

# NAVIGAYTOUR

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For Immediate Release

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## **Navigaytour Partners With GayCities on Solutions for Advertisers**

**Philadelphia, February 19, 2009** – The Navigaytour, the fastest-growing gay-travel guide has teamed-up with GayCities.com, the largest gay-travel web site. The partnership provides advertisers with a powerful, low-cost combination to reach the lucrative gay-travel market.

“This is a fabulous opportunity for businesses to do more with less,” said David Jefferys who publishes the Navigaytour.” With an ad in the Navigaytour and listings in GayCities.com, you can reach the most valuable travel demographic in two powerful media at a low cost.”

According to research, gays are 80 percent more likely to visit destinations which advertise directly to them. Once there, gay visitors spend an average of \$233 per day, whereas the general leisure visitor spends \$101.

In addition, gay consumers are very responsive to online advertising, according to Jefferys.

“We are more likely to click on ads and use search engines to find out more about products or services”, Jefferys said. “We are also more likely to use a travel-related website contributes to their decisions about leisure travel destinations.”

This assessment was echoed by Scott Gatz, founder of GayCities. “Gays and lesbians are avid users of online services and seek out gay friendly destinations online. GayCities has grown tremendously thanks to travelers who return to the site regularly to plan their next trip.”

Reaching over 200,000 travelers per month, GayCities is the most comprehensive, user-friendly online travel guide for lesbian, gay, bisexual, and transgender people. Designed to bring useful, up-to-date information on gay bars, clubs, hotels, restaurants, beaches to the masses, GayCities is community-driven, with thousands of listings and reviews, so that users can find out what travelers really think about a destination. GayCities currently

provides in-depth reviews and information on destinations in more than 70 cities worldwide. For more information, please visit [www.gaycities.com](http://www.gaycities.com).

Produced by David Jefferys, the Navigaytour ([www.navigaytour.com](http://www.navigaytour.com)) is a nationally branded travel guide and Web site. Designed especially for the gay or lesbian traveler, it provides useful information on dining, lodging, arts and culture, attractions and sporting events in cities across the United States. Currently, the Navigaytour is produced in Los Angeles, San Diego, Chicago, Philadelphia and New Orleans. For additional information, please call 215-977-9900x12 or email [swiatkowski@navigaytour.com](mailto:swiatkowski@navigaytour.com).

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