of that festival?

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9. Diagram The importance of an LGBT event as a motivator
(Out Now, 2015)

The number of attendees at these events mean spending power for the pride destination. *Pride Toronto*, which is the non-profit organizer of the festival in Toronto, estimates that the 2013 economic impact was 286 million Canadian Dollars. A market research indicated that the festival created 3470 jobs and generated 61 million Canadian Dollars in tax revenue in 2013. These estimates may be a bit too high according to a local university lecturer, but for sure it means a lot for the city's image. It shows that the city can host large events, which can drive corporate travel in the future (outside of the gay scope) and it fits Toronto's brand image as a tolerant and diverse city. (Hains, 2014)

The list of the largest LGBT events shows that the top 9 hosts had more than one million visitors. Sao Paulo hosted the world's largest gay event, where according to the organizer's statistics 3 million people took part. Authorities', such as police or city council's also take statistics that are usually much lower in attendance numbers.

| Rank | Year | City | Support | Characteristic | Organizer's statistics | Authorities' statistics |
|------|------|--|------------|----------------|------------------------|-------------------------|
| 1. | 2006 |  São Paulo | Local | Parade | 3,000,000 | 2,500,000 |
| 2. | 2007 |  Madrid | Europride | Festival | 2,300,000 | |
| 3. | 2002 |  Cologne | Europride | Parade | 1,400,000 | |
| 4. | 2012 |  Toronto | Local | Festival | | 1,220,000 |
| 5. | 2012 |  Madrid | National | Parade | 1,200,000 | 700,000 |
| 6. | 2015 |  London | National | Parade | 1,000,000+ | |
| 7. | 2014 |  San Francisco | Local | Festival | 1,700,000 | |
| 8. | 2011 |  Rome | Europride | Festival | 1,000,000 | |
| 9. | 2013 |  Chicago | Local | Parade | | 1,000,000 |
| 10. | 2010 |  Paris | National | Parade | 800,000 | 100,000 |
| 11. | 2014 |  London | Local | Parade | 750,000 | |
| 12. | 2012 |  Berlin | National | Parade | 700,000 | |
| 13. | 2011 |  Rio de Janeiro | Local | Parade | | 700,000 |
| 14. | 2014 |  Amsterdam | Local | Parade | 560,000 | 450,000 |
| 15. | 2010 |  Rio de Janeiro | Local | Parade | | 500,000 |
| 16. | 2010 |  Mexico City | National | Parade | 500,000 | |
| 17. | 2015 |  Los Angeles | Local | Parade | 400,000 | |
| 18. | 2013 |  Columbus | Local | Parade | 300,000 | |
| 19. | 2011 |  Sydney | Local | Parade | 300,000 | |
| 20. | 2000 |  Rome | WorldPride | Parade | 250,000 | |
| 21. | 2012 |  Montreal | Local | Parade | 290,000 | |
| 22. | 2012 |  Buenos Aires | National | Parade | 200,000 | |
| 23. | 2013 |  Palermo | National | Parade | 150,000 | 135,000 |
| 24. | 2012 |  Hamburg | Local | Parade | 120,000 | |
| 25. | 2014 |  Tel-Aviv | Local | Parade | 100,000 | 30,000 |
| 26. | 2013 |  İstanbul | Local | Parade | 100,000 | |
| 27. | 2013 |  Reykjavík | WOW air | Parade | 100,000 | |
| 28. | 2013 |  Brussels | National | Parade | 80,000 | |
| 29. | 2015 |  Taipei | National | Parade | 78,000 | |
| 30. | 2011 |  Tel-Aviv | Local | Parade | 70,000 | 30,000 |

3. Table List of largest LGBT events

(Wikipedia. The Free Encyclopedia., 2016)

4.3 Gay sports events

While pride events are focusing more on a good old 'gay'-time, dancing, culture and arts, the different gay sporting events are all about physical stamina and sport achievements (besides the cultural and social side programs). Football championships, the Olympic Games, tennis tournaments all attract a huge number of spectators, fans and of course athletes and their teams. This is the same with gay sporting events. These events include the World Outgames, Gay Games and EuroGames as the largest.

Hosting the Gay Games, the World Outgames or EuroGames mean big business for the local hospitality and tourism industries. But why is there a need to host a sporting event targeted at the gay community? Is there a need? The cultural, social, religious stigmas may come up as reasons for the supporters of these events, as most of the professional athletes cannot be out in the heteronormative sport competitions. Gay sports present athletes the opportunity to express themselves openly.

The gay sport scene includes:

- Annual regional gay sporting competitions
 - o Gay Softball World Series, The Gay and Lesbian Tennis Alliance, The International Gay Rodeo Association
- Multi-country competitions in Europe and North America (semi-annually)
 - o The EuroGames, the European Gay and Lesbian Sports Championships
- Two worldwide sporting competitions modeled after the Olympics held every four years
 - o Gay Games, World Outgames
- Federation of Gay Games (FGG)
- Gay and lesbian International Sports Association (GLISA)

The 35 sport disciplines of the 1st World Outgames in Montreal in July 2006 drew more than 10 000 athletes. (Guaracino, 2007). According to Guaracino (2007) “gay sporting events and competitions are one of the most lucrative and untapped areas of gay tourism. Gay sports enthusiast are gay travelers. Similar results can be achieved by and for the destinations as with the major global sporting events, but from a much tighter budget.

The 10th Gay Games will be hosted in Paris in 2018. Due to its magnitude, it will generate strong benefits to the City of Paris, the Ile-de-France Region and the nation of France. The official website states the games will have sporting, cultural, social, tourist, economic and environmental impacts:

“Paris 2018 celebrates social, ethnic, gender identity or sexual orientation diversity and inclusion. The event combats homophobia, especially in sport. Estimates show that visitors will need 100,000 overnight stays and 500,000 meals in the first fortnight of August 2018, plus all related travel.

Paris 2018 Gay Games 10 gives a dynamic and welcoming image of France. Communications are being facilitated through partnerships with the Congress and Tourism Bureau of Paris, the Regional Committee of Tourism and Atout France, as well as the International Gay and Lesbian Tourism Association.

The economic impact is estimated to be 58 million euros plus 78 million euros from related travel & tourism in France, particularly among LGBT travelers. In total, the economic impact is estimated to be 136 million euros.”

Impacts of Paris2018 - <http://www.paris2018.com/paris-2018/>

The following tables show the three largest gay sport events and the cities that hosted them:

World Outgames locations

| Edition | Year | City | Country |
|---------|------|-------------|--|
| I | 2006 | Montreal |  Canada |
| II | 2009 | Copenhagen |  Denmark |
| III | 2013 | Antwerp |  Belgium |
| IV | 2017 | Miami Beach |  United States |
| V | 2021 | Taipei |  Chinese Taipei |

4. Table World Outgames locations

World Outgames. (2016, February 12). In Wikipedia, The Free Encyclopedia. Retrieved 17:19, May 23, 2016, from https://en.wikipedia.org/w/index.php?title=World_Outgames&oldid=704576856

Gay Games locations

| Edition | Year | City | Country |
|---------|------|-----------------|---|
| I | 1982 | San Francisco |  United States |
| II | 1986 | San Francisco |  United States |
| III | 1990 | Vancouver |  Canada |
| IV | 1994 | New York City |  United States |
| V | 1998 | Amsterdam |  Netherlands |
| VI | 2002 | Sydney |  Australia |
| VII | 2006 | Chicago |  United States |
| VIII | 2010 | Cologne |  Germany |
| IX | 2014 | Cleveland-Akron |  United States |
| X | 2018 | Paris |  France |

5. Table Gay Games

Gay Games. (2016, May 20). In Wikipedia, The Free Encyclopedia. Retrieved 17:18, May 23, 2016, from https://en.wikipedia.org/w/index.php?title=Gay_Games&oldid=721237894

locations

EuroGames locations

| Edition | Year | City | Country | Participants | from countries |
|-------------|------|------------|--|--------------|----------------|
| I | 1992 | The Hague |  Netherlands | 300 | 5 |
| II | 1993 | The Hague |  Netherlands | 540 | 8 |
| III | 1995 | Frankfurt |  Germany | 2,000 | 13 |
| IV | 1996 | Berlin |  Germany | 3,247 | 18 |
| V | 1997 | Paris |  France | 2,000 | 18 |
| | 1999 | Manchester |  United Kingdom | 0 | 0 |
| VI | 2000 | Zurich |  Switzerland | 4,500 | |
| VII | 2001 | Hanover |  Germany | 1,500 | |
| VIII | 2003 | Copenhagen |  Denmark | 2,200 | |
| IX | 2004 | Munich |  Germany | 5,050 | 38 |
| X | 2005 | Utrecht |  Netherlands | 2855 | 44 |
| XI | 2007 | Antwerp |  Belgium | 3,650 | 38 |
| XII | 2008 | Barcelona |  Spain | >5,000 | 40 |
| XIII | 2011 | Rotterdam |  Netherlands | | |
| XIV | 2012 | Budapest |  Hungary | | |
| XV | 2015 | Stockholm |  Sweden | 4,465 | 71 |
| XVI | 2016 | Helsinki |  Finland | | |

6. Table EuroGames locations

Sources: EuroGames. (2016, March 19). In Wikipedia, The Free Encyclopedia. Retrieved 17:18, May 23, 2016, from <https://en.wikipedia.org/w/index.php?title=EuroGames&oldid=710787850>

5. Gays in advertising

In this chapter, the practice of general advertising for gay men is investigated first, then for the travel and tourism industry (focusing on destinations). The different types of gay-ads are explored both from the user's and the seller's perspectives. How do destinations advertise for the gay market? A list of visual cues, features will show what type of gay destination advertisements are used today and how they are perceived by gay men.

5.1 The basics

Before developing a marketing concept and a related campaign, fundamental questions need to be addressed. These include strategic positioning and strategic approach. By positioning, the gay market either needs to be seen as part of the overall marketing strategy or a separate target group. The approach includes the nuances in the marketing concept: how is the target group addressed. Explicitly, implicitly, in a coded way or not at all? (Stuber, 2002). If gays and lesbians are fully integrated in the marketing plan, every once in a while representations of the target group appear in the communication of the brand (either in mainstream media or gay-specific media). Big fashion, food, furniture, perfume brands use this strategy.

Based on Stuber's (2002) caste study, "In the travel industry, most activities targeted at gay men and lesbians are explicitly set up for gay and lesbian customers. It is necessary to show clearly that a tourism product is aimed at the homosexual market – a necessity that brands in other sectors might not face."

Many gay consumers would like to see companies acknowledge gays as one 'normal' part of reality. But on the other hand, an open, clear and credible move is also demanded with clear messages and activities.

An explicit approach can include the use of pictures with same-sex couples or simply using expressions like 'gay destination', 'gay-friendly city', etc. Coded approaches include using signs and symbols, such as the rainbow or the pink triangle. No matter in what sort of media the ads are placed, the audience needs to understand with or without the implicit messages that the ads are meant to appeal to them.

A number of strategies have been used to target gay consumers. This includes a simple extrapolation of a marketing campaign developed for other markets to the gay market or to the modifications of ongoing campaigns to the gay market. Another strategy is the development of

campaigns tailored uniquely for gay consumers. Redirecting a marketing campaign used to target heterosexuals to gay media can be a cost-effective strategy. This shows an intention to do business with the group and marks some solidarity with the community. (Penaloza, 1996) Penaloza may have been right in 1996, when he concluded the above idea, but times have changed. Suggestions to managers and advertisers will be listed at the end of the master thesis in chapter 9.

Due to the nature of this master thesis, general LGBT marketing strategies are not included. The product, place and the price parts of the marketing mix will not be examined in details, but notes will be taken when needed. Promotion strategy and explicitly advertising, on the other hand is researched.

It is important to see the context in which the advertisement is placed. It may change the impact it has. Many advertisements in gay media do not show gay-specific pictures, nor do they use explicit gay language. The fact that a non-gay ad appears in a gay magazine may send an implicitly pro-gay message. On the other hand, advertisement to gay men or lesbians in non-gay or mixed media needs to be explicit about some gay message or at least coded for the gay clientele in order to be meaningful to the target group.

Print media (magazines and newspapers) is the media of choice for this niche segment. Utilizing niche print outlets allows a company the opportunity to increase the frequency of their promotions being seen by the targeted audience, versus doing a mass-market campaign that may have greater reach but not necessarily the correct audience. Print outlets are more cost effective. (Baxter, 2010) (Commercial Closet Association, 2013)

5.2 Gay window advertising

Gay window advertising was the earliest and the most common strategy targeting gays. It is carefully designed to avoid explicit gay references as well as gay stereotypes. It features “average” and straight-looking characters who can be read as buddies or roommates by straight audiences and as gay couples by gays. This advertising strategy tries to appeal to lesbian and gay consumers without offending, or even alerting LGBT opposing audiences.

There are several techniques to elicit possible gay readings, including portraying a single person, instead of a heterosexual couple, showing no people in the visuals and using androgynous images. In addition, through the use of in-group language, gestures, and symbols of gay sub-culture, an ad is able to appear “innocuous” to heterosexuals and include gay reading from gay audiences at the same time. (Tsai, 2004)



This type of advertising is also known as “gay-vague” or “gay-ambiguous”, a label attributed to *Advertising Age* journalist Michael Wilke in 1997. Joffe lists some examples of this type of ads in his book, titled *A Hint of Homosexuality? Gay and Homoerotic Imagery in American Print Advertising*. Ambiguous relationships, blurred gender distinctions, wayward same-sex glances or touching, and coded references to gay culture are the characteristics. (Joffe, 2007)




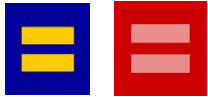





These ads may run in mainstream media and nobody raises an eyebrow for the gay subtext, yet when they are viewed with “gay eyes”, a new meaning and message is formed. Tsai (2004) adds that gay audiences enjoy the pleasures of recognizing secret queer codes and ambiguous scenarios inviting their imaginations. In contrast to most heterosexual audiences who may be unaware of an alternative reading, gay audiences are aware of the possibility of multiple meanings in the text, in addition to their “preferred” gay reading. This way gay window advertising seduces gay audiences with negotiated pleasures and consequently acknowledges a gay audience.






5.2.1 Gay cues in advertising

Cryptic marketing is a marketing communication strategy that enables a segment of the target market (e.g. subculture) to identify the symbols and cues, decode and understand the underlying message, while engaging the non-target audience with the explicit message of the advertisement. The cryptic marketing concept uses the principles of cryptography or the captivating and multi-faceted science and art of code-making and code-breaking. (Choong, 2014)

The table contains some of the LGBTQ signs, symbols and codes that are used as cues in gay advertising:

| | | |
|--------------------------|--|---|
| Rainbow flag | The most easily recognizable gay symbol, which first appeared in the San Francisco Gay and Lesbian Freedom Day Parade in 1978. |  |
| Inverted (pink) triangle | The pink triangle is rooted in World War II, when homosexuals were one of the prosecuted groups by the Nazi regime. In the 1970s, gay liberation groups resurrected the pink triangle as a popular symbol for the gay rights movement. Not only is the symbol easily recognized, but it draws attention to oppression and persecution. |  |

| | | |
|------------------------|---|---|
| Lambda | In 1974, the lambda sign was adopted by the International Gay Rights Congress held in Edinburgh. Some suggest that it is simply the Greek lower-case letter L for liberation |  |
| Gender symbols | Biological gender symbols are common astrological signs since the ancient Roman times. The pointed Mars symbol represents the male and the Venus symbol with the cross represents the female. Double interlocking male symbols have been used by gay men since the 1970s. Double interlocking female symbols have often been used to denote lesbianism, but some feminists have instead used the double female symbols to represent the sisterhood of women. These same feminists would use three interlocking female symbols to denote lesbianism. |  |
| Labrys | A double edged hatchet or axe, which was commonly used by matriarchal societies as both a weapon and a harvesting tool. Today, the labrys is a lesbian and feminist symbol of strength and self-sufficiency |  |
| Equal signs | The Human Rights Campaign (HRC) is one of the most prominent US LGBT rights organizations. Its logo consists of a blue square with a yellow equal sign. The Marriage Equality symbol differs in color. |  |
| Bisexual | This rectangular flag consists of a broad magenta stripe at the top (representing same-gender attraction), a broad stripe in blue at the bottom (representing opposite-gender attraction), and a narrower deep lavender band occupying the central fifth (which represents attraction towards both genders). The blue and pink overlapping triangle symbol represents bisexuality and bi pride. |  |
| Transgender | Modified gender symbols combining elements from both the male and female symbols with the additional striked arrow (combining the female cross and male arrow). Another transgender symbol uses the Mercury symbol |  |
| Asexuality | The black stripe represents asexuality. The grey stripe represents the grey-area between sexuality and asexuality. The white stripe represents sexuality. The purple stripe represents community. |  |
| Pansexual / Omnisexual | Sexual attraction toward people of all gender identities and biological sexes. The pansexual pride flag was created to distinguish from bisexuality. The blue stripe represents people who identify as male, the pink represents people who identify as female and the yellow represents people who identify as no gender, both genders or a third gender, such as genderqueer. |  |
| Bear culture | The Bear community, with its hyper masculine image and rustic physical type, uses earthy, natural colors along with a bear claw for its symbol of brotherhood. |  |

| | | |
|-----------------------------------|---|---|
| Safe Zone | The circle design has come to represent the universal safe zone symbol. The green circle (sometimes a symbol for LGBT allies) represents safety or protection. Sometimes stop signs are a part of many safe zone symbols. |  |
| Leather pride | It celebrates the subculture that centers around the practices and styles of dress, particularly leather, for sexual activities. |  |
| Red ribbon | Symbol for supporting the fight against AIDS. |  |
| Hanky codes - Handkerchiefs | It is a color-coded system, employed usually among the gay male casual-sex seekers to indicate preferred sexual fetishes. The hanky code was widely used in the 1970s by gay and bisexual men, and grew from there to include all genders and orientations. |  |
| White knot | A symbol of support for same-sex marriage in the United States. The White Knot combines two symbols of marriage, the color white and "tying the knot" to represent support for same-sex marriage. Not used in the USA any more as same-sex marriage has become legal. |  |
| Other visually recognizable signs | tight t-shirt, tank top, fashion-conscious attitude, wearing specific brands, several guys on the same picture, no girls on the pictures, intimate signs, affection, gazing, eye-contact, romantic setting between two guys/girls, cocktails, disco ball, convertible cars | |
| Phrases and expressions | LGBT, package, come out, unique individuals, Friends of Dorothy, Wizard of Oz, Judy Garland, Liza Minelli, Barbara Streisand, Broadway, Circuit, pride, proud, gay, queen, diva, feather boa, drag, pink, glitter, Xena, Ptown, bear, Cosmo, six pack, pride, camp, flaming, fabulous, Castro, village, gay-friendly, diverse, welcoming to everybody | |

10. Diagram Pride Symbols and Icons based on (ALBBTICAL, 2016)

5.3 Out of Closet Advertising

No subtext is needed for the out of closet ads that are also called as gay-specific ads. Everything is shown and told that make it clear that the advertiser is targeting the gay audience explicitly. There are gay characters, affection is shown between same-sex couples, ads portray gay families with children, they are addressing issues in equal rights, such as marriage equality and adoption.

This can also be a diversity appeal for some companies as part of their business strategy. Corporations may produce out of closet advertising in order to cash on the gay niche market, when it means business and not politics. In other cases, corporations may use gay-specific ads to show

their solidarity and support with the gay community. Politics in some cases is more important than business.

In most of these ads, being gay is treated like a norm. Gays are portrayed in a “hetero-normative” manner. The image of gay men in ads will be discussed later.

Out of closet ads are usually found in gay-specific media and have rarely made it to mainstream media until the early 2010s. A *New York Times* article from 2013 deals with how commercials with a gay emphasis are moving to mainstream media. Michael Wilke, executive director of the AdRespect Advertising Educational Program is quoted:

“It’s not about being inclusive to stand out. It’s about being inclusive to blend in.”

