



**GREATER BOSTON
CONVENTION & VISITORS BUREAU**

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Boston wins bid to host 10th International Gay & Lesbian Tourism Conference November 2009

BOSTON, Mass. – On October 9, 2008, the **Greater Boston Convention and Visitors Bureau** (GBCVB) announced that Boston won the bid to host the 10th International Gay & Lesbian Tourism Conference for November 2-5, 2009.

The announcement was made in Vancouver, Canada where this year's International Conference is taking place.

"Working with the Massachusetts Office of Travel & Tourism and the Mayor's Office of Arts, Special Events & Tourism, we have focused our marketing efforts on the international gay and lesbian travel market and are very pleased to have won this bid to host one of the key international marketplaces that draws gay, bisexual, lesbian, or transgender planners and suppliers from all over the world," said Patrick B. Moscaritolo, President and CEO of the GBCVB.

"This is a great opportunity for the Massachusetts and Boston visitor industry to generate significant new business and new visitor spending," said Betsy Wall, Executive Director of the Massachusetts Office of Travel & Tourism.

Based on tourism industry data from the US Department of Commerce and Community Marketing demographics, the annual economic impact of LGBT travelers is approximately **\$64.5 billion** in the US alone.

Research by the Travel Industry of America (TIA) has shown that GLBT visitors spend more and travel more, and have an average annual salary of \$96,000.00.

"Studies have found that GLBT visitors favor gay-friendly travel destinations that are known to be culturally welcoming and support diversity and GLBT civil rights," said Moscaritolo.

"That, clearly, is what Boston, Cambridge, and Massachusetts offer, and that's one of the reasons the 2009 International Conference is coming to Boston," he added.