



# **Gay-friendly Vienna – NOW OR NEVER**

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Bachelor Thesis for Obtaining the Degree

Bachelor of Business Administration

Tourism and Hospitality Management

Submitted to Dr. Ivo Ponocny

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## Declaration of Authorship

I declare that this dissertation is my own unaided work. I have not included any material or data from other authors or sources, which are not acknowledged and identified in the prescribed manner. I have read the section in the exam regulations on plagiarism and understand that such offences may lead the Examinations Board to withhold or withdraw the award of Bachelor of Business Administration.

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Signature

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## List of Abbreviations

%	Percent
AIDS	Acquired immune deficiency syndrome
B2B	Business to Business
BTM	Berlin Tourism Board
CSD	Christopher Street Day
DMO	Destination Management Organization
EU	European Union
GLBT	Gay, lesbian, bisexual, and transgender
HOSI Wien	Homosexuelle Initiative Wien (Homosexual Initiative Vienna)
IGLTA	International Gay and Lesbian Travel Association
ITB	Internationale Tourismus-Börse (International Tourism Bourse)
No.	Number
PDF	Portable Document Format
SPSS	Statistical Package for the Social Sciences
US (A)	United States (of America)
USP	Unique selling point
UNWTO	United World Tourism Organization

## Abstract

This paper explores the potential of Vienna as a gay-friendly destination as well as its gay and lesbian marketing campaign by providing a theoretical framework followed by field work.

Although Vienna is already known as a gay-friendly city from a world-wide perspective, Europe's urban destinations are fierce competitors. Therefore, a good marketing strategy is vital to attract gays and lesbians to a specific destination by setting up a unique selling point with regard to gay tourism. As the Vienna Tourist Board began attending to the GLBT community in 1998, it was one of the first DMOs promoting a gay-friendly destination.

However, gay travellers are still among the most under researched groups, and there is still a severe lack of meaningful surveys due to the fact that this topic has yet to be widely explored. In addition, marketing the GLBT community is anything but easy as homosexuals' diversity is complex. Thus far, researchers have determined that gays and Lesbians have an above-average level of education, are successful in their career, but most importantly, they are referred to as DINKs, which stands for 'double income, no kids'. Moreover, homosexuals have a high affinity to travel, as they undertake an average of four short trips a year where they spend in general twice as much money as their straight counterparts.

The empirical part within this thesis provides an insight into homosexuals' perceptions of Vienna as a gay-friendly destination, the Vienna Tourist Board's gay and lesbian marketing campaign, as well as gay-friendly travel in general.

## 1. Introduction

Today, tourism is an economic as well as social phenomenon according to the World Tourism Organization (2007). As the travel and tourism industry is one of the fastest growing economic sectors worldwide, it counts as the main source of income for almost every country around the globe. As a result of this growth, an increasing diversification as well as tough competition among destinations arose, and a diminution is anything but foreseeable from a current point of view.

Based upon the above mentioned fact, it is self-explanatory that both public and private sectors ranging from smaller businesses to international corporations account tourism marketing as an utmost priority (Middleton et al. 2009). Each and every destination tries to attract as many travellers as possible to persevere in the highly competitive market of tourism. Therefore, it is essential for marketers to understand the theory of market segmentation, although it remains one of the more difficult marketing concepts to turn into profitable reality (Croft 1994). Nevertheless, Wagner (2006) argues that it is more important than ever to focus on segmented target groups in order to provide individual offers and treatments in times of increasing customer demand.

Since the mid-1990s, the global tourism industry has turned toward another promising niche market segment - namely the gay and lesbian segment (Clift et al. 2002). However, during a recent conference held by various gay tourism experts at the ITB Berlin 2010, it was mentioned more than once that gay tourism is no longer considered a niche market. Guaracino (2007) even argues that the gay and lesbian tourism has emerged as a global business and the competition for meetings, conventions, sporting contests, and leisure visitors has quickly increased within this field. According to the recently published 14<sup>th</sup> annual gay and lesbian tourism report, travellers make up 10% of the travel industry (Community Marketing 2010).

In 1998, the Vienna Tourist Board was one of the first DMOs that began attending to the homosexual audience by promoting a gay-friendly destination (Vienna Tourist Board 2006). Today, Vienna is already known as a gay city from a world-wide perspective, but Europe's urban destinations are a very strong competition.

## 1.1. Problem Definition

Addressing the problems that emerge when marketing the tourism supply for gays and lesbians the complexity of homosexual diversity is ranked first (Guaracino 2007). On one hand, there is the need to distinguish between gays and lesbians on the whole, as their attitudes and beliefs are dissimilar, whereas the target group of the same gender has to be subdivided again on the other hand. In doing so, it is also essential to keep the subgroup of the anonym gays as well as the deceptive faith in stereotypes in mind. Thus, in-depth research on this subject is of great advantage in order to address homosexuals accurately, which brings us to the second point.

Gay travellers are among the most under researched groups, and there is still a severe lack of meaningful surveys due to the fact that this topic has yet to be widely explored (Guaracino 2007). Guaracino (2007) further states that the biggest issue regarding gay, lesbian, bisexual and transgender (GLBT) research is asking people about their sexual orientation. Until today, marketers have not figured out how to address this question properly, hence the small amount of existing studies consisting of self-identified GLBT respondents only. However, in order to provide a true outcome, a random sample of gay and lesbian travellers would be vital.

Concerning the gay and lesbian marketing conducted by the Vienna Tourist Board, another challenge appears. While the United States as an outrider as well as some European cities like London, Paris, Barcelona, Amsterdam, and Berlin have identified the potential of this promising market for a long time, Vienna is rather at the bottom with still little experience concerning this field. Nevertheless, the city of Vienna has set a perfect initial point with the Life Ball and possesses a high capability of development.

Referring to the 14<sup>th</sup> annual gay and lesbian tourism report conducted by Community Marketing Incorporation in the US, Austria is ranked eleventh among the top 20 European destinations mentioned by gays. While the United Kingdom, France, Germany, Italy, and Spain are the top five European destinations for leisure and business travel, Austria ranks lower, which probably indicates a lack in offers appealing the homosexual target group (Community Marketing 2010).

## **1.2. Aims of the study**

The aim of this study is primarily to explore the potential of Vienna as a gay-friendly destination by creating a theoretical framework followed by field work. Even if a city has the capability to serve as an attractive gay-friendly location, a good marketing strategy is crucial to invite the GLBT community (Guaracino 2007). Therefore, the gay and lesbian marketing campaign conducted by the Vienna Tourist Board is going to be researched as well.

The following query simply summarizes the main purpose of the paper:

‘Does the city of Vienna have a good marketing concept and tap its full potential being acknowledged as a gay-friendly tourism destination in order to attract GLBT travellers?’

Hence, the centre of attention lies on the assistance of appropriate marketing, undertaken in order to reach this promising target group.

Finally, the focus concerning this paper is based on building up a composition of recommendations on how to market the city of Vienna properly as a favourable gay-friendly destination to be of advantage for the Vienna Tourist Board.

The following queries are the basis of the overall study on the one hand and serve to conduct the design of the survey on the other.

## **1.3. Research questions**

- What are the concrete characteristics of the gay and lesbian target group? To what extent does the homosexual segment distinguish from the mainstream?
- Does the Vienna Tourist Board undertake the right marketing to promote gay and lesbian tourism?
- Does the city of Vienna offer pleasing tourist features and entertainment to attract homosexual tourists?
- What steps can be taken for Vienna to be acknowledged as a favourable gay destination in the foreseeable future?

#### **1.4. Non-objectives**

It is not an aim of this study to explore the subject of homosexual orientation itself. It should merely be investigated how to market gays and lesbians as a specific target group, and thus a general understanding of homosexual patterns is required to make an assessment.

Another non-objective is the statement of personal perception and the attitude toward gays and lesbians. Although the thesis presumes a certain acceptance regarding homosexuals, it should not serve as guidance on how to act or behave during social or commercial intercourse. Today's society is basically broad minded, and hopefully the topic addressing acceptance will not even need to be mentioned anymore in the foreseeable future.

Last but not least, the elaborated suggestions at the end of this paper are only effective for promoting Vienna as a gay-friendly city. Even though general hints may be applicable for other gay destinations, it applies to Austria's capital and can only be realized by the Vienna Tourist Board.

#### **1.5. Academic methodology**

In general, this bachelor thesis is an exploratory study based on primary as well as secondary data.

The first section deals with a literature review comprising definitions and analyses concerning gay tourism and marketing in general, Vienna as a gay-friendly destination, and its marketing campaign conducted by the Vienna Tourist Board. This theoretical framework relies mainly on the scientific work of some key authors like Guaracino and Clift et al. as well as on articles from the World Wide Web. Although the selected topic has not extensively been explored, a fairly broad choice of references as well as relevant articles in newspapers and magazines is available to serve as sources. Moreover, already existing statistics and surveys covering the gay and lesbian market segment are integrated within this selection.

In order to collect primary data, an electronic survey by way of questionnaires was conducted. Due to rather complex accessibility of the coverage a sampling

size of at least forty persons was determined. The content of the survey is based on some hypotheses that were created by means of the theoretical background.

The following section then relies on suggestions gained from the outcomes of the survey. All relevant findings are analysed in depth and a recommendation of action is prepared for the Vienna Tourist Board in order to tap its full potential to promote Vienna as a gay-friendly city.

## **1.6. Composition of the paper**

After the introduction in the first part, the second chapter concentrates on basic information and definitions of tourism, homosexuality, and gay-friendly tourism in general. In this connection, a common understanding should be developed, as a situational analysis including all relevant facts regarding the subject will be further assumed in the third section. Hence, features based on the homosexual customer as well as the city of Vienna will be described in detail. Within the fourth chapter, the focus lies on Vienna's offer to the travelling GLBT community and ends with a competitive analysis. In order to promote Vienna accordingly as a gay-friendly destination the fifth chapter deals with the issue of gay marketing, whereby the Vienna gay and lesbian marketing campaign will be analysed. After building up a theoretical framework, chapter six delves into the subject of the empiricism. Subsequent to specifying the basics of the survey approach as well as the questionnaire design and its goal, an analysis of the outcome follows. Eventually the section concludes with a suggestion based on the outcome of the empiricism. Just as in every academic paper, the final closing of the bachelor thesis contains a summarizing conclusion, a full-length bibliography as well as appendices.

## **2. Basic Information**

### **2.1. The Definition of Tourism**

Unfortunately there are a vast number of general approaches to the subject of tourism. The UNWTO is constantly refining the complex phenomenon of this industry, and also Rojek and Urry (cf. 1997 cited Hall 2004, p.5) stated that “tourism is a term that is waiting to be deconstructed”.

On the other hand, Kaspar (cf. 1996) simply defines tourism as

the totality of the relations and manifestations resulting from the change of location and residence of people for whom the residence is not the major and permanent living and working place.

More recently, the term tourism is similarly explained by Goeldner and Ritchie (cf. 2005, p.5) as

the processes, activities and outcomes arising from the relationships and the interactions among tourists, tourism suppliers, host governments, host communities, and surrounding environments that are involved in the attracting and hosting of visitors.

#### **2.1.1. Tourists**

According to the UNWTO (cf. 2007) tourists are

people who travel to and stay in places outside their usual environment for more than twenty-four hours and 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.

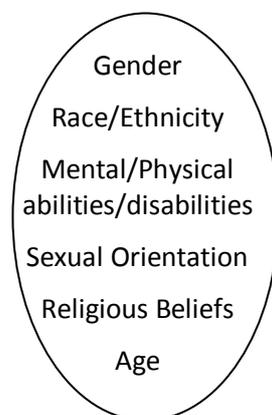
Nevertheless, a generalization of tourists should not be presumed. Cooper (2008) stated that tourists are in fact not a homogenous group, as it consists of different personalities, demographics, and experiences. There are two basic approaches as to how tourists can be classified. On one hand, a distinction between domestic and international tourists can be made, whereas the purpose of the visit is the decisive factor on the other hand. Although gay tourists may fall into all of the three categories - be it business and professional, other tourism purposes or leisure and recreation - this study clearly focuses on the later one, which includes holiday, sports and cultural tourism, and visiting friends and relatives. When

referring to gay tourists within this paper, a tourist with homosexual orientation is implied.

## 2.2. Homosexuality

Generally there are three basic categories when talking about sexual orientation: heterosexuality, homosexuality, and bisexuality. Homosexuals can be either women or men who feel mainly or solely sexually and emotionally attracted to the same gender. Whilst in the past, heterosexuality was assumed to be the norm homosexuality is scientifically accredited nowadays. It is a fact that this kind of sexual orientation is not a disease, disruption, or aberration, although most people consider themselves to be heterosexual. Clift et al. (cf. 2002, p.89) stated that “homosexuality is as natural as heterosexuality”.

Gardenswartz and Rowe (1994, cited by Clift et al. 2002) have built up the following framework of all dimensions over which people have no control and therefore should have top priority when it comes to ‘protection against discrimination’ (Clift et al. 2002).



**Figure 1** Core dimensions of diversity

**Source:** based on Gardenswartz and Rowe (1994, cited by Clift et al. 2002, p.90)

The figure above lists all natural dimensions, whereas sexual orientation is one out of six. This leads to the fact that being attracted to the same sex has always existed and most probably always will exist in every society and every walk of life (Clift et al. 2002).

### **2.2.1. Definitions for a mutual understanding**

In order to have a mutual understanding it is important to define a few terms referring to the subject that are in common use and thus also applied throughout this paper.

The term 'lesbian' derived from the Greek word 'lesbos' and refers to females who are attracted to the same sex, whereas 'gay' stands for male homosexuals. However, at this point it is crucial to note that the phrase 'gay' has largely replaced 'homosexual', and by using this expression, it often relates to both the male and female (Guaracino 2007; Clift et al. 2002). Moreover, 'bisexual' conveys an attraction to both sexes; men and women. However, Guaracino (2007) argues that bisexuality does not presume non-monogamy.

Generally, homosexual groups may be summarized within the umbrella term 'queer' as well as the acronym 'GLBT', denoting gays, lesbians, bisexuals, and transgender (Guaracino 2007; Johnston 2005).

On the other hand, 'transsexuals' or 'transgender' are people that identify themselves as a member of the opposite sex and may also have its physical characteristics. However, transsexual people are not necessarily gay or lesbian (Guaracino 2007).

After all common GLBT terms are thoroughly defined, it is crucial to mention that the words 'straight' or 'mainstream' are sometimes used to address heterosexual coevals.

Furthermore, Guaracino (2007) states that the terms sexual orientation, sexuality or sexual identity can be used in order to be accurate and neutral, whereas the phrase sexual preference should be avoided.

When discussing Pride parades or Pride events, this simply indicates a celebration of the GLBT community that usually takes place in June to commemorate the Stonewall Inn riots (Guaracino 2007).

A mutual understanding of the above listed individual terminologies is essential for the residual chapter that deals with definitions of larger concepts such as 'gay tourism', 'gay travellers', 'gay-friendly' and 'gay welcoming'.

## **2.3. Gay Tourism**

### **2.3.1. Definition**

Gay tourism, also referred to as GLBT tourism, is simply a mixture of both notions described above. Thus, the phrase may be summarized as vacations undertaken by gays and lesbians that allow them to leave their daily grind behind in order to indulge in entirely gay environments (Clift et al. 2002). Clift et al. (cf. 2002, p.12) define gay and lesbian tourism as

a relatively new and growing economic and social phenomenon, which clearly has substantial cultural and personal significance for homosexual travellers themselves, for their country of origin and for the destination they visit.

