

PREMIER GAY BUSINESS AND CONSUMER MAGAZINE

# **pink** *digest*



summer  
2016

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IT & DIGITAL MEDIA

ECONOMICS

NEWS UPDATES

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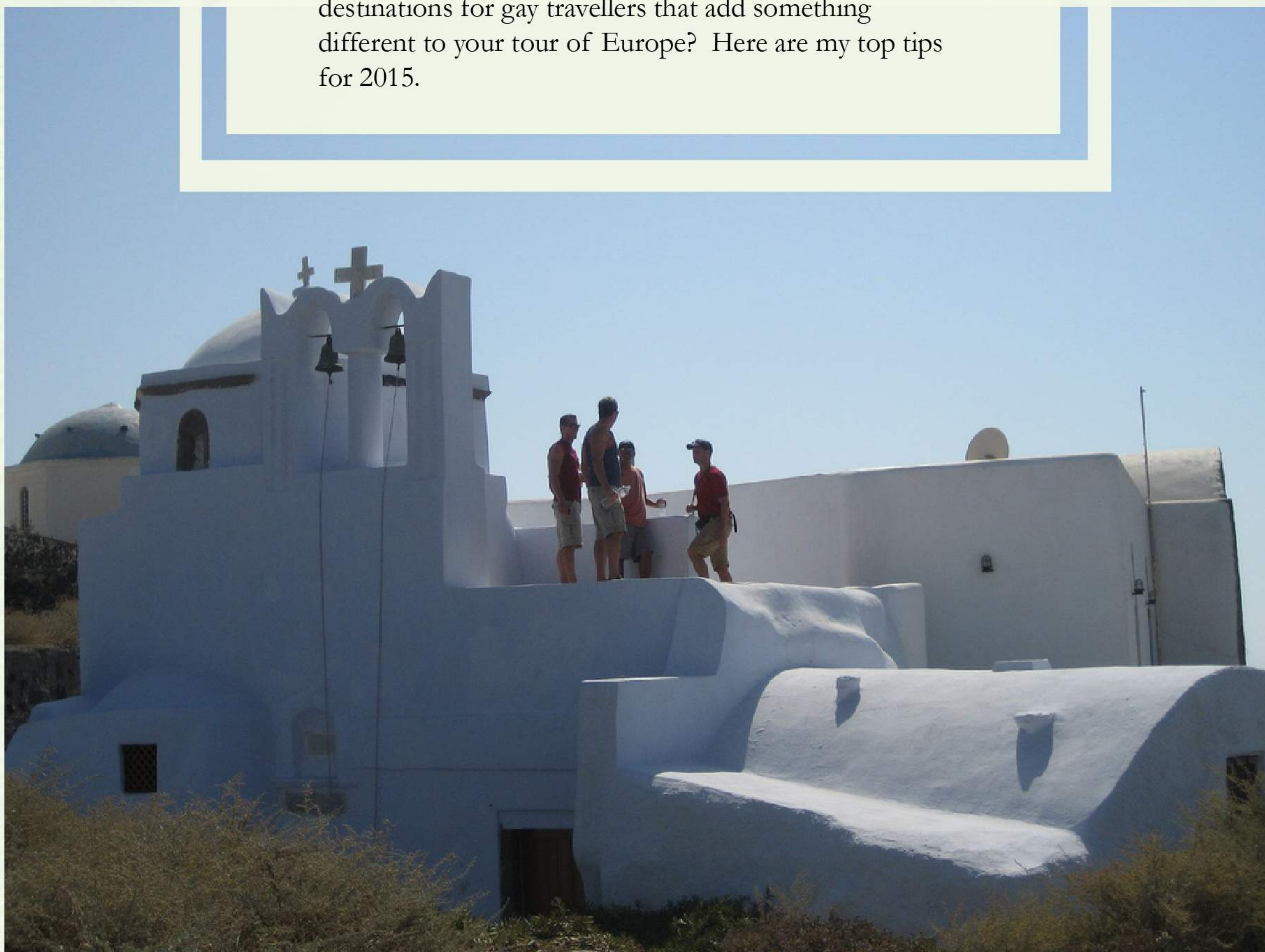
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## NEWS UPDATES