(Michael Wilke quoted in Elliott, 2013)

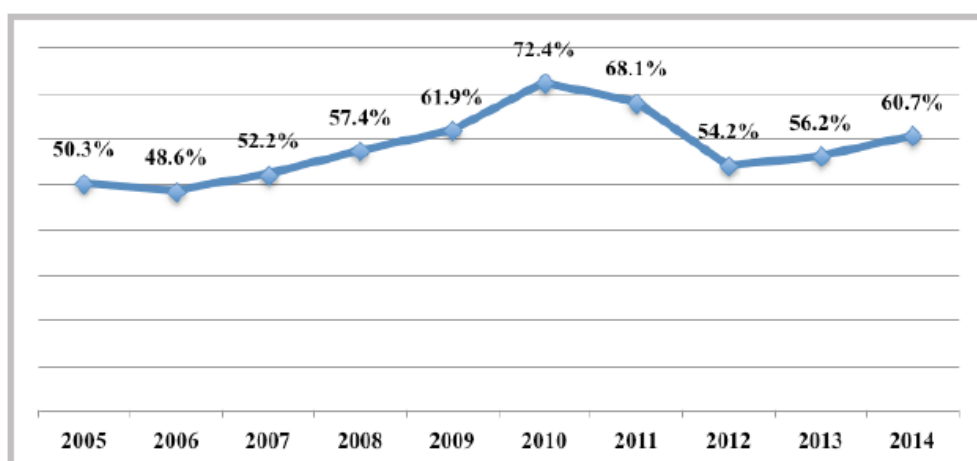
A practical book by *Stonewall Workplace Guides* titled ‘*How to market to gay consumers*’ (Wheeler-Quinnell, 2010) notes that brands sometimes tailor the message or imagery of their general marketing to sit within ‘pink’ media. The most successful campaigns have been those that have delivered the message of being gay-friendly explicitly. Gay consumers can detect if an advertisement intended for a straight audience is being used to advertise to the gay market, which sends the message that the brand is not willing to pledge its full commitment to gay consumers.

A positive, and probably “beyond the profits” argument for the out of closet type ads is the empowerment they give to gays and lesbians in everyday life. These, on the long run may ignite change on public policies and pave the way of the equal rights movement.

The *Gay Press Report* (Rivendell Media, 2014) highlights this trend. The 2014 report includes that the proportion of gay-specific (out of the closet) ads continue to grow and account for 61% of all gay ads, which is an 8% increase from the previous year. In 2002, out of closet ads only represented 10% of all gay ads.

In 2014, 13 226 ads were analyzed including 664 in the travel category. 8 024 of all the ads were gay-specific that included 5 % in the travel industry with 664 ads. More than half of them (384) were gay-specific and included 79 ads of travel agents/tours and destinations. The majority of the ‘events category’ were gay-specific ads (624). (Rivendell Media, 2014)

Percent of Gay-Specific Ads in the Gay Press



11. Diagram Percent of gay-specific ads in the gay press
(Rivendell Media, 2014)

5.4 Fifty shades of pink

Barbies and Bears: Nightclub Gay Segmentation (Crocco, et al., 2006) is the title of a Brazilian university study that analyzed through an exploratory study the characteristic and features of the gay night club segment. According to the authors, there are three different groups of gay men, whose difference can and should be noted by marketing professionals. Gays, barbies and bears. The Brazilian research revealed two macro-segments: Married and single. Married had two subgroups: steady marriage and open-relationships. The empirical research lacks scientific details, but gives a good start for marketers to stop looking at the LGBT market as one homogenous group. Hence, the title of the master thesis and the subtitle of this chapter: *Fifty Shades of Pink*.

Popular online and social media sites include even more detailed subgroups of the gay market. Brian Moylan, writer for the online publication *Gawker* compiled the 'A Handy Guide to All Gay Men'. He says that

"We have our own stereotypes for each other, and they're much more specific than you can ever imagine. They may not be very familiar to the world at large, but they are certainly familiar (to us)."

He adds that this categorization is a bit deceptive as most gay men are a combination of the types. "These aren't the stereotypes of the world at large, they are the ones we have invented for ourselves, and they are just as reductive. Each of the groups tend to hang around only with

members of the same groups, and they all have their own bars, parties, music, customs, ways of dress, and intricate mating rituals.” (Moylan, 2010)

He lists larger groups and adds sub-groups and a short explanation to style, color, favorite diva in his original article:

- Twinks (The Twunk, the Gay-sian, the A&F boy)
 - Bears (Cubs, Otters, Wolves, Gorillas)
 - Gay jocks (Gay football players, gay soccer plays, gay rugby players, etc.)
 - Circuit boys (Tweekers, Muscle Marys)
 - Gay-listers (Power gays, the velvet mafia)
 - Show queens
 - Art fags (Alternaqueers, gipsters)
 - Drag queens (Club kids, trannies)
- (Moylan, 2010)

Under the comments section, readers listed even more gay sub-groups that are either specific to a location or a profession. The ‘guide’ is a funny read, it is not the result of scientific research, but it is indeed practical and useful for marketers, and therefore for destinations.

According to Kotler (2003), several levels and segmentation models exist: segment marketing, niche marketing, local and individual marketing. Lifestyle, personality and values need to be regarded. The focus should be on activities, interests and opinions (AIO model by Wells & Tigert). The more targeted the advertising, the greater response in terms of recall and eventual purchase patterns. (Baxter, 2010) Niche groups are easier to understand and, therefore, easier to address their needs than targeting wider, more diverse group, thereby creating a more effective use of marketing dollars.

The gay market has several different sub-segments with regard to self-identification and lifestyle, resulting in different possibilities to access the respective groups. (Stuber, 2002). Gay consumers may differ in the degree to which they identify with gay group norms and values. Gay identity is one of several identities incorporated into a person’s self-concept. (Oakenfull, 2005)

5.5 History of Gay Advertisement

It has been observed that “markets are shaped, not discovered”. (Ohmann, 1996, p. 9) Marketers do not simply begin to offer images and sell products to pre-existing niche groups, but shape the contours of the groups in order to present a credible, desirable and viable target market. (Sender, 2002)

Katherine Sender is the author of *Business, not Politics. The Making of the Gay Market*. “She explores the connection between the business of marketing to gay consumers and the politics of gay rights and identity. She disputes some marketers’ claims that appealing to gay and lesbian consumers is a matter of “business, not politics” and can be considered independently of the politics of gay rights, identity and visibility. She contends that the gay community is not a preexisting entity that marketers simply tap into; rather it is a construction, an imagined community formed not only through political activism but also through commercially supported media.” (Sender, 2004, p. front flip cover)

The following excerpts are from her book as she analyzes how advertisements articulated the “gayness” of certain products in the 20th century.

1950s

In a 1958 ad for Smirnoff in *Esquire* magazine, an image of two men in close proximity appeared and declared “mixed or straight, it leaves you breathless”. This was a “gay window” advertisement that leave both gay and straight audiences believe the ads are targeted at them.

1960s

Prior to the riots at the Stonewall Inn in New York City’s West village in June 1969, gays and lesbians were largely invisible in mainstream media, openly gay-owned businesses serving gays were rare and the idea of the “gay market” was embryonic at most. Gay men’ homoerotic and “physique” publications tended to achieve larger circulations. Some of them contained openly gay, erotic ads. (Waugh, 1996)

The Los Angeles Advocate, the first openly gay newspaper to have advertisements was inaugurated in 1967. In their first issue, they sold 24 USD worth of advertising space, which by the end of the first year grew to more than 200 USD per issue.

1970s

After Stonewall, homosexuality was removed from the American Psychiatric Association’s manual of mental disorders. This was reflected in the greater visibility of gays and lesbians in both news

and entertainment programming. Publishers and advertisers began to turn their attention to gay consumers in the mid-70s. Gays were imagined to be young, educated and affluent.

“America’s most affluent minority: the male homosexual” was a tagline used by a men’s magazines publisher. Some gay commentators expressed fear that a lot of silly queens would be dancing around in ads that are directed at homosexual consumers. Advertisers kept placing ads only in gay publications. Mainstream media, such as the *New York Times*, the *New York Daily News* or the *Esquire* refused ads that mentioned “gay” or “homosexual” (Alwood).

A 1974 commercial of a pantyhose had a cross-dressing reference, but it was assured at the end with a kiss between a man and a woman that the commercial had nothing to do with the gay market. In the second half of the 70s, more visibility was seen in mainstream media that alerted marketers to a sizable community of potential consumers.

1980s

Corporate interest in reaching gays continued. The first openly gay ad by a national company appeared in the USA. Famously gay men were featured in the *Boodles Gin* ads in gay publications. Peter Frisch, publisher of *Advocate* listed a gay man’s must-haves: “A convertible. A sports car, a foreign sports car. ... Some fabulous wardrobe. You take umpteen vacations and weekends trips a year. You have a second home.” The affluent image drove concerns: “If gays have all this money, why should we give them their rights? We are starving, they are buying a Mercedes.” (Sender, 2002, p. 19).

Gay window advertisings appeared for fashion, cosmetic and tobacco brands. The male body was used for the admiration of both women and gay men. (Bronski).

The AIDS epidemic put gay-themed ads in the deep freeze later in the 80s. Ads were withdrawn from publications, only Absolute vodka remained with the community. At the end of the decade, ads reappeared for HIV services, promoting public health and safe sex.

1990s

There was a renewed interest in the gay market. Advertising in gay media rose to 120 million USD at the end of the decade. Gay publishing expanded with several new glossy titles focusing on different segments of the gay community, including families, lesbians, HIV positive people,

Spanish speaking gays. Some advertisers were afraid that their brands would become “gay brands” and were afraid of backlash and boycotts.

Joining the alcohol and entertainment companies, new advertisers appeared: music, apparel and destinations. It was the Netherlands Board of Tourism that had the first international destination ad in a US gay publication.

The ads were generic, but advertisers slowly began to develop gay-specific ads to distinguish themselves from the competition and to signal a deeper commitment to gay consumers. Ads showed same sex couples together, famous gay and lesbian celebrities, used pink triangles or rainbows and included LGBT keywords, such as out, pride, closet. Besides the ads, advertorials appeared in publications, combining editorial content with ads.

In 1994, IKEA included a gay couple in their furniture commercial, which was only aired at a few chosen markets and soon withdrawn. It included positive representation of gays and was liked by most gay and gay-friendly critics.

It was more common to show gay men than lesbians, despite a peak in interest in “lipstick lesbians”. Lesbians remained on the edge of gay marketing. Olivia Cruises was the first company to produce the first openly lesbian commercial directed to lesbian audiences for a lesbian product offered by a lesbian-owned business. Airtime was planned for April 1997, for the coming out episode of Ellen. The network declined to run the ad on a national level, so Olivia negotiated with affiliates in individual markets.

Girl-girl intimacy in fashion ads became popular, but not for the lesbian market. Ads appeared in Girlfriends and in Playboy, suggesting the fulfilment of heterosexual men’s sexual fantasies.

Gay window commercials showing both male and female couples also appeared, which suggested that national advertisers have a greater willingness to play with gay sensibilities and the subcultural knowledge of its audience. In a Volkswagen commercial, two young, hip men were driving around and picking up an abandoned, chic armchair. Transgender images also appeared as twin boys were fantasizing about their favorite superhero and one of the twins did not pick his gender-normative option of Superman, but Wonder Woman instead.

Ads vouching for the success of becoming “ex-gay” and ones arguing against gay marriage also appeared in print and on television. The 90s although showed a more tolerant approach of openly gay and lesbian images, the familiar stereotypes of gay men as pedophiles, flamers and as sissies continued and transgenderism remained a source of humor or approbation.

2000s

Gay print was dominated by ads for apparel, alcohol, cigarettes, entertainment, music, travel, financial services and HIV-related pharmaceuticals. More gay-specific appeal was made. Packaged goods and new automobile manufacturers entered the gay market that were followed by insurance companies. Mainstream ads that show gay men or a suggestive male intimacy have tended to pursue two themes: the discomfort of men in intimate moments, and the mistaken identity motif.

Showtime, an American cable television company ran a 10 million USD campaign promoting its new show *Queer as Folk*, “which was the most expensive campaign by a mainstream company in mainstream and gay media that showed a gay-themed campaign for a gay-themed product aimed at gay and lesbians as well as heterosexual audiences.” (Elliott, 2000).

Most significant were print ads for the Gay Financial Network’s online financial service for gays and lesbians that appeared in mainstream and gay media as well. The CEO wanted to reach gay consumers who do not read gay publications.

(Sender, 2004)

2010s

An increase in gay-themed ads appeared in the last few years. Commercials with gay characters were shown during the Super Bowl. Companies are placing ads in mainstream media with gay visuals. Brand USA included a shot of a same sex couple in their general global tourism campaign. Companies are seeing a large potential in creating special edition ads during Pride month and publishing these diverse ads in mainstream publications. There is a tendency to include rainbow and other gay codes in the pride ads, but these brand are loud and proud supporting the gay community. Ads have become gay-inclusive and there are ads with rainbow families and married same-sex couples. Humor is important in the ads, but as time changed the audience is not laughing at the gay characters, but instead laughing with them. Some may argue that at least in the United States if the trend continues, there will be no need for gay-specified ads as inclusion will be universal.

5.6 Gay Imagery

Before the 2000s, due to the limited number of gay images in advertisements, any and all gay images were welcomed in the community regardless whether the consumer could identify with the images in the ads or not. An ad from a company was seen as an affirmation that they are interested in gay business.

Advertising research based on identity theory has suggested that consumers respond best to advertising that provides content that reflects the consumer's identity. (Jaffe, 1991). Most advertising targeting gay consumers tends to use a depiction of intimacy between two males to communicate its fit with gay consumers. If identity theory is correct, this limited view of gay identity has the potential to miss the mark for many gay consumers who identify themselves beyond just their sexual orientation.

Gayness remains in the eye of the beholder: gays and lesbians can read into an ad certain subtextual elements that correspond to experiences with or representations of gay subcultures. If heterosexual consumers do not notice these subtexts or subcultural codes, then advertisers are able to reach the gay market along with the heterosexual market without ever revealing their aim. (Freitas, et al., 1996)

A study by Oakenfull at the Miami University (2005) empirically tested whether gay males' and lesbians' responses to gay-oriented advertising content is moderated by individual characteristics: the degree to which they identify as gay and their sex, and by the explicitness and gender of the gay-oriented advertising imagery. Simply grouping gay and lesbian consumers of all types into a single market defies traditional segmentation practices by ignoring individual differences among members of the group that may affect responses to marketing actions. (Bhat, 1996) Sex, gay identity and ad content created a mix on the individual on the attitude towards the ad. Oakenfull continues that from a managerial perspective, the current practice of using a predominance of gay male imagery in advertising to gay consumers provides an effective means of targeting gay males, especially those who are highly identified as gay. This also alienates lesbians who fail to identify with both the gender of the couple in the ad and the sexual nature of the imagery. The LGBT population does not fit into a single category of gender, race/ethnicity, age, nationality, or socioeconomic status. It is a diverse group of people. Focus has been predominantly on white males.

Content analysis was conducted in Baxter's study (2010) who believes the results are important as it adds to the understanding of current marketing strategies being utilized to reach this

consumer group. One hundred LGBT magazines and their print advertisements were analyzed. The gender breakdown was males (1687) and females (1435). Predominantly Caucasian (2367) models were in the advertisements. African Americans (405), Hispanic (245) and Asians (67) followed. The role category shows if the character is the lead, the main supporting character or is in the background. The lead and main supporting characters were Caucasian (82% and 68% respectively). The study demonstrated that the same patterns are being followed in the past 40 years – all consumers are Caucasian males between 20-35 years of age. One age group, one ethnicity, or one gender does not represent the LGBT population. The population simply based on sexual orientation does not fit into a pre-existing mold that advertiser and marketers are used to working with. (Baxter, 2010)

The success of marketers in the future depends on having a greater understanding of their consumers. Targeted advertising campaigns are supposedly effective because precise advertising characteristics have been tailored to the characteristics of a targeted consumer segment. (Grier & Brumbaugh, 1999).

As we see, the story of gay niche market and gay advertising is largely about white, middle-class gay men, and so is the story of gay publications in which advertisers reach their gay consumers. (Sender, 2001).

Stonewall warns marketers to consider visuals in details: “different approaches may be needed to reach all gay consumers. Tokenistic imagery or visuals that ambiguously try to appeal to gay consumers rather than being explicit about including gay people ring hollow.” (Wheeler-Quinnell, 2010)

5.7 Homoeroticism in Gay Advertising

Sex sells. Except if it does not. Advertisers had a tendency to use images of men wearing clothes almost to nothing. Revealing chest, biceps, abs and bulges made consumers look at the ad. This was before the internet was flooded with easily accessible porn websites. Nonetheless, homoeroticism is still used today in advertising, especially in gay-window ads. They attract heterosexual women too, and not only gay men.

Homoerotic images are not pornography. They are subtler and contain a subliminal emotional charge. More imagination is left for the consumer. Genitalia and the combination of people involved in sexual activities are not featured.

“Beautiful, undressed, male bodies doing what real men are ‘supposed to do’. Dirty uniforms, wounded players, helmets. What could be more straight? ... Depicting a culture of exclusively male bodies, young, gorgeous, and well hung, what could be more ‘gay’?”
(Bordo, 1999)

“Straight men are more interested in what characteristics a man should have (strength, vigor, hyper masculinity). In contrast, gay males are interested in the beauty of a male body and its erotic and sexual meanings. Heterosexuals and homosexuals are however, both interested in erotic violence; heterosexuals view it as a part of heteronormativity and homosexuals examine the sexual passion in it.” (Cousin, 2011)

One of the first homoerotic content was an *Anheuser-Bush* ad in 1905 based on the Greek Ganymede myth. According to that Zeus falls in love with Ganymede after spotting the beautiful young boy herding his flock. Taking the form of an eagle, Zeus takes the boy and brings him back to Mount Olympus. Later in the 50s and 60s, the Marlboro Man became a homoerotic icon for many gay men. (Joffe, 2007)

Phallic symbols, such as guns, swords, walking sticks, gasoline nozzles are used in advertising to symbolize the penis.

Fashion labels became sources of homoerotic advertising. Calvin Klein put masculine and almost naked men on billboards to the awe of many straight and gay passersby.

Reflecting on the popularity of picturing shirtless men in gay men's magazine ads, most CommercialCloset.org visitors polled said they liked them, with 49 % of 1500 respondents calling them ‘sexy/memorable’. However, a large portion, 34 % also answered that such an approach was ‘predictable/boring’, another 14 % were neutral on the matter and 3 % even found them ‘offensive’. (Commercial Closet Association, 2013)

6. Research I. – Destination (supply) side

6.1 Research method - content analyzes

Content analyzes is often used in marketing and media studies, gender and age issues, sociology and political science, psychology and cognitive science. This method can reveal differences in communication content, it can identify the intentions, focus or communication trends of an individual or group. It can describe attitudinal and behavioral responses to communications.

There are two categories of content analysis as Busch, et al. (1994 - 2012) point out: conceptual analysis and relational analysis. Conceptual analysis establishes the existence and frequency of concepts most often represented. This method is used in this master thesis. Relational analysis goes one step further by examining the relationships among concepts.

The advantage of content analysis is that it looks directly at communication via texts or images. It can be used for both quantitative and qualitative research. It provides valuable historical/cultural insights over time through analysis of the content. It provides insight into complex models of human thought and language use.

Disadvantages include that it can be extremely time consuming and it is subject to increased error. It is often devoid of theoretical base, or attempts too liberally to draw meaningful inferences about the relationships and impacts implied in a study. It often disregards the context that produced the content, as well as the state of things after the content is produced. It can be difficult to automate or computerize. (Busch, et al., 1994 - 2012)

6.2 Research background, data source

241 travel destination advertisement were analyzed in the research. The advertisements were created for the destinations. Countries, regions, states, counties, cities were represented. The destination's respective DMOs (destination management/marketing companies) or tourist offices, tourism promotion agency's or state departments ordered these ads. In very few cases, destinations advertised by private corporations (airlines, travel agencies) were also selected, when the emphasis was on the destination and not on the carrier (for example in one case of Iceland and Iceland Air).

Almost all of the print advertisements were from gay-specific publications, targeted at mostly the gay male audience. Magazines included: Attitude (UK), Gay Times (UK), Winq (UK), Out (US), The Advocate (US), Passport (US), DNA (Australia), Spartacus Travel (German), Manner (Austria) and Humen (Hungary). The samples were taken from magazines that were randomly selected from the past 6 years and were collected by the researcher.

Some of the advertisements were found through Google's image search with the following queries: gay travel ads, LGBT advertisement, travel advertising for homosexual, gay and lesbian travel marketing, gay destination branding and the different mixes of these terms.

A large section of the advertisements was downloaded from AdRespect, which was founded by Michael Wilke, a business reporter at *Advertising Age* and several high profile marketing and lifestyle magazines. He was the founding executive director of Commercial Closet Association, launched in New York City in 2001, which was renamed AdRespect. He is a consultant and university lecturer now.

The website lists LGBT-themed advertisements and commercials. Advertisements were selected from the Ad Library's search engine in the Travel/Tourism Bureau business category. Only destination advertisements were selected that were either general LGBT-themed or gay male themed. Advertisements directed at only lesbian women were not selected. This resonates with the hardcover selection of gay-men's magazines and their advertisements as there are only a limited number of ads appealing to the lesbian market.

After choosing the bulk of advertisements, carefully observation took place. Brief notes were made when interesting or relevant information were found. Similarities were searched and patterns both in the visuals and the copy (text) of the advertisements were analyzed. A list of gay visual codes was created. This was based on the gay-window advertisements section of this master thesis in Chapter 5.2.1.

