

Nevada reaching out to LGBT travelers

The Nevada Commission on Tourism has launched a website to meet the needs of the lesbian, gay, bisexual and transgender community, an increasingly lucrative and vibrant market within the travel industry.

The site offers information on LGBT-featured events, as well as information on Nevada's hotels, shows and amenities.

"The Nevada Commission on Tourism recognizes the importance of this vast market to Nevada's tourism industry," NCOT interim Director Larry Friedman said in a press release. "We continually expand and improve our efforts to reach potential visitors, and that is why we developed this new website that offers need-to-know information for the LGBT community."

The LGBT travel business amounts to \$60 billion in the United States, according to Community Marketing, Inc. in San Francisco. A healthy portion of that business comes to Nevada – Las Vegas is one of the top three U.S. destinations for LGBT travelers, according to CMI – and NCOT seeks to maintain and build that LGBT market.

The gay.travelnevada.com also includes a link that offers a free Nevada Visitor's Guide to those who sign up.