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Europe is the world's number one tourist destination and every year millions of gay people flood to our cities, beaches and countryside. London has some of the world's best gay nightlife. Paris is one of the world's most beautiful cities. Berlin is renowned for its harder gay clubbing. Gran Canaria, Ibiza and Mykonos are sunshine islands of gayness. But what about some of the less well known destinations for gay travellers that add something different to your tour of Europe? Here are my top tips for 2015.



# EUROPE'S

## HIDDEN GEMS

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*Planning a trip to Europe this year?*

*Carlos Kytka, Executive Director of the Gay European Tourism Association, gives you his tips for somewhere different.*

### Sitges

This great little Mediterranean seaside village, just 20 miles from Barcelona in Spain, is like a gay paradise in the summer. The main streets are packed with gay bars and clubs. You can party all night and in the day you can chill and watch the boys on the gay beach right in the centre of the sea front. And no need for taxis – you can walk everywhere. Sitges pride in June is great fun and for a bit of culture Barcelona is just a 20 minute train ride away.

### Vienna

The historic capital of one of Europe's great lost empires Vienna is sublimely elegant with beautiful buildings and oozing with culture. Mozart wrote and performed many of his masterpieces here. It is constantly ranked as one of the world's best cities to live in and it's great for gay people too. There are plenty of bars, clubs and saunas and The Life Ball in May is Europe's largest AIDS charity event.

### Antwerp

Diamonds, fashion, Belgium chocolate and a great gay dance club, Red and Blue, makes this Belgium port well worth a visit.

### Milan

This northern Italian city has, at its hub, one of the most stunning cathedrals you will ever see and in the streets surrounding it the stores of some of the world's top fashion designers. A visit to the gay clubs is like watching beautiful models on a catwalk. And close to the stunning Alpine lakes.

### Stockholm

Sweden's elegant capital is built on a myriad of islands and has just opened the ABBA Museum. What more could a gay man or woman want?

### Reykjavik

Stop in Iceland's capital on the way over to Europe and you will be amazed at how much there is to do on this volcanic island. Bathe in the naturally heated Blue Lagoon, snow-bike over glaciers, quad-bike over volcanoes, whale-watch in the Atlantic and enjoy one of the warmest welcome in Reykjavik's gay bars.

### Cruises

Over the past few years Europe has fallen in love with gay cruises, from the big dance cruises of Atlantis and Demance to smaller more intimate voyages. GETA's traveller's website [www.gaywelcome.com](http://www.gaywelcome.com) lists over 20 gay cruises in Europe for 2015. They are a great way to visit many beautiful European destinations without having to pack and move hotel every day.

### WILD CARD

#### Tel Aviv

Although not strictly in Europe, the Mediterranean city of Tel Aviv is worth visiting, particularly for pride in June. As if beautiful boys and girls, a surprisingly gay friendly atmosphere, and partying on the beach wasn't enough then day trips to float on the Dead Sea and visit the historic sites of the Holy Land makes this one of the most memorable destinations ever.

You can plan your gay trip to Europe on GETA's traveller's website [www.gaywelcome.com](http://www.gaywelcome.com) where you will find the most comprehensive coverage of Europe's gay destinations, events, cruises and holidays, and over 4,200 gay and gay-friendly hotels.