A focus group consisting of four gay men was organized to look for more relevant information in the print advertisements. Each item was categorized and checked if a link could be drawn between them. Major themes and minor categories were created.

The advertisements then were individually and thoroughly examined in detail and consideration was made if it fit one of the themes or its relevance. After reviewing all the categories, some of them were merged and some deleted as no relevant data was found for that category. After finishing with all the selected advertisements, an extra check was made to ensure that all the information that need to be categorized have been so.

The categories were the following:

- title of the advertisement (working title or the main slogan)
- destination advertised (city, county, state, region, country, continent)
- theme of the advertisement (destination, event, wedding, romantic, fun, funny, graphic, history, social, friends, sexy)
- destination visibility in the advertisement (landmarks, nature, symbols, etc.)
- situation in the ad (what is happening in the advertisement)
- shirtless (is/are there shirtless men in the picture? Can it be considered sexy?)
- lead character (ethnicity, age)
- connection with other character(s) (friends, romantic, family)
- gay visual codes /cues (based on the gay-window advertising codes: rainbow, pink triangle, drag queen, kissing guys, proximity of guys, etc.)
- gay textual codes / cues (gay, out, pride, fabulous, gay-friendly, LGBT, etc.)
- information about gay destination, specific website (is there a link to information about the gay destination, does the ad mention if the destination has gay elements, is the website a generic or a specific gay website?)
- type of advertisement (gay window ad / out of closet ad / both / general)

6.3 The results

6.3.1 Destinations

Most of the advertisements that were content analyzed were promoting states and cities in the United States. This reflects a strong trend in domestic travel within the United States, as most of the ads were published in US magazines. It also sends a message about the gay-friendliness of the country. The state within the USA that had the highest number of gay ads is Florida with cities including Key West, Fort Lauderdale, Miami, Orlando, Tampa, St. Petersburg / Clearwater, Pensacola, Panama City and Tallahassee. Key West, which brands itself as “the fabulous gay & lesbian destination” produced 30 different creatives targeted at gay men. There were ads targeted at lesbian women that were not analyzed in this research. The state of California had 17 different ads with Los Angeles representing 6, Palm Springs 5, San Francisco 4 and Sonoma county 2. Las Vegas in Nevada is the second city with the highest number of creative ads (11). There were many gay-themed ads by some of the large hotels in Las Vegas, but they were not examined as they advertised their accommodation and not the destination. It can be argued though, whether these

hotels form a strong part of the Las Vegas destination brand. Although New York City is considered to be the “holiest” gay city in the USA, only 2 ads were found from them. One’s slogan says: “rainbow pilgrimage”.

Canada is the 2nd country on the list based on the number of ads (27). Vancouver, Toronto, Montreal, Quebec, Victoria, Niagara Falls, 1000 islands and Saskatoon are advertised for the gay community. Australia received the 3rd position in number of ads, but most of them were taken from German-language gay magazines.

In Europe, Switzerland and Austria have the highest number of ads (9-9 respectively). Several Swiss cities (Bern, Zürich, Geneva, Arosa) and the country in general are advertised for the gay traveler. In Austria, all the ads promote the capital city of Vienna, except for one, which advertises an event by a lake in the countryside. Spain (8), Britain (6), Germany (4), Iceland (4), Sweden (3) and Israel (3) follow the list. Portugal, France and the Czech Republic are also represented.

| Destinations | no of ads | | Destination outside the USA | no of ads |
|-------------------|-----------|--|-----------------------------|-----------|
| USA | 137 | | Canada | 27 |
| Florida | 52 | | Australia, Tasmania | 10 |
| Key West | 30 | | Switzerland | 9 |
| California | 17 | | Vienna / Austria | 9 |
| Las Vegas | 11 | | Spain | 8 |
| Philadelphia / MA | 10 | | Britain | 6 |
| Fort Lauderdale | 8 | | Vancouver | 5 |
| Los Angeles | 6 | | London | 5 |
| Miami | 5 | | Germany | 4 |
| Palm Springs | 5 | | Ontario | 4 |
| Washington DC | 5 | | Toronto | 4 |
| Santa Fe | 5 | | Iceland | 4 |
| San Francisco | 4 | | Montreal | 3 |
| Phoenix | 4 | | Sweden | 3 |
| Houston | 2 | | Israel | 3 |
| Puerto Rico | 1 | | Quebec | 2 |
| | | | Portugal | 2 |
| | | | Curacao | 2 |
| | | | France | 2 |
| | | | Czech Republic | 1 |

7. Table Advertised destinations

6.3.2 Visual representation of the destinations

Interestingly, not all advertisements included references to their destinations. Some of them were portraying feelings that gay traveler may have at that specific destination or showed images that were so vague that they could be anywhere in the world.

Only 67% of all the ads fell in the destination ads category. The others were, although promoting the destination, their creative approach was different (either text, graphics or general).

Only 39 out of the 241 ads featured a landmark (manmade or natural) from that destination. Examples include the Liberty Bell in Philadelphia, skyline of New York City, the Golden Gate Bridge in San Francisco, the fountains of the Bellagio in Las Vegas, the Walt Disney Concert Hall in Los Angeles, the beach in Tel Aviv, Tower Bridge in London or Schönbrunn Palace in Vienna.



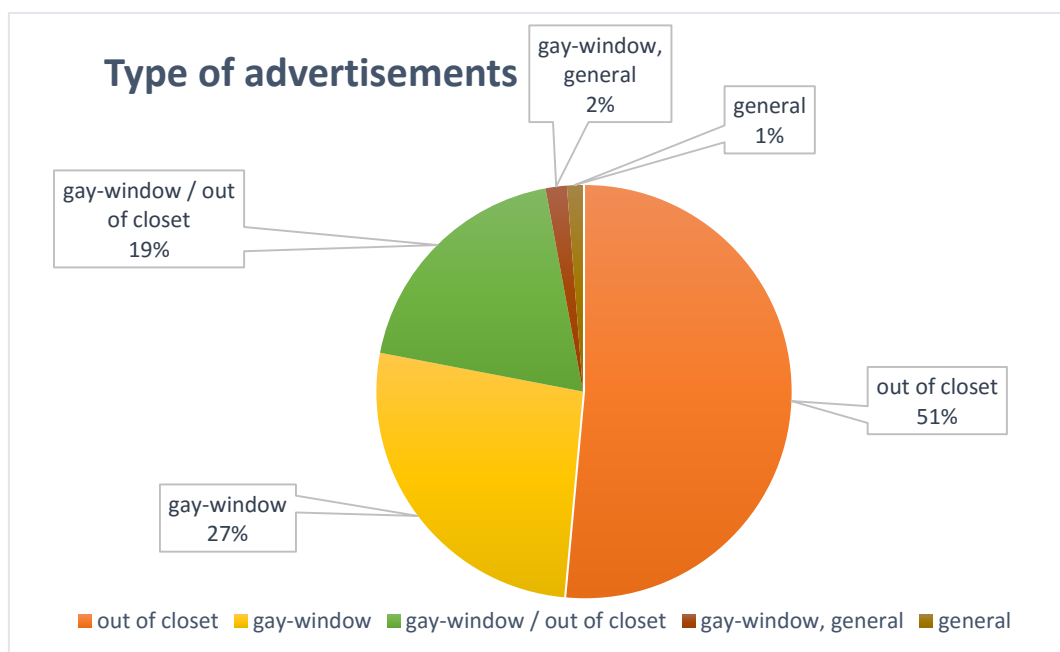
12. Diagram Ads with destination landmark

6.3.3 Type of advertisements

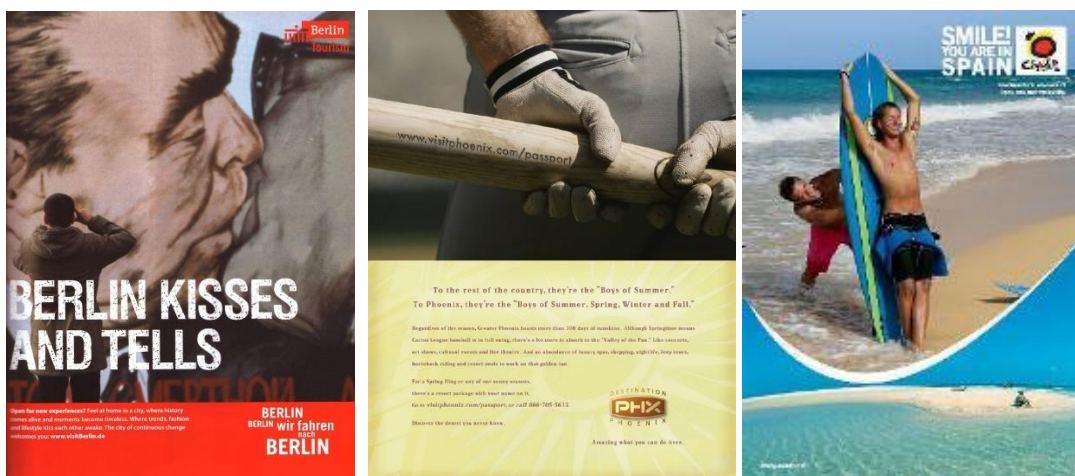
This master thesis discussed in details the difference between gay-window advertisement and out of the closet advertisement earlier. Gay-window ads can be read in two ways. They are not necessarily directly targeted at gay consumers, but certain codes and cues may add a gay undertone to them. Out of closet ads are proud and loud about targeting the gay community.

More than half of all the ads belong the out of the closet category. Destinations that are promoting in print magazines are out and they are proudly and sometimes very loudly inviting gay men. Destinations that are a bit timider in their communicational style, use gay-window ads and represent a little bit more than one quarter (27%) of all the ads observed.

There are ads that contain gay references, such as website links with LGBT or similar acronyms, logos or short texts, but eliminating them, the ads can be seen as targeted at the general, straight market. A minor percentage of ads may have been misplaced in gay-themed magazines as they did not include any visual, nor textual codes for gay consumers. The same ads were most likely used that were created for the heterosexual audience. These destinations include Portugal (two ads), Austria (single ad), Phoenix (single ad), New Orleans (single ad) and surprisingly Gran Canaria, Spain. Gran Canaria is considered one of the gay-friendliest destinations in Europe and it is only promoted by a general ad with a minor touch of gay code. This may be a result of the managerial decision in targeting.



13. Diagram Type of advertisements



14. Diagram Gay-window advertisement

6.3.4 Themes

Themes of the ads included destination, romantic, fun times, funny, sexy, wedding, history, social and family.

Humor is always good in advertising, as is portraying positive scenes from life. Romance, love, fun times are cherished. They are the main themes of the gay ads also. Weddings and family themes are on the rise, especially in countries where same-sex couples are legally allowed to get married. US destinations should be aware that since 2015 same-sex couples can get married nationwide and they will. They will also want to spend their dollars on wedding ceremonies and honeymoons. As one consequence, the number of rainbow families (families with two dads or two moms) will be increasing and the romantic and fun-filled holidays will transform into family-oriented holidays.



15. Diagram Gay wedding theme advertisement

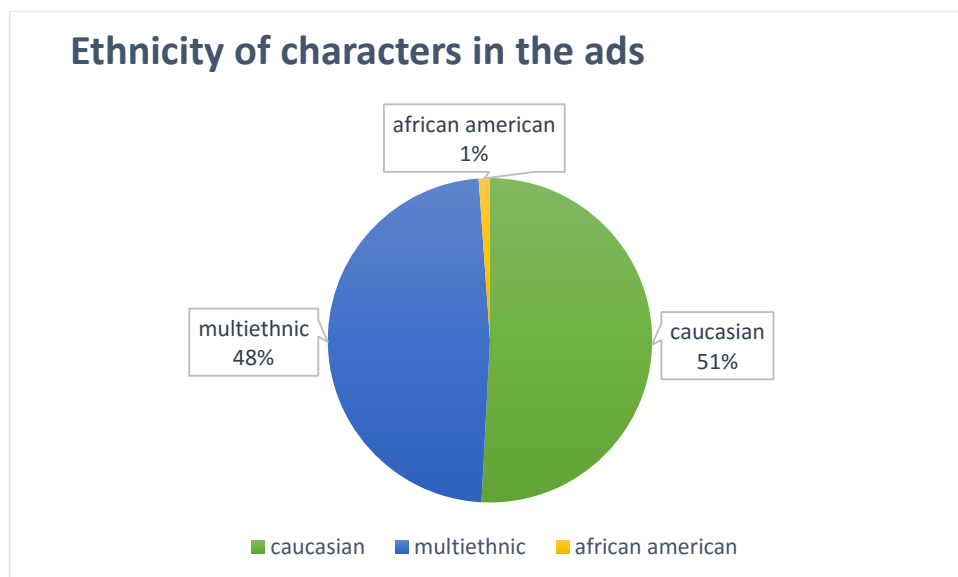
History theme refers to looking back in time and finding gay-elements in the destination's history. Only a handful of destinations have gay-themed historical significance. It is also risky to include historical elements in advertising or publicly out (closeted) gay characters in history. Several examples of historical themed ads created by Philadelphia, USA.



16. Diagram Gay history theme advertisement

6.3.5 Demographics

Literature suggest (Hughes, 1997, p. 5), that middle-class, white men are usually representing the gay community. Caucasians were indeed represented in more than half of the ads (51%, 91 ads), but there were 86 ads that featured multi-ethnic men. Only 2 ads featured exclusively African-Americans as lead characters. Asian were not lead characters in any of the ads, but were represented in groups. Mostly younger and middle-age men are portrayed, but in a few cases, older and healthy-looking men were identified.



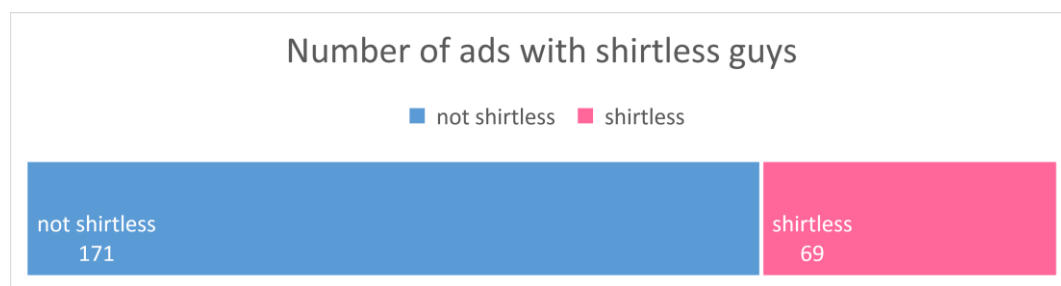
17. Diagram Ethnicity of characters in the ads



18. Diagram Multi-ethnic advertisement

6.3.6 Shirtless / sexy advertisement

Based on the research, it seems that sex does not sell. The gay-market, although very health-, body-, and sexuality-oriented, this is not represented in most of the ads. Although, when shirtless men are portrayed, they are all fit and healthy-looking and project masculine sexuality. They are the modern metaphors of the ancient Greek statues. But shirtless men are only featured in 69 ads, which is not even 30% of all the ads.



19. Diagram Advertisement with shirtless men

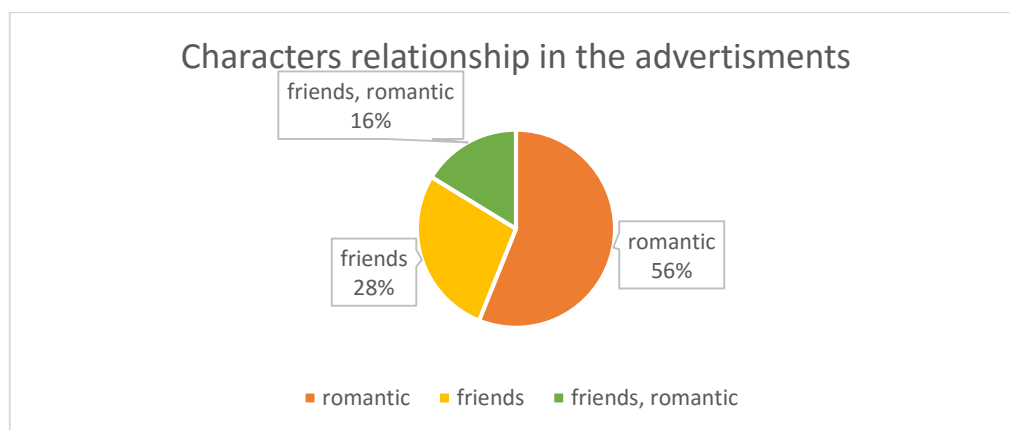
In the advertisements that feature male characters, fashion was important as a statement and often tank tops and tight t-shirts and speedos were worn that allowed for some skin exposure. There are more 'average joe's' in recent ads. Consumers can relate to these guys more easily, as not every gay man has a Greek statue-like body.



20. Diagram Shirtless advertisement examples

6.3.7 Characters connection

In gay-window advertisements, one of the cues is how the men are positioned: in close vicinity to each other. There is very little, if any distance between two men. This gay code of touching and the close proximity to each other is a pattern to be found in many advertisements. In the heteronormative world, men getting closer to other men is not accepted as it may refer to a romantic link between the men.



21. Diagram Characters relationship in the advertisements

In 69 ads guys are in a romantic relationship. They are very close to each other, both emotionally (suggested) and physically (seen in the ads). Touches, cuddling, kisses, implied sexual connection, sleeping in the same bed are all cues for this category. 34 ads have only friends or a group of

friends portrayed and there is a third category, where the line between friendship and relationship or dating is very thin (20 ads).



22. Diagram Romantic relationship examples in advertisement

6.3.8 Gay visual codes

Both gay-window and out of closet ads were evaluated on their visual cues and codes. 94% of all the ads included some gay visual codes. Most of the ads included two or more codes, just to make sure that message gets to the target group.

By far, the most popular code was the rainbow flag. 35% of all the ads included some references to this symbol, either by having rainbow lettering or fonts, clothing accessories, pins, bracelets, flags or other graphic elements. The second most popular cryptic cue was the proximity of the guys to each other. As discussed earlier at the character's connection, closeness implies homosexual identity traits. Touching, putting one's hand on the other's shoulders or hips and cuddling were the third and fourth most obvious cues with 23 and 21 ads respectively. Wrestling may be a heterosexual and masculine activity, but gay consumer may decode wrestling as two sporty man touching each other.

Gay is in the eye of the beholder. The look between men, also known as the 'gay gaze' is an obvious visual sign. "I will melt your heart with my eyes" – some of the men in the ads suggest this with their piercing look at other men. Look between heterosexual men in advertisement is not common, unless it is an invitation for a fight.

Fashion has been important for some gay men. If certain types of clothes are worn by the models in the ads, implications can be made that they belong to the same in-group. Tight jeans and t-

shirts, tank tops (sleeveless t-shirts), speedos and bulges are popular among the gay community. In older ads, colorful and loose silk shirts were trendy, but they are not anymore. There are several famous openly-gay fashion designers that add to the high importance of fashion for some gay men. Yet, critical view must be formulated, as there are many fashion-conscious heterosexual men that like similar fashion. Not to mention metrosexual men, who are very precise in their grooming and how they look and spend a lot of time on shopping.

Phallic symbols are present in 9 of the ads. In most cases, these are very subtle, unless a text reference is made to them. Key West with its pun intended slogans have some of them. One phallic symbol stands out for Turkey. An ancient statue with an erect penis is the only visual feature of the ad. Although it was published in a gay magazine in the United Kingdom and has the official tourism logo of Turkey, it is doubted that it was ordered or approved by the Ministry of Tourism in Turkey.

The International Gay and Lesbian Travel Association's logo (IGLTA) is used in some destination's ads. With its rainbow font, it suggests both to gay and non-gay clients that the destination is gay-friendly.

