

# COMMUNIGAYTE

Agentur für Gay Marketing  
& Advertising

Jeffrey Wahl



Michael Drescher

CommuniGayte was founded in Germany in 2004 and is a specialised, full service agency marketing and advertising for the Gay Community. From Public Relations to Strategic Planing and Marketing Research, CommuniGayte directs their clients towards building an effective and efficient platform to target one of the highest target groups in the world: the GLBT Market. Germans travel more internationally than any other nationality in the world, and German GLBT consumers travel significantly more frequently than their mainstream counterparts. Net, the German gay community is one of the highest opportunity target groups in the travel category worldwide.



We are specialised in advertising and marketing towards the German Gay market. “We are here to help you assist in all your marketing needs” says Jeff Wahl, co-president of CommuniGayte. We offer Market Research, Strategic Planning, Creative Development and/or execution across the full marketing mix. “We were also winner of the 2007 IGLTA Tourism Award for Excellency (The IGGY Award, given in 2006 by Northwest Airlines and KLM) for our print ad we developed for Icelandair” adds Michael Drescher,

CommuniGayte’s other proud co-president, and adds: “We have received numerous requests for our first of its kind German GLBT travel research, after holding our workshop regarding “The Untapped German GLBT Gold Mine” at the annual IGLTA Convention in Montreal. Our research reviews the habits, practices and brand preferences of the German GLBT community in the travel category.” CommuniGayte also produced a magazine brochure called TravelGayte, that provides an overview this research. For more information on it and on all services provided by CommuniGayte, please visit their website [www.communiGayte.de](http://www.communiGayte.de) or contact [info@communiGayte.com](mailto:info@communiGayte.com).

Some of CommuniGayte customers are: Avis, Curacao CVB, Spanish Tourism Commission, South Australia Tourism Commission, La Reunion Tourism Board, Canadian Tourism Commission, Dunas Hotels & Resorts, Elvia Travel Insurance, Japan Airlines and KLM just to mention a few.

**Your Company Here: Send Your Company Profile to: [Carlos@IGLTA.org](mailto:Carlos@IGLTA.org)**



Award Winning Ad Campaign