

Strong Response to Lesbian and Gay Tourism Market

New display space for LGBT market close to selling out at London World Travel Market. Only three display booths remain. Latest exhibitors announced. One month to go.

(OUTNOW) -- October 9, 2012 - The first dedicated LGBT tourism trade show exhibitor space at London World Travel Market is about to sell its final remaining exhibitor spaces.

London World Travel Market is the world's leading event for the global travel industry and in 2012 they are hosting their first dedicated trade show space for businesses wanting to tap into the highly sought after LGBT (lesbian, gay, bisexual and transgender) tourism market.

'Out Now Business Class at WTM' combines the power of the world's most innovative travel trade show with the market leadership of Out Now Global - the world's most important global LGBT marketing specialists.

This exhibitor space includes 12 months Executive Membership in the global networking membership association Out Now Business Class <http://www.OutNowBusinessClass.com> for each exhibitor - delivering a powerful suite of ongoing LGBT marketing benefits including research, global online networking and staff training.

The latest exhibitors have just been announced for 'Out Now Business Class at WTM'. These include World Outgames and Antwerp Tourism & Convention.

LGBT Confex <http://www.lgbtconfex.com> - Latin America's leading producer of events and conferences targeting the LGBT market - is the newest exhibitor and joins other market-leaders including THE OUT NYC, Helsinki City Tourist & Convention Bureau, Pride Tours (Israel), Berlin Tourismus & Kongress and Out Now Global.

Ruben Sandoval, CEO of LGBT Confex, said that his company's business decision to exhibit at WTM was a strategic one.

"This is the premier event for the global travel industry and as a business interested in building relationships to help our clients connect with LGBT people, we simply could not afford to miss this opportunity," Sandoval said. "Just having a presence on a mainstream exhibitor stand at WTM would not work anywhere near as effectively. The 'Out Now Business Class at WTM' exhibition space is quite simply going to be the place for businesses to connect and develop LGBT market opportunities at WTM. Not exhibiting in that dedicated trade environment would mean us losing valuable business connections. LGBT Confex is delighted to be exhibiting with 'Out Now Business Class at WTM' in London this November."

Darren Cooper, Out Now Senior Consultant based in London said he is very pleased with the response to exhibiting at this year's LGBT space at WTM.

"The fact that some of the leading marketers in the world have taken advantage of this new opportunity to build valuable business connections at this dedicated LGBT market display space speaks volumes about the strength of this opportunity," Cooper said. "We have just three spaces remaining now and after that the only option left

open will be brochure distribution. It is very satisfying to get to work with so many of the most significant players in LGBT tourism globally to help make sure their business is one that achieves maximum leverage from this unparalleled opportunity as we enter 2013."

London WTM attracts almost 50,000 trade professionals each year to its event at London's ExCel Centre. This year the event is open from 5 to 8 November.

Out Now Business Class exhibitor display space at WTM is available now on a standalone basis and with booth sharing opportunities. Spaces are limited and can be secured by contacting Darren Cooper at Out Now darren.cooper@OutNowConsulting.com

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ABOUT OUT NOW

Out Now Global <http://www.outnowconsulting.com>

Out Now Business Class <http://www.BetterLGBT.com>

Established in 1992, Out Now is the world's leading LGBT marketing organization and has for two decades been relied upon by many of the world's leading brands, organisations and tourism bodies for specialized gay and lesbian marketing insight and expertise. Services include research, training, strategy and communications.

Out Now clients include IBM, Toyota, Citibank, German National Tourist Office, TUI, Lufthansa, Berlin Tourism Marketing, Vienna Tourist Board, Visit Manchester, Stockholm Visitors Board and Lloyds TSB Banking Group.

The agency also provides the world's best LGBT business networking program Out Now Business Class <http://www.OutNowBusinessClass.com> - delivering an innovative global B2B network for organizations that wish to focus effort on meeting the needs of LGBT people.

ABOUT WORLD TRAVEL MARKET

World Travel Market, the leading global event for the travel industry, is the must-attend four-day business-to-business exhibition for the worldwide travel and tourism industry.

Almost 48,000 senior travel industry professionals, government ministers and international press, embark on ExCeL - London every November to network, negotiate and discover the latest industry opinion and trends at WTM.

WTM, now in its 33rd year, is the event where the travel industry conducts and concludes its deals. WTM 2010 generated £1,653 million of travel industry contracts, revealed independent research by Fusion Communications.

WTM is owned by the world's leading events organiser Reed Exhibitions (RE), which organises a portfolio of other travel industry events including Arabian Travel Market and International Luxury Travel Market. In 2010, RE held more than 460 events in 36 countries bringing together more than seven million people from around the world generating billions of dollars in business.

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