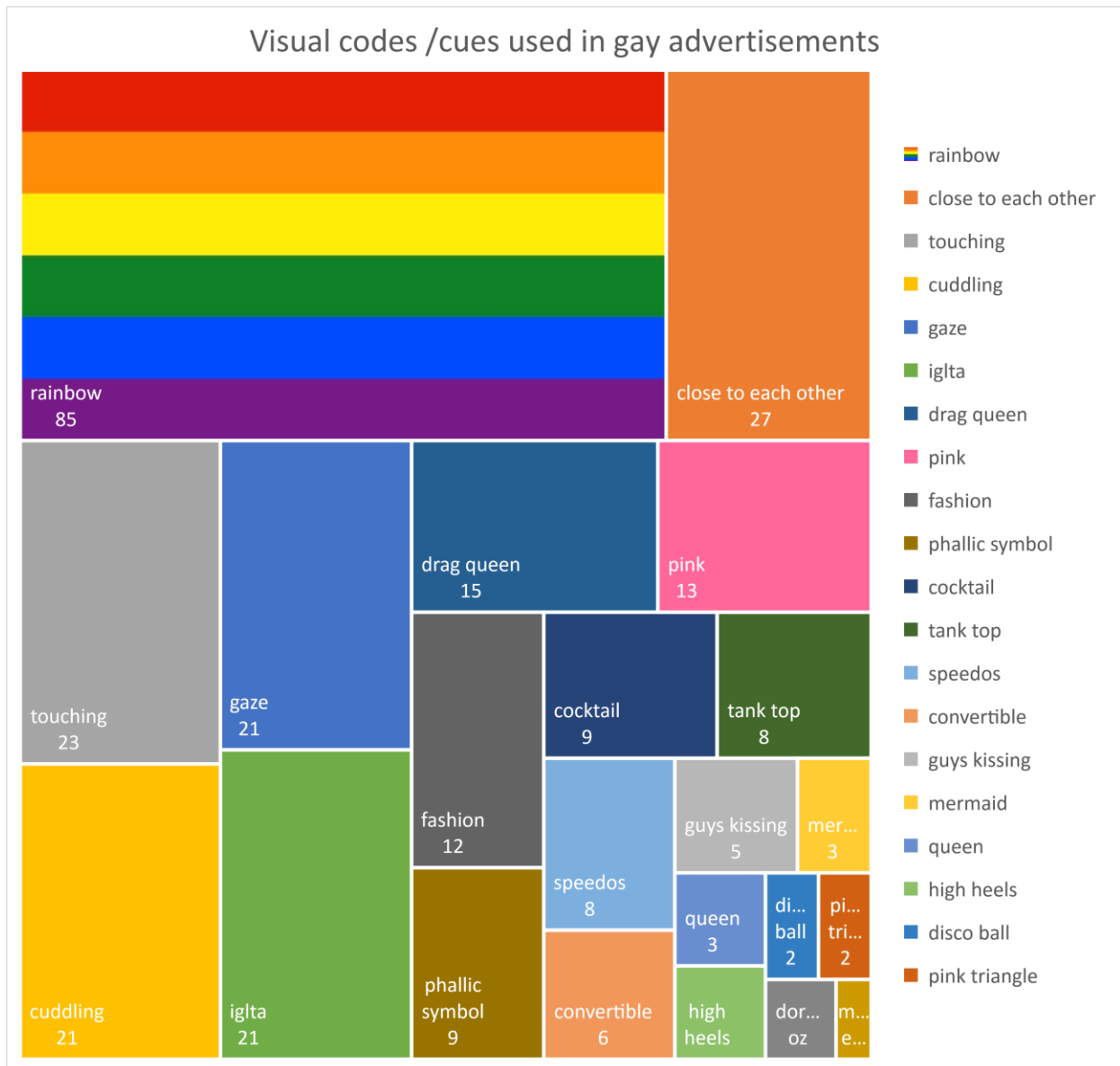
Flamboyant, colorful and loud symbols include drag queens, mermaids, disco balls and high heels.

The pride symbols that were listed earlier are not that popular in the creatives of the ads: the color pink, the pink triangle, marriage equality symbols and a reference to Dorothy and Oz are present, but in very small numbers.

Two codes popped out from the list that were surpassing as they were not identified before as gay visual codes. Colorful cocktails in large cocktail glasses with curvy straws and paper umbrellas are stereotypically drunk by adolescents and women of any age. And apparently it's a semiotic symbol of gay culture too. Six of the ads included a reference to a red convertible sports car. All the ads that featured cars had a convertible (Miami, Las Vegas, St. Petersburg, Santa Fe and Tasmania all used this symbol). Reference about foreign convertible sports car as a gay man's must-have was made earlier in the 1980s gay history section in chapter 5.5.

Only 13 ads included absolutely no gay visual codes in their advertisements.

The diagram lists the gay visual codes and their frequency. For a more detailed list, see Appendix B.



23. Diagram Visual codes in gay advertisements

6.3.9 Gay keywords

Advertisements are very visual. There is usually no room for a lot of text. Even when destinations describe themselves in text, many consumers do not read them. A picture is worth a thousand words – is the old saying and it is a valid statement for gay-themed magazine ads. Most of the ads have limited copy (text). Only a well-fabricated slogan, tagline and very short description are needed. In the ads, the highest frequency word/expression is 'gay', followed by 'gay-friendly'. Destinations state that they are looking forward to gay travelers, sometimes calling them 'LGBT' or 'GLBT' (to be politically correct) and describe themselves as friendly for the invited group. Destinations list all the different 'gay' attractions they have (bars, nightlife, restaurants, cafés,

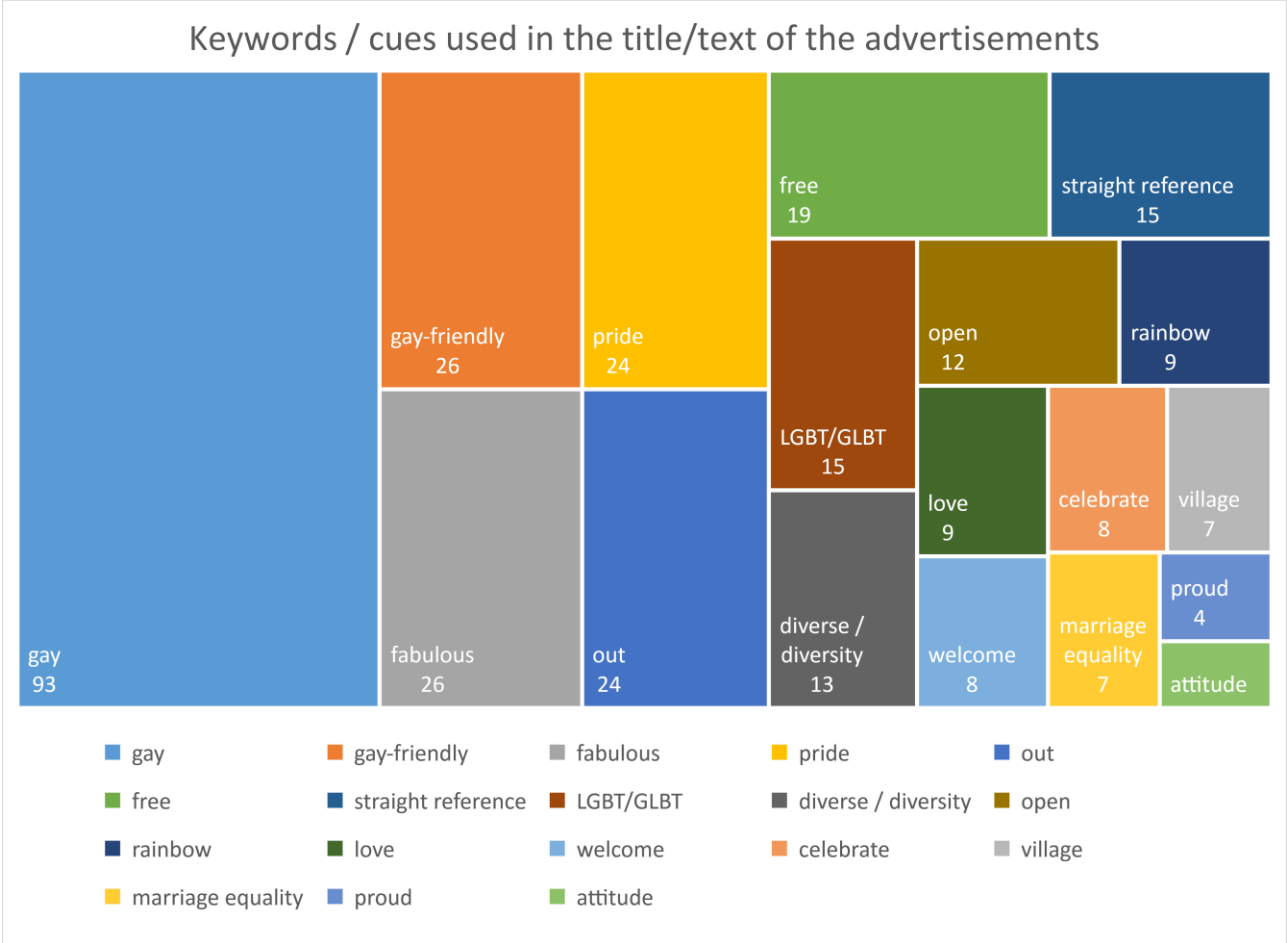
neighborhoods, village, etc.). If the destination’s jurisdiction allows same sex marriages or civic partnerships, they will be proudly listed.

‘Fabulous’ is the gayest adjective in the observed ads. Key West uses fabulous in her slogan (‘Key West, the fabulous gay & lesbian destination’).

Expressions include the feelings a gay traveler may experience when at the chosen destination: pride, free, diverse, open, love, proud, welcome, celebrate.

‘Out’ is often used as a conjunctive with the verb ‘come’. To come out means to reveal one’s identity and also to come out and play, explore and visit a destination. The combinations of ‘out’ were used 24 times in total.

The diagram lists the gay keywords and cues and their frequency used in advertisements. For a more detailed list, see Appendix B.



24. Diagram Keywords used in gay advertisements

6.4 Conclusion of research I.

241 destination advertisements produced by the destinations' tourism promoting office or government were content analyzed. This method revealed similarities and differences in communication content and it identified focus and trends both qualitatively and quantitatively. How destinations advertise for the gay market was researched.

Most of the ads in the research were from Florida in the United States, Canada, Australia, Switzerland, Austria, Spain and Britain. More than half of the ads were out of the closet type of ads where destinations are openly inviting gay travelers. The line between gay-window and out of the closet ads in some cases is very thin. Without direct message in the copy of the ads and a specifically targeted hyperlink, the ads become gay-window ads.

More than half of all the ads examined contain references to the destinations they are promoting. Only in 39 cases, iconic landmarks (natural or manmade) are shown. Many ads do not include any reference to the destination, but implies feelings and emotions a gay travel may experience there. Romance, fun times, sexy, history, family and weddings are other themes used in the ads.

Despite, the literature listing middle-class white men to be featured as the dream-market segment in gay-ads, there are almost as many multiethnic men featured. Still, ethnic characters rarely are the main characters in the ads, they are either in groups or in the background. Only in two cases can African American men found exclusively in the ads. Younger and middle-aged men are usually portrayed, but in some cases the older gay men are being targeted.

The connection of the characters is most often romantic that is shown with visual cues, such as close proximity to each other, touching, cuddling and kissing. In 20 cases, no clear distinction was made if the men portrayed are only friends or in a more romantic relationship. Sex is not that often used to sell the destinations. This may be due to the fact that budget for tourism promotion is often paid by the government. In most of the ads, the models are wearing clothes, but in 69 cases, shirtless men were found.

Several visual and textual codes and cues were observed with some form of the rainbow being present in more than one third of the ads. The closeness of the men, their look, both with their eyes and what they wear (sleeveless, tight t-shirts, speedos) were the main cues. The red convertible sports car and cocktail glasses were also found in higher frequency. The most popular text cues in the ads include gay, and gay friendly. Key words, such as LGBT, pride, out, free, diverse, open and welcoming are used. 'Fabulous' has the same frequency as gay-friendly, but it is due to the fact that it is used in the slogan of Key West, which produced 30 different ads.

There are limitations of the research as samples were mostly found in English-language US gay-themed publications and via online image search engines and US advertising database. They are neither representative of the gay population, nor all the destinations that advertise for the gay community. Further, large-scale research is recommended. Gay-themed publications from the last decades are available in archives in the United States and with bigger data, more representative results may be found.

7. Research II. – Gay traveler's point of view (demand)

The results from 'Research I.' show the available information from the supplier side. Vigorous market research was conducted by the destinations and best practices were also observed when destination advertisements were designed for the gay niche market. To cross-analyze if the trends (from Research I) resonate with the target group, in-depth interviews were conducted. Twenty self-identified gay men, who have travelled in the last 24 months were selected using the snowball sampling method to find out how the destination advertisements targeted at them are perceived by them.

7.1 Research method – snowball sampling

There are hard-to-reach and hidden populations for research. The LGBT community is one of these groups. Social and political pressure make many gay men act invisible and stay in the closet. Such populations may exhibit some kind of social stigma, illicit or illegal behaviors, or be socially marginalized. Snowball sampling is a non-probability based sampling technique that can be used to gain access to such populations. (Biernacki & Waldorf, 1981)

First, a few units in the desired population were identified and then using these units, further units were found and so on, until the sample size was met.

The sensitivity of coming forward to take part in research is more acute in such research contexts. Asking someone directly on the street about his sexuality would draw social and ethical concerns. With snowball sampling it is easier to recruit more people as they have common social characteristics or traits. This way the natural barriers are more fluid and respondents are more willing to take part and give information.

There are disadvantages to this method as this type of sampling can lead to bias. People having a lot of friends are more likely to be recruited for such sampling. As respondents usually refer others they know well and who are part of similar circles and social groups, results may be one-sided and biased.

It is also impossible to determine the possible sampling error and make statistical inferences from the sample to the population. Snowball samples should not be considered to be representative of the population being studied. (Biernacki & Waldorf, 1981)

In order to receive less-biased results, respondents were asked to refer someone who does not go to the same university, does not work at the same office and is not a member of the respondents inner-circle. Many respondents referred other men who were from a different country to have a wider scope. This way ten different nationalities were represented, with the majority being Hungarians. Anonymity was guaranteed.

7.2 Interviews

A total of 20 people were interviewed. Some were individual, private interviews at the respondent's home or done at a coffee house or bar. Some interviews were conducted in small groups due to the nature of the setting (a respondent's home where he hosted a friendly gathering and private rooms were not available for interviews). The interviews initially were based on a set of broad questions about travel habits, but as conversation was flowing, new directions were taken to get more in-depth findings. Some of the questions were eliminated, new topics were introduced both by the interviewer and the interviewee. Incentives, such as coffee or a glass of wine or beer were offered, but were declined in home settings.

A set of gay-themed destination advertisements were carefully selected. These ads were of different nature and contained gay-window and out of the closet ads. There were ads with shirtless guys, guys of different ethnic and demographic (age) backgrounds, guys with different relationship to each other (single, couple, group of friends). Ads were selected based on their visual and textual content, but consideration was also made to have several geographic regions represented (USA, Iceland, Israel and Australia). *See Appendix E.*

Several respondents mentioned that they are not interested in typical 'gay destinations' and therefore they do not favor some of the ads. They had either visited those destinations and disliked them for being too gay or heard stories (word of mouth from friends) about the destinations and those made them not interested. This was the case for the Key West advertisements for some respondents.

Design and esthetics of the advertisements were found to be more important than the gay-factor. Ads with a cheap-looking design (the case of Gran Canaria, which lists only gay-friendly bars and services) were disliked. Humor, fun and creative design solutions (if noticed) were highly appreciated.

'Get lost in a sunset in LA' was "voted" to have the nicest design by most of the respondents. This ad was the most recent advertisement in the sample collection from 2016. Large typed letters invite you to 'get lost', which is contrary to what most of the gay-themed ads are saying: 'come out!'. There are two guys in the bottom right corner, most likely holding hands, but that is cut from the picture. One guy is looking at the other while they are heading towards the sunset. It shows a landmark of the destination, but emphasis is on the feelings and the Los Angeles lifestyle.

"It makes me wanna see Venice Beach and hold the hand of that guy. He may be ugly, as I don't see his face, but I don't care!"

Most of the respondents like and want to see same-sex couples in the ads. They do not need to be in a romantic setting, but clear cues need to be made that the men on the images are gay. The touch, the look, the closeness to each other were pointed out at the appropriate ads.

Romantic setting (men too close to each other) were disliked by some who mentioned that they were not in a relationship and the promise of romance and love in the ads, alienated them from visiting those destinations.

Most of the images did not contain the rainbow in any form, which was pointed out by one respondent. He raised the question if this was a direct choice and putting a rainbow flag on the ad would be too risky for the destination.

The 'This is PHX' ad contained no gay codes. It shows two girls and two guys, but we do not see the connection between them, except one guy is looking at a girl and smiling. The sun is setting in the desert is in the background. Three respondents preferred this ad the most, due to feelings it conveyed, despite the lack of gayness:

"I don't care if there are no gays in the picture. I like what I see and I would like to visit! I mean, what can be gay in a desert?"

Fashion as a statement came up and some respondents pointed out that the clothes the men on the images are wearing are "gayish" (sleeveless denim vest, colorful t-shirt, Aussiebumm branded speedos).

"He looks so cheap in that shirt and he only wanted to show off his biceps! And look at those cheap tattoos. If guys like them visit Key West, I don't want to go!"

The age of the men portrayed raised some criticism. In the case of the Los Angeles ad, where two fit, gray-haired men are cuddling in front of a landmark, several respondents pointed out that they are too old. This implied to them that the gay community at that destination is more mature and single guys could only find 'sugar daddies'. *"Let's go immediately"* was the response from one of the guys. The creative for the Los Angeles ad was designed on purpose, as they are targeting the DINK niche group (double income, no kids). Advertisers should research in detail the demographics and motivation of gay men at their destination.

Almost none of the respondents could relate to the Orlando, Florida ad that showed two rainbow families at Disneyworld and Universal Studios:

"They are politically too correct. Two guys adopted an African American little girl, and the lesbian couple has a white son. At least there is a group of guys looking at a whale at SeaWorld and there is a hot guy. But they are also like a Benetton ad!"

Gay visual codes were not always found by the respondents on the images. They all knew that the ads were from gay-themed magazines, so for them it was clear that they are all gay-friendly and out of the closet ads. Only one respondent noticed the "coffee queen" sign at the Key West ad. The textual cues were rarely identified, which could be due to the fact that most of the respondents first language was not English. Humor was not always understood probably for the same reasons. Once, the joke was pointed out in the case of the "It's OK to flip." ad of Las Vegas, it became an instant hit. Vancouver's ad, which was based on a gay-dating app's design was not an evident cue. But when the dots were connected, it became the favorite ad for two respondents:

"It is smart because the message was hidden. Vancouver seems nice and I want to go there. But you shouldn't need to be Sherlock Holmes to process the ad. They need to change the colors, so everyone will know it's a reference to Grindr! (gay dating app)"

An advertisement for greater Fort Lauderdale was examined. The ad portrays two transgender women sipping a cocktail. There is a rainbow cue and the copy lists the website link: sunny.org/tlgbq. The acronym for the gay and lesbian community is usually LGBT or GLBT, but here it starts with the T and ends with Q (trans and queer), which may also be a cue. The women could be heterosexual girlfriends or a lesbian couple. It is not obvious for the unknown eyes that they are transgender. This implies that there are "50 shades of pink" and not all gay cues can be implied and decoded by everyone in the gay community. The drag queen as a performer/entertainer and symbol of the community reference at a gay event in the 'Tel Aviv Gay Vibe' ad was obvious by many on the other hand.

The shirtless hunk in the ad of Queensland, Australia was not favored by most of the respondents. Most acknowledged that he was 'sexy' and his body was very sporty, but he seemed too unreal:

"For sure, I will not see guys like him if I go there!"

"Enough of sex sells! It does not! Why aren't they showing more of the destination? This beach with the waves and this guy could be anywhere in the world? I could travel to Spain to see this and spend much less. I travel to see new things and not to sleep with new guys!"

When asked them, which destination the shirtless man advertised, most replied *Sydney*. And although Sydney is written on the ad with large letters, it was an ad for Queensland, which is in another region of Australia. The title and the copy was not read carefully, which advertisers need to consider, especially when the visuals are so striking. "Party in Sydney... Recover in Paradise" is the slogan, which from a professional advertising perspective is very smart, as one respondent said:

"There are guys attending the annual Mardi Gras party in Sydney. They are already in the country, so Queensland wants a piece of the pink dollar and attracts gays and lesbians to spend a few extra bucks at their place."

The landmarks and the unique features that the destinations have are the biggest motivations to travel for most of the respondents. Their gay-identity is only a part of what creates their whole identity. For some, gay space and some sort of gay-friendliness is vital when traveling. For others, it is about the adventures, exploring the unknown, being with their partner or friends.

Two ads received high notes that have some similarities, but there is one large difference between them. Namely, the 'DC cool' black and white ad shows two Caucasian men on the backseat of a car (not a convertible). One is looking out at the window smiling, the other is smiling at him. There aren't any cues of the destination. Replace the logo and this ad could promote any urban destination. Yet, it transforms the viewer to a 'feel good' state of mind. Then, he will look for the destination where he can experience something similar. The other ad is promoting Iceland with the slogan: 'Heat things up in Iceland'. There are two guys in the Blue Lagoon, a landmark of Iceland in a very intimate setting. They show affection, one touches the other's chest and there is the compulsory gaze. They seem to be in a similar mood like the men in Washington DC, yet we see what the destination offers. The picture was taken in public at the natural pools, where all

type of locals and visitors go. This resonates with the gay-friendly attitude of Iceland towards the gay and lesbian travelers and gives a sort of security for the target group.

