



GAYTHER DIRECTORIES

Peter Williams | 2023 | London, United Kingdom

01 | OVERVIEW



Gayther is an online service home to one of the world's largest collections of current and relevant LGBTQIA+ information. As part of the Gayther Trinary, users and businesses can access or list within any of the five dedicated directories. The directories are located on all three Gayther websites, each focusing on a particular group or need.

The first website, Share or Gayther Affinity, has three listing services. The Big Directory is the largest and has a more general theme, and is designed to help customers discover inclusive businesses near them or those from around the world. Organisations can showcase their products or services through free or paid listings and, at the same time, provide specific and tailored information to the community. The Care Providers and Services directory is tailored towards the elder LGBTQIA+ community and is a service which connects older customers with any support and assistance they might need, whether it is looking for an inclusive care home or a financial advisor to help with their retirement planning.

The Gayther Event directory is an open event listing service for businesses and organisers to inform the local community and the world of all upcoming social gatherings they are hosting, ranging from a special night within a local bar to a large pride event or festival. All three directories on the Gayther Affinity site help users and organisations connect through the online community and share their experiences on the platform. Every directory listing has built-in features, such as the LGBTQIA+ question set, more Gayther and features designed to help with

advanced search and filtering. The LGBTQIA+ question set enables businesses to share their overall approach with all their customers, offering free listings the ability to confirm their position against a general inclusivity statement and those with enhanced listings the option to delve into various community subjects and themes.

More Gayther is featured on all listings and helps customers explore information specific to the country, state, province or region where the business is located. Linking area-specific resources on the Gayther platform to each listing, tailored links to resources such as travel guides, weather information, local emergency telephone numbers, and more tools designed to help the overall customer experience. In addition to the directories, the platform goes further, allowing organisations to list any vacancies on the Job Board or offers, such as limited-time discounts and exclusive money-off coupons through the dedicated coupon service.

On the second site, Gayther Care, visitors will find the support group and non-profit organisation directory dedicated to showcasing charities, organisations and groups covering the different support areas. Whether it is specialist help for drug addiction or dedicated hotlines with trained people concerning suicide prevention, the directory is a global resource designed to help people connect quickly with the support they need fast. Also available within Care is the Migrants directory, a listing service where businesses and professionals can highlight all the support available to refugees and migrants worldwide.

The Migrant's directory is designed to support all refugees and migrants but also highlights any specialist advice explicitly provided to the LGBTQIA+ community. The Gayther Support Group and Migrants directories also have unique add-on features, such as various practical terms translated into the local languages relevant to the directory's theme, emergency service telephone numbers in the local area for those needing immediate help and tailored links to other resources available in the local area or country through the More Gayther feature.

The third website, Gayther Core, is home to two closed listing services, the weather and transport directories. Over 1,200 detailed weather trends worldwide can be found within the dedicated weather directory, making it quick and easy for visitors to discover detailed weather information, including low, high and average temperatures. Easy-to-understand heat maps highlight average temperatures throughout the year and all of the months linked to a particular season, helping visitors quickly establish where to go at any time and when it is the best chance for the most sunshine and the least rain.

The final directory is the transport directory, an interactive tool which features thousands of airports, ports, metro and train stations and other modes of transport. The transport directory features standard and enhanced listings, with those enhanced providing area maps of airports and interactive line guides. The transport directory is designed to help users plan and navigate around major cities and towns around the world.

"Though there are many ways for businesses, services and events to list on the various third-party LGBTQIA+ websites, we believe all Gayther directories are unique. With exclusive add-on features, advanced filters and an interactive user experience, all the ways we can help you easily connect with customers and showcase your products and services," says Peter Williams, founder of Gayther.

"We offer free listings on all five open directories and affordable enhanced plans that allow businesses and services to promote all they offer to the community."

02 | TAGS

directories, showcase, businesses, services, listing, promote, highlight, products, gifts, coupons, jobs

03 | KEY FACTS

- The Big Directory has 14 unique groups with over 1,100 categories highlighting businesses and services from activities and attractions to life events
- The Care Providers and Services directory contains over sixty categories showcasing businesses and services from residential care homes to professional services
- The Support Group and NPO directory contains fifteen categories, and the Migrants directory has twelve groups, all to showcase organisations and providers around the world
- Gayther Events has seven unique groups and forty-nine categories. Helping users to filter events from upcoming carnivals to cookery classes
- Gayther contains detailed weather information for over 1,200 locations around the world, including details relating to seasons, heatmaps and average temperatures and transport information relating to over eight thousand airports, eight hundred ports, twenty thousand train and metro stations and one thousand and eight hundred with enhanced interactive content