



PO Box 1132
Saugatuck, MI 49453
(616) 836-2770
info@GaySaugatuckDouglas.com

Dear Area Business Owners:

Do you want to tap into a \$54.1 billion dollar travel market?

Key West, Provincetown, Rehoboth Beach DE, Ft. Lauderdale, Palm Springs, Ogunquit, ME, Russian River CA, Philadelphia, Toronto and Chicago are just a few of cities that are already working to capture their piece of this large Gay and Lesbian travel market.

The New York-based company, Spare Parts, Inc., which helps companies market to gays, estimates that the United States gay and lesbian population is between 15 – 20 million...

- 97% took vacations in that last year (national average 64%)
- 76% have household incomes above the national average
- 30% have household incomes of \$100,000 or more
- 53% spend \$5,000 per person on vacations in the last year
- 82% are college/university graduates (national average 29%)

Community Marketing, Inc., the SF-based Gay and Lesbian travel communications firm found that "Not only are gays and lesbians traveling more frequently, they are spending more and visiting more destinations than the mainstream."

Simmons Market Research Bureau concluded that the gay and lesbian community represented the ultimate DINK (double income, no kids) market.

Today more than ever advertisers must spend their money carefully, targeting the exact market they want to reach. At ten percent of the population, the Gay and Lesbian market represents the largest most affluent minority group in North America.

Of course Saugatuck and Douglas have always had a base of gay tourism, and working together with area businesses can leverage this history to dramatically and inexpensively grow our gay and lesbian tourism to the benefit of all of our businesses.

Please help us in continuing our efforts! Lets put Saugatuck/Douglas on the top of list of cities showing gay tourists how much we have to offer them and that we want them to visit us year around.

Join *GaySaugatuckDouglas* – An organization, supported by gay owned and gay friendly businesses, that promotes the "gay friendly" Saugatuck and Douglas area to the Gay and Lesbian community around the world.

GSD's goal is to promote the area to as many Gay/Lesbian visitors as possible. More tourists mean more revenue to the areas lodging, retail, restaurants and service businesses.

2006 will be our fourth year. Each year, we continue to see the benefits of our efforts. In 2005, over 120 businesses participated. We invite you to be a part of our efforts to make an impact and bring more tourists to town.

Mike Jones

Promoting the Gay Friendly Saugatuck/Douglas area to the Gay and Lesbian community around the world

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The goal is simple: promote the area to as many Gay and Lesbian visitors as possible. More tourists= more revenue to the areas lodging, retail, restaurants and service related businesses.

2006 Membership is only \$175.00 and includes all of the following benefits:

- **Saugatuck Douglas Gay Guide**
 - 40,000 4/color brochures printed and distributed by May 2006
 - Guides will be delivered & distributed to any business who request copies
 - Guides will be delivered to the Saugatuck/Douglas Visitors Bureau
 - Guides will be delivered to The Dunes Resort & to Campit. Sent out in all information requests about the area and the resort/camp ground. Plus, included in all Dunes reservation confirmation letters, plus distributed to every guest room throughout the year
 - Distributed with Gay Publication's in Indiana, Illinois & Michigan before Memorial Day
 - Exposure in several National Gay/Lesbian Publications
 - Distributed at various regional prides and festivals
- **GaySaugatuckDouglas.com website** (Averaging 5,390 Hits Daily)
 - Enhanced listing w/link (reciprocal link appreciated)
 - Rotating banner listing
 - Unlimited Free listings on the GSD calendar of events
- **Also available to members at a small additional charge**
 - Rotating featured business on the web sites home page
 - Banner advertising on applicable listing page
 - Participation in local, regional and national advertising campaigns promoting Gay Saugatuck Douglas
 - Gay "static" Flag for your business window (optional)
- **Referral Network**
 - Being a member of GaySaugatuckDouglas means your business appreciates and welcomes the gay/lesbian traveler – so -
 - Gay/Lesbian businesses will refer to those businesses that support and welcome these GLBT customers

Sample Gay "City" Web sites:

Gayidaho.com	turkeygayguide.com	glbt.com (Twin Cities)
gaykeywestfl.com	gayftlauderdale.com	gayflorida.com
southfloridafun.com	gayprovincetown.com	gayoququint.com
gaynewengland.com	gayrehoboth.com	gay-palm-springs.com
gaycanada.com	boystownchicago.com	gophila.com (Philadelphia)
gayvegas.com	coloradoprideguide.com	gayindy.org
gay-atlanta.com	gaytravel.com	gaylosangeles.com

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Yes, Sign Me Up For 2006:

As soon as you are signed-up, you will begin getting exposure on the web site. The 2006 Gay Guide will be available May 2006.

\$175.00 Listing includes a picture and a 20 - 25 word description, address, phone number and web site information.

Yes, we would like to have copies of the brochure at my business.
No thanks, we don't need any brochures to pass out here.

Store/Business Name:

RENEWALS: Keep my information the same as 2005

Type of Business:

We are a Gay Owned Gay Friendly Business

Street Address:

City:

Zip Code:

Web Site & Email Address:

Phone Number:

Contact Name (and mailing address if different than above):

20-25 word description of your business and services:

Photo can be delivered via a .tiff or .jpeg file, preferably hi-resolution. We can scan or shoot the photo for you for a small additional charge. Photo's and text can be emailed to mjones@gaysaugatuckdouglas.com.

For additional information contact: Mike Jones (616) 836-2770 Fax: (269) 857-4052
Make check's payable to: GaySaugatuckDouglas, PO Box 1132, Saugatuck, MI 49453

If it is easier for you, you can sign up & pay directly at www.gaysaugatuckdouglas.com

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