7.3 Conclusion of research II

20 in-depth interviews were conducted to find out how the destination advertisements that are targeted at gay men are perceived by gay men. Respondents were self-identified gay men who have travelled in the past 24 months. They represented 10 different nations. The snow-ball non-probability based sampling method was used, which is useful when there are hard-to-reach and hidden populations, like the LGBT community. This technique has disadvantages as the sampling can lead to bias and results may be one-sided. There was an interview guide (See Appendix D) and a set of gay-themed destination advertisements (See Appendix E). After a few general travel-related questions, the advertisements were shown and in most cases free-flowing conversation about the advertisement and the destinations followed. Gay visual and textual cues were not always found by the respondents, as they were either too sophisticated or the respondents had a prior knowledge that the ads appeared in gay-themed magazines and thus no relevance was given to gay codes. Prior knowledge about the destinations were found to be important either experienced by the respondent or heard through word of mouth communication. Some of the ads strengthened their prior image of the destination and some surprised them and ignited an interest to visit. Age of the models in the ads should be a deliberate choice by the advertisers based on demographic data from most visitors. The older men in one of the ads alienated one future visitor. The looks and physique of the models were pointed out. Shirtless models were disliked in the ads according to the respondents, but on the other, many added “sexy and wow” and similar reactions when looking at these ads. This is based on the personal observation of the interviewer about the respondent’s reaction and attitude towards the ads. The different destination advertisements were perceived positively by the target group as most prefer ads with same sex couples and some kind of gay visibility. It is also important to note that a few respondents were alienated by some explicit gay ads. Their opinion was not necessarily based on the visuals of the ads, but on prior knowledge of the destination. When the destination itself was considered “too gay” by the respondent, the gay-themed advertisement was not perceived too positively. If the ad introduces the destination from a different, rather not too gay perspective, change in respondent’s attitude can be seen.

8. Closing remarks

Corporations and destinations and their governing bodies have engaged specialized media when attempting to reach this specific audience. Due to social, business or political reasons, targeting the gay market was not always manageable. Even though, the pink dollar/euro/pound was known to be a good source in good and bad times, but especially when economies were down.

The gay market was considered 'the dream market'. Gay's discretionary income per capita was much higher than heterosexual's. The 'double income and no kids' status made advertisers excited. This market segment prefers more expensive goods and services and is more loyal to their brands. Business, and not politics was the tagline that companies used to drive their sales or bed nights at destinations, even when experiencing backlash from opponents.

Subtler ways or targeting was needed as a reason for this. Gay-window advertisements reached the target group. In them, the group decoded the symbols and cues that were used to target them, while the straight market did not notice anything peculiar. They had no clue that they are buying the same products and services that are being targeted at the gay and lesbian market. Out of the closet advertisements show a more open-minded approach towards the gay niche market. Advertisements openly include gay codes, signs and symbols, and they are proud to invite and welcome the gay community, not only at the destinations but also in their advertisements.

Both gay-window and out of closet ads were evaluated in this master thesis based on their visual cues and codes. Content analysis and snowball-sampling technique were used for two separate researches in order to find answers to the research questions.

The supply (destination) and demand (gay travelers) side in the research are not representative of the whole sample population and results should be handled with critical care. There is a strong connection between the two sides as research results show. Improvements, on the other hand are essential and need to be considered by destinations.

9. Conclusion and Managerial Implications

One of the purposes of this master thesis was to investigate how do destinations advertise for the gay market, specifically for gay men. The other purpose was to find out how the destination advertisements targeted at gay men are perceived by gay men. Research was conducted to see if the supply side (destinations) is on the right path to meet the demand side (gay male travelers). Thorough and detailed content analysis led to the categorization of the destination advertisements and to the finding of the different cues and codes that are used to target gay men.

Samples were analyzed on how destinations advertise for the gay market. Research was conducted about the specific codes, cues and symbols in the ads and how they are perceived by gay men.

Although the rainbow symbol is the most widely used cue to associate a destination for being gay-friendly, gay men in reality do not find it essential to have the rainbow included. It signals a welcome from the destination and it becomes an easily recognizable sign, but when travel advertisements are placed in gay-themed magazines, more creative ways are preferred to suggest some kind of gayness. After all, advertisers are placing the ads in gay magazines that already implies openness towards the gay community. Many respondents from the in-depth interviews would be happy to see gay-window or out of the closet ads in mainstream publications.

Sex does not sell, as respondents to the in-depth interviews reacted. Destinations have realized this trend and the number of ads with shirtless men in destination advertisements have decreased. The once ideal, masculine and muscular alpha-male character turned into a much more reachable 'boy/man next door' type. Some gay men will continue to associate with the former men stereotype and advertisements will portray shirtless men, as they for sure grab the viewer's attention while flipping the pages in magazines and newspapers, but it seems that destinations are looking at different ways to showcase their landmarks, let them be natural, manmade or human.

Using stock photos of same-sex couples that were not taken at the advertised destination and using generic destination photographs of heterosexual couples do not work. Advertisers should create authentic images and find the local flavors for their models. Guaracino (2007, p. 81) warns advertisers to avoid buying stock photography at all costs. While shooting photography is expensive, it is well worth the investment. A picture really is worth a thousand words, he concludes.

Destinations need to do very thorough research about their gay target audience. Homosexual does not mean homogenous. The gay male market cannot and should not be reached by the same products and marketing methods. Not to mention, all the colors of the rainbow in LGBT. Hence the title of this master thesis: *50 Shades of Pink*. Strong and precise targeting and segmentation in the LGBT market will be the key for successful destination marketing.

For some, the gay identity only plays a minor role in deciding where to travel, for some it is essential to be somewhere, where gay-space is plenty. Motivation for gay men to travel varies extensively, all for many different reasons. Advertisers should not forget that a gay man can also be a hiker, an art enthusiast, a beachgoer, a luxury aficionado or contrary, someone who enjoys camping out in the open or going backpacking. Gay men travel solo or with a partner or with their family including kids or with a group of friends. Motivations are all different. New demographic groups have to be considered within the gay community, namely the long overlooked LGBT grandparents. Same sex couples who have children may also already have or soon going to have grandchildren. Multi-generational trips are an emerging market for many destinations, and LGBT should be included in this discussion. (CMI, 2015)

Destinations should be aware that since 2015 same-sex couples can get married nationwide in the United States and there are almost 50 countries where either same-sex marriage or civic partnership are recognized. LGBT destination weddings will increase. Couples want to spend their money on wedding ceremonies and honeymoons. As one consequence, the number of rainbow families will increase and the romantic and fun-filled holidays will transform into family-oriented holidays with kids.

Destinations do not need to tick all the categories and cater to everybody. But the tourism products of the destinations need to be developed in a way that correlates with the needs, wants and wishes of the gay market as well. If a destination wants to have an outstanding gay-friendly reputation, gay space must exist or has to be created, laws need to be universally accepted for everyone, regardless of their sexuality and gender. It is vital to have an active, local gay community, that will over the time enhance the gay reputation of the destination. Locals stay at the destination, travelers leave. If destinations promise too much gayness in their advertisements and cannot deliver the promise on the spot, word of mouth communication will spread quickly and the gay-welcoming image will soon be in vain.

If destinations decide to tap into new gay markets, it is important to do it right.

A glossy destination ad should only be a part of the marketing mix targeted at the LGBT market. Gay maps, brochures, dedicated space on the destination website, sensitizing trainings at information centers, local restaurants and hotels should be considered. If gay-friendliness does not exist at the destination and laws are repressive, etc. those are the first things that need to be changed. If all set, marketing including advertisements will follow and destinations then can wait for the “pink cash cows” to show up.

10. Final thoughts

This master thesis introduced an increasingly growing segment of travelers and their characteristics. The research is rather exploratory and qualifies as an incremental step towards the analyses of the LGBT market. It consequently does not create generalizable results and the thesis does not offer solid advice on how to advertise to gay travelers.

The master thesis on the other hand, provides valuable insight about destination advertisements targeted at gay man for marketing and advertising professionals, destination management companies and researchers in the fields of tourism and hospitality, marketing and media and gender and sociology.

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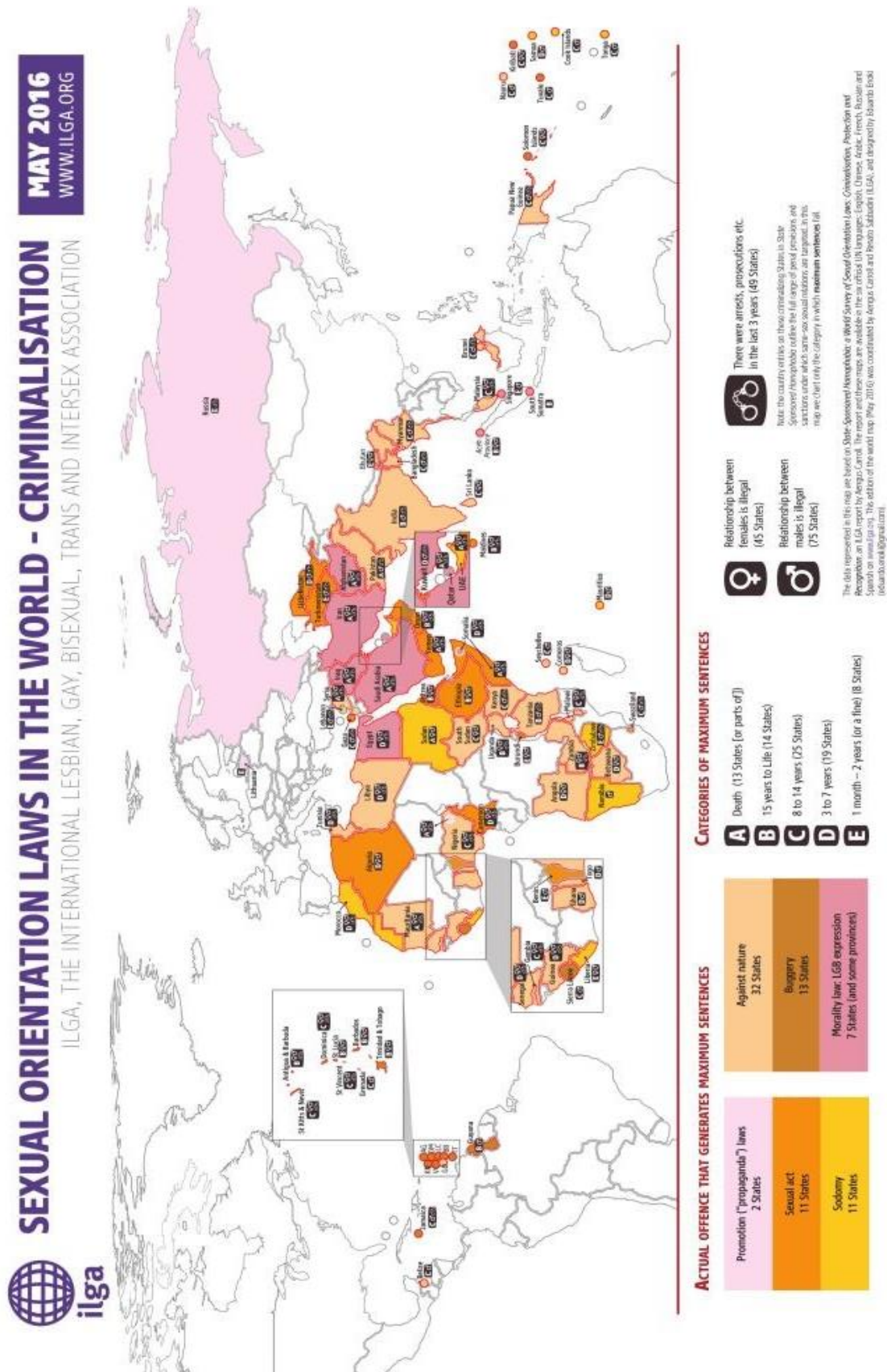
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Appendix

Appendix A – Sexual orientation laws in the World

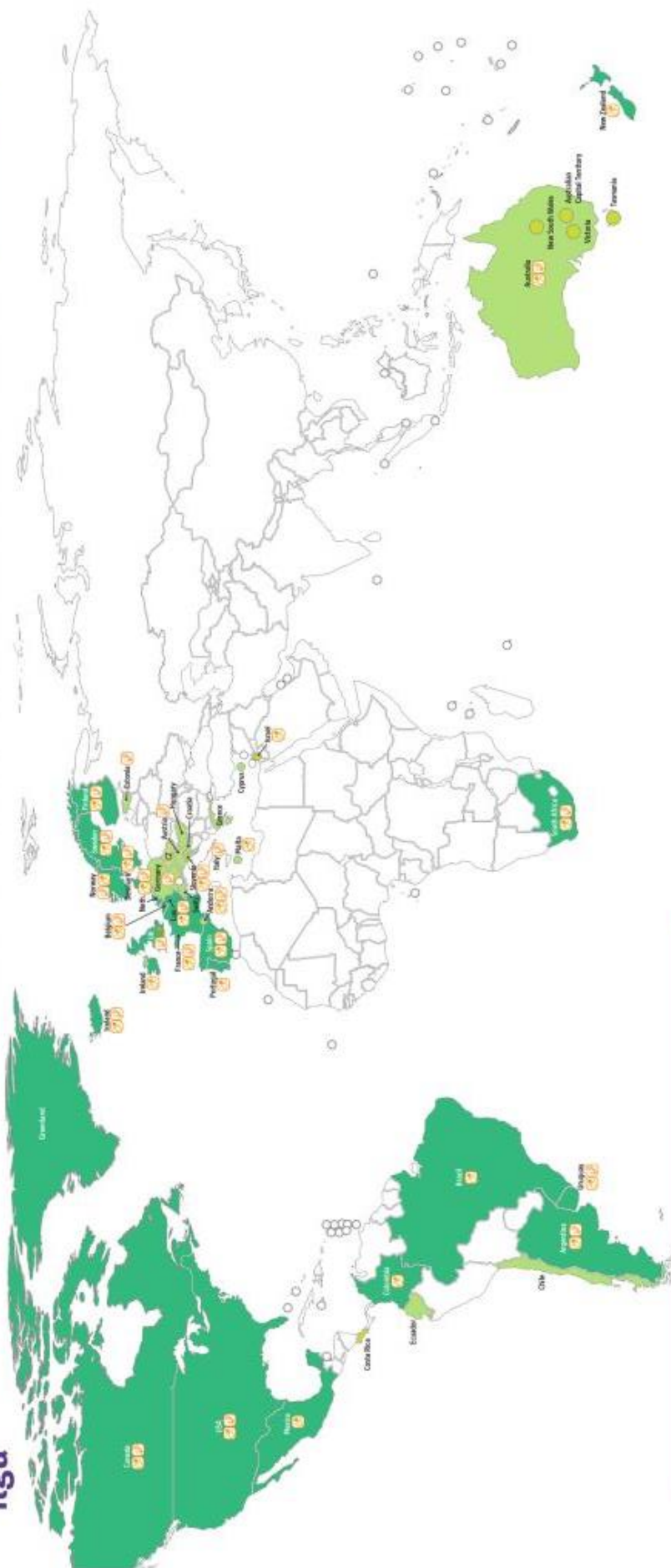




SEXUAL ORIENTATION LAWS IN THE WORLD - RECOGNITION

ILGA, THE INTERNATIONAL LESBIAN, GAY, BISEXUAL, TRANS AND INTERSEX ASSOCIATION

MAY 2016
WWW.ILGA.ORG



RECOGNITION

| |
|--|
| Marriage 32 States |
| Equal (almost equal) substitute to marriage 18 States |
| Clearly inferior substitute to marriage 6 States |



Joint Adoption [26 States]



Second parent adoption [31 States]

The data represented in this map are based on State-Sponsored Homophobia: a World Survey of Sexual Orientation Laws, Classification, Protection and Recognition, an ILGA report by Jonathan Garry. The report and these maps are available in the official UN languages: English, Chinese, Arabic, French, Russian and Spanish on www.ilga.org. The edition of the world map (May 2016) was coordinated by Jonathan Garry and Benoit Schindler (ILGA), and designed by Edwards Erskine (edwards.erskine@gmail.com).

Appendix B - Content analysis codes and results

| ad title | destination | theme | destination features visible | situation | shirtless | lead character | characters connection | gay visual codes / cues | gay text codes / cues | gay explanation in the copy / specific website | gay-window ad or out of closet ad |
|--|--------------------------------|-----------------------|------------------------------|--|-----------|----------------------------|-----------------------|---|---|--|-----------------------------------|
| Join the Rainbow Pilgrimage | New York City, USA | graphic | yes | rainbow people marching towards the New York skyline | no | none | friends | rainbow colours, 'follow the yellow brick road to Oz' | rainbow | yes | out of closet |
| This is Pride. | New York City, USA | graphic | yes | city landmarks in graphic in rainbow colours | no | | | rainbow colours, phallic symbols of skyscrapers, | pride, rally, | yes | out of closet |
| San Francisco gay district is called San Francisco | San Francisco, California, USA | | yes | single guy taking a photo | no | caucasian male | solo | | gay district | yes | out of closet |
| Only in San Francisco | San Francisco, California, USA | fun | yes | snapshots of experiences | yes | multi ethnic gay | friends, romantic | guys touching each other, Castro, shirtless men | | yes | out of closet |
| The Gate is Always Open For You | San Francisco, California, USA | destination | yes | destination landmark with local LGBT faces | no | multiethnic gays | romantic | rainbow, same sex couples, drag queen | gate is open for you, feels like home, diverse | yes | out of closet |
| Slow down in Bern. | Bern, Switzerland | romantic | yes | two guys in romantic situation overlooking Bern | no | gay couple | romantic | IGLTA; tanktop, close connection between two guys | | yes | out of closet |
| Geneva - where people meet | Geneve, Switzerland | romantic | yes | two guys cuddling on the lake side | no | | romantic | IGLTA, close connection between two guys | gay-welcoming, cosmopolitan | no | out of closet |
| Zürich. Go for it. | Zürich, Switzerland | destination, shopping | no | three guys drinking cocktails and shopping and looking at something | no | caucasian men | friends | IGLTA, gay fashion, cocktails with a straw | gay capital, europride | no | out of closet |
| Zürich. And life belongs to dance. | Zürich, Switzerland | destination | no | two male couples silhouettes | no | caucasian men | | guys close to each other | europride | no | gay-window / out of closet |
| Leave your high heels at home | Switzerland | destination | yes | high heel sign at the Alps | no | | | high heels sign, IGLTA | gay skiweek, charming, glamorous, drag queen, | yes | gay-window / out of closet |
| Not only our trains are steamy & hot | Switzerland | destination | yes | destination landmark, nature | no | | | IGLTA | gay culture, steamy & hot (sexual) | no | gay-window |
| Where the buoys are. | Key West, Florida, USA | destination | no | two smiling guys after shopping | no | multi ethnic gay | friends, romantic | tanktop, close to each other | attitude | yes | gay-window / out of closet |
| Flaming and Fabulous | Key West, Florida, USA | destination | yes | | no | | | | flaming and fabulous | yes | gay-window / out of closet |
| Oh, the Stories You'll Tell | Key West, Florida, USA | destination, friends | yes | three guys fishing | yes | multi ethnic gay | friends | double meaning (showing the size of the fish) | | yes | gay-window / out of closet |
| Culture? Yes. Clash? Puhlease. | Key West, Florida, USA | destination | yes | drag queen or drunk woman in the harbor | no | multi ethnic gay | | feather boa, drag queen, group of guys on small photo | puhlease (flamboyantly saying please), fabulous gay & lesbian destination | no | gay-window / out of closet |
| Free to be | Key West, Florida, USA | romantic, wedding | yes | two guys just got married and riding away in a pedicab | no | caucasian multi-generation | romantic | just married, two guys, one touching other's face | fabulous gay & lesbian destination, free to be | yes | out of closet |
| Big guns and other attractions | Key West, Florida, USA | fun | yes | two guys having fun, one sitting on an old gun | yes | multi ethnic gay | friends | shirtless guys, | phallic reference (big guns), fabulous | no | gay-window |
| Pink is one of our favorite colors. | Key West, Florida, USA | destination | yes | beach in sunset with two palm trees in pink hues | no | | | pink triangle, pink color | pink, fabulous gay & lesbian destination | no | gay-window |
| Some of our best sculptures aren't in galleries | Key West, Florida, USA | destination | yes | shirtless body on the beach | yes | african american man | | single masculine body | fabulous gay & lesbian destination, implying the beauty of male body | no | gay-window |
| Come as you are | Key West, Florida, USA | destination | yes | two guys on the porch looking at something | no | caucasian men | romantic | guys close to each other | fabulous gay & lesbian destination, come as you are | no | out of closet |
| Please pass the sponge, Bob | Key West, Florida, USA | fun | no | two naked men in bathtub laughing | yes | caucasian man | romantic | two guys in a tub | fabulous gay & lesbian destination | no | out of closet |
| Go straight | Key West, Florida, USA | destination | yes | destination image of a bridge and the sea | no | | | phallic symbol (long bridge) | the only time we'll tell you to go straight | yes | gay-window |
| Boy Oh Boy | Key West, Florida, USA | sexy | no | two shirtless guys close to each other with the sea behind them | yes | caucasian men | romantic | shirtless guys very close to each other, gaze | boy oh boy, come out, gay resort town, fabulous gay & lesbian destination | no | out of closet |
| You're among friends | Key West, Florida, USA | fun | no | two plastic mermaids on the sand | no | caucasian females | | two mermaids | fabulous gay & lesbian destination, among friends | no | gay-window |
| Why Key West? | Key West, Florida, USA | friends | yes | two guys riding bikes and looking at each other | yes | multiethnic mix | friends, romantic | guys in tanktops, gaze | comfortable feeling being gay, magic | no | gay-window / out of closet |
| Whatever suits you | Key West, Florida, USA | funny | yes | a muscular guy hanging female leather clothes on a hanger | no | multiethnic mix | | leather wear, high heels | whatever suits you, fabulous gay & lesbian destination | no | out of closet |
| Get out and stay out | Key West, Florida, USA | destination | yes | two guys cuddling walking down the street | no | multiethnic mix | romantic | two guys touching each other | come out, free spirit, open-minded attitude | yes | out of closet |
| Get out and stay out 2 | Key West, Florida, USA | destination | yes | two guys walking hand in hand | yes | multiethnic mix | romantic | two guys holding hands, gaze | come out, free spirit, open-minded attitude, fabulous | yes | out of closet |
| Pick up a few things in town | Key West, Florida, USA | destination | yes | two guys on the same bicycle laughing | yes | multiethnic mix | friends, romantic | two guys close to each other | pick up a few things (dating) | yes | gay-window / out of closet |
| Okay, it is the size of the ship | Key West, Florida, USA | destination | yes | two guys on a boat ride | no | caucasian men | romantic | two guys close to each other | size, pride, gay tours, drag shows, gay destination | yes | out of closet |
| Your fantasy is our reality | Key West, Florida, USA | fun | no | masculine guy holding a mermaid drag queen in his hand by the sea | yes | caucasian man | friends | drag queen, mermaid | fantasy, fabulous | no | gay-window / out of closet |
| You'll be up all night | Key West, Florida, USA | destination | yes | two guys at a coffee shop laughing | yes | multiethnic mix | friends, romantic | tanktop, queen sign, gaze, close to each other | up all night | yes | gay-window / out of closet |
| Harmonize. | Key West, Florida, USA | destination | yes | a group of diverse people on the beach having fun while two guys holding hands walking behind them | yes | multiethnic mix | friends, romantic | guys holding hand in the background, rainbow chair, | pride, gay straight or somewhere in between | yes | gay-window / out of closet |
| Comfort Zone. | Key West, Florida, USA | romantic | yes | two guys looking at the beach while cuddling | no | caucasian gay | romantic | guys touching each other | comfort zone, gay-friendly accommodation | yes | out of closet |
| Up periscope. | Key West, Florida, USA | romantic | yes | two sailors cuddling in front of a navy ship | yes | multi ethnic gay | romantic | guys touching each other, sailor outfit, phallic symbol (periscope) | gay-friendly, your ship's finally come in, fabulous | yes | out of closet |
| There is no place better to be out and about | Key West, Florida, USA | romantic | yes | two guys in speedos on the rocks in front of the sea | yes | multi ethnic gay | romantic | guys touching each other, speedos | to be out, open-minded attitude, gay-friendly attractions, fabulous | yes | out of closet |
| End up on an island | Key West, Florida, USA | sexy | no | two male bottoms in speedos artistically photographed as they were islands | yes | | | two male buttocks in speedos close to each other | hot men | no | gay-window |
| Put us on your to-do list | Key West, Florida, USA | destination | no | a gay couple is flirting with a third at a bar | no | multi ethnic gay | romantic | gay fashion, gaze | to-do list (sexual), open-minded attitude, gay-friendly, fabulous | yes | out of closet |
| It's like Top Gun without the boring parts | Key West, Florida, USA | destination | yes | three guys playing volleyball on the beach | yes | multi ethnic gay | friends | tight swimwear, only guys | top gun and balls (phallic reference), | yes | out of closet |

