

Pittsburgh Post-Gazette®

Wednesday, January 09, 2008

A Pittsburgh Tour Guide for Gays and Lesbians

By Mackenzie Carpenter
Pittsburgh Post-Gazette

One of the most affluent and reliable segments of the tourism market -- gays and lesbians -- will soon have an expanded tour guide to Pittsburgh to help them explore the city's fine dining and entertainment spots.

The fourth annual Pittsburgh City "Navigaytour" is planned for publication late spring, and it has a new dining section dedicated to the city's gay-friendly restaurants and bars.

"It made a lot of sense to promote the restaurant scene in Pittsburgh," said Jon Morein, director of public relations for the Altus Group, a Philadelphia marketing firm that produced the guide.

"With talk of a possible economic downturn this year, we've seen reports of a softening in the fine dining market, but not with this group," said Mr. Morein, noting that gay and lesbian tourists spend an estimated \$55 billion on travel annually. "The gay and lesbian segment of the tourism market keeps spending even when other groups hold back."

The "Navigaytour" guide identifies sites of interest in Pittsburgh for the gay community, including places of historical and cultural significance; activities popular with LGBT travelers; shopping; accommodations; sports and leisure activities. There are also neighborhood maps for the South Side, the North Shore, and Lawrenceville/East End, Shadyside and Oakland.

"When gays and lesbians visit a new city, they want to find places to dine where they can be comfortable and welcomed," said David Jefferys, publisher of the City Navigaytour. "The restaurant guide is all about helping visitors to find their comfort zone when they go out for a night on the town."

The new restaurant listings are "brief listings that are meant to be concise and easily referenced," Mr. Morein added.

The guide is produced by the Altus Group, which developed the award-winning "Get Your History Straight and Your Nightlife Gay" advertising campaign for the Greater Philadelphia Tourism Marketing Corporation, one of only three campaigns to ever win multiple-platinum awards from the Hospitality Sales and Marketing Association International. Other campaigns to receive this honor include "I Love New York" and Las Vegas' "What Happens Here Stays Here."

The guide is supported by VisitPittsburgh, the official tourism promotion agency for Allegheny County and a member of the Pittsburgh and Its Countryside regional marketing consortium.

"We are proud of Pittsburgh's incredible array of great food, arts, theater, shopping and nightlife," said Joe McGrath, President/CEO of VisitPittsburgh. "And, this

year's guide will once again showcase why a visit to Pittsburgh should be a must. We encourage folks to go to www.visitpittsburgh.com for a preview of the great experiences in store for them here."



Restaurants interested in being included in the guide or with general advertising inquiries, please call 1-215-977-9900, ext. 12, or e-mail CityNavigaytor@altus-group.com.

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First published on January 9, 2008 at 12:00 am