

Salon Mondial du tourisme

15 au 18 mars 2012
Paris Porte de Versailles

Gay & Lesbian Area



Dedicated Area
Maximum Visibility
Low Rates

Core target travel customers generating 10% of tourism revenues



Developed for the Mondial du Tourisme in partnership with French gay lifestyle magazine TETU, the **Gay and Lesbian Area** is back for a third, highly-promising year.

Benefit from **signage and stands designed in rainbow colours** at a discount rate as part of an **exclusive** package offering optimal impact at a reduced rate!

A **wide-reaching targeted communications campaign** organised by the Salon Mondial du Tourisme enabling you to reach out to travel customers in search of specific, dedicated services.



16 corners dedicated to tourism players keen to showcase services tailored specifically to gay and gay-friendly customers - a constantly changing market that has grown from a small niche into a profitable and buoyant market...

A market that's in the pink

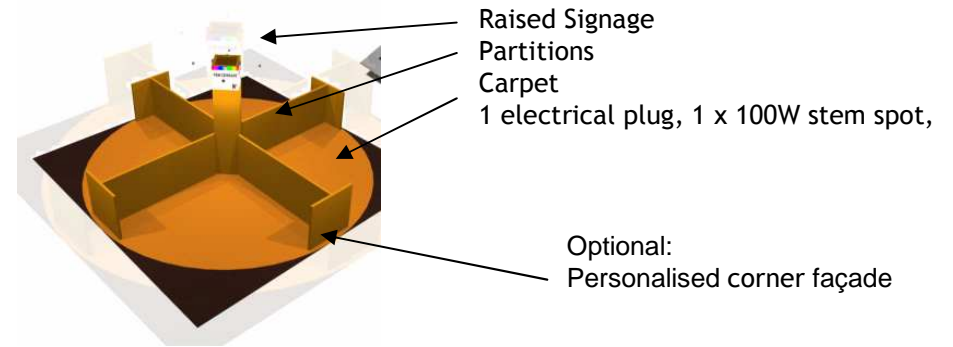


Pink Money is on the up. In fact, according to a recent estimate, between 5% and 10% of the French population belongs to the gay & lesbian community, **70% of whom made a trip abroad within the last 12 months.**

According to a recent survey (Colloque AFEST), they travel four times more than the rest of the population; **83% are passport holders compared with 34% of the rest of the population.**

In France, the Association Internationale des Professionnels du Tourisme Gay et Lesbien (IGLTA) estimates that annually gay and lesbian people spend **€5,000 per person** on travel and leisure activities, representing a market worth €15 to €25 million.

An adjusted, adapted and personalised package: €2,612 excluding VAT - All inclusive!



Your contact:

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