| | | | | | | | | | | | |
|--|---|----------------------|--------------|--|-----|--------------------------------|---------------------------------|--|---|-----|----------------------------|
| Freedom and commitment go hand in hand | Key West, Florida, USA | destination, wedding | no | same sex couples getting married with friends | no | multi ethnic gay | romantic | gay wedding, rainbow flower petals | freedom, come as you are | no | out of closet |
| Because every ship needs a port. | Key West, Florida, USA | destination | yes | two guys up in a tower cuddling and looking | no | caucasian male | romantic | guys hands on each other, pink shirt, phallic symbol (tower) | open-minded, welcoming, gay tours, whatever floats your boat | yes | out of closet |
| Ray pride. | St. Petersburg Clearwater, Florida, USA | destination | yes | destination shots | no | | | single guy kayaking | proud, pride | no | gay-window |
| Pride Rockin getaway | St. Petersburg Clearwater, Florida, USA | destination | yes | guys driving in a red convertible, woman singing, beach landmark | no | multi ethnic gay, older | friends | two guys, tight t-shirt | pride, friendly, be yourself, LGBT pride | yes | gay-window / out of closet |
| Everyone's Welcome Even Straight People - Pool | Las Vegas, Nevada, USA | fun | soso (hotel) | gay guys having fun while a straight tourist couple taking photos | yes | multi ethnic gay | friends, romantic | spedo, cuddling, pink shorts | straight | yes | out of closet |
| Everyone's Welcome Even Straight People - Bellagio | Las Vegas, Nevada, USA | fun | yes | gay guys having fun while a straight tourist couple taking photos | no | multi ethnic gay | friends, romantic | guys close to each other; gazing; tight shirts; fashion | straight | yes | out of closet |
| Everyone's Welcome Even Straight People - red car | Las Vegas, Nevada, USA | fun | soso (hotel) | cool cars are parked with a typical family car | no | | | red and silver convertible car | straight | yes | out of closet |
| Only Vegas - boys legs | Las Vegas, Nevada, USA | sexy | no | boy touching another boys feet under the table | no | | romantic | two guys | | yes | out of closet |
| Only Vegas - girl legs | Las Vegas, Nevada, USA | sexy | no | girl touching another girls feet under the table | no | | romantic | two girls | | yes | out of closet |
| Only Vegas - rollup | Las Vegas, Nevada, USA | funny | no | a lint roller with feather boa and glitter | no | | | feather boa, glitter | | no | gay-window |
| Now You can say 'I do' to one more thing here - Las Vegas wedding cake | Las Vegas, Nevada, USA | funny | yes | wedding cake topper with two grooms | no | | romantic | two grooms | | yes | out of closet |
| Happy Campers - Camp Vegas Summer 2010 | Las Vegas, Nevada, USA | sexy | no | boys in tight swimwear dancing by the pool | yes | multi ethnic gay | friends | tight swimwear, only guys | camp | yes | gay-window / out of closet |
| S'mores | Las Vegas, Nevada, USA | sexy | no | shirtless man is being touched by other men by the pool | yes | multi ethnic gay | romantic | men touching each other | camp, individuality | yes | out of closet |
| It's OK to flip | Las Vegas, Nevada, USA | funny | no | feet of two boys mixed on a black silk sheet in bed | no | | | two male feet | anything goes | yes | out of closet |
| Strange glances | Las Vegas, Nevada, USA | fun | no | graphic design of a traveler's testimonial | no | | | | couple's massage, who you are is not a surprise | yes | gay-window |
| natural attraction. | Vancouver, Canada | romantic | yes | two guys cuddling at a landmark | no | multi ethnic gay | romantic | guys close to each other | | no | gay-window / out of closet |
| spectacular by nature | Vancouver, Canada | destination | no | man in shorts walking on a rainbow crossing | no | | | rainbow street crossing | spectacular, pride | yes | out of closet |
| Vancouver, BC - dating | Vancouver, Canada | destination | yes | destination landmark as a profile in a dating app | no | | | reference to grindr dating app | gay | yes | gay-window |
| 10 years of "I do" | Vancouver, Canada | destination, wedding | yes | two guys in romantic setting and wedding snapshots and destination snapshots | no | multiethnic gays | romantic | gaze, guys in romantic setting | marriage equality | yes | out of closet |
| Vibrant Vancouver! | Vancouver, Canada | destination | yes | snapshots of landmarks, shirtless man shaving, same sex couples | yes | caucasian gay | romantic | rainbow line, drag queen, rainbow sings, same sex wedding | friendly, welcoming, gay events, pride | yes | out of closet |
| 1000 points of view | 1000 Islands Gananoque, Canada | family | yes | girl holding a rainbow flag | no | young Caucasian girl | family | rainbow flag, guys together | | yes | gay-window |
| You can still feel the electricity | Philadelphia, USA | history | yes | drawing of a man and a young boy playing with a rainbow kite outside | no | caucasian men, mix generation | father-son, sugardaddy-boy | rainbow kite, gay logo | gay-friendly restaurants, feel warmly welcomed, feel electricity, get your history straight and your nightlife gay | yes | out of closet |
| Get your history straight and your nightlife gay | Philadelphia, USA | history | yes | a photo of a detination landmark and another photo of two guys at a café | no | caucasian men | non-related, flirting suggested | real rainbow on photo, guy in tanktop, Philadelphia Gay News is being read | gay neighborhoods, gay-friendly restaurnats, warmly invited, pursuit of happiness was born here, get your history straight and your nightlife gay | yes | gay-window / out of closet |
| Freedom started here - two men | Philadelphia, USA | history | no | two historically dressed men giving flowers to another and smiling | no | caucasian men | romantic | two men and a flower | get your history straight and your nightlife gay, gay welcome ki, gay-friendly, warmly invited, all people were given the freedom | yes | out of closet |
| Freedom started here | Philadelphia, USA | history | yes | sawing the rainbow flag at Independence Hall | no | Caucasian men, woman, girl | non-related | rainbow flag | gay-friendly, Get your history straight and your nightlife gay. | yes | out of closet |
| We your people | Philadelphia, USA | destination | yes | guy in pink shirt at his own boutique, snapshots of landmark | no | caucasian man | | | get your history straight and your nightlife gay | yes | gay-window / out of closet |
| We your people 2 | Philadelphia, USA | destinatin | yes | two guys in business dress posing at a mural with a destination shot | no | multi ethnic gay | friends, romantic | guy touching the other | get your history straight and your nightlife gay | no | gay-window / out of closet |
| With Love | Philadelphia, USA | destination | yes | a group of diverse people at a landmark | no | multi ethnic gay | friends | rainbow letters, rainbow colours in clothes | guys who like guys, get your history straight and your nightlife gay | yes | out of closet |
| With Love 2 | Philadelphia, USA | destination | yes | landmark of gay village | no | | | rainbow flag, street sign from gay village | guys who like guys, get your history straight and your nightlife gay | yes | out of closet |
| Philadelphia Freedom | Philadelphia, USA | destination | no | shirtless guy in US flag | yes | caucasian | | shirtless guy | brotherly love, gay | no | gay-window / out of closet |
| Meeting room | Canada | romantic | no | two guys at a café | no | Caucasian men | more romantic | guys close to each other, gazing | like minds and souls' | no | gay-window |
| Enjoy the ride | Canada | sexy | no | airplane nose | no | | | rainbow flag, phallic symbol | enjoy the ride | no | gay-window |
| Love Ffreedom | Canada | social | yes | night festival on the streets | no | | | | love, freedom, recognizing love | yes | gay-window |
| Toronto. Unlimited possibilities. | Toronto, Canada | fun | yes | night festival on the streets, same sex couple snapshots | no | multi ethnic gay | | rainbow letters, same sex glare | won't judge your lifestyle, just your loafers, gay village | yes | out of closet |
| After dining we danced | Toronto, Canada | romantic | yes | two guys looking at something | no | multi ethnic gay | romantic | guys close to each other | we danced at a club and everywhere in between | no | gay-window |
| Room to breathe | Canada | romantic | yes | two guys at a gallery looking at images while one puts his hands on the others shoulders | no | caucasian men | friends, romantic | guys close to each other | room to breathe | yes | gay-window |
| Be yourself. Bring a friend. | Canada | destination | yes | snapshots of fun actives | no | caucasian men, caucasian women | more romantic | rainbow flag, guy touching others leg, same sex couples on pictures, IGLTA | get out more, no better place to be out, diversity, be embraced, celebrate life and love | yes | out of closet |
| Vienna. Arts and Delight. | Vienna, Austria | romantic | no | two girls about to kiss, two guys kissing | no | caucasian men, caucasian women | romantic, party | rainbow, kissing guys | | yes | out of closet |
| Vienna. La ville des plaisirs. | Vienna, Austria | friends | no | two guys looking at a map | no | caucasian men | friends | two guys holding a gay guide book | IGLTA | no | gay-window / out of closet |
| Romantisch andersrum | Vienna, Austria | destination | yes | two guys relaxing at landmark | no | caucasian men | romantic | two gys cuddling, | IGLTA, schwul, scene, regenbogen | yes | out of closet |

| | | | | | | | | | | | |
|---|--|-----------------------|----------------------------|--|-----|-----------------------------|---------------------|--|---|-----|----------------------------|
| Vienna Now or Never | Vienna, Austria | romantic | no | two guys cuddling | no | caucasian men | romantic | two guys cuddling, rainbow letters | | no | out of closet |
| Vienna. At this moment | Vienna, Austria | romantic | yes | two guys cuddling at the destination landmark | no | caucasian men | romantic | two guys cuddling, rainbow letters | romantic text | no | out of closet |
| Vienna. At this moment 2 | Vienna, Austria | romantic | soso - statues | old statues and a graphic design | no | | | rainbow letters | a man is meting a hero, a prince and gods | no | gay-window |
| Vienna. At this moment 3. | Vienna, Austria | romantic | yes | guys holding hands at destination landmark | no | caucasian men | romantic | rainbow letters, guys holding hands | two young lovers | no | out of closet |
| Austria's capital of cool | Vienna, Austria | destination | yes | straight couple looking at something, landmark snapshots | no | | | | | no | general |
| Love is Great Britain | Britain | romantic | no | guys cuddling | no | caucasian men | romantic | two guys cuddling | love | no | out of closet |
| Fall in love with Britain - romantic | Britain | romantic | no | cute guys cuddling in love | no | | | two guys cuddling | warm welcome, fabulous, equal love | no | out of closet |
| Fall in love with Britain - romantic Tower bridge | Britain | romantic | yes | two regular guys posing at destination landmark | no | multi ethnic gay | friends, romantic | guys smiling and close to each other from behind | marriage equality | no | out of closet |
| Fall in love with Britain | Britain | romantic | no | two guys in Scottish kilts running hand in hand | no | | romantic | two guys holding hands (and wearing kilts) | love, marriage equality | no | out of closet |
| See London Inside & Out | London, UK | more romantic | yes | two well-dressed men enjoying high tea | no | caucasian men | romantic or friends | rainbow letters | out, IGLTA, you'll both have... | no | gay-window / out of closet |
| Commitment ring | London, UK | romantic | yes | snapshot of destination and gay scene | no | multi ethnic gay | friends | ring (marriage equality) | partner, spectacular, gay bars, celebrate your relationship, fabulous | yes | gay-window / out of closet |
| Shirts optional day or night | London, UK | fun | yes | snapshot of statues, snapshot of gay party | no | | | phallic statue, shirtless guys clubbing | gay and lesbian bars, fabulous | no | gay-window / out of closet |
| Do London like Leo | London, UK | destination | yes | destination shot with two guys picking up flowers | no | multi ethnic gay | friends | gaze, two guys on the picture, rainbow letters, IGLTA | rainbow | yes | gay-window |
| Do London like Luke | London, UK | destination | yes | two guys and two girls having cocktails | no | multi ethnic gay | friends | clothes of the guy, rainbow letters, IGLTA | rainbow | yes | gay-window |
| Experience the colors of Britain | Great Britain | destination | yes | snapshots of detination with snapshots of same sex couples | no | multi ethnic gay | friends | rainbow, same sex couples close to each other | rainbow, diversity | no | gay-window / out of closet |
| Switzerland - It's Only Natural | Switzerland | more romantic | yes | feet of two men with montain flowers | no | | romantic | male feet touching each other | same-sex civil union, vibrant gay and lesbian community | yes | gay-window / out of closet |
| Romantic Reykjavik. Cool. | Reykjavik, Iceland | romantic | soso (sauna) | two shirtless men at a sauna | yes | caucasian men | romantic | one guys head is on the other's lap | gay honeymoon | yes | out of closet |
| everyone's gay in amsterdam | Amsterdam, the Netherlands | fun | no | snapshots of happy individuals and a female couple | no | multiethnic mix | friends | | gay (happy) | yes | out of closet |
| We saw it, we celebrated it, we savored it | Ontario, Canada | romantic | soso (pride) | happy couple cuddling and enjoying a drink during pride | no | multiethnic mix | romantic | guys holding hands, rainbow flags | | yes | out of closet |
| New York State: So much to love | New York State, USA | friends | yes | group of friends taking a selfie | no | multiethnic mix | friends | rainbow heart | love (marriage equality) | yes | gay-window / out of closet |
| Always open | Austin, Texas, USA | more romantic | no | two guys at a restaurant looking at each other | no | multiethnic mix | more romantic | gaze | free to be yourself, gay rodeo | no | gay-window |
| Our treasures are yours to have and to hold | Tampa Bay, Florida, USA | romantic | yes | two guys picnicing in the marina | no | caucasian men | romantic | guys touching each other, wine, not masculine situation, rainbow in the logo | GLBTA-friendly, GayBOR district | yes | out of closet |
| Take over Together. | Tampa Bay, Florida, USA | destination | yes | two conservative looking guys staring at something with a flag in their hands | no | multiethnic male, older | friends | rainbow symbol on flag | together, gaybor, GLBTA, fabulous, pride | yes | gay-window / out of closet |
| His & His Escapes | Aruba | romantic | soso (beach - stock photo) | two guys cuddling on the beach | yes | caucasian men | romantic | guys holding hands | his & his | no | out of closet |
| Come out! | Sullivan County Catskills, New York State, USA | destination | yes | destination snapshots | no | none | | rainbow painted boat | out, gay and lesbian visitors, Broadway-style | yes | gay-window / out of closet |
| You couldn't wish for more | Sullivan County Catskills, New York State, USA | destination | yes | destination snapshots and two guys looking at a map while hiking, gay poster insert | no | multi ethnic gay | friends | two guys, gay ad | GLBT lifestyle, a day to be gay | yes | gay-window / out of closet |
| Follow the Rainbow to Copenhagen | Copenhagen, Denmark | destination, pride | yes | destination monument with rainbow flag and people passing by | no | mixed | | rainbow banner, special city logo, IGLTA | follow the rainbow | yes | out of closet |
| We Live and Let Live! German market | Curacao, Caribbean | sexy destination | yes | shirtless guy sunbathing and snapshots of the island | yes | caucasian male | | single shirtless guy, IGLTA | gay-friendly, live and let live | yes | out of closet |
| Dutch attitude. Caribbean latitude. | Curacao, Caribbean | romantic destination | yes | snapshot of destination, diving, romantic spot | no | caucasian men | | two guys in a romantic setting on the beach, IGLTA | attitude | yes | gay-window / out of closet |
| Hello Sunny - banner ad | Fort Lauderdale, Florida, USA | family | yes | shirtless daddies holding a surf board while their sorn is hanging on to it | yes | multiethnic mix | family | two dads | all families rule | no | gay-window / out of closet |
| DC Cool - two guys | Washington DC, USA | romantic | no | two guys in the backseats of a cab with the city lights passing by | no | caucasian men | romantic | guys close to each other, gazing | romantic gateway | no | gay-window / out of closet |
| Get a room | Washington DC, USA | romantic | no | two guys dryhumping on a restaurant table | yes | caucasian men | romantic | guys on each other | | no | out of closet |
| Truth. Dare. | Denver, Colorado, USA | romantic, pride | yes | two guys on a date sipping cocktails and a singer in flamboyant dress singing at pride | no | multiethnic mix, older guys | romantic | touching hands, sipping a cosmopolitan, rainbow flag | show your pride | yes | out of closet |
| Explore Your Florida Side | Panama City Beach, Florida, USA | friends | yes | two guys fishing | no | caucasian men | friends | two guys (who are not gay-looking) | | no | gay-window |
| sunny.org scooter | Fort Lauderdale, Florida, USA | destination | yes | a shirtless guy on a scooter passing by the beach and looking back at something | yes | caucasian man | | rainbow patch on his shorts | fab, out, chic vibe, vibrant gay community, Rainbow vacation planner | yes | gay-window / out of closet |
| sunny.org nipple piercing | Fort Lauderdale, Florida, USA | destination | yes | shirtless guy with piercing in nipple on the beach | yes | caucasian man | | nipple piercing, body posture | | no | gay-window |
| sunny.org parasailing | Fort Lauderdale, Florida, USA | destination | yes | guy parasailing above the sea | no | caucasian man | | rainbow parachute | out, rainbow | yes | gay-window |
| Hello Sunny | Fort Lauderdale, Florida, USA | destination, wedding | yes | two guys getting married on the beach | no | multi ethnic gays | romantic | rainbow balls, couple getting married | love is love | yes | out of closet |
| Hello Sunny Trans | Fort Lauderdale, Florida, USA | destination | no | two transgender girls sip cocktails and look at something | no | multiethnic trans | couple | rainbow lights, cocktail | lgbtq | yes | gay-window / out of closet |
| Hello Sunny Drag | Fort Lauderdale, Florida, USA | destination | yes | shirtless guys are holding a surf board with a drag queen in front of it | yes | multiethnic | friends | drag queen, mermaid, guys touching other guys | queen, gay mecca | yes | |
| Fabulous sneery. Fabulous scene. | Fort Lauderdale, Florida, USA | destination | yes | two rainbow flipflops on the beach with a yacht passing by in the background | no | | | rainbow flipflops | fabulous scene, inviting destination | no | gay-window |
| Around here, everyone gets treated like family | Orlando, Florida, USA | destination, family | yes | rainbow families pose at destination landmarks, group of guys look at an orca | no | multiethnic mix | family | two dads, two moms, fashionable gays | free to be, lgbt guide | yes | out of closet |
| Explore the wilderness and enjoy all the comforts of home | Tasmania | destination, romantic | yes | guys at a waterfall taking photos and having a beer on the waterfront | no | multiethnic mix | romantic | two guys on all the photos | all the comforts of home | yes | gay-window / out of closet |
| At last a way to feel good that isn't expensive, illegal or fattening | Tasmania | destination, romantic | yes | destination snapshots with two guys shopping and driving in a red convertible | no | multi ethnic gay | romantic | two guys together | not illegal, | no | out of closet |
| Come walkabout on four wheels | Australia | friends, romantic | yes | guys looking at a map next to a jeep while one puts his hands on the other's shoulder | no | multieticnic mix | friends, romantic | two guys touching | gay-friendly Australia | no | gay-window |
| Wildlife oder Nighlife? | South Australia | destination | no | guy smiling in the sunet | yes | caucasian man | | tanktop, gaze | gayfriendly, gay travel guide, gays | no | out of closet |
| Famous for fun | Goldcoast, Australia | friends, romantic | yes | two shirtless guys by the pool, snapshots of destination | yes | multi ethnic gay | friends, romantic | two shirtless guys on the pic | | yes | out of closet |
| Auf nach Australien - german edition | Queensland, Australia | destination | yes | two shirtless guys with surfboards on the beach | yes | caucasian male | friends | two shirtless guys on the pic | | no | gay-window |
| Party in Sydney, Recover in Paradise | Queensland, Australia | destination | no | shirtless guy on the beach posing | yes | caucasian male | | shirtless guy in speedo | gay day | yes | out of closet |
| A Sydey Icon event | Sydney, Australia | destination, event | no | shirtless guys dancing at a club | yes | | | shirtless guys, foamparty | gay | no | out of closet |