Additionally, Clift et al. (2002) reveals that GLBT travellers do not cater to a narrow homosexual male role but also encompass the social, cultural, economic, and political as well as the health dimensions of life.

As the homosexual community features special needs and interests while travelling, the tourism industry tries to respond with well-directed offers. Hence, many tourism organizations like hotels, airlines, and, cruise ships view gays and lesbians as a promising target group and set up their business plan accordingly. Therefore, from a marketer's point of view, gay tourism can be seen as a niche segment of today's tourism industry focusing on the global GLBT community.

### **2.3.2. Development**

According to Clift et al. (2002), one of the first noted gay tourism patterns was cultural trips from northern Europe to the Mediterranean region undertaken by rich homosexual men. However, the development of GLBT tourism that is known today started in the late 19<sup>th</sup> century and is strongly connected to the overall gay movement. After the turn of the century, some European cities like Berlin, Paris, and Amsterdam started to communicate their emerging gay subculture. However, World War I and II were accountable for a setback in gay tourism. Soon afterwards, however, in the early 1970s, the first official gay destinations emerged and accommodations simultaneously identified themselves as gay-friendly. Furthermore, rights demonstrations held by the queer community turned into lucrative tourist events resulting from increasing positive media images.

### 2.3.3. The gay-friendly figurehead

The term gay-friendly developed in the late 20<sup>th</sup> century in North America and can be related to places, people, or institutions and policies that treat gays, lesbians, bisexuals, and transgender with respect and courtesy (Guaracino 2007). Guaracino (cf. 2007, p.10) further reveals that

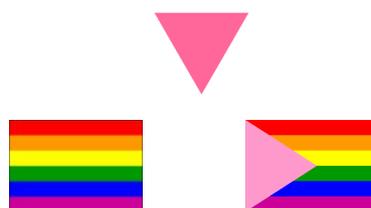
gay-friendly means that you are making an authentic invitation to the GLBT community; that you conduct your business in a manner that embraces people's diversity making everyone feel welcomed; and that your business policies don't penalize your GLBT customers or employees.

Whereas in 2001 only few organisations actively used this figurehead, 2005 and 2006 were record years concerning destinations that started to implement gay-friendly campaigns (Guaracino 2007). Strenger (2008, par.6) argues that cities' gay-friendliness is an indicator for openness, tolerance, and joie de vivre.

By using the gay-friendly signboard, destinations primarily welcome the GLBT community but there are also some unexpected outcomes according to Guaracino (2007). First, the character attributes a positive message to other groups of people including Africans, Hispanics, and Asians. Moreover, it establishes positive employee morale. The fact that gays and lesbians are trendsetters may be a stereotype, but nevertheless, it can influence others in decision making regarding the choice of destinations.

As GLBT people want to get invited rather than just accepted, destinations and suppliers often replace the term 'gay-friendly' by 'gay welcoming' nowadays.

To communicate a gay-friendly or gay-welcoming message, the symbolic power of the Rainbow Flag is used most, which was designed by Gilbert Baker in 1978. The six stripes representing the colours of the rainbow symbolize the diversity within the GLBT community (Guaracino 2007). In addition to the Rainbow Flag, the Pink Triangle conveys an invitation to the GLBT community (see Figure 2 below).



**Figure 2** Rainbow Flag, Pink Triangle and Rainbow Flag including Pink Triangle  
Source: [http://www.fahnenkontor24.de/FOTW/flags/qq-rb\\_h.html](http://www.fahnenkontor24.de/FOTW/flags/qq-rb_h.html), 2010

## **3. Situational Analysis**

### **3.1. The GLBT Community**

#### **3.1.1. General**

Within the last few decades, the GLBT community has become increasingly visible (Clift et al. 2002). Ongoing media coverage and political discussions dealing with homosexual topics are only two out of several reasons that are conducive to queer peoples' confidence (Bräuhofer 2007).

The emergence of AIDS in the 1990s has largely contributed to the increasing homosexual awareness, where homosexuals reached the public through continuous press releases. Beside the unfavourable and sad information the topic entails, the related outcome concerning alertness may be considered to be advantageous nowadays (Clift et al. 2002).

#### **3.1.2. Figures**

Referring to the numbers of homosexuals, there are various assumptions. Even Clift et al. (cf. 2002, p.94) argues that there are "as many answers as researchers".

According to Vienna's Web Service (2010), the percentages range from 5 percent to 15 percent, whereas in general, a share of 10 percent is presumed.

On the other hand, Clift et al. (2002) came to the result that the percentage of gay men is between 7 and 9 percent, and the portion of gay women lies between 3 and 5 percent after analyzing twenty-eight studies.

In congested areas, the amount of gays may be even higher, as the Berlin Tourism Board indicates a fraction of 20 percent homosexual residents. However, due to discrimination, incomprehension, and fear of disadvantages in everyday life, half of all GLBT people live 'in the closet' and wish to keep their sexual orientation or gender identity a secret (Bräuhofer 2007). Hence, an exact indication of homosexual numbers is merely impossible. Nevertheless, the fact is that in general the total homosexual population consists of 70 percent men and 30 percent women (Schneider-Lindberg 2008).

### **3.1.3. Legal facts**

It is hardly imaginable that homosexuality was illegal in Austria until 1971 and is still not legalized in some parts of the world (Haggerty 2000). As a majority of today's society is open-minded and has a high level of acceptance, some people still sceptically confront this issue. However, since many governments acknowledged human equal rights, the major breakthrough concerning homosexuality was the legalisation of gay and lesbian relationships. A registered union of same sex partners is officially recognized in Austria since January 1<sup>st</sup>, 2010 (Die Presse 2009a).

As this paper deals to a large extent with gay marketing, information about the legal fact is noteworthy. Guaracino (2007) argues that as soon as the legal system recognizes homosexual relationships it is also acceptable that destinations and organizations market to the GLBT community. Thus, firms are able to create an official target group and include gays and lesbians in their business plan.

### **3.1.4. GLBT Diversity**

GLBT people come from all races, ages, ethnicities, nationalities, incomes, political and religious affiliations, professions, physical abilities and gender expressions (cf. Guaracino 2007, p. 171). The total population of homosexuals is almost as diverse as society as a whole and in some respects maybe even more diverse (cf. Friedheim 1998 cited by Clift et al. 2002, p.96).

Summarizing the statements above, one can assume that gays do not have much in common and there is no such thing as 'gay customer behaviour'. Even if the GLBT community is among the most under-researched group, steadily growing numbers of market research provide merchants a deeper insight into the subject of homosexual customer analysis (Clift et al. 2002). Nevertheless, Guaracino (2007) stated more than once that gay stereotyping should be avoided and play a minor role within gay tourism marketing. There are many surveys that have researched different types of gay profiles, but the risk is to use alienating or only positive GLBT stereotypes. Guaracino (2007) further argues that there is a vast amount of information that cannot be ignored by companies. The next chapter deals with common GLBT characteristics that researchers have discovered already.

### **3.1.5. Common GLBT Characteristics**

Before the common GLBT findings are listed, it is crucial to note at this point that characteristics of lesbians are not comparable with their male counterparts, as they differ in demographics and psychographics as well as in their purchasing behaviour. While gay men and women do share similar beliefs and media habits, market research has shown that both parties need a different approach when targeting (Guaracino 2007). Therefore, the characteristics listed in the following chapter mainly apply to homosexual men.

#### **3.1.5.1. DINK (*Double income no kids*)**

One of the most important characteristics concerning gays and lesbians is their considerably high purchasing power. Guaracino (cf. 2007, p.33) defines the buying power as

the amount of money after taxes and obligations that can be spent on things like home mortgages or rent, car and transportation expenses, utility bills, food, entertainment and travel.

The main indicators for their larger budgets in comparison to the mainstream is that same sex couples have an above-average level of education, are successful in their career, but most importantly, usually both partners work, which accounts for dual incomes. Moreover, they have fewer or no kids and happen to be more male and more urban (Guaracino 2007). Summarizing these facts, it is often referred to as DINK, which stands 'for double income, no kids' (Wagner 2006).

Culture, sports, travel, fashion, nightlife, and cosmetics are important to queer people, as they spend on average 40 percent more than their straight coevals. On the other hand, gays and lesbians spend less money for cars, insurances, or tobacco and toys (Bräuhofer 2007).

Moreover, GLBT consumers are liberal, modern, interested in culture, and health conscious (Bräuhofer 2007); but they are also free-spending, brand-loyal, trendsetters, and fair-minded. In addition, they show a higher online presence than their heterosexual counterparts (Guaracino 2007).

Even their leisure time activities are more dynamic, leading to the fact that more than 55 percent go out at least three nights a week (Oesterreich Zeitung 2009).

### **3.1.5.2. Tourism**

Hughes (cf. 2006, p.45) states that “tourism is an inextricable part of the gay lifestyle”. While others in times of the economic crisis stopped travelling and began saving, the GLBT community was the only sector in tourism that gained in popularity (Nibbio et al. 2010).

Even if a detailed gay and lesbian customer analysis leaves something to be desired due to the fact that it is a rather untouched topic, several researchers focused on the GLBT community and tracked important gay characteristics within the last decade.

As already revealed above, the GLBT community has a high affinity to travel and thus go on more journeys than straight travellers (Guaracino 2007). With an average of four short trips a year, homosexuals lie far above the amount of heterosexual travels (Vienna Tourist Board 2009).

Moreover, gay and lesbian travellers spend twice as much money as their straight counterparts during their journeys (Guaracino 2007). On average, homosexuals spend 45 percent more than the mainstream (Oesterreich Zeitung 2009) and they are more likely to be found in 4- and 5-star hotels (Die Presse 2009b). This fact may be traced back to the DINK clause. Although homosexuals have a high budget available,

they are also looking for value, affordability, and they do want to be able to identify gay-friendly hotels, airlines and destinations easily so they can feel safe and welcome in their travels. Safety, progressive politics (such as gay marriage) and even immigration (politics that don't discriminate against gay people) all play a factor in travel decisions. Gay and lesbian consumers are ultra savvy and they know when they are being targeted for their dollars (cf. Guaracino 2007, p.94, 35, 92).

On the other hand, the 'Prime Access/Planet Out Gay and Lesbian Consumer study' of 2008 reveals that the GLBT community buys products and services from gay-friendly organizations often and early (Melloy 2008).

Additionally, Guaracino (2007) states that gays and lesbians fly more often than heterosexuals and that they have a high affinity to book online. Last but not least, homosexuals prefer city, education, language, and culture trips rather than any other types of travel (Oesterreich Zeitung 2009), whereas relaxation, comfort, and

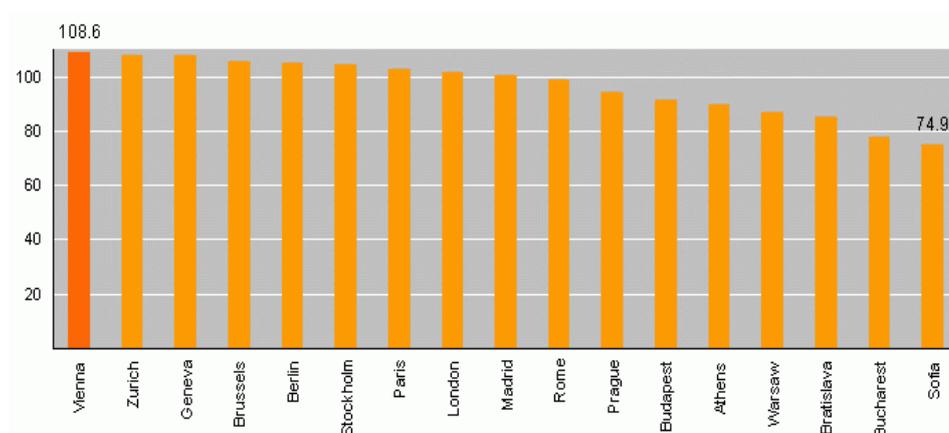
good food counted as the most important factors in gay holiday planning (Hughes 2004).

### 3.2. The City of Vienna

#### 3.2.1. General

The perfect point of origin in the middle of Europe coupled with a rich history is not the only reason that makes the capital of Austria the most liveable city of the world (see Figure 3). Sisi, Schnitzel, Waltz, the State Opera House, and the Philharmonic Orchestra are some of the typical phrases that immediately identify Vienna and make it unique.

Vienna is not only the capital, but it is also one of the nine federal states within Austria. According to Vienna's web statistics (Municipal authority of Vienna 2010), the city is 414.9 square kilometres and is thus the smallest of Austria's provinces. Nevertheless, Vienna is clearly the most populous city within Austria, currently recording an urban density of 1.698.957 (stand: January 1<sup>st</sup>, 2010). The fact that Austria has 8.5 million residents reveals that approximately every fifth person lives in the city of Vienna. Based on the number of inhabitants, the city of Vienna is ranked fifteenth among the European metropolises. Compared to Paris or London, which comprise each more or less 10 million inhabitants, Vienna belongs indeed to one of the smaller cities. Regardless of its size, it is important to mention that Vienna counts as one of the safest cities in the world and is the second cleanest city within Europe (Municipal authority of Vienna 2010).



**Figure 3** European Quality of Living Index 2009  
Source: Municipal authority of Vienna, 2010

### 3.2.2. Tourism

Within Europe, Vienna is among the top ten visited cities according to the numbers of arrivals listed in TourMIS, the online Austrian National Tourist Office (2010). The annual amount of 4.385.529 including domestic and foreign arrivals in the year of 2009 clearly states that the Austrian capital has a wide variety of attractions to offer.

Having a look at the current trends regarding the first quarter of this year's season, Vienna records a strong upward movement in bednights with 8.6 percent, whereas Austria as a whole accounts an 8.2 percent upturn. While this could be traced back to the recovering economic crisis, it is an important fact to mention that many other EU nations such as Switzerland, Poland, Ireland, and even Germany note a fairly strong decrease in bednights (Austrian National Tourist Office 2010).

This rising drift is more than welcome to Vienna's accommodation enterprises consisting of approximately 400 hotels and guesthouses, whereby the major share holds the 3- and 4-star category with 77 percent resulting in 4.656.977 overnights in 2009 (Municipal authority of Vienna 2010). Unfortunately, the occupancy rate decreased during the past years; especially the 5- and 4-star and hotels lost in density.

Pertaining to the tourists' country of origin, the most represented market is Germany followed by Italy and Great Britain. The annual revenue generated by tourism in Vienna is estimated with a total of €2.5 billion.

The 'City of Vienna' as well as the 'Vienna-Tourism' and the 'Vienna Tourism Industry' steadily work on continuous innovations and amendments and give their best in order to foster Vienna's tourism performance. The outcome is noteworthy as Vienna already holds the top position as international convention city.

Looking ahead, the Vienna tourism concept 2015 reads '100 and 1 and now'. The 100 stands for the growth in sale of €100 million in the hospitality industry, the 1 demonstrates the increase in bed nights of €1 million within this formula. Therefore the hospitality industry's turnover is assumed to be 587 million, and the amount of overnights adds up to 11.2 million based on the record year in 2008 (Vienna Tourist Board 2009).

