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# Gay Travel Gay Rights

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A 50 Year History  
A Bright Future

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# 1964: The Damron Guide

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Bob Damron's Address book gives birth to the gay travel industry.

"See America, Find a Friend"

1970: Spartacus

1992: OUT&ABOUT

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# 1970: First Gay Pride Marches

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

1978: Sydney Mardi Gras

1979: CSD Berlin

1979: Madrid Pride

2006: São Paulo Gay Pride recognized as largest in the world

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## 1973: Hans Ebensten

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The "Father of Gay Travel" launches the first gay tour company.

## 1977: Lima Tours

First gay inbound tours to Peru

## 1979: Israel

First LGBT Tour to Israel

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## 1976: Island House Key West

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The world's first Gay Hotel Opens in Key West

## 2003 Axel Hotels Founded

The first gay hotel chain opens it's first property in Barcelona with the tag line "Hetero-friendly"

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# 1977: First Destination Marketing

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Provincetown MA, long known as a gay-popular destination back to its artsy roots in the early 1900s, begins marketing to LGBT visitors.

1978: Key West Business Guild

1970s/1980s: The Gay Beaches

Ft. Lauderdale: The Marlin Beach Hotel

Mykonos

Fire Island

Acapulco

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# 1970s: "Gay" in New York Times

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

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# 1982: The Gay Games

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SF hosts the first Gay Games.

Gay Sports events begin driving a large share of gay travel.

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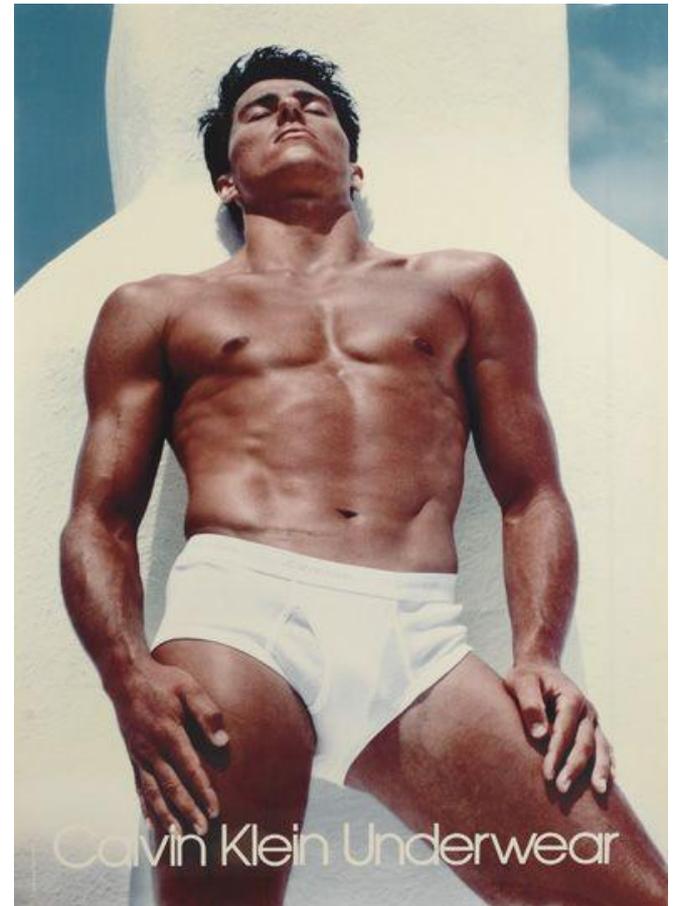
# 1983: IGTA Founded

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25 Travel Agents  
and Hoteliers

The CK Underwear Ad

1997: L is added to the  
IGLTA



# 1986: RSVP Vacations 1st Sailing

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

1990: Olivia Cruises

1991: Atlantis Vacations

2004: R Family Vacations

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# 1987: The Homomonument

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

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## 1993: "Gay" in Travel+Leisure

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

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# 1993: Corporate Recognition

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

1994: GLEAM

American's corporate-sponsored LGBT Employee Resource Group Formed

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

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## **1994: Community Marketing Inc.**

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Tom Roth produces the first LGBT Tourism Research Study in 1994; his work in the 16 annual studies since, have opened doors for destinations, hotel groups and travel suppliers to enter the LGBT market, and make the world a little bit gay-friendlier in the process.

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# 1994: Tourisme Montreal Outreach

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Government-sponsored destination marketing begins in a big way.