# AUTO SHOW



ART & THE AUTOMOBILE



MCLAREN



# AUTO SHOW



ROLLS ROYCE



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**2015 Canadian International AutoShow****WEEKLY HIGHLIGHTS, WEEK ENDING JANUARY 23, 2015****NEWS/SOCIAL MEDIA FEEDS:**

- A consistently updated pinboard on the AutoShow.ca website gives visitors a reason to visit often, with updates from our own social media feeds, as well as some of our favourite tweeters and Facebookers, and the latest news stories from numerous respected partners and online media outlets
- Connect on Facebook: <https://www.facebook.com/autoshowcanada>
- Follow us on Twitter: @autoshowcanada
- Join the discussion with the hashtag #CIAS2015
- Instagram: @cdnintlautoshow

**CONTESTS:**

- One-of-a-kind Mustang Coupe to benefit Prostate Cancer Canada; courtesy of TADA; 100% of proceeds go to Prostate Cancer Canada; last year's TADA car, a Corvette, raised \$180,000 for charity; this is the first of a three-year partnership with Prostate Cancer Canada; first time raffle will be held at the show — the last Saturday, Feb. 21; only 13,000 tickets are available and they usually sell out

**EXHIBITS:***Art & the Automobile:*

Bringing together a collection of incredible classics curated by the professionals at the esteemed Cobble Beach Concours d'Elegance, including an 1867 Steam Buggy; vehicles featured on the hit Canadian television series Murdoch Mysteries, and the work of two award-winning visual artists, Jay Koka and Ken Dallison, this exhibit traces the evolution of the artistic form in automobile from their earliest days in a gallery-like setting against a backdrop of historic Toronto.

*Auto Exotica:*

For 2015, this hugely popular peek at the most elite vehicles available brings together world-class marques including Lamborghini, Bentley, Rolls Royce and McLaren, in a brand new "luxury lifestyle" environment that highlights not just the cars, but all the accoutrements of such a lifestyle as well. Visitors will get to experience a brand new Tesla first hand — even sitting in it for an Instagram capture or a little day dreaming. Plus, we just added Pagni to the roster!

*AutoConnect:*

Putting the spotlight on education, the new AutoConnect exhibit features Centennial College, Humber College and Georgian College highlighting hands-on exposure to the technical training, innovative vehicle design and world-class learning that helps prepare Canadian students to take their place in the industry internationally.

*Career Start:*

The Trillium Automobile Dealers Association (TADA) puts a strong emphasis on communicating the unique and diverse career-training programs available in Ontario.

**VIP NIGHT:**

- Look for Juno-nominated pianist Chris Donnelly and the Canadian Opera Company making great use of three Steinway pianos throughout the evening
- We've got Canadian Country Music Association Entertainer of the Year nominee Chad Brownlee too!
- This exclusive, invitation-only event takes place Feb. 12 starting at 7:30 p.m. \$200 per ticket. Black tie; business suit optional. Bring your appetite!
- Visit [autoshow.ca/VIP](http://autoshow.ca/VIP) to reserve

**INDUSTRY DAY:**

- Secrets of the Auto Intender featuring keynote speaker Billy Beane, general manager of the Oakland A's and inspirational subject of the Oscar-winning film Moneyball
- Feb. 13 from 9 a.m. to noon, MTCC North Building
- Limited tickets available. Visit [autoshow.ca/industry](http://autoshow.ca/industry) to get yours

**STRATEGIC and SHOW PARTNERS:**

- The Toronto Star is the Presenting Title Partner of the 2015 CIAS, with a presence on-site throughout the show.
- Muskoka Brewery, founded in 1996, brings the ultimate dining experience to the Muskoka Brewery Restaurant, Level 600 of the MTCC South Building
- Media Day sponsors recently announced include CAA, who will feed lunch to all those hard-working journalists, Castrol (an ongoing sponsor of Media Day and the VIP Night), KPMG, and our official Media Day sponsor, Canadian Black Book
- Volkswagen is back, sponsoring the Volkswagen Children's Playcare Centre on Level 600 of the South Building, and the Family Admission Ticket, where the whole family can visit for \$45 for two adults and two children aged seven to 12 (kids under seven are free with an adult)
- Ontario Science Centre will bring science demonstrations daily
- Humber College School of Design creates The Design Studio, a space where third- and fourth-year students will offer live demonstrations of their craft in both traditional clay and state-of-the-art digital media

**ONLINE RESULTS**

- Our analytics say visitors love lists: our top two most popular stories of the week were the Five New Cars That Matter at the Detroit Auto Show (Business Week) (for the second week) and the reveal of the 2016 Acura NSX courtesy of AutoGuide.
- Site visitors have spoken, and according to our most recent online poll they're most excited about Auto Exotica, followed closely by the opportunity to buy a new car of their own — good news!