In order to achieve this ambitious goal, a new strategy of the Vienna Tourist Board focuses on tourists' segmentation with regard to lifestyle communities as the society gets more fragmented and social networks develop as a result. Travellers want to be around like-minded people and await special offers tailored according to their interests.

To summarize, Austria's capital is doing very well in comparison to other Central European cities concerning the prosperity of tourism.

## **4. Vienna as a gay-friendly destination**

Before a detailed analysis of Vienna as a gay-friendly destination is provided, a definition of the term is vital. Hughes (2006) states that a gay-friendly destination not only features the existence of gay venues, nightlife, and special cultural offers for the GLBT community, but also socializes opportunities with other gay travellers. The author (cf. p.176) further reveals that “the existence of a gay scene of bars, clubs, restaurants and the like may act as an indicator of gay-friendliness even if those facilities are not used by the visitor”.

In addition, Guaracino (2007) states the most important criteria for a destination to be gay-friendly. First of all, it is vital that a place is known to be safe from harassment, intimidation, threats or physical violence for gay visitors and same sex couples. Thus, it is of great importance that a destination supports diversity and GLBT civil rights. Moreover, safety, progressive politics such as gay marriage and even immigration play a factor in travel decision. In order to express a city’s gay-welcoming, a gay nightlife, gay clubs, and gay bars should be offered to the travelling GLBT community. Last but not least, positive word of mouth from gay friends, relatives, and colleagues is a crucial criterion for the destination choice of gays and lesbians.

Guaracino (cf. 2007, p.160) further states that “destinations are looking at their own laws and social policies to evaluate whether they are genuinely ‘gay-friendly’, and if they find weaknesses, they are initiating positive change”.

However, at this point, it is important to mention that GLBT travellers already expect destinations to be gay-friendly and is therefore no longer sufficient to simply market a place as that (Guaracino 2007).

### **4.1. Europe**

Generally, Europe is a very popular destination for gay travellers. Each European city tries to attract GLBT tourists from Europe itself, but also overseas, in order to stay competitive and reach the highest market share. Waitt and Markwell (2006) state that top European gay destinations score with their provision of accommodation, clubs, bars, saunas, and same-sex venues as well as their

historical openness towards minorities. The table below shows a recently published rank list of European countries that are most likely visited by US gay and lesbian travellers (Community Marketing 2010):

**Europe – Top 15 Reported**

	Vacation travel, past 12 months	Business travel, past 12 months	Plan to visit next 12 months for any reason
England	7.3%	3.0%	12.0%
France	6.2%	2.0%	9.0%
Germany	4.8%	2.0%	7.0%
Italy	4.6%	1.0%	9.0%
Spain	3.9%	1.0%	7.0%
Netherlands (Holland)	3.2%	1.0%	5.0%
Greece	1.9%		4.0%
Ireland	1.8%	1.0%	4.0%
Denmark	1.8%		2.0%
Czech Republic	1.5%		3.0%
Austria	1.5%		2.0%
Switzerland	1.4%	1.0%	2.0%
Belgium	1.4%		2.0%
Sweden	1.4%		2.0%

**Table 1** Europe’s top 15 cities that are most likely visited by the US GLBT community  
**Source:** 14th annual gay and lesbian tourism report by Community Marketing, Inc., 2010

While England, France, Germany, Italy, and Spain are the top five European destinations, Austria is ranked eleventh. Referring to the 13<sup>th</sup> annual gay and lesbian tourism report published in 2009, Austria has gained in popularity, as it was still ranked fourteenth then (Community Marketing 2010).

From a worldwide perspective, Austria is ranked fourteenth behind the USA, Spain, England, Australia, and Italy (Vienna Tourist Board 2004).

**4.2. Gay-friendly Vienna**

Within the last years, Vienna has been established as one of the most favourable gay-friendly destination among Europe. GLBT travellers from Austria, Germany, and Switzerland even ranked Vienna second next to London ranking first and Paris ranked third, according to a survey asking for the most popular gay cities (Vienna Tourist Board 2008).

Moreover, Corrales (2009) presented the first-ever index of ‘gay-friendliness’ of world cities, where Vienna is ranked eleventh among a total of 180 listed

destinations (see Table 2 below). Within this index, the amount of GLBT-friendly organizations is decisive for the cities' ranks.

3 most populous cities	population (in 1000s)	Column A			Column B (per capita)
		Spartacus '07 no. of bus.	Spartacus '07 no. of org.	Org + bus	D + E / C
1 Rome	3100	81	109	190	61.29032258
2 Amsterdam	1900	93	8	101	53.15789474
3 Prague	1310	62	7	69	52.67175573
4 Antwerp	1110	51	5	56	50.45045045
5 Zürich	1110	51	5	56	50.45045045
6 Berlin	4225	196	11	207	48.99408284
7 Brussels	1910	70	6	76	39.79057592
8 Montréal	3750	111	7	118	31.46666667
9 Barcelona	4150	119	10	129	31.08433735
10 Copenhagen	1380	33	9	42	30.43478261
11 Vienna	1970	50	8	58	29.44162437
12 Stockholm	1900	45	4	49	25.78947368
13 Helsinki	1120	24	4	28	25
14 Montevideo	1650	39	0	39	23.63636364
15 Auckland	1280	26	3	29	22.65625

**Table 2** Gay-Friendliness Index of World Cities  
**Source:** Corrales, 2009

According to the index, Vienna has plenty to offer for the travelling GLBT community, as it counts as one of the cities with the highest share on gay-friendly establishments. Only a few other European cities are ranked higher than Vienna, and even London and Paris, which are well known gay destinations, are not among the top fifteen.

In 2004, Vienna was even elected as the preferred gay and lesbian city by CDS (Christopher Street Day) visitors in Germany (Vienna Tourist Board 2004).

The following section discloses Vienna's gay and lesbian offers that appeal to the travelling GLBT community.

#### 4.2.1. Vienna's Queer Offer

Unequivocally, Vienna is the capital of gay and lesbian life in Austria, where there is a total amount of approximately 170.000 gays and lesbians (Kastl 2010). However, the most important criterion for a destination to be gay-friendly is to offer a wide range of activities, from outdoor to nightlife to arts and culture (Guaracino 2007). Vienna can definitely provide all of that, whereby its greatest strength lies in the city's imperial past, which forms an incomparable culture. As the travelling GLBT community is strongly interested in culture and sightseeing,

Vienna has a clear competitive edge compared to many other cities around the globe. Monumental buildings, exhibitions, the Opera, concerts, and musicals are just a few out of several cultural highlights the Austrian capital has to offer (Vienna Tourist Board 2009). Bedford and Eberle (2007) describe Vienna as a city that connects history, modernity, art, and nightlife in a unique way. Regarding its gay-friendliness, Vienna possesses more than twenty years of gay movements that have changed many aspects of life and travel. Many establishments such as hotels, bars, shops, and restaurants have adapted to this change and use the gay-friendly figurehead nowadays. The product range regarding gay-friendly offers in Vienna has sharply increased within the last years, and today the city even provides a gay and lesbian sightseeing tour to its GLBT tourists (Vienna Tourist Board 2009). Moreover, the city owns a sizeable queer scene, where an exiting nightlife with many gay bars, clubs, and party events is not missing. However, compared to other gay destinations around the world, Vienna is still no 'party hotspot'.

Regarding Pride Parades, Vienna annually organizes some international top events. Unambiguously, the most famous one is the Life Ball; but also the Rainbow Parade, the Rose Ball, Vienna is Black, and the Rainbow Ball contribute to the fact that Vienna counts as an attractive gay tourism destination. The Life Ball is Europe's largest charity event, which has been held since 1993 in order to raise support for the fight against AIDS (Life Ball 2009). Another famous Pride parade on the queer scene's calendar is the annually celebrated CSD under the name Rainbow Parade. For fifteen years already, the Parade attracts over 150.000 visitors and thus is considered one of the largest Pride events among the German-speaking countries (HOSI Wien 2010). Furthermore, the Queer Film Festival is the second biggest international film event in Vienna that attracts the GLBT community (Vienna Tourist Board 2009). These events clearly distinguish Vienna from many other European cities that are known as gay-friendly destinations.

Summarizing the above mentioned piece of information, Vienna can be definitely seen as a favourable destination for the travelling GLBT community. This fact results not only from the specific gay and lesbian offers the city provides, but also its cleanliness, safety, and liveability. At this point, it is important to note that all attractions offered to the mainstream tourists equally address the gay and lesbian travellers and are decisive when choosing a destination.

### **4.3. Competitive Analysis**

It should be mentioned that Vienna's competitors are quite active in marketing themselves as a gay-friendly destination. Regarding European cities, Vienna's greatest leading competition is Berlin, followed by London, Paris, Amsterdam, Barcelona, and Rome.

#### **4.3.1. Berlin**

Without a doubt, the city of Berlin counts as Vienna's greatest competition with regard to the gay and lesbian scene, as it is ranked as the third largest gay metropolis within Europe. No less than 400.000 homosexuals live in the capital of Germany, thus making great demands on endless activities, services and institutions for gay men, lesbians, transsexuals, drag queens, and drag kings. More precisely, Berlin's gay offer comprises 150 gay bars, two free city magazines, sports clubs, radio and TV broadcasts, countless organizations, meeting places, counselling services, associations and a throbbing nightlife scene. The range of pride events held in the city of Berlin is maybe one of its biggest strengths. Every year, hundreds of thousands come out to the streets for the annual Christopher Street Day and march for equal rights for all gays and lesbians. In addition, the 'Gay-Lesbian Street Festival' has seen a rapid growth in presenting the homosexual scene to the outside world. Last but not least, the world famous Love Parade should not be forgotten to mention, as it is the shrillest pride happening in addition to quite a few other gay events throughout the year (Berlin Convention Office 2010; Berlin Tourist Board 2010, Taenzler 2009).

#### **4.3.2. Paris, London, and Amsterdam**

Paris is a perfect example of a gay-friendly destination. The French capital's main strength lies in the open and tolerant attitude toward the GLBT community combined with a wide range of queer offers alluring each mind. Therefore, the city is widely known as a hot spot for gay and lesbian travellers (Paris Convention and Visitors Bureau 2008).

London is one of the most famous gay cities of the world. This is probably the case because London it is identified with personal freedom and is diverse in many other ways. Its hallmark is the execution of internationally known Pride events such as the annual London Pride Festival and the Gay and Lesbian Film Festival.

Last but not least, the city profits from its vibrant nightlife, including plenty of gay clubs and bars (Clark 2008).

According to Hughes (2006), Amsterdam's image as a gay destination was also created thanks to its cultural diversity. Considerable tolerance has been extended to an alternative lifestyle, and thus the city attracts foreign visitors who experience less freedom in their home countries.

To summarize, it is obvious that most other European cities comprise a high level of acceptance toward gays and lesbians. Although Vienna has caught up with regard to political and legal equality within the last years, it is still lagging behind compared to other EU nations (Vienna Tourist Board 2010).

## 5. Vienna's gay and lesbian marketing campaign

### 5.1. Gay Marketing

The cumulative presence of homosexuals in the public, their steadily growing self-confidence, as well as the increasing tolerance toward gays and lesbians lead to the fact that multiplicities of destinations and enterprises consider the GLBT community as one of their special interest groups (Hagemann 2004). Today, homosexuals are one of the market segments that are targeted by organizations such as the youth, elderly persons, or ethnic groups (Bräuhofer 2008). Many company representatives have recognised the gay segment as direfully profitable and even identify it as a kind of 'dream market' (Moser 2007). According to Guaracino (2007), a firm appreciates diversity, values creativity, and promotes acceptance if marketing the GLBT community.

Many marketing experts reveal that GLBT promotion was never as worthwhile as it is today. Lancome, Nivea for men, Volvo, Mini, One, American Airlines, Lufthansa, Le Meridien Hotel, and the Vienna Tourist Board are just some out of several well known brands that actively conduct gay marketing. Günther Moser, director of Pink Marketing, revealed in an interview that an increase of 100% turnover was recorded in the year of 2007 in relation to the preceding year in Austria (Medianet 2007).

Generally, the main purpose of the rising GLBT marketing was the legalisation of the gay and lesbian relationship. Since the government acknowledged human equal rights, the tourism industry has begun to market the queer community continuously (Guaracino 2007).

In terms of accessibility, the extraordinary growth of media outlets was crucial to reach the GLBT community. In Austria, the complete development of media channels in order to conduct gay marketing properly has only been established since 2006 (Moser 2007).

## 5.2. Gay and Lesbian Destination Marketing

Today, “gay and lesbian tourism marketing is a dynamic industry” (cf. Guaracino 2007, p.159).

The trend of travelling openly as a gay or lesbian has come about partly because of marketing interests, as tourism boards and travel agencies seek to increase profitability. Furthermore, civil rights advances throughout the world and new technologies such as the Internet have allowed any destination to market itself to a wider audience (Clift et al. 2002).

Guaracino (2007) stated that there are seven reasons why the tourism sector has positioned its attention to the gay-friendly phenomenon. The fact that gay tourists were the first to resume travelling after the incident of 9/11 when others stopped travelling during this time of severe crisis is just one of the causes. Moreover, the public as a whole familiarized with the GLBT community due to frequent press and media coverage and the issue was not a taboo anymore. The third reason is simply the gay and lesbian drive to travel and experience new places where they feel welcome. As an outcome, Pride festivals become more and more popular and attract millions of GLBT travellers throughout the year. The main advantages for tourism suppliers are the event periods, as they perfectly fill the gap during off-seasons. Another explanation for the rise of gay travel is the effort of the local gay and lesbian communities and their allies. Last but not least, the foundations of market research firms all over the world specialising in homosexual travel behaviour as well as the growth of media outlets, which assist in reaching the queer target group, made a huge contribution to the gay-friendly tourism phenomenon.

In 1998, there were just five destinations with active marketing campaigns for the gay and lesbian travellers (Guaracino 2007). As the Vienna Tourist Board began attending to the GLBT community in that year, it was one of the first DMOs promoting a gay-friendly destination. Soon after, the amount of destinations that began attending to the gay and lesbian audience increased rapidly. However, Guaracino (cf. 2007, p.158) argued that “those who were the first to market will always have that halo effect and the years of goodwill that has been built up in the community”.

Advertising to the gay and lesbian market is profitable, as 74% of polled homosexuals in the US indicated that they are more likely to visit destinations where the government tourist office has a marketing campaign aimed at lesbians and gay men (Guaracino 2007). Today, over a quarter of all gays and lesbians refer to DMOs or Tourism Board information when planning a trip (Community Marketing Inc. 2009).

Therefore, gay destination marketing is considered to be crucial, as GLBT travellers will always need a special invitation, because they are not sure if they are welcomed or invited to visit a specific place (Guaracino 2007). Many cities work hard to achieve the mix of advertising, personal experience or word of mouth, but also the fact that the travellers' perception is in alignment with the message a destination spreads, as these are important criteria for a positive vacation experience. Also, Schneider-Lindbergh (2008) argued that seriousness, authenticity, and sustainability are the three main principles regarding appropriate gay marketing.

