



## NEW DESIGN FOR FAGABOND.COM MAKES GAY TRAVEL EVEN EASIER *Features: Responsive, Enhanced Site Navigation & Compelling Design*

**April 4, 2018** – Travel-planning website Fagabond, powered by Priceline Partner Network announced today a brand-new design for [fagabond.com](http://fagabond.com). “All along our goal for users has been in the tagline: ‘Same Sex. Different Travel.’ It’s where the gay community can find the information that will help them choose their destinations, plan their trips, and book their stays—all for gays, all by gays, and all in one place,” said Jim Werner, co-owner of Fagabond. Co-owner Mike Sheridan added, “In short, the new [fagabond.com](http://fagabond.com) design helps people easily find more things to do, and then go do them.”

### **Features:**

- **Mobile, mobile, mobile.** In 2017, 48% of web traffic came from mobile devices. Fagabond designed the new site to be extremely mobile-friendly.
- Big images, a scannable layout and enhanced navigation give the site a **visually compelling and easy-to-use design.**
- The site’s popular roundup posts now boast **enhanced navigation** with users accessing the information directly on the homepage. Popular roundups include:
  - [The “Golden Girls” Miami Tour You Secretly Want to Do](#)
  - [Cool Gadgets for the Gay Traveler](#)
- **One-click social sharing** encourages readers to spread the word about information they found on the site. Additionally, listings feature images brought over from Instagram.
- **Dynamic mobile-optimized booking engine** that follows users as they scroll, drawing a direct line between seeing great content online and actually doing it.

### **Why Now?:**

[Fagabond.com](http://Fagabond.com) launched in 2012 to help gay travelers get the gay-focused lowdown, including destination descriptions, nightlife picks, must-try restaurants, fabulous events and more, for 20 of the country’s top LGBT cities. Six years later, after hits in *The New York Times*, *Huffington Post*, *Queer Voices*, *iHeartRadio* and more, gay travelers are using the site as a resource. Fagabond recognizes users want to actually enjoy the planning stage. That’s why there are tongue-in-cheek descriptions and headlines but the content is informational, accurate, and compelling for a gay person mapping out their next getaway. The site’s new design incorporates current web design trends while continuing to reinforce one of the main reasons it was launched in the first place—having fun while planning a trip.

Page 2/Redesign

ABOUT FAGABOND

Fagabond (fagabond.com) is a full-service LGBT travel-planning website, where people can choose their destinations from 20 (and counting) city profiles, discover upcoming events, and book their hotels, flights, cars, and attractions using the Priceline widget. It's all in the tagline: Same Sex. Different Travel.

#### ABOUT THE PRICELINE PARTNER NETWORK

The Priceline Partner Network (PPN) is the private-label distribution channel for priceline.com travel services. Working behind the scenes, PPN powers travel websites for a spectrum of affinity groups, airlines and hotel management firms and chains, including fagabond.com. PPN believes that it offers the most customizable private-label travel affiliate program on the market today. PPN's private-label services include hotels, flights, rental cars, flight & hotel packages, and priceline.com's famous Name Your Own Price travel services for hotels, airline tickets and rental cars.