**VISIT THE PRESS ROOM**

- Don't forget to visit [www.autoshow.ca/press](http://www.autoshow.ca/press) regularly
- Press releases now available on Art & the Automobile and its presenter, Cobble Beach Concours d'Elegance — we're adding more all the time
- Check out Auto Exotica, always a hot ticket at the show — we just added Pagani to the lineup!
- The press conference schedule for media day is online now! Don't miss the reveal of the AJAC 2015 Canadian Car & Utility Vehicle of the Year, to be announced at 8:10 a.m. on Feb. 12
- We've got vehicle premieres listed too. Got your most-anticipated picked out yet?

**SHOW DETAILS**

- Public show times are: Feb. 13, noon to 10 p.m.; Feb. 14 to 21, 10:30 a.m. to 10 p.m.; Feb. 22, 10:30 a.m. to 6 p.m.
- North and South Buildings, Metro Toronto Convention Centre, 255 Front St. W., Toronto M5V 2W6
- Tickets are \$23 for adults, \$7 for children aged seven to 12
- Secure online purchase at [www.autoshow.ca](http://www.autoshow.ca)

# INTERVIEW WITH WOODY'S



## WHAT IS THE MAIN OBJECTIVE OF YOUR BAR?

The Main objective and mandate of Woody's has always been to be a community based bar. Since we have opened, we have welcomed everyone. We have been involved with countless community groups through the years. We have raised well over \$100,000.00 for the AIDS Committee of Toronto as well as raising huge amounts for many, many other charities. We sponsor four softball teams, two football teams, two soccer teams, the hockey league, the volleyball league and the dodge ball league. Woody's has also sponsored many theatre projects as well as being a long time supporter of Buddies in Bad Times Theatre - North America's largest LGBT theatre.

## WHY IS WOODY'S SO POPULAR WITH TOURISTS?

We have done extensive advertising over the years, both local and international that has helped create name recognition for Woody's. Queer As Folk filmed here using the Woody's name and logo. This was a huge boost to gay tourism for both Woody's and Toronto. We try to help promote large scale events happening over Pride and throughout the year such as the PRISM Pride events. Tourists can come to Woody's and find out what's happening in the larger scene in the city. Our staff are great with connecting with people and offering suggestions as to what else there is to do in the city and what the nightlife has to offer. We want tourists to explore and enjoy the city while making Woody's a home base during their visit.

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# COVER STORY

## **DO YOU THINK THE GAY VILLAGE BIA HAS HELPED BUSINESS IN THE AREA?**

The BIA organized a street closure during the weekend before Pride week this past year. It was an enormous success and definitely helped business on the street. We would love to see that continue. We would also like the City of Toronto to further recognize the economic impact of Pride and provide more funding for the Pride Committee and to assist in funding the street closure before Pride weekend.

## **AFTER WORLD PRIDE TORONTO THIS YEAR - HAS YOUR SALES AND VISITOR'S INCREASE?**

We saw a huge increase this year for World Pride. We also saw an increase in tourists throughout the summer and right into the fall. We are looking forward to increased attendance at future Pride celebrations due to the visibility of World Pride and the excellent job the Pride Committee does in organizing such a huge and successful festival.