2000: British Tourism Authority launches one of the largest LGBT marketing campaigns  
Spending \$1.5 million, generating \$450 Million in tourism revenue

2004: Curacao Tourism board launches [gaycuraraco.com](http://gaycuraraco.com)

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# 1995: Utopia Asia Launches

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Three years before the founding of Google, Utopia-Asia launches a gay-travel website.

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# 1998: LGBT Travel Goes Global

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Steve Murray-Smith brings LGBT travel to ITB opening closet doors around the world by displaying a rainbow flag at ITB in Berlin followed by a flag displayed at World Travel Market. In 2008, LGBT Travel area was branded.

2010: IGLTA becomes first gay organization affiliated with the UNTWO

2013: WTTC President David Scowsill gives opening keynote at IGLTA Convention in Chicago

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# 2001: Gay Marriage in Netherlands

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2001: Netherlands

2003: Belgium

2005: Spain and Canada

2006: South Africa

2009: Sweden and Norway

2010: Argentina, Iceland and Portugal

2012: Denmark

2013: Uruguay, France, New Zealand

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## **2007: First Gay Travel Academic**

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

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# 2007: Gay Travel Takes Flight

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Air New Zealand launches the first "Pink Flight"

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



# What Can Gay Travelers Do: \$\$\$

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## Tom Roth:

A few dollars donated to an LGBT NGO at your destination can mean the world to them, making an impact far greater than those same dollars could in North America or Europe. Do your homework, but there are some very good ones out there. Here's my favorite: [www.lakshya-trust.org](http://www.lakshya-trust.org)

## Michael Luongo:

I think knowing what LGBT rights groups are operating where you are visiting, donating, seeing if there are centers, reporting behavior that you see.

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# What Can Gay Travelers Do: \$\$\$

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## David Alport:

Seek out and patronize lgbt establishments when you travel; Support IGLHRC.

## Jeff Guaracino:

Make gay-informed travel decisions and make the company you are doing business with know that you mean business when it comes to gay rights.

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# What Can Gay Travelers Do: RESPECT

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## Sasha Alyson

Before you travel, do some research about your destination's laws, and the cultural attitudes toward gay people. If we're still second-class citizens in some respects, give some thought about how you can be visible as a gay person, within the context of that culture. It's a balancing act. **Many people pushing the envelope will help. Trying to shatter the envelope single-handedly is likely to just leave things worse for those who live there, after you go home.**

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# What Can Gay Travelers Do: RESPECT

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## Robert Sharp, OUT-Adventures

Learn a culture before you visit, and respect it. Demand tolerance and respect from others and treat them in turn with the same respect. By doing so, a line of communication is opened which can prove to be educational and rewarding for both parties. Open the eyes of just one mother or father and they can pass down their tolerance and understanding to their children. A movement begins with just one single person.

## Michael Doughman

Always represent your country in a favorable light and be good and respectful guests in other countries.

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# What Can Gay Travelers Do: ENGAGE

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## Ryan Haynes

Keep traveling, talk to people, visit local gay bars and speak to local gay people, let them know that the world is getting better for gay people

## Andrew Mersmann, Change By Doing

Have conversations with new friends and acquaintances that are free of stridency and be sure to always listen, even if you feel you are not being heard. Always interact with the local community, beyond the comfort zone of a visited LGBT community — you left home for new experiences, so don't stick to the familiar once you get there.

## Carlos melia

Speak up. Be proud. Leave behind the Stereotype. Move on from the Ghetto mindset.

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# What Can Gay Travelers Do: BE YOURSELF

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## Ben Rossignol

Be yourselves and share your culture and vision but never forget that everyone views things from a different angle. Share. Don't judge and always learn from your hosts.

## Bob Witteck:

Everywhere I travel globally, I especially like introducing my husband to everyone I meet. In the simplest ways, this opens minds and starts friendships. Especially, and when safe to do so, remind your hosts and travel suppliers that you are gay and that you value their respect and welcome – make sure they know that they always are surrounded by other gay people, and to think of them with the same respect and equal welcome. Be a living example.

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# What Can Gay Travelers Do: BE YOURSELF

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## Miles Mitchinson, Detours Travel

By being ourselves while we travel, we help to expand the number of people around the world who are exposed to fantastic LGBT people. These encounters help to alter prior perception and prejudices and open minds of locals in places that may have few interactions with gay people. (\*practice caution in certain locations)

## Leyla Farah

If you feel safe, be out, but above all be NICE - you're representing the rest of us, so tip well, say please and thank you (ideally in the local language if you can manage it), and hold the door open for a stranger.

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