In 1983, the IGLTA (International Gay and Lesbian Travel Association) was founded, which has grown to be the leading global non-profit organization (Guaracino 2007). It consists of a number of members and is thus a great tool to find GLBT travel businesses and destinations. Leading hotel chains like Accor, Hilton, and Hyatt, as well as almost every country around the globe are IGLTA memberships. Even Austria is represented with a total amount of six current members, including Le Mèridien Vienna, Hotel Schloss Muehlhof, Vereinigte Bühnen Wien, Pink Marketing GmbH, Fabulous Media GmbH, and last but not least, the Vienna Tourist Board (IGLTA 2010).

### **5.3. Vienna's gay and lesbian marketing campaign**

Once again, the Vienna Tourist Board began to target the GLBT community in 1998. Generally, this audience is addressed through the DMO's online Website but also in several press advertisements. In the next section, a detailed analysis of Vienna's gay and lesbian market activities is listed.



**Figure 4** Vienna's marketing campaign logo  
**Source:** Vienna Tourist Board, 2010

### 5.3.1. Online Market Appearance

The Vienna Tourist Board provides the only official destination homepage to its incoming visitors but also to the local GLBT scene (<http://www.vienna.info>). Currently, informative content is available in ten different languages: German, English, French, Spanish, Italian, Hungarian, Czech, Polish, Romanian, and Russian. Within the category 'Vienna for... gay and lesbian', the city is presented in detail to the GLBT community. Generally, the homepage contains useful information regarding Vienna's hotels, sightseeing attractions, events, cafés, bars, restaurants, parties and clubs, as well as its shopping possibilities and exhibition trips. Guaracino (cf. 2007, p.69) states that gay advertising "should be attractive, upscale, gay-specific but it should also avoid stereotyping". Thus, the Vienna Tourism Board's Web site for gays and lesbians is well administered and provides incoming GLBT tourists a good overview.

### 5.3.2. Brochures

First of all, Vienna's 'Queer Guide', with a total amount of 48 pages, is published free of charge as a brochure and is also downloadable as a PDF in German, English, French, and Spanish. It comprises useful information regarding Vienna's queer life, including all relevant tourist attractions, restaurants, bars, nightlife, events, shopping, arts, music, and architecture (Vienna Tourist Board 2006). In addition, a special city map called 'Vienna Gay Guide' lists the main locations to be of use to the travelling GLBT community (Bedford and Eberle 2007). These brochures are mainly distributed at events and exhibitions such as the CSD parade or the ITB Berlin, but they are also distributed in Vienna's gay premises and are important to promoting Vienna to the GLBT community.



**Figure 5** Vienna's Queer Guide  
**Source:** Vienna Tourist Board, 2010

### **5.3.3. Participation in International GLBT Events**

Furthermore, Vienna is represented at several important events in order to make the city more attractive to the GLBT community abroad. These events are held annually and include the 'Europride', which is hosted by a different European city each year, the 'International Conference on Gay and Lesbian Tourism' in the US, and the 'World Outgames' for GLBT athletes (Vienna Tourist Board 2006).

### **5.3.4. Collaboration with Stakeholders**

Furthermore, Guaracino (2007) argues that the key to any successful gay tourism initiative is to engage its GLBT stakeholders and straight stakeholders. For a destination like Vienna, it is of great importance to collaborate with the local gay community and businesses. Generally, they may help to analyse a destination's strengths and weaknesses, which are useful to developing a campaign that does not over promise and under deliver.

Within the last years, the Vienna Tourism Board has built up a strong stakeholder support consisting of experts of the local GLBT community and gay-friendly firms. Members of the HOSI Wien, Rosa Lilla Villa, Pink Marketing, Le Mèridien Vienna, and many other representatives of the city's gay and lesbian scene are regularly invited to a community meeting with the Vienna Tourist Board. Moreover, the DMO also networks globally and is a member of the IGLTA. In return, the Viennese community and also the global community get support from the Vienna Tourist Board.

### **5.3.5. PR, Media Invitation, and International Marketing**

PR, media invitations and international marketing are essential to addressing the travelling GLBT community. The Vienna Tourist Board conducts a lot of marketing abroad for the gay and lesbian target group in cooperation with tour operators, travel agents and airlines.

At this point it is also important to mention that The Vienna Tourist Board also runs a B2B Web site, namely the official destination marketing agency for the tourism sector. This site is continuously updated with information about Vienna's current tourism news, including GLBT reports, and its content is useful to journalists, tour operators, and travel agencies from all over the world.

### **5.3.6. Involvement in GLBT Conventions**

The gay and lesbian market is too often considered a leisure market segment, but GLBT travel is also international, group, meeting and convention, and corporate (Guaracino 2007). The Vienna Tourist Board is already involved in some GLBT conventions such as the ILGA (International Lesbian and Gay Association) and EGLTA (European Gay and Lesbian Travel Association). However, as Vienna already holds the top position as international convention city, it should try to increase the level of awareness of GLBT meeting planners. Coca-Cola Lesbian and Gay Employees, Ford Gay, Lesbian or Bisexual Employees and Microsoft Gay, Lesbian, Bisexual Transgender Group are just few examples that count as the largest GLBT meetings and convention organizations.

### **5.4. Berlin as a pioneering role**

Very soon after the Berlin Tourism Board (BTM) was founded in 1993, the focus was laid on lesbian and gay travel from the USA. Compared to Vienna, which specialises on the needs of this important target market since 1998, Berlin has set up a detailed marketing strategy over a period of a decade. Furthermore, Berlin was one of the first travel destinations to include homosexual content websites and continually strives towards coverage of gay and lesbian news and topics in worldwide press activities. Therefore, the city even opened up a press office in Los Angeles for the US market with excellent connections to gay publications. As Germany's incoming tourists arrive to a great extent from the USA, the National Tourist Office runs a campaign called 'Gay-friendly Germany', including e-marketing on travel websites (Berlin Convention Office 2010, Taenzler 2009).

Another important feature is Berlin's global networking with key organisations such as the expanding membership of the IGLTA (International Gay and Lesbian Travel Association) as well as the close relationship to the local homosexual community and businesses. Last but not least, the BTM joins a great number of events, supports projects, and participates in various marketing activities (Berlin Convention Office 2010).

## **5.4. Essential Criteria for appropriate Marketing**

### **5.4.1. Market Research**

To launch appropriate tourism campaigns, destinations around the world use research. Whereas many private companies like Community Marketing Incorporation and Witeck-Combs have become pioneers in gay tourism and consumer research in the US, there is still little data available regarding the European market. Credible research for the gay travel market is essential, but unfortunately the gay tourists remain among the most under-researched group so far. Nevertheless, the amount of information that is available is vital in building up a gay tourism campaign and should not be ignored as not all GLBT travellers are alike. Each destination should conduct its own research to learn why it may be a good place for gays and lesbians to visit (Guaracino 2007).

### **5.4.2. Market Segmentation**

The market segmentation of gays and lesbians is crucial in order to be successful as a marketer who focuses on this specific audience. As already mentioned above, the GLBT community is a completely heterogeneous target group with the only commonality of their homosexual orientation (Schneider-Lindbergh 2008). It is a fact that homosexuals are multicultural travellers with plenty of different interests (Guaracino 2007). Therefore, it is wise to place further restrictions to the gay target group regarding age, region, and purchasing power or interests. Different approaches to these markets are valid and should be integrated into the marketing plans. The initial concept of addressing the gay and lesbian mass market is considered to be unsuccessful nowadays (Moser 2010). However, from a current point of view, there are only a few marketing campaigns that address the niches within the niche, such as gay families, gay athletes, and transgender or bisexual travellers (Guaracino 2007).

Guaracino (cf. 2007, p.12) further reveals that “gay stereotypes do play a minor role within gay tourism marketing”. In order to be credible when marketing a destination, alienating stereotypes should be avoided whenever possible. Furthermore, marketers must be aware of positive stereotypes, as not every homosexual is a DINK. Unfortunately, some businesses still think that a specification on gays and lesbians automatically brings huge economic rewards

However, successful gay marketing is everything but easy and launching a GLBT campaign is really hard work.

A very important fact concerning market segmentation is that many homosexuals do not travel as GLBT persons, even if they totally identify themselves as gay or lesbian. Therefore, these travellers can not be specially targeted and belong to the mainstream marketing activities.

## **6. Empiricism**

Since very few studies have been conducted in the area of gay tourism in Vienna thus far, it is of special interest to the author to explore this unsought issue. In order to be able to conduct field research, appropriate background information was established within the literature review to get a better understanding of the overall subject.

### **6.1. Goal of the empiricism**

The general goal of this survey is to provide the reader with additional first hand information about Vienna as a gay-friendly destination. Therefore, the focus lies on the GLBT community's attitude and perception towards Vienna as a gay-friendly destination, its advertising campaign as well as the gay-friendly figurehead in general. In conclusion, a suggestion to the Vienna Tourist Board regarding a powerful and effective gay marketing of the city of Vienna is compiled. Therefore, the most important variances will be summarized and illustrated.

### **6.2. Hypotheses**

The aim of every survey is to test and consequently prove hypotheses that were set up beforehand, based on the background of secondary literature. The following hypotheses were designed concerning this paper to provide useful findings in the end:

1. Most people are familiar with Vienna's gay and lesbian tourism campaign that is conducted by the Vienna Tourist Board.
2. Gay and lesbian marketing is seen in a positive light within the GLBT community.
3. Gays and lesbians who like GLBT marketing in general also like Vienna's queer marketing campaign.

4. The city of Vienna is considered to be among the most attractive cities, but also among the most attractive cities for gays and lesbians within the EU. Therefore, Vienna can be distinguished as a gay destination.
5. Vienna taps its full potential to be acknowledged as a gay-friendly destination, although there is still need for improvement concerning the offer for gays and lesbians.
6. Vienna's society comprises a high level of concerning gays and lesbians, even if the city is still lagging behind compared to other EU nations.
7. Gay tourists hold a different travel demand compared to heterosexuals; therefore gay-friendly tourism is important to fulfill special needs.
8. Gay-friendly tourism establishments unfairly attempt to make use of the DINK clause.
9. GLBT travellers likely reside in hotels with gay-friendly figureheads during their journeys.

After an analysis of all questions, the hypotheses will either be rejected or accepted. The outcome will be presented at the end of this section.

### **6.3. Research design**

#### **6.3.1 Methodology of the empiricism**

For this empirical study, an electronic survey by way of a questionnaire was conducted. In order to guarantee a standardized questionnaire, mainly closed questions were drafted. As closed questions are easier and thus quicker to answer, the attainable amount of answered questionnaires is higher, compared to an open question poll. Furthermore, a survey with a good geographic spread is simpler and there is no risk of being influenced by the interviewer (Hüttner and Schwarting 2002).

On the other hand, the problem of being influenced by others exists when filling in surveys electronically, as the situation of the poll is not controllable (Atteslander and Cromm 2003). Another disadvantage with respect to the electronic survey is the lack of representativeness as well as of the validity. To

avoid these problems, a short formation of the questionnaire is considered (Roth 1984).

### **6.3.2. Sampling fraction**

Generally, the aim of forty GLBT respondents was determined based on the knowledge of a rather difficult sampling accessibility. Initially, seeking out gay and lesbian people in Vienna's GLBT neighborhood such as cafes and bars to fill in the questionnaires was taken into consideration, but then the sample choice would have been restricted to people visiting these facilities. Unfortunately, it is impossible to capture completely random samples, as even professional GLBT researches are based on people who are self-identified as homosexuals and come forward through gay media (Guaracino 2007). As the empiricism concerning this paper was conducted electronically and therefore utterly anonymous, the bias of living openly gay does not exist. However, as a link leading to the survey was posted either on a social network site or sent by email, the sample is limited to homosexuals being familiar with computer applications. However, as already stated above, the GLBT community has a higher online presence than heterosexuals and therefore this bias is considered appropriate. The following chapter deals with the empirical design of the survey in detail.

### **6.3.3. Questionnaire design**

The questionnaire was conducted in English but as most respondents originate from a German speaking country, it was also translated into German afterwards. Further, the survey consists of twenty-three questions in total, whereby six relate to the persons' demographic characteristics. Moreover, the questionnaire is divided into four parts, namely the 'Vienna's gay and lesbian marketing campaign', 'Vienna as a gay-friendly destination', 'Gay-friendly travel in general' and finally the 'Profile'. The first draft of the questionnaire consisted of 47 questions altogether, but in order to ensure validity and representativeness, the questionnaire was shortened to a total amount of 23 questions.

At the beginning, all questions were designed in Microsoft Word, but as the procedure of census would have been difficult for both parts, the decision of using an electronic format was made. Therefore, an account on the Website <http://freeonlinesurvey.com/> was set up.

After creating the survey online, the links consisting of the English as well as the German version were published on the social network page ‘Facebook’. Therefore, various ‘fan-pages’, which consist of gay-related topics such as ‘Gay-friendly Vienna’, were discovered to post the link. Moreover, e-mails were sent to friends, combined with a request to forward them again. Thus, a total of 45 answered questionnaires were collected, whereas one was not fully completed and therefore unusable.

For a complete version of the questionnaire please refer to Appendix 1.

#### 6.3.4. Warrant of apprehension

The following table illustrates the empirical warrant of apprehension for the survey regarding this paper. It shows a summary of the empirical approach:

<b>Form of collection:</b>	Electronic survey (www.freeonlinesurvey.com)
<b>Sample:</b>	GLBT community
<b>Coverage:</b>	GLBT people from Austria, Germany, Bulgaria, Sweden, Brazil, Italy and England
<b>Sample choice:</b>	Random GLBT Internet users
<b>Surveying method:</b>	Standardized questionnaire with closed and open answer categories
<b>Period of census:</b>	April 2010
<b>Number of sample size:</b>	45
<b>Number of useable surveys:</b>	44
<b>Data processing applications:</b>	Excel and SPSS 17.0 for Windows

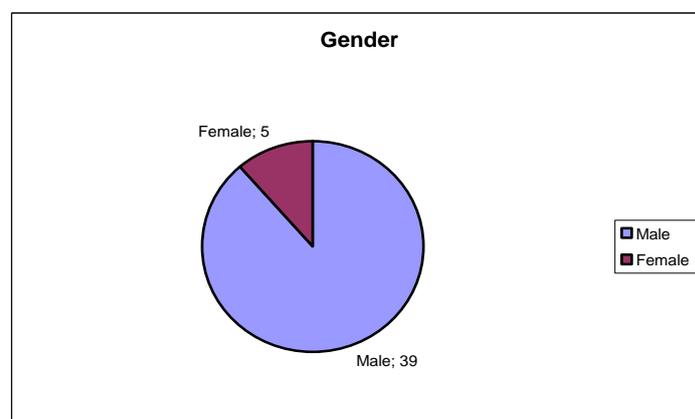
**Table 3** Empirical warrant of apprehension  
**Source:** Julia Unterscheider, 2010

## 6.5. Findings of the empiricism

### 6.5.1. Demographic characteristics of the sampling

#### 6.5.1.1. Gender

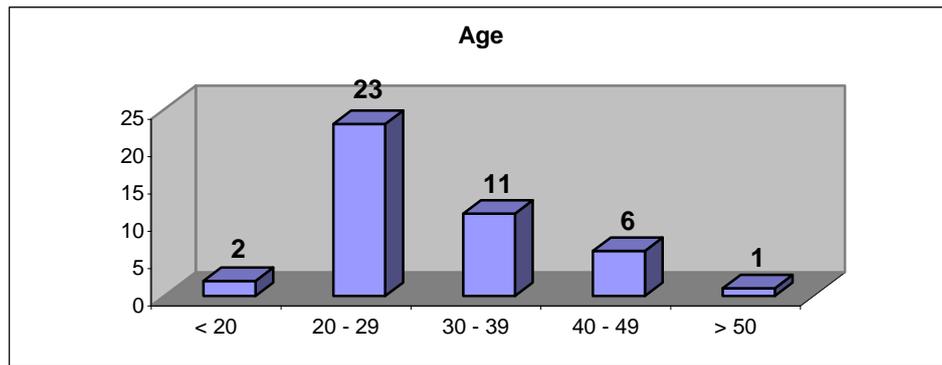
As the total population of gays and lesbians generally consists of 70 percent men and 30 percent women, the survey outcome of 39 male respondents and only 5 women is comprehensible. Figure 6 below illustrates the distribution of gender in form of a pie chart.