## **WHAT MORE EVENTS DO YOU THINK THE GAY BIA/TOURISM TORONTO/CITY SHOULD ORGANIZE TO DRAW MORE PEOPLE TO THE GAY VILLAGE & YOUR BAR?**

The BIA organized the Church Street Fetish Fair for many years. It grew in numbers every year. It was held later in the summer and brought a huge increase in sales to the business' in this area. We would love to see this return or another event later in the summer to draw tourists to the area and to the city. Again, the economic impact to the city is huge when these events happen and it would be great to see the city recognize this and help with funding and execution of these.

## **TELL OUR READER'S ALL OVER THE WORLD - HOW DID YOU CELEBRATE YOUR SILVER JUBILEE?**

Our 25th Anniversary was a huge success. We were overwhelmed with number of people who came out to help us celebrate. We saw many people that have moved away that made the trip in to be here for it. We had a spectacular show featuring twenty-five of Woody's drag queens from the past years performing their biggest hits. We had many specials and giveaways and the mood throughout the bar that night was so warm and happy.

ONLINE HAS COME FULL CIRCLE TO OFFLINE

# HAS THE INTERNET TRANSFORMED US?

*We know that the Internet has changed our lives and the way we do business, but it has now brought its own set of issues and challenges.*

*The Internet has gone through many incarnations, we all know its usefulness and ubiquitousness but has it really transformed us!*

It took fifty years for the Radio to reach an audience of 50 million while it took only four years to reach that milestone. Since then the growth has been exponential, it has been estimated that by the end of 2014, we will have 3 billion users of the Internet. The world population is estimated to be over 7.25 billion, which means that 40% of the world population is using the Internet. It is projected that by 2016, there will be 10 billion mobile internet connected devices.

The Internet has transformed the way we conduct research, communicate, do business, make purchases, read books, listen to the radio, and publish newspapers and books. It has impacted individuals as well as organisations, from businesses to governments; this impact on the society and its growth was not even predicted.

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Some of the Internet transformations:

- A passive media “Read only” to “Communicate and Interact”
- Desktop to mobile devices
- Dialup service to fibre 24/7 connection
- Publishing to Collaboration and Crowdsourcing
- Private network to Social Network
- Information gathering to information sharing
- Single source to consolidations
- Reserve Bank currency of a country to Virtual currency
- Targeted use to Ubiquitous

The internet has challenged brick and mortar or traditional businesses:

- Mail delivered by Post office replaced by email and text messages
- Faxing replaced by email and social media attachments
- Brick and mortar shops by the likes of Amazon and Alibaba
- Photo films by Digital images
- Publisher to Print on demand.

No doubt the Internet has transformed us, and it is here to stay, the question is at what cost.

Let us reflect on some of its social issues and challenges:

- 1.Is there a difference between a good guy and bad guy on the Net?
- 2.Has Internet made us more Dumb or Smarter?
- 3.Has Social Media made us more Social or Isolated?
- 4.Is the social media phenomenon an instrument of liberation or one of control?
- 5.Is the social media (or Web 2.0) teaching us to be together while being apart?
- 6.Is the social media producing self-Promoting, competitive corporate citizens?

I will argue, just like many past phenomena, the Internet in many ways is reverting to the attitudes and behaviour of pre-Internet days. When World Wide Web took off, all businesses and organisations wanted to have an online presence (to ride the bandwagon), with no expectations. We were convinced to put our portfolio and catalogues online. Then we started selling online, it was such a success that new companies were set up only for the online business. Consumers did visit the brick and mortar shops, but made their purchases online. Now the consumers, spoiled by the instant gratification want to buy immediately or at least touch and feel the product before the purchase. Now the companies are setting up show rooms or delivery stores for the online purchasers to go to.

As a matter of fact, some companies are providing more than the products they have set –up stores with café, event room and informal mingling with staff. Microsoft stores, Apple stores and ING café are some good examples.

So, are we coming back full circle?



# GLOBAL FORUM



# GAY EXPO

PINK DIGEST COVER PHOTOS AT ENTRANCE





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