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|---|--|----------------------|---------------|--|------|---|-------------------|---|---|-----|----------------------------|
| Escape to the Margaret River region! | Margaret River Region, Australia | destination | yes | shirtless guy with another guy smiling, destination shots | yes | caucasian men | friends | shirtless guy, gaze | | no | gay-window |
| Bon Appetit! | New Caledonia | destination | yes | shirtless man relaxing on beach, snapshots of destination | yes | caucasian man | | shirtless single man | out travel, gay owned and operated agency | yes | gay-window |
| A Trick or the Real Thing? Once in France, forever in Love. | France | romantic | no | guys smiling and toasting with red wine | no | caucasian men | romantic | two guys close to each other, hands touching, gaze | cruising in the Marais, Gay, warm and welcoming France | yes | out of closet |
| Gay Friendly France | France | destination | yes | destination shots and same sex couples | no | multiethnic mix (asian woman - same stock photo for Sonoma country) | romantic | same sex people on the pictures | liberty, fraternity, equality, celebrate identity, welcome you, gay-frenidly destination, discover the freedom and excitement of gay life in France | yes | out of closet |
| Here's the buzz... | Sullivan County Catskills, New York State, USA | friends | yes | guys hiking | no | caucasian men | friends | two guys touching shoulders | hottest spot for hip New Yorkers, welcome. Out logo | no | gay-window |
| Where more than just cherry blossoms come out | Washington DC, USA | destination | yes | destination shot with cherry tree blossoms and a another shot of two short-haired girls | no | caucasian women | romantic | girls touching, rainbow city logo | come out, diversity, glbt, celebrate the freedom to be | yes | gay-window / out of closet |
| Honoring a guy who wore powdered wigs and tight pants | Washington DC, USA | destination | yes | monument with american flag on one shot, a guy giving a kiss on the cheek to another on the other shot | no | multiethnic mix | romantic | rainbow city logo, guys kissing | reference to crossdressing culture in slogan, proud, diversity, celebrate the freedom to be | yes | out of closet |
| Why in the world you go anywhere else? | Australia | destination | yes | destination shots with same sex groups | yes | caucasian men | friends | boys in speedos, drag queens, lesbian couple, shirtless guys next to each other | gay community, friendly mates, warm welcome | yes | out of closet |
| Not even our subway lines go straight | Washington DC, USA | destination | no | graphic map of metroline and a snapshot of two smiling guys | no | multiethnic mix | friends | boys close to each other, rainbow city logo, rainbow colous on the metro lines | not even the lines are straight, celebrate the freedom to be | yes | out of closet |
| New Orelans is always cool! | New Orleans, USA | fun | no | man with beard dressed as woman | no | | | drag queen, rainbow colour in log | reference to Mr. Louisiana Leather, Miss High Hair are not straight, diversity | no | out of closet |
| Even our buildings aren't straight | New Orleans, USA | destination | yes | destination landmark | no | | | | | no | gay-window |
| Come on down and deck the halls, y'all | New Orleans, USA | destination | yes | not gay couples at landmark | no | | | | you're different here | no | gay-window, general |
| A city where so much stands out, everyone fits in | New Orleans, USA | destinatin | no | same sex couple with beads smling at a party | no | caucasian male | friends, romantic | two guys close to each other, wearing beads | stands out | no | gay-window |
| Rainbow Gaudi Icecream | Barcelona, Spain | fun | soso - icon | dripping rainbow icecream where the scoop is Gaudi's mosaics | no | | | rainbow colors | | no | gay-window |
| Can a city...seduce? | Montreal, Canada | art | yes | naked guy on a museum bench with classical paintings | yes | caucasian man | | naked man | make yourself comfortable, Village, circuit party, nobody cares if you are gay | yes | gay-window / out of closet |
| We love that you're totally out here. | Montreal, Canada | destination | yes | shirtless guy with destination sights in the background | yes | caucasian man | | shirtless guy (?), outgames logo | gay life, out, worldoutgames, | yes | out of closet |
| Just playing | Montreal, Canada | destination event | no | shirtless men having fun at a bar, snapshot of swimming pool | yes | multi ethnic gay | | shirtless guys, rainbow flag, outgames logo | playing, worldoutgames, | yes | out of closet |
| You're here, you're queer... | Toronto, Canada | fun | yes | drag queen with colorful hat of icons of the city | soso | | | drag queen, cocktail, shirtless guys in harness | queer, gay village, largest Pride | yes | out of closet |
| Leave your high heels at home | Switzerland | destination | yes | mountain boks in the Alps | no | | | | high heels | yes | gay-window |
| Your Eurostyle Destination | Quebec City, Canada | destination | yes | two guys talking, one on bike, the other is sitting on a street bench | no | caucasian men, young | | guys clsoe to each but no touch, gaze | summer is always fabulous, l'amour | no | gay-window |
| Visit Gay-friendly Quebec | Quebec City, Canada | destination | yes | two guys and two girls looking at the water | no | bisexual couple? | | guys touching guys, girl touching girl, IGLTA | gay-friendly, come out and play, be gay | no | out of closet |
| We're out to show you a good time! | Atlanta, Georgia, USA | social | no | two guys staring to the distance, while one puts his hand over the others shoulders | no | african american men | | guy touching the other | out, welcomes you, freedom to be, celebrate, pride weekend | yes | gay-window / out of closet |
| Let freedom ring. | Pennsylvania, USA | fun | no | three drunk guys partying | no | caucasian men | | guys in silk shirts, holding hands in friendly manner, pink triangle, rainbow, | ring (marriage equality) | no | gay-window |
| Indulge your need for art. Or Jim, or Bob, or Roger | Portland, Oregon, USA | fun | no | graphic poster | no | | | | gay-friendly, glbt | yes | gay-window |
| Discover your pride | Toronto, Canada | pride | no | huge rainbow flag being carried at pride | no | | | rainbow flag | pride | yes | out of closet |
| There are some places that just feel right | Ontario, Canada | destination | yes | two guys taking photos on the seaside | no | caucasian men | | two guys | feel right, welcome to everyone, gay village, feel at home | yes | gay-window / out of closet |
| Connect in Ontario, Canada | Ontario, Canada | pride | no | two people locking hands (gender unknown) with rainbow beads on their arms | no | | | rainbow beads | gay-friendly, gay population, gay village | yes | gay-window / out of closet |
| Live Large. Think Big. | Dallas, Texas, USA | destination, wedding | yes | snapshots of city , snapshot of same sex couple and friends, drag queen | no | multi ethnic gay | | rainbow banner, TAG, drag queen, guys in tuxedos getting married | gay population, GLBT church, gay shopping, gay nightclub, gay neighborhood | yes | out of closet |
| Our secret is out, and so are we | Dallas, Texas, USA | destination | yes | snapshot of city, shot of smiling guy | no | caucasian man | | girls close to each other in dark clothes | out | yes | gay-window |
| Our secret is out, and so are we | Dallas, Texas, USA | des | yes | snapshots of same sex couples and landmark | yes | caucasian men | | guys drinking colorful cocktails together | out | yes | out of closet |
| Miami - red car | Miami Beach, Florida, USA | sexy | soso - street | two shirtless men in a red convertible posing | yes | caucasian men | | two guys, no shirts | list of gay events | yes | gay-window |
| You married for better or worse | Miami Beach, Florida, USA | romantic, wedding | yes | two guys kissing on a bench in a park | no | multi ethnic gay | | two guys kissing, cuddling | married, honeymoon | no | out of closet |
| It's so Miami - winter party | Miami Beach, Florida, USA | pride | yes | shirtless guys dancing on the beach with flamboyant dancers | yes | multi ethnic gay | | a lot of shirtless guys dancing close to each other, discoball, flamboyant dancer | different | yes | out of closet |
| It's so Miami - stand up paddleboard | Miami Beach, Florida, USA | destination | yes | two shirtless guys stand up paddleboarding at the destination | yes | caucasian male | | two guys | gay event list | yes | gay-window |
| It's so Miami - dining | Miami Beach, Florida, USA | destination | yes | snapshots of destination, two girls smiling | no | | | rainbow chairs, two girls | gay events listing, convertible tops, people who are open to everything | yes | gay-window / out of closet |
| Find your buddy in Aspen | Aspen, Colorado, USA | sexy, event | no | two shirtless guys with ski equipment and a disco ball | yes | multi ethnic gay | | two guys no shirt and touching, disco ball | gay ski week, buddy, sponsor logo in rainbow | yes | out of closet |
| Een lach! Dutch version | Spain | destination | yes | two shirtless guys playing on the beach with surfboard | yes | multi ethnic gay | | two guys playing, tattoo on the arm of a guy, smiling | | no | gay-window |
| Freu dich! German version | Spain | destination | yes | two guys playing matador and bull with red wine | no | multi ethnic gay | | two guys, designed eyebrows | | no | gay-window |
| Freu dich! German version 2 | Spain | fun | no | four shirtless guys and a language course with pick up lines in spansih | yes | multi ethnic gay | | masculine men, IGLTA | gay-friendly, liberal laws, rights for homosexuals, gay culture | no | out of closet |
| Freu dich! German version 3 | Spain | destination | yes | two guys posing at destination landmark | no | caucasian men | romantic | fashionable, Chueca metro sign | free | no | gay-window |
| Where prejudice stays in the closet | Spain | destination | yes | two fashionable guys at a bar drinking cocktails with landmark behind | no | caucasian men | friends, romantic | fashionable, pink cocktail, rainbow letters | prejudice, in the closet, pride, worldpride | no | gay-window / out of closet |
| Elige unas grandes vacaciones - german version | Gran Canaria, Spain | destination | yes | destination landmark with single guy and snapshots of expeiences (mixed audience) | no | caucasian man | | white clothes, tanktop | | no | gay-window, general |
| Europe's N1 LGBT Holiday Destination | Gran Canaria, Spain | destination | no | small ads of different gay places at the destination | no | | | rainbow letters, drag queens | events list | yes | out of closet |
| Giddy and gay. On skies. | Whistler, USA | destinatin | soso - snow | two guys in skiwear laughing | no | caucasian male | | only guys on the pictures | gay (happy) | no | gay-window |
| out and about in Whistler | Whistler, USA | destinatin | yes | two guys having a coffee and laughing | no | caucasian male | friends | only guys on the picture, gaze | out, blow you away, rugged riders | yes | gay-window |
| Kommen sie here often? | Germany | sexy | no | shirtless guy standing in a random doorway | yes | caucasian male | | single shirtless guy | glorious scenery | yes | gay-window |
| Boys of summer | Phoenix, Arizona, USA | destination | no | baseball player photographed from the back with baseball bat | no | caucasian male | | rounded butt | boys of summer, spring, winter and fall, romantic references with male photogrpthy | yes | gay-window |
| Let the moment capture you. | Phoenix, Arizona, USA | destination | yes | man in robe by the pool hanging out | no | caucasian male | | single guy | | no | gay-window |
| Free2BMe | Phoenix, Arizona, USA | destination | yes | two guys by the pool chatting | yes | caucasian male | friends, romantic | two guys chatting, gaze, rainbow letters | free2bme, fabulous | yes | out of closet |
| This is PHX | Phoenix, Arizona, USA | destination | yes | two girls and two guys are enjoying the sunet | no | multiethnic mix | friends | | | no | gay-window, general |

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|---|--|----------------------|-----|---|-----|---|-------------------|--|--|-----|----------------------------|
| Welcome to Sonoma Country! | Sonoma country, California, USA | destination | yes | group of friends, lesbian couple at bar | no | multiethnic mix (asian woman - same stock photo for Sonoma country) | | guys hanging out together, rainbow flag | diverse community | no | gay-window / out of closet |
| Welcome to Sonoma Country! 2 | Sonoma country, California, USA | destination | yes | two men in the hottub drinking champagne, two girls smiling, destination shots | yes | multiethnic male, older | romantic | two guys in a hot tub toasting | gay and lesbian festivals | yes | out of closet |
| Friendly Versilia | Versilia, Italy | destination | yes | snapshots of fun things | yes | | | rainbow flags, single guy without shirt flexing | sin, gay destination, gay movida | no | gay-window / out of closet |
| Friendly Versilia - Statue of David | Versilia, Italy | destination | yes | snapshot of David statue and man in briefs and snapshots of the region with party scene | yes | caucasian man | | shirtless guys, male genitalia (phallic), rainbow flag, shirtless guys dancing | gay | no | gay-window |
| We found a place that keeps calling us back (she)+(she) | Niagara, Canada | destination | no | two guys having wine and holding hands | no | caucasian men | | romantic situation with guys | community | no | out of closet |
| | Minneapolis, USA | social | no | two girls and two guys in intimate situation (male feet in bedroom) | no | multi ethnic gay | | romantic situation with guys | he+he, be yourself, inclusive, community, pride, diversity | yes | out of closet |
| Time to experience that tingling sensation | Victoria, British Columbia, Canada | destination | yes | snapshots of destination withs some same sex couple snapshots | no | multi ethnic gay | | same sex people on the pictures | gay-friendly city | yes | gay-window |
| Take a photo | Victoria, British Columbia, Canada | destination | yes | two guys taking a selfie while one is trying to kiss the other | no | caucasian male | romantic | guys cuddling together | | yes | out of closet |
| the pride of LA | West Hollywood, Los Angeles, California, USA | fun | no | two guys in briefs holding hands | yes | | romantic | guys holding hands | pride of LA | yes | out of closet |
| celebrate pride and diversity | West Hollywood, Los Angeles, California, USA | fun | no | boy in brief dancing, girls feets meet, stylish spa snapshot | yes | | | rainbow flag, shirtless guy in brief, girls legs meet | pride, diversity, progressive, lgbt | yes | out of closet |
| Glitter, glamour and rainbow power | Los Angeles, California, USA | destination | yes | same sex couple snapshot and landmarks and gay celebrity endorsement | no | multi ethnic gay | | two girls close to each other, guys together drinking | glitter, glamour, rainbow, gay, gay-owned places | no | out of closet |
| pLAyful | Los Angeles, California, USA | destination | yes | older couple kissing on the cheek with destination landmark | no | caucasian male | romantic | guys cuddling, kissing | gayLA | yes | out of closet |
| pLAyful | Los Angeles, California, USA | destination | yes | sporty male couple after gym cuddling at destination landmark | no | caucasian male | romantic | guys cuddling, gaze | gayLA | yes | out of closet |
| Get lost in a sunset | Los Angeles, California, USA | destination | yes | two guys holding hands in destination | no | caucasian gays | romantic | guys holding hands (implied) | | no | gay-window |
| Come out here | San Francisco, California, USA | destination | yes | guys holding hands at a landmark, same sex couples at landmarks | no | multi ethnic gay | romantic | guys holding hands, rainbow flag, castro sign | come out here | yes | out of closet |
| Experience the possibilities... | Scottsdale, USA | destination | yes | shirtless guy by the pool, friends drinking, trendy hotel snapshot | yes | multi ethnic gay | friends | only guys on the pictures | fabulous | yes | gay-window |
| Experience the possibilities...2 | Scottsdale, USA | destination | yes | snapshots of destination withs some same sex couple snapshots | no | multi ethnic gay | friends, romantic | two guys on the picture | gibt | yes | out of closet |
| Cuppa Joe? Or Jennifer, or James, or Julia.... | Seattle, USA | destination | yes | neon signs of coffee and market | no | | | IGLTA logo | Joe, James - playing with gender | yes | gay-window |
| What will you do with your 2? | Seattle, USA | destination | no | snapshots of winery, same sex couple | no | caucasian gay | romantic | rainbow letter, same sex couples | celebrate pride | no | out of closet |
| Marry me in Seattle | Seattle, USA | destination, wedding | no | graphic design about how to get married | no | | | human rights symbol, wedding rings symbol, | marraige equality, LGBTQ | yes | out of closet |
| This city is hot! | Tel Aviv, Israel | destination | yes | Four guys in swimwear posing on the beach | yes | multi ethnic gay | friends, romantic | rainbow letters, same sex glare, rainbow logo, shirtless guys close to each other, feminine posing | hot | no | out of closet |
| fun.free.fabulous | Tel Aviv, Israel | destination | yes | two guys on the beach | no | multi ethnic gay | romantic | two guys touching each other, gaze | free, fabulous, gay vibe | yes | out of closet |
| fun.free.fabulous 2 | Tel Aviv, Israel | destination | no | two guys having fun at a club with drag queen behind | no | multi ethnic gay | romantic | two guys touching each other, drag queen in pink | free, fabulous, gay vibe | yes | out of closet |
| Es wird nie langweilig in Manchester! - german market | Manchester, England, UK | destination | yes | snapshots of landmarks and gay people | no | caucasian | | rainbow flag at pride, smiling man | pride, proud to be out | yes | out of closet |
| Our Houston is vibrant | Houston, Texas, USA | fun | no | three guys jumping up together in front of a graffiti | no | multi ethnic gay | friends | rainbow colours, guys holding each other, fashion, purple polo shirt | my gay, | yes | out of closet |
| Our Houston is scenic | Houston, Texas, USA | destination | yes | two guys with bikes in front of landmark looking at something | no | multi ethnic gay | romantic | gaze, tight shorts, body posture | my gay, Jaime and Joey | yes | out of closet |
| Find a vibrant rainbow of cultures and cuisine | San Antonio, USA | destination | yes | landmark shot with colorful umbrellas | no | | | rainbow umbreallas | rinbow, find yourself | no | gay-window |
| In an oasis like Palm Springs | Palm Springs, California, USA | destination | yes | two guys hiking | no | caucasian men | friends | two guys walking together, rainbow sign | oasis | yes | out of closet |
| Feel at home | Palm Springs, California, USA | pride | yes | pride festival with huge rainbow flag | no | | | rainbow flag | pride, comfortable, gay resorts | yes | out of closet |
| Feel at home - senior | Palm Springs, California, USA | destination | yes | three mature guys hanging out by the pool | yes | multi ethnic gay | friends | three guys shirtless close to each other, rainbow line | pride, local color, gay resorts, come out, friendly | yes | out of closet |
| Search. Find. Save. Chill. | Palm Springs, California, USA | destination | no | two guys riding on the same bike | no | multi ethnic gay | romantic | tanktop, guys close to each other | | no | gay-window |
| Come visit a state where history is still being made | Massachusetts, USA | destination | yes | snapshots of destination withs some same sex couple snapshots | no | | | two guys holding hands on the beach | freedom, gay marriage, Provincetown | no | gay-window |
| Vacation Boston. You've earned it! | Boston, Masachusetts, USA | destination | yes | snapshots of destination with some gay reference | no | | | rainbow bracelet and guys holding hands | | no | gay-window |
| America's original lgbt friendly destination | Puerto Vallarta, Mexico | destination | yes | snapshot of destination, guy walking alone, snapshots of guys having fun | no | caucasian men | friends | shirtless guys playing in the sea and at a party | lgbt friendly, IGLTA | yes | out of closet |
| Mexico's top LGBT destination | Puerto Vallarta, Mexico | destination | yes | destination landmarks with shirtless guys on the beach | yes | multiethnic male | friends | guys in speedos | lgbt, gay, gay beach | no | out of closet |
| A convergence of art, culture and nature | Santa Fe, New Mexico, USA | destination | no | two guys with a red convertible unpacking a large painting | no | caucasian men | friends, romantic | red convertible, two men, furniture | open your eyes | yes | gay-window |
| Explore Santa Fe | Santa Fe, New Mexico, USA | destination | no | two guys holding in hands while trying on cowboy hats | no | multi ethnic gay | romantic | two guys holding hands | comfortable,share the getaway you both want | yes | out of closet |
| Our streets are narrow, our minds are not | Santa Fe, New Mexico, USA | destination | yes | snapshots of destination withs some same sex couple snapshots | no | multi ethnic gay | romantic | two guys cuddling, rainbow flag | not narrow minds, open arms, diverse travelers, different, | no | out of closet |
| Explore Santa Fe Diary 2 | Santa Fe, New Mexico, USA | destination | no | two guys drinking coffee close to each other | no | caucasian men | romantic | guys close to each other, rainbow letters | my relationship with Jared | no | out of closet |
| Explore Santa Fe Diary 3 | Santa Fe, New Mexico, USA | destination | no | two guys getting a couple's massage | yes | caucasian men | romantic | guys holding hands while getting a massage, gaze | | yes | out of closet |
| Diamonds are a girl's best friend | St Louis, USA | destination | yes | landmarks in graphic design | no | | | rainbow logo | diamonds, BFF, piching and catching, LGBT beacon | yes | out of closet |
| The proud host of Europride 2008 | Stockholm, Sweden | destination, event | yes | landmarks, art, statues | yes | | | IGLTA logo, | proud host | yes | out of closet |
| Love Stockholm | Stockholm, Sweden | destination | no | two guys looking at something | no | caucasian men | romantic | two men close to each other | welcoming, open, diverse, pride, every orientation | yes | out of closet |
| Satisfying a diverse range of appetites is our speciality | Tallahassee, Florida, USA | destination | no | two guys drinking coffe opposite each other | no | multi ethnic gay | friends | two me smiling | diverse, play with the slogan | no | gay-window |
| Berlin Kisses and tells | Berlin, Germany | destination | yes | two men kissing on the Berlin wall (painting) while a tourist is taking a photo | no | | | two men kising | open for new experiences, feel at home | no | gay-window |
| Explore the different sides. Come to Turkey | Turkey | destination | no | an ancient statue with an erect penis | yes | | | phallic symbol (ancient statue) | male genitalia, different sides | no | gay-window |
| Pink Lake | Wörthersee, Austria | destination, event | yes | shirtless guy in front a lake | yes | caucasian man | | shirtless guy, pink lake | gay festival | yes | out of closet |
| Welcome to Provincetown | Provincetown, MA, USA | destination | no | shirtless guys by the pool drinking cocktails and flirting | yes | multi ethnic gay | | shirtless men, pink flamingo, speedo, gaze, colorful cocktails, rainbow app sign | gay beach | no | out of closet |
| Your vacation just got sexier | Provincetown, MA, USA | destination | yes | shirtless guy posing in front of beach | yes | multi ethnic gay | | shirtless guy, rainbow logo | | no | gay-window |
| It's your life...we make it fun! | Palm Springs, California, USA | destination | yes | two shirtless guys drinking cocktails by the pool | yes | multi ethnic gay | romantic | shirtless, colorful cocktails, gaze | | yes | out of closet |