**Figure 6** Gender distribution  
**Source:** Julia Unterscheider, 2010

#### 6.5.1.2. Age

Generally, the respondents' age is between 18 to 55 years, whereas the largest fraction is between 20 and 29 (see Figure 7 below). The value of the mode, which shows a total of 4 respondents each in the age of 22 and 27, as well as the mean, resulting in an average age of 29, correctly represents the outcome. Only two respondents are under 20 and the youngest polled person is 18. Also, there is only one respondent over 50; 55 to be more precise. Unfortunately, there is one missing value, thus the total amount concerning this demographic characteristic is 43. To summarize, the outcome of the survey is as expected, since the overall GLBT community is mainly between 20 to 40 years of age.



**Figure 7** Age distribution  
Source: Julia Unterscheider, 2010

#### 6.5.1.4. Nationality

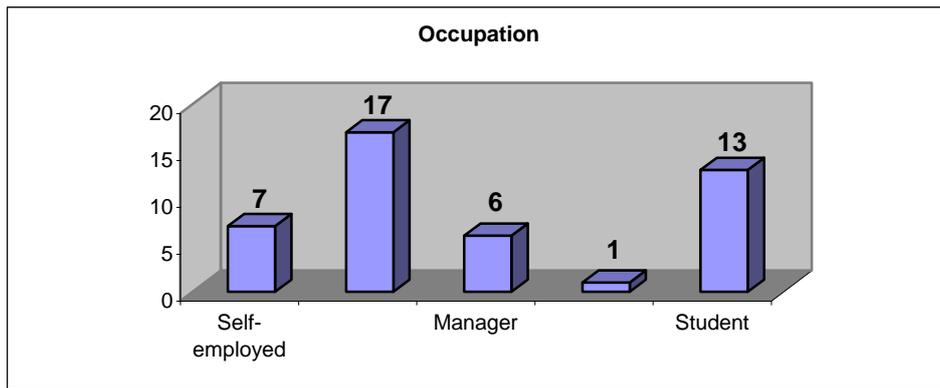
Respondents from seven different nations participated in the survey. With a total of 32 respondents, the Austrians are on the top of the list. The second largest fraction originates from Germany with an overall total of 7 polled persons. One person from the remaining 5 respondents comes from Bulgaria, Sweden, Italy, Brazil, and England.

Nationality	
Country	Frequency
Austria	32
Germany	7
Bulgaria	1
Sweden	1
Italy	1
Brazil	1
England	1
Total	44

**Table 4** Nationality distribution  
Source: Julia Unterscheider, 2010

#### 6.5.1.5. Occupation

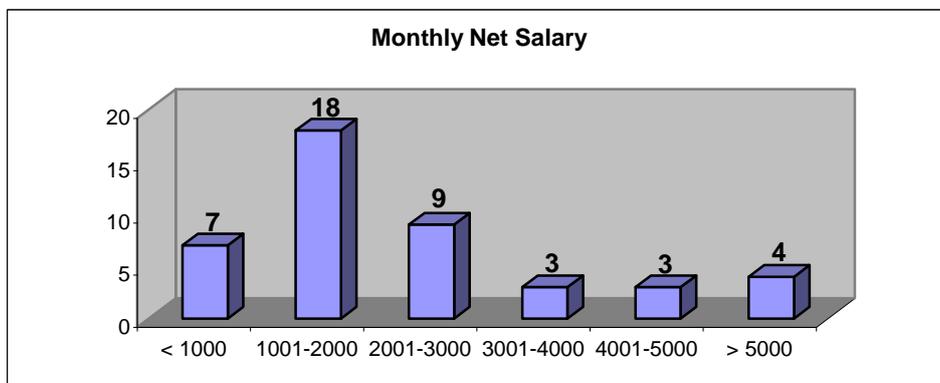
As the GLBT community generally has an above average level of education, it should reflect their occupational field. Within this survey, the biggest share of respondents is white- and blue-collar worker (refer to Figure 8). Moreover, 13 participants are students and a considerably high share of seven respondents is self-employed. This may verify the fact that gays and lesbians receive on average higher earnings than their straight counterparts.



**Figure 8** Distribution of Occupation  
Source: Julia Unterscheider, 2010

#### 6.5.1.6. Monthly Net Salary

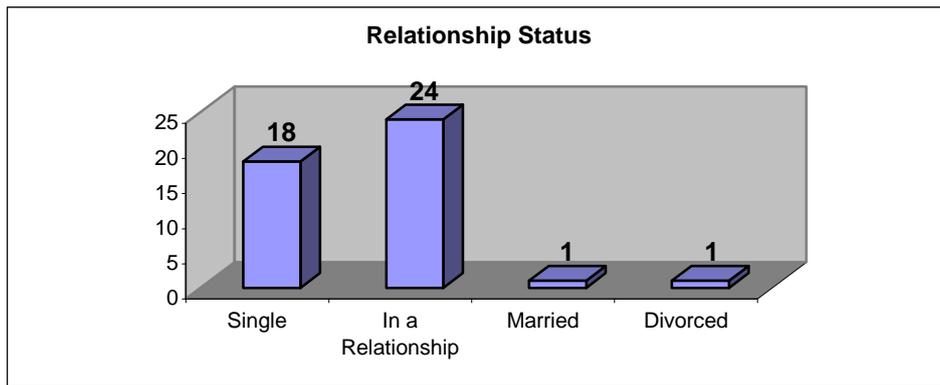
The biggest portion of the sample earns between €1001 and €2000 per month, followed by nine persons having a monthly net salary of €2001 to €3000. The relatively high amount of polled persons who are white and blue collar workers, but also students, may be accountable for this outcome. However, a cross-tabulation with 'occupation' and 'monthly net salary' shows that self-employed persons and managers represent the residual clusters with salaries starting at €3001. A considerable high share of 4 respondents earns even more than €5000.



**Figure 9** Distribution of Monthly Net Salary  
Source: Julia Unterscheider, 2010

#### 6.5.1.7. Relationship Status

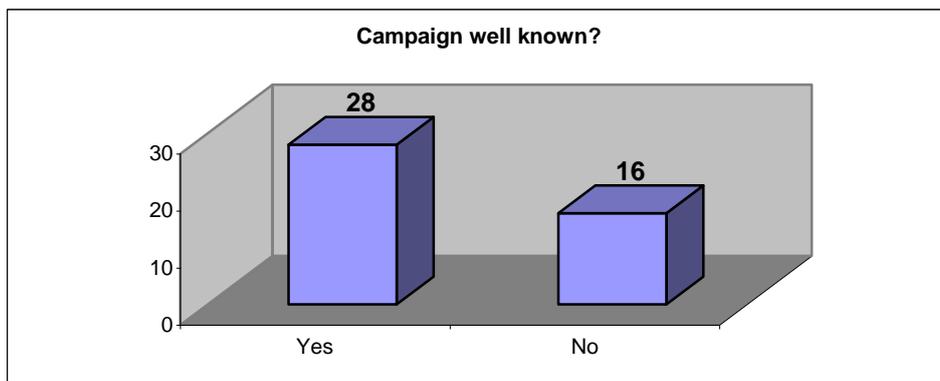
With the only exception of two respondents, all persons are either in a relationship or single. More precisely, a total of 24 people indicated that they are in a relationship, and 18 indicated that they are single. One respondent is married, and one is divorced. Figure 10 shows a detailed analysis of the sample's relationship status.



**Figure 10** Distribution of Relationship Status  
 Source: Julia Unterscheider, 2010

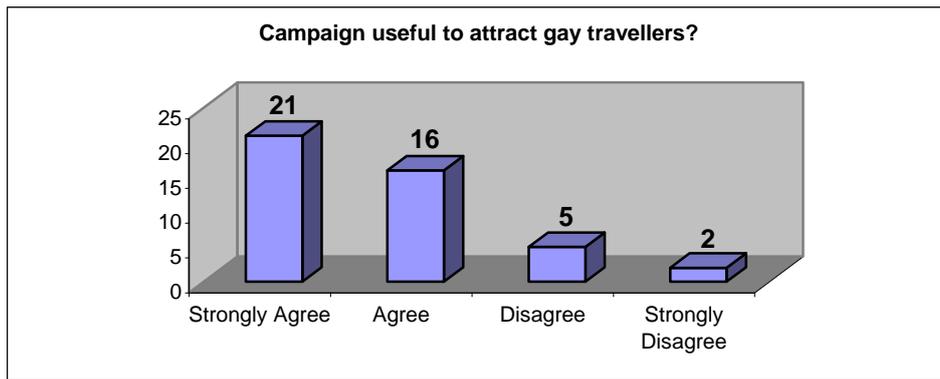
### 6.5.2. Vienna's gay and lesbian marketing campaign

The first question regarding Vienna's gay and lesbian marketing campaign was set to determine whether the campaign is well known among the GLBT community. As assumed, the majority of the sampling is already familiar with the 'Vienna Gay Guide' or the 'Queer Guide', however, a relatively high proportion of 16 respondents have never heard or seen anything about the Vienna Tourist Board's gay and lesbian marketing effort (see Figure 11). A cross-tabulation, which was conducted in SPSS, revealed that the respondents' lack of knowledge has not much to do with their nationality.



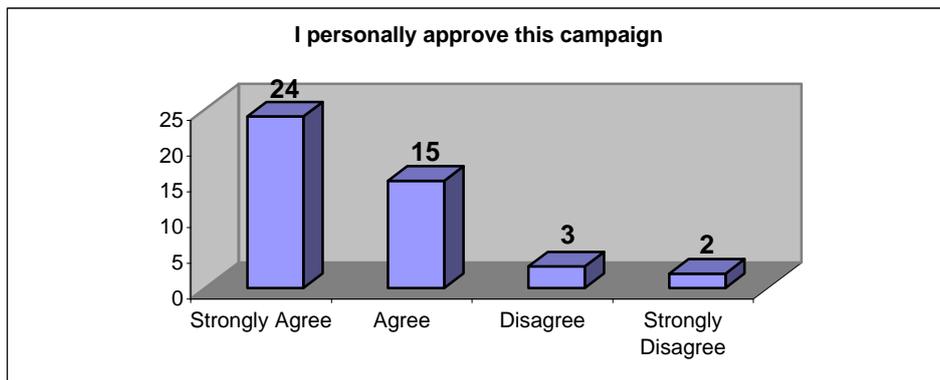
**Figure 11** Bar chart of 'Vienna's gay marketing campaign is well known to me.'  
 Source: Julia Unterscheider, 2010

Furthermore, those respondents who are already familiar with Vienna's GLBT promotions were asked if this kind of marketing is useful to attract gay and lesbian tourists to the city of Vienna. The findings reveal that a total of 37 polled persons are confident that the campaign is useful to attract GLBT tourists, whereas only 7 respondents feel the opposite (refer to Figure 12).



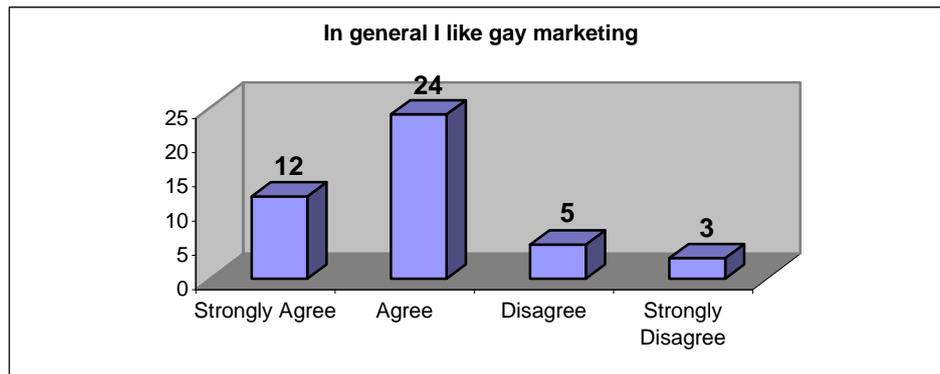
**Figure 12** Bar chart of 'Vienna's gay campaign is useful to attract gay tourists.'  
Source: Julia Unterscheider, 2010

The last query that is relevant to persons who know Vienna's gay and lesbian marketing campaign takes the issue as to whether or not they personally approve of it into account. Here again, the portion of polled people who approve of Vienna's gay and lesbian marketing effort is far higher than respondents who do not. To be more precise, only five respondents do not like the way Vienna undertakes its GLBT promotion.



**Figure 13** Bar chart of 'I personally approve this campaign.'  
Source: Julia Unterscheider, 2010

In addition, 36 respondents generally like the way organizations and companies conduct gay marketing, whereas eight persons do not. Figure 14 below indicates the exact amount of absolute numbers regarding this issue.



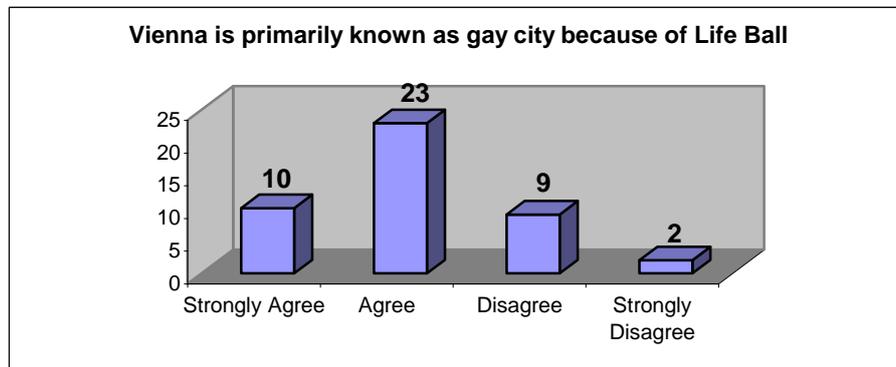
**Figure 14** Bar chart of 'In general I like gay marketing.'  
Source: Julia Unterscheider, 2010

The query regarding respondents' perceptions of general gay marketing serves primarily to compare the outcome with the previous question. Do persons who do not like Vienna's gay and lesbian campaign dislike gay marketing in general, or do they usually like gay marketing, but are not convinced of the city's promotional GLBT effort? With this in mind, a 'Wilcoxon Signed Ranks Test' was conducted in SPSS. This test revealed that, in general, no respondent ranked the question of gay marketing better than 'I personally approve this campaign'. In other words, nobody who generally likes gay marketing disapproves Vienna's GLBT promotion. The majority of the sample ranked the two questions equally and the residual fifteen persons even ranked the query regarding Vienna's campaign higher than 'In general I like gay marketing'. In addition, a correlation was conducted to verify the outcome. To be more precisely, a 'Kendall's Tau' as well as a 'Spearman's rank' two-tailed test was chosen, where the outcome revealed significance at the 0.01 level. Thus, there is unambiguously a very strong relationship between the two statements.

