



PLANITGAY.com



THE FACTS



- **\$515 Billion LGBT** annual Value and more recession proof than the mainstream
- **98%** indicate gay-friendly reputation influence decision to visit
- **91.8%** more likely to purchase products advertised in Gay and Lesbian media
- **15** is the median number of hotel nights
- **88.3%** buy products/services of national businesses because of advertising.

STUDIES SUGGEST THAT **ONLINE USAGE IS SEVEN TO TEN TIMES ABOVE THE NATIONAL AVERAGE** IN THE GAY AND LESBIAN COMMUNITY:

Over the Next 12 Months

- **77%** plan to see a live theatre performance
- **56%** plan to see a live band performance.

In the month prior to the survey

- **96%** ate at a full service restaurant
- **76%** went to a nightclub
- **77%** went to see at least one first run movie and.

Overall

- **65%** identify themselves as having to **have the "latest"**
- **68% upgrade** to a product's latest model
- **77%** "believe in **indulging in themselves"**
- **57%** "prefer to **buy top-of-the line"**.
- **59%** buy themselves **whatever they want.**



THE COVERAGE



PLANitGAY.com

FRANCE
SPAIN
GERMANY

.de

.es

.us

.fr

.nl

.eu

.co.uk

NETHERLANDS
CANADA
USA

UK
AUSTRALIA
The WORLD

- **Worldwide**

\$515 Billion LGBT annual Value

- **USA**

26 Million Gay and Lesbian US Population (10% of the approximate 260,000,000 US population)
- the annual economic impact of LGBT travellers in the US alone is **\$64 billion** annually

- **Germany**

Germans spend more on international travel than any other nationality in the world: according to the UNWTO, a whopping **57.1 Billion Euros** in 2004. German gays and lesbians in the travel category shows that German gays travel significantly more than their mainstream German counterparts.

- **UK**

Burgeoning UK gay travel market in worth up to **£600m**

"Liane Katz GUARDIAN.co.uk, Monday November 6" 2007

This year gay and lesbian people in Britain will collectively earn a pre-tax pay packet of more than **£70bn**.

- **Canada**

\$9.4 billion annually. An estimated market of 1.8 million gay, bisexual, lesbian and transgender travellers spent on average \$1,166 per trip last year. The study determined the size of the Canadian gay travel market at **\$5.4 billion in Canada; \$2.4 billion travelling in the US** and **\$1.7 billion elsewhere.**



THE CONTROL



- **You have your own passwords to update your online advert**
- **Change your Pictures when you like**
- **Change advertorial Promotions up to 12 times pa***
Seasonal, Low Season Breaks,
Acts, Specials,
New Menu Launch,
Whatever you need
- **Add your page link to your own site for foreign visitors or use on your promotional literature**
- **Your changes will be translated into**
French, German,
Spanish, Portuguese,
Dutch, English,
And sent live
- **Your full contact details available to your potential customers including your own web link**
- **Google maps to pinpoint your location**

* Changes to the advertorial content can be translated for a small fee. This is an optional 'opt-in' service.



THE BENEFITS



- **Reach new markets Advertise in English, French, Dutch, Spanish, German, Portuguese and Dutch**
- **72% of web searches worldwide are not in English**
- **Your full contact details and Google Map on your page with links to your own site**
- **Put our foreign Language links on your own web site for further International prestige**
- **City by city search guide with full orientation preference search**
- **Venue and Property Reviews with full recognition awards from customer reviews based on LGBT experience service and facilities**
- **Massive PR & Marketing Campaign ongoing**
- **Prestige and recognition in the LGBT community**
- **The most up to date Gay resource on the Web**



THE RESOURCE



- **Search and Book LGBT approved Hotels online**
- **Search and Book over 76 Low cost no frills airlines worldwide**
- **Book International Business& First class airlines on site**
- **Unique insights and reviews of many LGBT destinations**
- **Full Page of Advertising with Logo and Four Pictures**
- **Password to site to update pictures and make changes when you want**
- **Promote to the international Market in French, Spanish, Dutch, Portuguese and German with more to come**
- **Book Holidays and Package deals**
- **Property reviews and Certificates of approval**

WHY?

Spend thousands on a static advert in a magazine for one month when you can design a new one when you want make it live in minutes, and run for one year

CHARITY SUPPORT

PLANitGAY will give 4%pa of its profits to chosen LGBT charities



YOUR VENUE - LISTING PAGES



What do I get?

- 1 A picture / logo
- 2 Your venue name
- 3 Location information
- 4 Summary / description

The screenshot displays the PLANITGAY.com website interface. At the top, there are navigation tabs labeled SECTION 1 through SECTION 8. Below this is a search bar with the PLANITGAY.com logo. The search results are for 'Barcelona' and show a list of venues. Each listing includes a small image (1), the venue name (2), location information (3), and a summary/description (4). The page also features sections for 'TOP 5 VIEWED VENUES', 'TOP 5 NEW VENUES', and 'SIGN UP'. At the bottom, there are 'INTERNAL BANNER ADS' and a footer with copyright information and logos for IGLTA and other organizations.

See your 'Subscription' page



YOUR VENUE - SUBSCRIPTION PAGE



What do I get?

- 1 Four pictures
- 2 Your logo
- 3 Description text
- 4 Contact details including email and web links
- 5 Google map showing your location

The screenshot displays the PLANITGAY.com website interface for a venue subscription page. The layout includes a search bar on the left, a main content area with a large red banner at the top, and a sidebar with various sections. The main content area features a large image of a beach (callout 1), a grid of four smaller images (callout 2), a text description (callout 3), a Google map (callout 5), and contact information (callout 4). The sidebar contains sections for 'TOP 5 VIEWED VENUES', 'TOP 5 NEW VENUES', 'SIGN UP', and 'PROMOS'. The footer includes copyright information and logos for IGLTA and other organizations.

Back to your 'Listing' page



THE ENTOURAGE CARD



LGBT Travel & Lifestyle Membership card

- **Drive business in slow periods with targeted promotions**
- **Launch new Brands or Openings**
- **Suppliers can provide weekly monthly promotions, offers from free club entry to wine with a meal & % discounts**
- **Free Membership**
- **An online directory off offers and discounts**
- **Browse by Category**
- **Members can then search the Cities they are traveling to and check out the offers available beforehand**
- **Monthly e-newsletter for special promotions**
- **Categories include**

Accommodation	Internet	Transport
Adult	Professional Services	Travel
Bars & Clubs	Property	Wedding
Entertainment	Retail	
E-Shopping	Spa/Health	