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|--|--------------------------|----------------------|-----|--|-----|-----------------------|-------------------|--|---|-----|----------------------------|
| Visit Pensacola | Pensacola, Florida, USA | destination | yes | two guys running in the sea laughing | yes | multi ethnic gay | friends, romantic | shirtless guys, speedo | | no | gay-window |
| Venture to the top of the world this summer | Iceland | destination | yes | two guys hiking on a mountain | no | caucasian male | friend | two men together | feel the heat, gay events | yes | gay-window / out of closet |
| Never ending freedom. German edition | Iceland | destination | no | two guys smooching by a lake | yes | caucasian male | romantic | two men in romantic setting | freedom, IGLTA, gay community | yes | out of closet |
| Heat things up in Iceland | Iceland | destination | yes | two guys cuddling in a destination landmark lagoon | yes | caucasian male | romantic | two men in romantic setting | gay-friendly | yes | out of closet |
| Gay Europe. Inside & Out | Denmark, Germany, Sweden | destination | yes | two guys holding hands in silhouette and country landmarks | no | | | two guys holding hands | out traveler, gay europe, inside & out | yes | out of closet |
| Arose Gay Skiweek | Arosa, Switzerland | destination, event | yes | shirtless guy skiing, drag queens having fun in the Alps | yes | caucasian male | | shirtless guy in speedo, drag queens, rainbow flag smb, IGLTA | Gay skiweek, charming, glamorous, drag queen, | yes | out of closet |
| With an Open heart and vibrant energy | Saskatoon, Canada | destination | yes | destination shots | no | | | rainbow flag in child's hand, rainbow sign, Friends of Dorothy sign | pride, open arms, | no | gay-window |
| Diversity with open arms - Hungarian version | Germany | destination | yes | destination shots with same sex couples | no | caucasian male, older | | guys cuddling on the beach, guys holding hands, pink welcome card in back pocket, real rainbow | diversity | no | gay-window / out of closet |
| A beautiful wedding location | Puerto Rico | destination, wedding | yes | elegant couple nose-kissing in destination landmark | no | multi ethnic gay | romantic | guys kissing | | no | out of closet |
| Eventos en Lisboa | Lisbon, Portugal | destination | yes | event snapshots, destination landmark | no | | | single girl walking on the street | | no | general |
| Discover Your Own Azres | Azores, Portugal | destination | yes | destination landmark | no | | | | | no | general |
| Come as you are | Czech Republic | destination | yes | destination landmark | no | | | | come as you are, congratulations for gay times magazine | no | gay-window, general |

Appendix C - Content analysis statistical results

| gay visual | | gay text | | guys demographic | | theme of ad | | shirtless / sexy | |
|----------------------------|-----|-------------------|----|-------------------------|-----|------------------|-----|-----------------------|-----|
| rainbow | 85 | gay | | caucasian | 91 | destination | 139 | not shirtless | 171 |
| close to each other | 27 | gay-friendly | 26 | multiethnic | 86 | romantic | 34 | shirtless | 69 |
| touching | 23 | fabulous | 26 | older | 6 | fun | 21 | | |
| cuddling | 21 | pride | 24 | african american | 2 | sexy | 11 | | |
| gaze | 21 | out | 24 | | | wedding | 8 | characters connection | |
| iglt | 21 | free | 19 | | | funny | 4 | | |
| drag queen | 15 | straight refer | 15 | | | history | 4 | romantic | 69 |
| pink | 13 | LGBT/GLBT | 15 | | | family | 2 | friends | 34 |
| fashion | 12 | diverse / diverse | 13 | | | | | friends, romantic | 20 |
| phallic symbol | 9 | open | 12 | destination landmark | 39 | | | | |
| cocktail | 9 | rainbow | 9 | destination is featured | 163 | | | | |
| tank top | 8 | love | 9 | | | | | | |
| speedos | 8 | welcome | 8 | | | | | | |
| convertible | 6 | celebrate | 8 | Destinations | | | | | |
| guys kissing | 5 | village | 7 | USA | 137 | Canada | 27 | | |
| met | 3 | marriage equ | 7 | Florida | 52 | Australia, Tasm | 10 | | |
| queen | 3 | proud | 4 | Key West | 30 | Switzerland | 9 | | |
| high heels | 3 | attitude | 3 | California | 17 | Vienna / Austria | 9 | | |
| disco ball | 2 | | | Las Vegas | 11 | Spain | 8 | | |
| pink triangle | 2 | | | Philadelphia / MA | 10 | Britain | 6 | | |
| dorothy, oz | 2 | | | Fort Lauderdale | 8 | Vancouver | 5 | | |
| marriage equality | 1 | | | Los Angeles | 6 | London | 5 | | |
| | 299 | | | Miami | 5 | Germany | 4 | | |
| | | | | Palm Springs | 5 | Ontario | 4 | | |
| no gay visual | 13 | no gay text | 36 | Washington DC | 5 | Toronto | 4 | | |
| | | | | Santa Fe | 5 | Iceland | 4 | | |
| | | | | San Francisco | 4 | Montreal | 3 | | |
| type of ads | | | | Phoenix | 4 | Sweden | 3 | | |
| out of closet | 124 | | | Houston | 2 | Israel | 3 | | |
| gay-window | 64 | | | Puerto Rico | 1 | Quebec | 2 | | |
| gay-window / out of closet | 46 | | | | | Portugal | 2 | | |
| gay-window, general | 4 | | | | | Curacao | 2 | | |
| general | 3 | | | | | France | 2 | | |
| total no of ads | 241 | | | | | Czech Republic | 1 | | |

Appendix D – Interview questions guide

Interview help guide

The first part of the survey focuses on your travel habits and they serve as an ice-breaker in the conversation. Questions should be asked in a flow and not as a questionnaire!

How many trips do you make in a year (both for business and leisure)?

- 0
- 1-2
- 3-5
- 5-10
- 10+

What is the aim of your travels?

- leisure
- business
- visiting family, friends

Where do you look for travel information when planning a trip?

- travel websites
- facebook, twitter, google+
- Instagram, pinterest, flickr
- travel blogs
- official tourist office's website
- travel magazines
- recommendations by friends, family
- outdoor advertising
- travel shows on television

In the last year, have you checked any of the following out?

- gay travel guide (such as Spartacus)
- gay travel websites
- gay social media influencers
- gay magazines
- gay travel magazines
- travel workshops, travel shows, trade shows

Have you visited these venues when traveling? (check as many as you wish)

gay pride
gay film festival
gay sporting event
gay conference, business meeting, expo
gay club
gay bar
gay sauna
gay beach
gay-owned accommodation (b&b, Airbnb, misterbnb)
gay-friendly accommodation
other gay establishment

GAY DESTINATIONS

Strongly disagree

Disagree

Neither agree nor disagree

Agree

Strongly agree

Gay space / Gay destination

- It is important for me to travel to gay-welcoming / gay friendly destinations.
- I would travel to a destination even if it was not welcoming for gays.
- The gay laws of a country do not influence my travel decisions.
- The travel destination being gay-friendly is not only about attracting gay consumers, but it is also a social/political destination.
- I only visit places that have at least some sort of a gay scene (bar, club, beach, gay events)
- I prefer travel destinations where there is some sort of a gay scene.
- A destination that hosts a gay event (festival, pride parade, sporting event, gay-themed conference) must be gay-friendly.

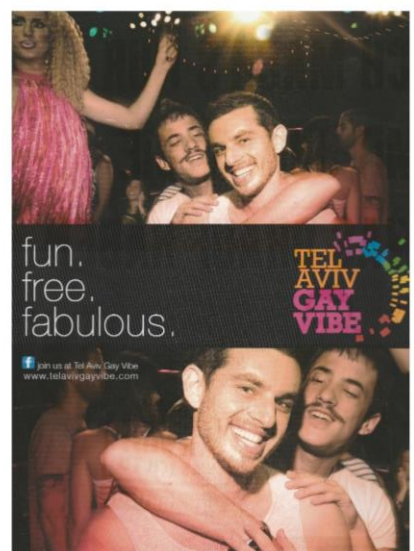
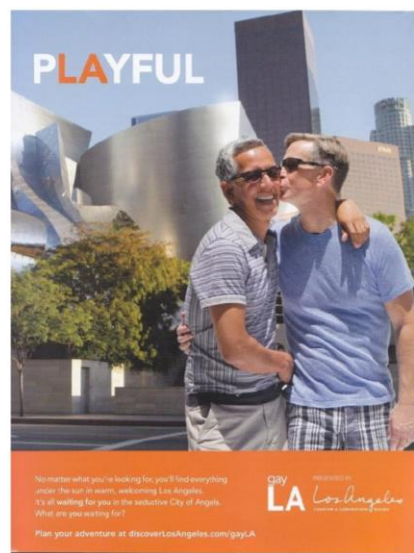
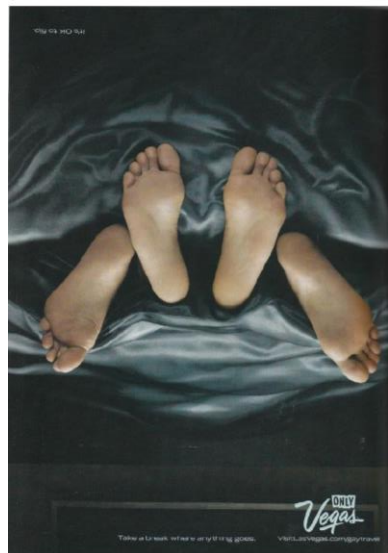
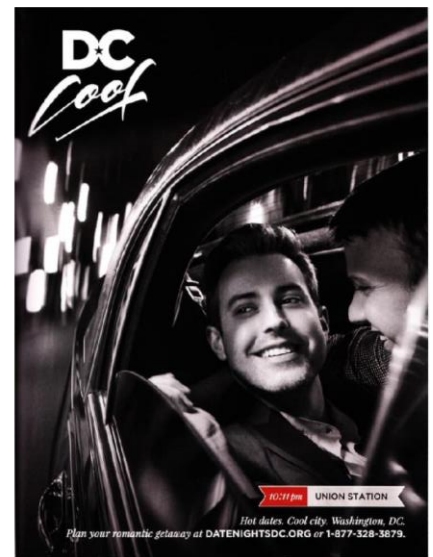
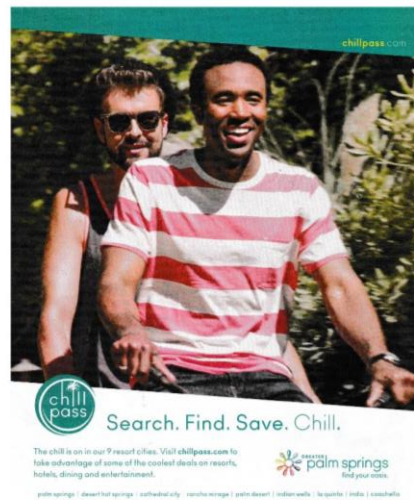
Gay advertisements I.

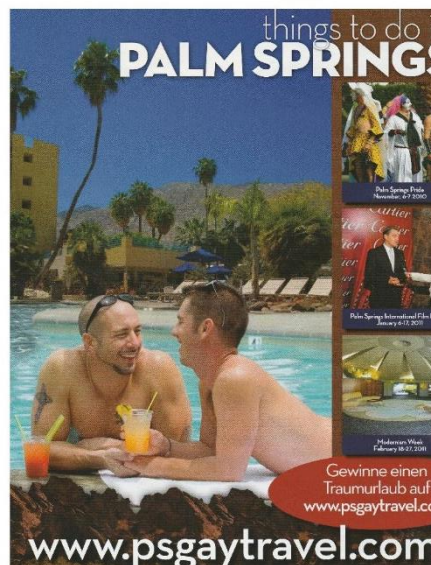
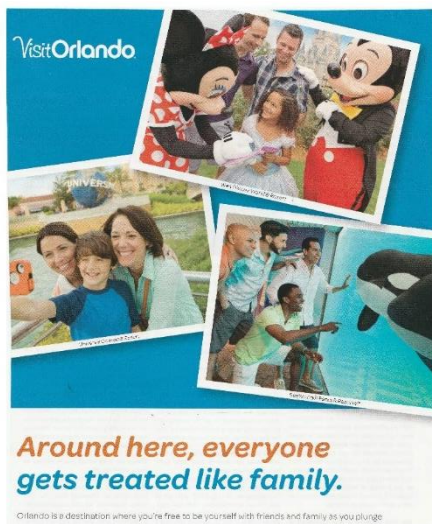
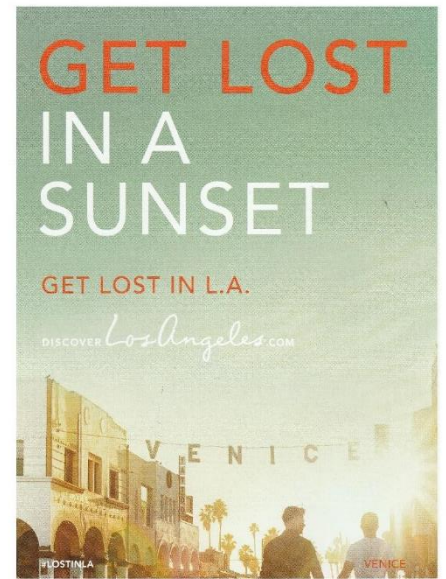
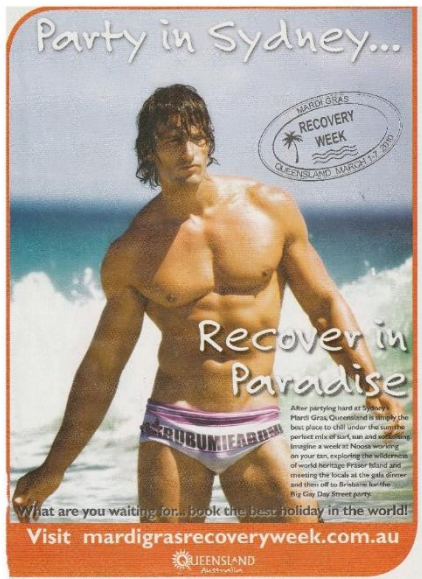
- It makes me feel good when I see gay characters (single man, friends or couples) in travel advertisements.
- It makes me feel good when I see gay visual aids/signs in a travel advertisement or commercial, such as the rainbow flag, human rights watch symbol, pink triangle.
- It makes me feel good when I see gay characters in travel advertisement intended for the general public.
- It makes me feel good when I spot gay visuals in travel advertisement in non-gay media.
- I would like to see more gay men in travel advertisements.
- I don't care if there are no gay characters, visuals in travel advertisements.

Gay advertisements II

- What is the first thing that strikes you about the advertisement?
- What do you think the advertisement is trying to sell?
- What do you think is the key message of the advertisement?
- Does the advertisement appeal to you? What is it you like and dislike about this advertisement?
- Do you feel the advertisement has persuaded or dissuaded you from considering this destination?
- Who do you think the advertisement's target audience is?
- Are there any underlying messages that you can identify?
- Are there any symbols or visual cues that you can identify?
- Having seen this advertisement, what is your view of the destination?

Appendix E – Destination advertisement samples for Research II





Appendix F - Interview respondent profiles for Research II.

| Interview respondents | Country of origin | Age |
|-----------------------|-------------------|-----|
| SJ | India | 32 |
| Gerald | Hungary | 32 |
| Steve | Hungary | 29 |
| Abacax | Brazil | 28 |
| Jones | Brazil | 26 |
| Geovanotti | Mexico | 35 |
| Ragesh | Spain | 40 |
| Ivan | Ukraine | 31 |
| Markus | Germany | 35 |
| Zsolt | Hungary | 36 |
| Bery | Hungary | 26 |
| Christiano | Germany | 40 |
| Schmit | Hungary | 41 |
| Gunther | Germany | 38 |
| Samuel | Hungary | 36 |
| Karoly | Hungary | 33 |
| Otto | Hungary | 41 |
| David | Canada | 43 |
| Jorgos | Greece | 31 |
| Stenskös | Greece | 41 |
| Oliver | USA | 26 |
| Blaise | Hungary | 36 |
| Stojk | Hungary | 43 |

Note: Names were changed in order to provide anonymity.

Appendix G – Gay Destination Advertisements