### 6.5.3. Vienna as a gay-friendly destination

As Vienna is very famous with regard to the Life Ball, a separate query about the internationally known Pride event was conducted. It was of special interest to the author to find out if Vienna is only considered a gay-friendly destination because of the Life Ball. The outcome in Figure 15 shows that more than half of all respondents agreed on the statement that Vienna is primarily known as a gay city because of this special event. Ten participants even strongly agreed, whereas only one person strongly disagreed. Therefore, it may be assumed that the Life Ball is

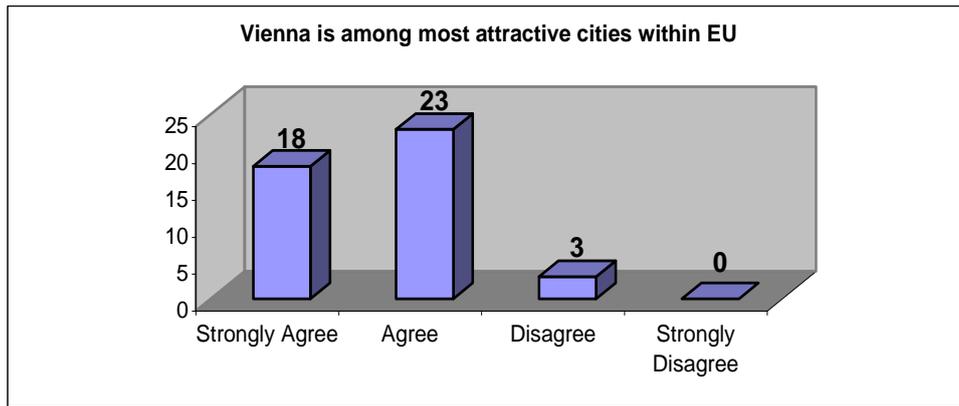
one of the main reasons why Vienna is seen as a gay-friendly destination by the GLBT community.



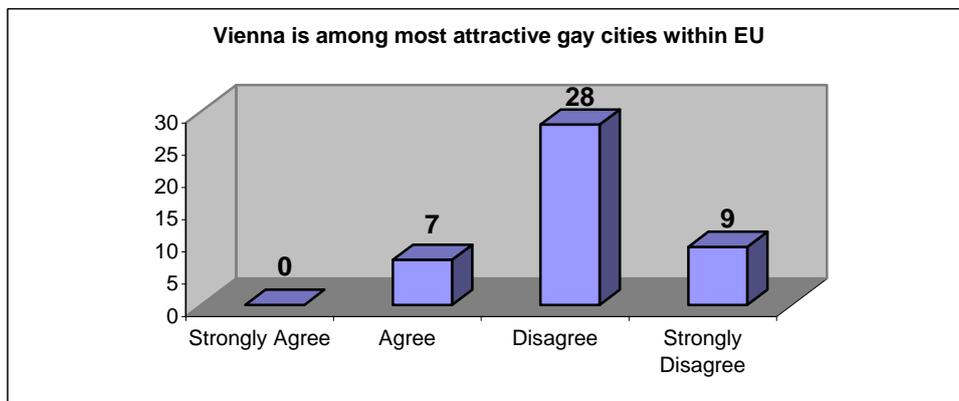
**Figure 15** Bar chart of 'Vienna is primarily known as a gay city because of the Life Ball.'  
Source: Julia Unterscheider, 2010

Concerning the following questions about Vienna being among the most attractive cities and being among the most attractive cities for gays and lesbians within the EU, a strong differentiation can be observed (see Figure 16 and 17). Nearly all respondents agreed that Vienna is among the most attractive cities within the EU, but only seven polled persons positively advocate the query with regard to the most attractive cities for gays and lesbians. Thus, there is quite a high amount of 28 people who disagreed and 9 persons who even strongly disagreed on the question with regard to the gay and lesbian city.

Basically, these two questions were designed to compare Vienna as a favourable city in general and Vienna as an attractive gay and lesbian city within Europe. Again, a Wilcoxon Signed Ranks Test was created where both answers were evaluated and weighted against each other. Thus, the findings reveal that no respondent considers Vienna to be more attractive as a gay and lesbian destination than Vienna in general within the EU. Only three polled persons ranked these statements equally and the remaining sample is of the opinion that Vienna is a really attractive city among Europe, but is less attractive for gays and lesbians. Based upon these facts, it is clear that a tested two-tailed correlation revealed significance at the 0.01 level, which verifies the strong relationship between the two queries.

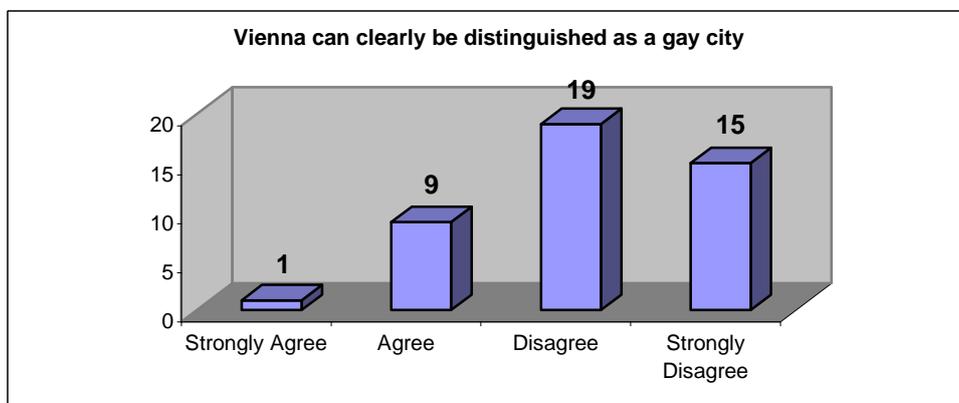


**Figure 16** Bar chart of 'Vienna is among the most attractive cities within the EU.'  
Source: Julia Unterscheider, 2010



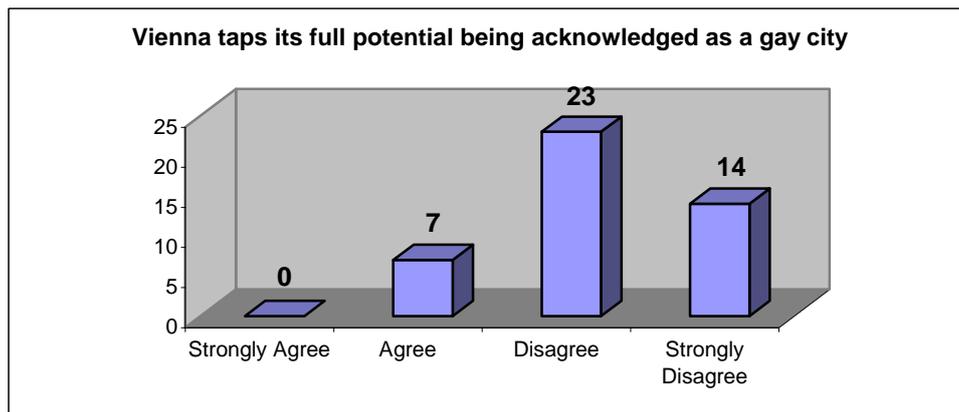
**Figure 17** Bar chart of 'Vienna is among the most attractive gay cities within the EU.'  
Source: Julia Unterscheider, 2010

Furthermore, 34 participants believe that Vienna can not be distinguished as a gay destination, but only one person strongly agreed on this statement (see Figure 18). On the other hand, however, a remarkable fraction of ten polled persons declared Vienna as a gay-friendly city.



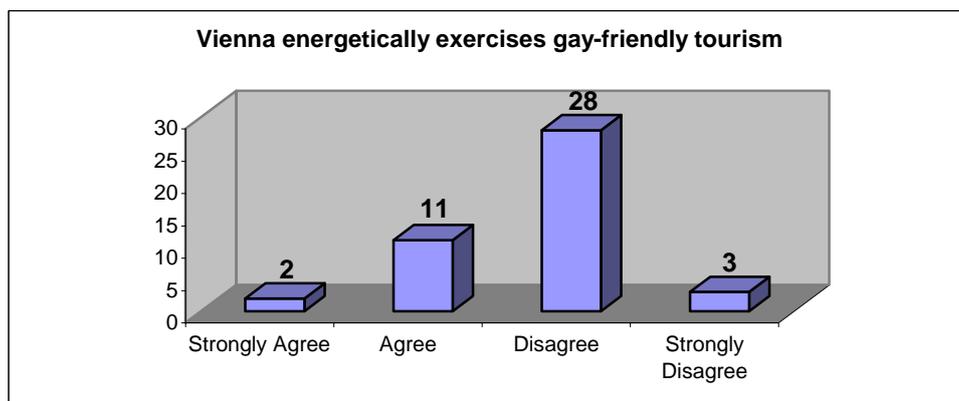
**Figure 18** Bar chart of 'Vienna can clearly be distinguished as a gay city.'  
Source: Julia Unterscheider, 2010

After Vienna could not totally be identified as a gay destination, the following findings are even more important to observe whether Vienna taps its full potential being acknowledged as a gay city or not. Unfortunately, there is nobody who strongly believes in Vienna's effort regarding this issue. However, another seven respondents agreed on this statement, whereas the remaining thirty-seven persons do not believe that Vienna is tapping its full potential to be acknowledged as a gay city.



**Figure 19** Bar chart of 'Vienna taps its full potential being acknowledged as a gay city.'  
Source: Julia Unterscheider, 2010

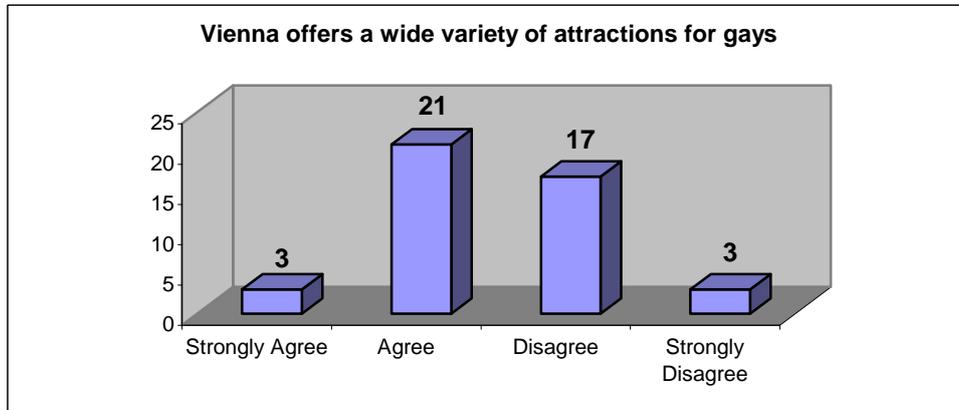
A similar query was established to find out about the respondents' perception regarding Vienna's exercise of gay-friendly tourism. As Figure 20 illustrates, only a very small portion of two respondents strongly believes that Vienna energetically exercises gay-friendly tourism. A quarter of the sample agreed on the statement; however, the majority consisting of 31 people disagreed.



**Figure 20** Bar chart of 'Vienna energetically exercises gay-friendly tourism.'  
Source: Julia Unterscheider, 2010

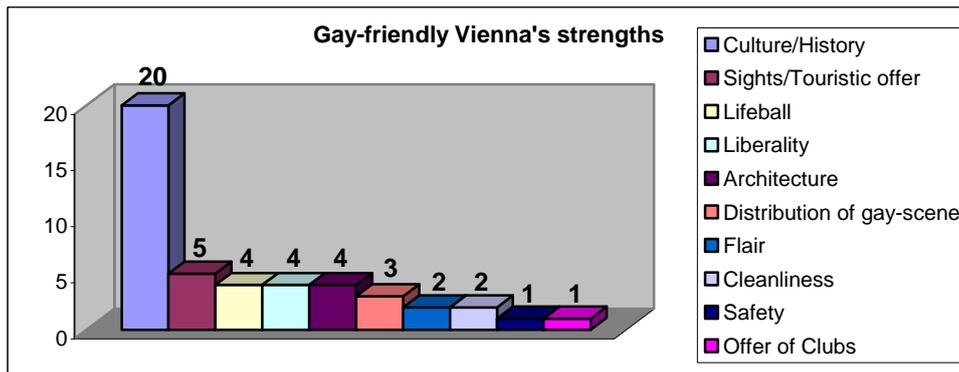
Although Vienna could not be distinguished as a gay destination by the majority, Figure 21 shows quite a positive outcome concerning the statement about

Vienna's GLBT offer. A little bit more than half of the sample either strongly agreed or agreed that Vienna offers a wide variety of attractions for gays, whereas twenty-one disagreed.

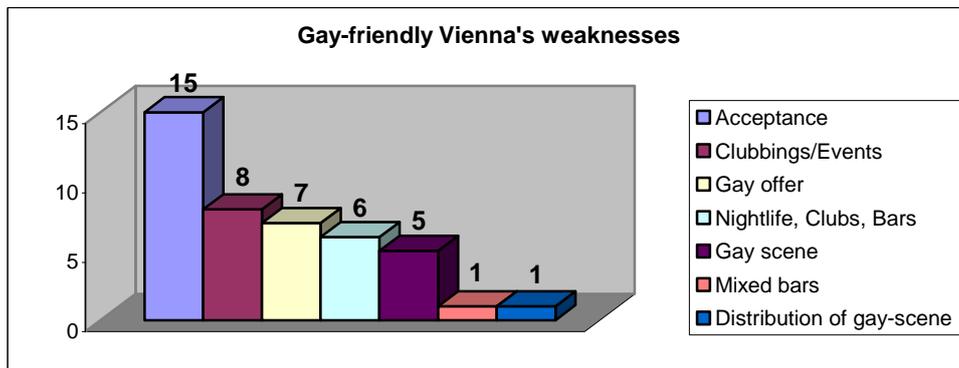


**Figure 21** Bar chart of 'The city of Vienna offers a wide variety of attractions for gays.'  
Source: Julia Unterscheider, 2010

Concerning gay-friendly Vienna's strengths and weaknesses, open questions were drafted to give respondents no restrictions. The evaluation in Figure 22 shows that culture and history is by far Vienna's biggest strength according to the polled GLBT community. All other advantages that have been specified are quite equally distributed. Moreover, the offer of clubs was only stated once as strength, therefore it may be assumed that the city is not necessarily famous for its gay nightlife, which brings us already to Vienna's weaknesses (Figure 23). Here again, one disadvantage stands out of the mass. Sixteen respondents believe that the acceptance of homosexuality leaves much to be desired in Vienna. Furthermore, some persons also stated that the city offers too few gay events and clubbing, has a weak gay offer and gay scene, and could be better with regard to the nightlife, gay bars and clubs. In each case, only one participant sees Vienna's weaknesses in the offer of too many mixed bars, and in the distribution of the gay scene. However, three polled people indicated the distribution of Vienna's gay scene in turn as strength.

