



Harris Interactive, along with our partner Witeck-Combs Communications, are currently accepting sponsorships for the 2nd Annual GLBT Travel and Tourism Study.

Over 2,000 GLBT and 1,000 general population travelers will share their insights into brand usage, destination selections and travel preferences. In addition, our survey will include emerging topics such as Social Networking, GLBT Microsites, and the importance of Environmentally-Friendly policies in the travel decision making process.

This study will be weighted to be nationally projectable. Once completed, our in-depth analysis and reporting will highlight our new topics and trend key metrics from last year's inaugural study (including visitation, spending, and brand awareness); all the while contrasting the similarities and differences among the GLBT and non-GLBT responses.

Retail price for this actionable research will be \$8,500. However, **sponsors are entitled to the following benefits:**

- Preferred pricing of \$7,500
- Two proprietary questions in the survey
- Review and input into survey design

We only have a limited number of sponsorships still available; therefore we are offering this on a **first-come, first-served basis**. To secure a sponsorship and help shape this important industry research contact Jacqui March at jmarch@harrisinteractive.com or 585.214.7126.