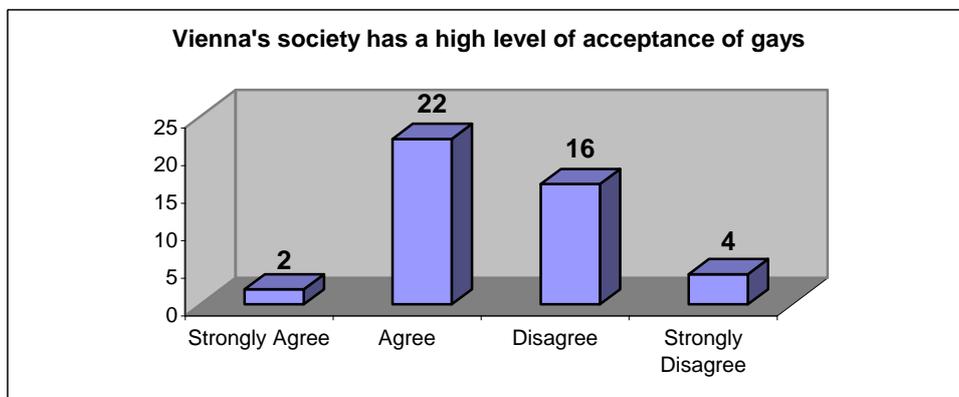


**Figure 22** Bar chart of 'Gay-friendly Vienna's strengths'  
Source: Julia Unterscheider, 2010



**Figure 23** Bar chart of 'Gay-friendly Vienna's weaknesses'  
Source: Julia Unterscheider, 2010

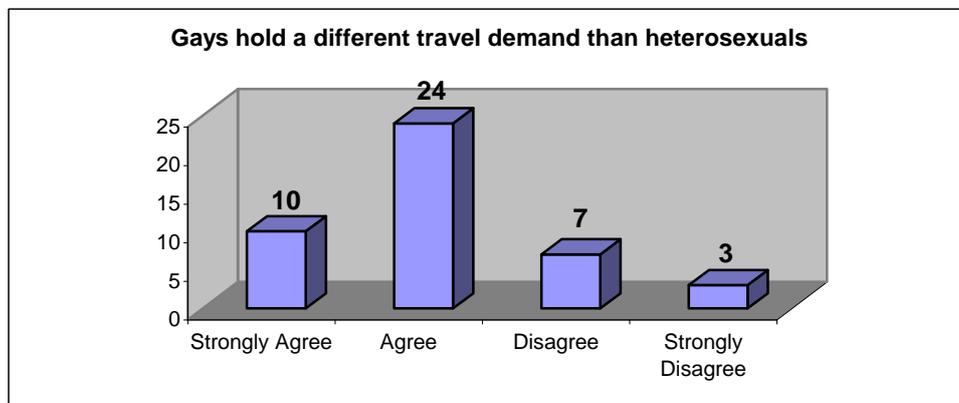
As the findings concerning Vienna's weaknesses revealed that many respondents believe that the acceptance of homosexuality leaves much to be desired, the output of the following query is therefore not surprising. Only two respondents strongly agreed on the statement illustrated in Figure 24, whereas four people strongly disagreed. Nevertheless, half of all participants are of the opinion that Vienna's society has a high level of acceptance regarding the GLBT community.



**Figure 24** Bar chart of 'Vienna's society has a high level of acceptance of gays.'  
Source: Julia Unterscheider, 2010

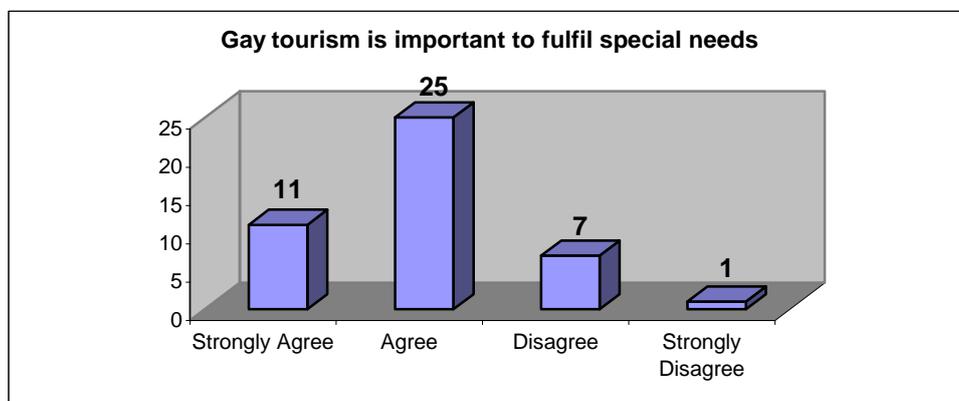
#### 6.5.4. Gay-friendly travel in general

Guaracino (2007) and many other authors stated that gay tourists hold a different travel demand compared to heterosexuals. Therefore, the following query about the above mentioned issue was created to confirm this alleged fact. Figure 25 shows in detail how the sample of this survey ranked the statement. As ten persons strongly agreed and another high proportion of twenty-four people agreed on this assertion, it can be assumed that GLBT tourists hold a different travel demand compared to their straight counterparts. Only a small fraction of seven respondents does not agree on this topic, whereas three persons strongly disagree.



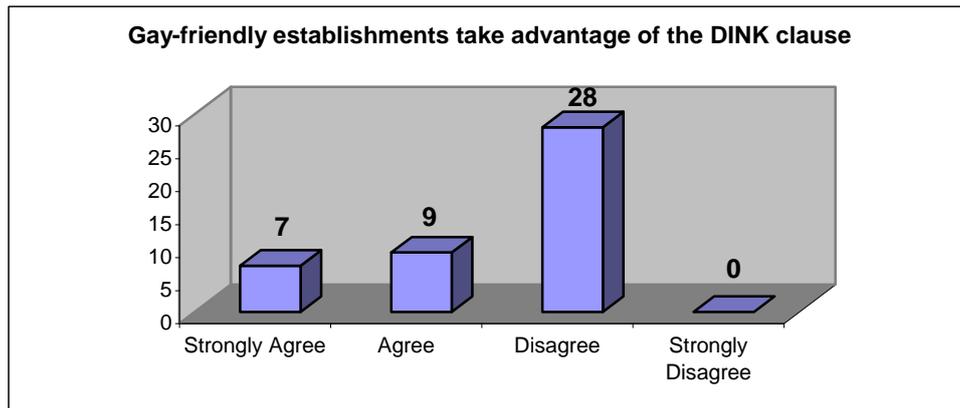
**Figure 25** Bar chart of 'Gays hold a different travel demand than heterosexuals.'  
**Source:** Julia Unterscheider, 2010

As most people agreed on the fact that gay tourists hold a different travel demand compared to heterosexuals, they also believe that gay-friendly tourism is important to fulfil special needs. To summarize, a majority with 36 respondents agreed on this assertion and only eight persons disagreed.



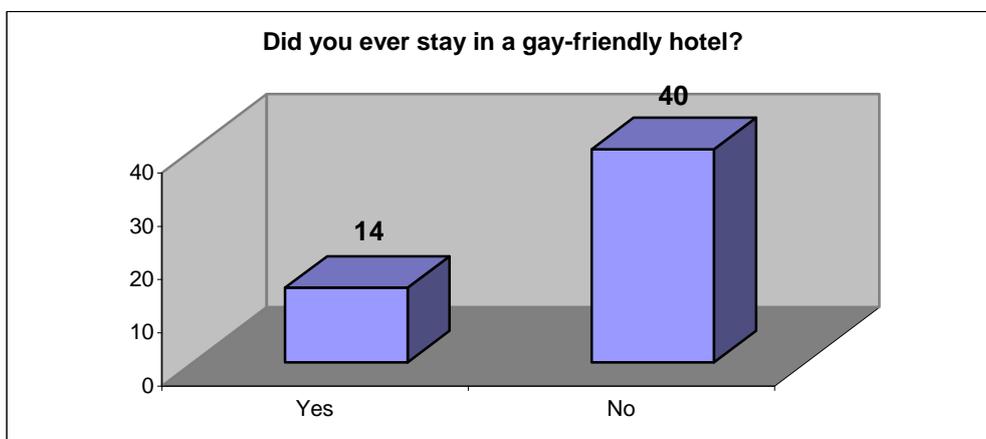
**Figure 26** Bar chart of 'Gay-friendly tourism is important to fulfil special needs.'  
**Source:** Julia Unterscheider, 2010

As gay tourism is sometimes associated with a strategic business decision that brings huge economic rewards (Guaracino 2007), the assertion in Figure 27 was made. Based upon the output, the majority disagreed, but no one totally disagreed. The remainder of the sample sums up to a total of 16 respondents, of which seven persons strongly agreed and nine people agreed. Thus, it can be presumed that quite a large proportion of the GLBT community believes that some gay-friendly establishments take advantage of the DINK clause.

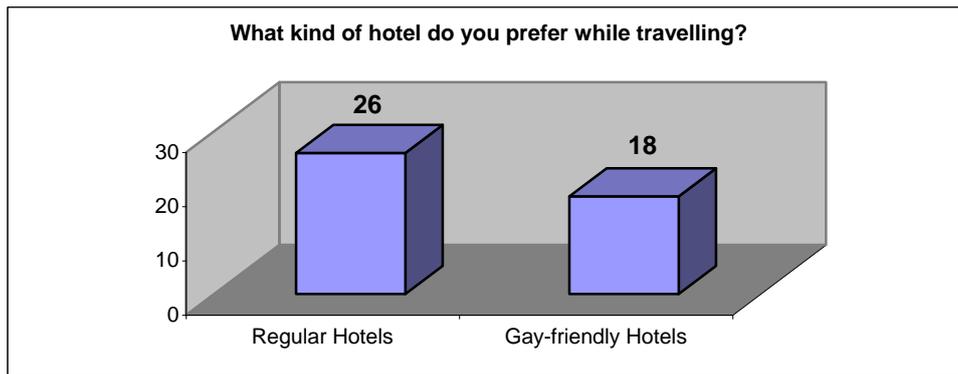


**Figure 27** Bar chart of 'Gay-friendly establishments take advantage of the DINK clause.'  
Source: Julia Unterscheider, 2010

Even though there are plenty of hotels that use the gay-friendly figurehead nowadays, only fourteen persons of the sample already stayed in such an establishment. This could be linked to the second question where respondents were asked what kind of hotels they prefer while travelling. Twenty-six respondents revealed that they prefer regular hotels rather than gay-friendly establishments, and only eighteen have a preference for gay-friendly hotels.



**Figure 28** Bar chart of 'Did you ever stay in a gay-friendly hotel?'  
Source: Julia Unterscheider, 2010



**Figure 29** Bar chart of 'What kind of hotel do you prefer while travelling?'  
Source: Julia Unterscheider, 2010

### 6.5.5. Summary of the consolidated findings

The purpose of this chapter is to provide the reader with an overview of the most important findings with regard to this survey.

Altogether, forty-five questionnaires were collected electronically, of which forty-four could be used, since one was not fully completed. The sample consists of thirty-nine men respondents and five women between the ages of 18 to 55. The highest proportion of the sample are students and between the age of 20 and 29. Furthermore, seventeen respondents are white and blue collar workers, seven people are self-employed, and another six persons are managers. With regard to the monthly net salaries, the highest share earns between €1001 and €2000, which may be linked to the large portion of students. However, four participants record a net salary of more than €5000 per month. Moreover, their origin is mainly from Austria, but also Germany, Bulgaria, Sweden, Italy, Brazil, and England. Concerning their relationship status, more than half of the sampling is in a relationship, whereas another eighteen polled persons are single. Only one person is married and another is divorced, which clearly indicates a legal environment that is not yet fully developed.

In a previous chapter, some hypotheses were created that may be proved or rejected in the following section. However, at this point, it is important to note that hypotheses can generally only be retained but never proven. This emerges from the fact that only a small number of the entire GLBT population express their opinion within a specific empiricism. Therefore, the following proving of hypotheses is made in consideration of the sample described above.

The first hypothesis was based on the assumption that most people are familiar with Vienna's gay and lesbian tourism campaign that is conducted by the Vienna Tourist Board. As more than 60 percent of the sample indicated that they are familiar with the organization's GLBT marketing effort, this hypothesis could be supported by the data collected in this survey.

The statement that the GLBT community sees gay and lesbian marketing in a positive light could also be accredited, as thirty-six respondents agreed on this query.

Furthermore, it was assumed that queer people who generally like GLBT marketing also like Vienna's gay and lesbian marketing campaign. This could totally be proven according to the findings of this survey, as nobody ranked general gay marketing better than Vienna's GLBT campaign.

The fourth hypothesis deals with Vienna being among the most attractive cities, but also among the most attractive cities for gays and lesbians within the EU. Therefore, Vienna is supposed to be a gay-friendly destination. Although the survey evaluation reveals that more than 90 percent of the sample ranked Vienna as one of the most attractive cities within Europe, approximately 85 percent disagreed on the statement that Vienna is a favourable gay destination within the EU. Thus, the fourth hypothesis could not be supported by this empiricism.

Another theory was created upon the assumption that Vienna taps its full potential to be acknowledged as a gay-friendly destination, although there is still need for improvement concerning the offer for gays and lesbians. The outcome, however, is the opposite, as only seven respondents agreed on the fact that Vienna makes an effort to become a gay-friendly destination. On the other hand, more than 50 percent responded that the city offers a wide variety for gays and lesbians. Hypothesis number five could therefore not be proved as being correct.

Vienna's society has a high level of acceptance regarding gays and lesbians, even if the city is still lagging behind compared to other EU nations. This assumption could be considered as proven, since a total of twenty-four participants estimate Vienna's acceptance as high, whereas the remaining twenty respondents believe that the city still has a lack of an equal approval and legislation.

Hypothesis number seven involves the presumption that gay tourists hold a different travel demand compared to heterosexuals, and therefore gay-friendly tourism is important to fulfil special needs. Again, this theory is assumed to be correct, as almost 80 percent of the respondents believe in a different travel demand and a total amount of thirty-six polled persons agreed on the statement that gay-friendly tourism is important to fulfil special needs.

As some key authors and press releases revealed that some gay-friendly establishments just try to take advantage of the DINK clause because it brings significant economic rewards, the eighth hypothesis was invoked. Although a relatively high share of sixteen people agreed on this statement, the remaining twenty-eight participants disagreed, however, nobody strongly disagreed either.

The last hypothesis was made upon the supposition that GLBT travellers likely reside in hotels with gay-friendly figureheads during their journeys. Only fourteen respondents indicated that they reside in gay-friendly hotels while travelling, but maybe this is linked to the fact that the same proportion already stayed in such an establishment. However, the last hypothesis could not be supported by the available data.

## 7. Suggestions

Now that the empirical section is completed, this chapter deals with a few suggestions regarding Vienna as a gay-friendly destination to be of advantage for the Vienna Tourist Board.

Guaracino (2007) states that GLBT travel is not only a leisure market segment, but also an international, group, meeting, convention and corporate one. Therefore, educational-, health-, as well as military conferences, but also sporting events should be taken into consideration, as they are one of the most lucrative and untapped areas of gay tourism. The choice is primarily based on what a destination is able to offer.

As Vienna is already a hot spot destination for congresses, gay marketing concerning this topic should be taken into consideration. The focus could lie more on GLBT conventions appealing to gay doctors, gay lawyers, gay journalists, gay civil rights leaders, gay financial planners, gay scientists, and technical professionals. Therefore, specific marketing campaigns placed in gay media do play an important role, either for the GLBT community, but also for mainstream convention planners who may be gay themselves.

Hosting some internationally known sporting events such as the 'Gay Games', 'World Outgames' or the 'EuroGames' would certainly lead to more attention from and visits made by GLBT community, thus inducing big business for the local tourism and hospitality industry. In 1998, the first European host city for the 'Gay Games' was Amsterdam, which estimated its tourism windfall at \$55 million (Guaracino 2007). As Vienna has the appropriate capacity for sporting venues, it would be able to host such an event.

Furthermore, the most popular form of group travel among homosexuals is the all-gay cruise vacation in the US (Guaracino 2007). As Vienna is located on a gorgeous river, cruise package offers to the GLBT community could be provided. With the right marketing effort, Vienna could benefit from the Danube in order to create a unique gay and lesbian attraction within Europe.

To successfully implement all of the above mentioned strategies the Vienna Tourist Board should be engaged in continuous research regarding gay-friendly

Vienna, and hence apply detailed market segmentation for an insightful customer understanding.

At the moment, gay-friendly Vienna's promotion is well received by the GLBT community and the organization should continue to market this promising target group. However, to be competitive in the long run, it is of utmost importance to set up a perfect USP (unique selling point) with regard to Vienna's main strengths. Therefore, the city could focus more on its rich cultural heritage when addressing the gays and lesbians. Moreover, by further expansion of existing gay venues as well as more openness toward minorities, Vienna could become one of the most attractive gay destinations within Europe.

## 8. Prognosis

Today, there is already a strong competition for the lucrative gay and lesbian travel market, and it will certainly continue to grow within the next years. Therefore, the GLBT market “will become a part of most tourism marketing campaigns” (cf. Guaracino 2007, p.155). However, Guaracino (2007) further argues that marketers must be aware of positive stereotypes as not every homosexual has DINK (double income no kids) characteristics.

Hence, more research will be conducted concerning the gay and lesbian travel market. Different approaches to different queer market segments will be necessary, since there are significant differences based on generation and interest. Thus, destinations will need to further develop or even redevelop their GLBT brand by finding their preferred gay travellers that are most likely to visit the venue with respect to the offered attractions (Guaracino 2007).

The perhaps largest growth market that tourism has ever seen is supposed to be the gay outdoor market. Until today, masculine adventure activities are not often associated with the GLBT community. Furthermore, gay diversity marketing, gay business travel, gay family travel, and all-gay cruise travel are four categories that are seen in the future of gay and lesbian travel by Mark Elderkin (Guaracino 2007).

Guaracino (2007) also reveals that GLBT tourism is distinctly moving toward the lesbian market segment, since there will be a significant rise. Thus far, research concerning gay marketing has mainly been based on gay men. In the United States, travel companies already brand their product very precisely, thus providing specific offers such as super luxury lesbian vacations.

On the other hand, some European experts in gay tourism even predict that “all-gay vacations will disappear as gay people become more accepted in society and can travel ‘openly’” (cf. Guaracino 2007, p.157).

Nevertheless, others in turn predict a growth in GLBT tourism, and Guaracino (2007) states that there will always be the need for all gay accommodations, although gay tourism is definitely moving toward mainstream.

## 9. Conclusion

Like every academic paper, this thesis ends with a summarizing conclusion. Hence, the most important components and arguments that have been discovered in the literature review as well as consolidated findings with regard to the empiricism will be outlined within this chapter.

Since the mid-1990s, the global tourism industry has turned toward the gay and lesbian market segment as an individual niche market segment (Clift et al. 2002). From a current point of view, however, gay tourism is a global business with rapidly growing competition among destinations (Guaracino 2007). Waitt and Markwell (2006) reveal that top European gay destinations score with their provision of accommodation, clubs, bars, saunas, and same-sex venues as well as their historical openness toward minorities.

As a pioneering role, the Vienna Tourist Board was one of the first DMOs that began attending to the homosexual audience by promoting a gay-friendly city (Vienna Tourist Board 2006). Today, Vienna is already known as a gay destination from a world-wide perspective, but Europe's urban destinations such as Berlin, London, Paris, Barcelona, and Amsterdam are powerful competitors. Nevertheless, according to the first-ever index of 'gay-friendliness' of world cities, Vienna is ranked eleventh among a total of 180 listed destinations (Corrales 2009).

However, when marketing the tourism supply for gays and lesbians, DMOs have to cope with some limitations that emerge. Gay travellers are among the most under-researched groups, although they feature high complexity in regard to their homosexual diversity (Guaracino 2007). Nevertheless, the amount of information that already exists about GLBT tourists should not be ignored by companies.

Hughes (cf. 2006, p.45) states that "tourism is an inextricable part of the gay lifestyle". While others in times of the economic crisis stopped travelling and began saving, the GLBT community was the only sector in tourism that gained in popularity (Nibbio et al. 2010). The GLBT community has a high affinity to travel and thus go on more journeys than straight travellers (Guaracino 2007). With an average of four short trips a year, homosexuals lie far above the amount of

heterosexual travels (Vienna Tourist Board 2009). Moreover, gay and lesbian travellers spend twice as much money as their straight counterparts during their journeys (Guaracino 2007), and they are more likely to be found in 4- and 5-star hotels (Die Presse 2009b). Last but not least, homosexuals prefer city, education, language, and culture trips rather than any other types of travel (OE24 2009), whereas relaxation, comfort, and good food counted as the most important factors in gay holiday planning (Hughes 2004).

With regard to these promising facts and lack of meaningful surveys, it was of utmost interest to the author to conduct an empirical study concerning Vienna as a gay-friendly destination. The final deductions of the conducted research are noteworthy and provide a good insight in this unsought issue.

First of all, Vienna's marketing campaign addressing gays and lesbians is to a great extent well known among the researched GLBT community, which indicates that the Vienna Tourist Board's promoting effort asserts itself. Furthermore, 80 percent see gay and lesbian marketing in a positive light and people who generally like GLBT promotion also like Vienna's campaign.

Although almost all respondents ranked Vienna among the most attractive cities within the EU, a high proportion of thirty-seven respondents could not support the assumption that the Austrian capital is a favourable European gay destination. This may result from the fact that Europe consists of several strong competitors, among whom Vienna has to position itself with a unique selling point with regard to gay tourism. In addition, the researched sample believes that Vienna does not make enough effort to become a gay-friendly destination. On the other hand, more than 50 percent responded that the city offers a wide variety of attractions for gays and lesbians. The study further reveals that Vienna's biggest strength is its rich cultural heritage, whereas the society's acceptance toward gays and lesbians counts as a part of the city's main weakness. However, a little more than half of the participants estimate Vienna's openness regarding GLBT people as high, whereas the remaining twenty respondents believe that the city still has a lack of an equal approval and legislation. Therefore, it can be summarized that Vienna's society is rather open-minded toward minorities, although it is clearly lagging behind in comparison to other European nations.

The most important findings concerning gay-friendly travel in general include that 80 percent of the sample believes in a different travel demand and the fact that gay-friendly tourism is important to fulfil special needs. Moreover, only fourteen respondents indicated that they reside in gay-friendly hotels while travelling, but maybe this is linked to the fact that the same proportion already stayed in such an establishment. With this in mind, Vienna could offer more GLBT vacation packages to its homosexual tourists to acquire a taste for gay-friendly hotels.

To draw a final conclusion, Vienna is definitely a city with gay-friendly potential that not only offers gay and lesbian travellers, but also its own GLBT community, a wide variety of attractions. In spite of the strong competition within Europe, or perhaps even as a result, Vienna should continue to market the queer community and set up a perfect USP (unique selling point) with regard to its main strengths. By further expansion of existing gay venues as well as more openness toward minorities, Vienna may become one of Europe's main gay destinations in the near future.

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## Appendices

### Appendix 1 – Questionnaire

#### Gay-friendly Vienna – NOW OR NEVER

##### *VIENNA'S GAY AND LESBIAN MARKETING CAMPAIGN*

<p><b>1. The marketing campaign 'Gay &amp; Lesbian Vienna' conducted by the Vienna Tourist Board, the Gay Guide and/or the Queer Guide is well known to me.</b></p> <p style="text-align: center;"><input type="checkbox"/> Yes   <input type="checkbox"/> No   (If No please proceed to question no.4)</p>
<p><b>2. The Vienna gay and lesbian advertising campaign is useful to attract gay tourists.</b></p> <p style="text-align: center;"><input type="checkbox"/> Strongly agree   <input type="checkbox"/> Agree   <input type="checkbox"/> Disagree   <input type="checkbox"/> Strongly disagree</p>
<p><b>3. I personally approve this campaign.</b></p> <p style="text-align: center;"><input type="checkbox"/> Strongly agree   <input type="checkbox"/> Agree   <input type="checkbox"/> Disagree   <input type="checkbox"/> Strongly disagree</p>
<p><b>4. In general I like the way of gay target marketing?</b></p> <p style="text-align: center;"><input type="checkbox"/> Strongly agree   <input type="checkbox"/> Agree   <input type="checkbox"/> Disagree   <input type="checkbox"/> Strongly disagree</p>

##### *VIENNA AS A GAYFRIENDLY DESTINATION*

<p><b>5. Vienna is primarily known as a gay city because of the Life Ball.</b></p> <p style="text-align: center;"><input type="checkbox"/> Strongly agree   <input type="checkbox"/> Agree   <input type="checkbox"/> Disagree   <input type="checkbox"/> Strongly disagree</p>
<p><b>6. Within Europe Vienna is among the most attractive cities.</b></p> <p style="text-align: center;"><input type="checkbox"/> Strongly agree   <input type="checkbox"/> Agree   <input type="checkbox"/> Disagree   <input type="checkbox"/> Strongly disagree</p>
<p><b>7. Within Europe Vienna is among the most attractive gay cities.</b></p> <p style="text-align: center;"><input type="checkbox"/> Strongly agree   <input type="checkbox"/> Agree   <input type="checkbox"/> Disagree   <input type="checkbox"/> Strongly disagree</p>
<p><b>8. Vienna clearly can be distinguished as a gay destination.</b></p> <p style="text-align: center;"><input type="checkbox"/> Strongly agree   <input type="checkbox"/> Agree   <input type="checkbox"/> Disagree   <input type="checkbox"/> Strongly disagree</p>

<b>9.</b>	<b>Vienna taps its full potential to be acknowledged as a gay city.</b> <input type="checkbox"/> Strongly agree <input type="checkbox"/> Agree <input type="checkbox"/> Disagree <input type="checkbox"/> Strongly disagree
<b>10.</b>	<b>The city of Vienna offers a wide variety for gays.</b> <input type="checkbox"/> Strongly agree <input type="checkbox"/> Agree <input type="checkbox"/> Disagree <input type="checkbox"/> Strongly disagree
<b>11.</b>	What are Vienna's <b>strengths/weaknesses</b> compared to other big EU cities concerning the gay and lesbian offer?  _____
<b>12.</b>	<b>The Vienna society has a high level of acceptance of gays and lesbians.</b> <input type="checkbox"/> Strongly agree <input type="checkbox"/> Agree <input type="checkbox"/> Disagree <input type="checkbox"/> Strongly disagree
<b>13.</b>	<b>Vienna energetically exercises gay-friendly tourism.</b> <input type="checkbox"/> Strongly agree <input type="checkbox"/> Agree <input type="checkbox"/> Disagree <input type="checkbox"/> Strongly disagree

*GAY-FRIENDLY TRAVEL IN GENERAL*

<b>14.</b>	<b>Gay tourists hold a different travel demand compared to heterosexuals.</b> <input type="checkbox"/> Strongly agree <input type="checkbox"/> Agree <input type="checkbox"/> Disagree <input type="checkbox"/> Strongly disagree
<b>15.</b>	<b>'Gay-friendly tourism' is important to fulfil special needs.</b> <input type="checkbox"/> Strongly agree <input type="checkbox"/> Agree <input type="checkbox"/> Disagree <input type="checkbox"/> Strongly disagree
<b>16.</b>	<b>'Gay-friendly' establishments unfairly try to make use of the DINK.</b> <input type="checkbox"/> Strongly agree <input type="checkbox"/> Agree <input type="checkbox"/> Disagree <input type="checkbox"/> Strongly disagree
<b>17.</b>	Did you ever stay in a gay-friendly hotel? What kind of hotel do you prefer while travelling? Do you prefer staying incognito in 'regular' hotels or would you approve more travel establishments that address your special needs?  _____

*PROFILE*

<b>A.</b>	<b>Gender</b>  <input type="checkbox"/> Male <input type="checkbox"/> Female
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**B. Age**   

**C. Relationship Status**

- |  |  |
|--|--|
| <input type="checkbox"/> Single            | <input type="checkbox"/> Legally Married |
| <input type="checkbox"/> In a Relationship | <input type="checkbox"/> Divorced        |
| <input type="checkbox"/> Engaged           |  |

**D. Where do you come from (nation)?**

\_\_\_\_\_

**E. Occupation**

- |  |                                     |
|--|-------------------------------------|
| <input type="checkbox"/> Self-employed | <input type="checkbox"/> Homemaker  |
| <input type="checkbox"/> Manager       | <input type="checkbox"/> Unemployed |
| <input type="checkbox"/> White collar  | <input type="checkbox"/> Retired    |
| <input type="checkbox"/> Blue collar   | <input type="checkbox"/> Student    |
| <input type="checkbox"/> Other _____   |                                     |

**F. What is your monthly net salary?**

- |   |   |
|---|---|
| <input type="checkbox"/> Less than 1000 € | <input type="checkbox"/> 3001 – 4000 €    |
| <input type="checkbox"/> 1001 – 2000 €    | <input type="checkbox"/> 4001 – 5000 €    |
| <input type="checkbox"/> 2002 – 3000 €    | <input type="checkbox"/> More than 5000 € |

## Appendix 2 – Curriculum Vitae

### PERSONAL DETAILS

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#### **JULIA UNTERSCHIEDER**

**Date of Birth:** February 09, 1986  
**Place of Birth:** Vienna  
**Nationality:** Austria



### EDUCATIONAL BACKGROUND

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**Since 2007** Bachelor studies  
Tourism & Hospitality Management  
MODUL University Vienna, AUT

**02/2009 – 07/2009** Exchange Semester  
Victoria University Melbourne, AUS

**2000 – 2005** Austrian A-Level  
Tourism school MODUL Vienna, AUT

### EMPLOYMENT HISTORY

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- **Publishing Group NEWS – Marketing, Top Shot Department**, Since 2008
- **Wolf - Eberl Market Research**, Since 2007
- **Austrian Airlines – Junior Cabin Crew Member A320 / F70**, 2006 – 2007
- **Several Trainees in Service and Front Office**, from 2001 – 2004

### LANGUAGES

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- German (native language)
- English (fluent in written and spoken)
- Italian (fluent in written and spoken)
- Spanish (basic level)

### COMPUTER SKILLS

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- MS Office (Ms Word, Excel, Access, PPT)
- Galileo
- Fidelio

### OTHER SKILLS

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- Google Online Marketing Challenge 2008, Google AdWords
- Certificate Flight Attendant A320/F70
- Drivers licence class B
- Certificate CLIDA – TC, Italian linguistic center.