



The world's LGBT marketing agency.

LGBT2020

Next Level Thinking.

Ian Johnson

Darren Cooper

Susann Jerry

Lotte Jeffs



London, UK. 21 January 2011.

Welcome+introductions



Darren**Cooper**



Thomas**Lynch**



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Lotte**Jeffs**



Dick**Stroud**



Ian**Johnson**



Susann**Jerry**



Paul**Bradley**

Video link.



<http://www.youtube.com/watch?v=OsbilXu8sL4>



www.NextLevelThinking.com

www.LGBT2020.com

www.OutNowConsulting.com

Product.



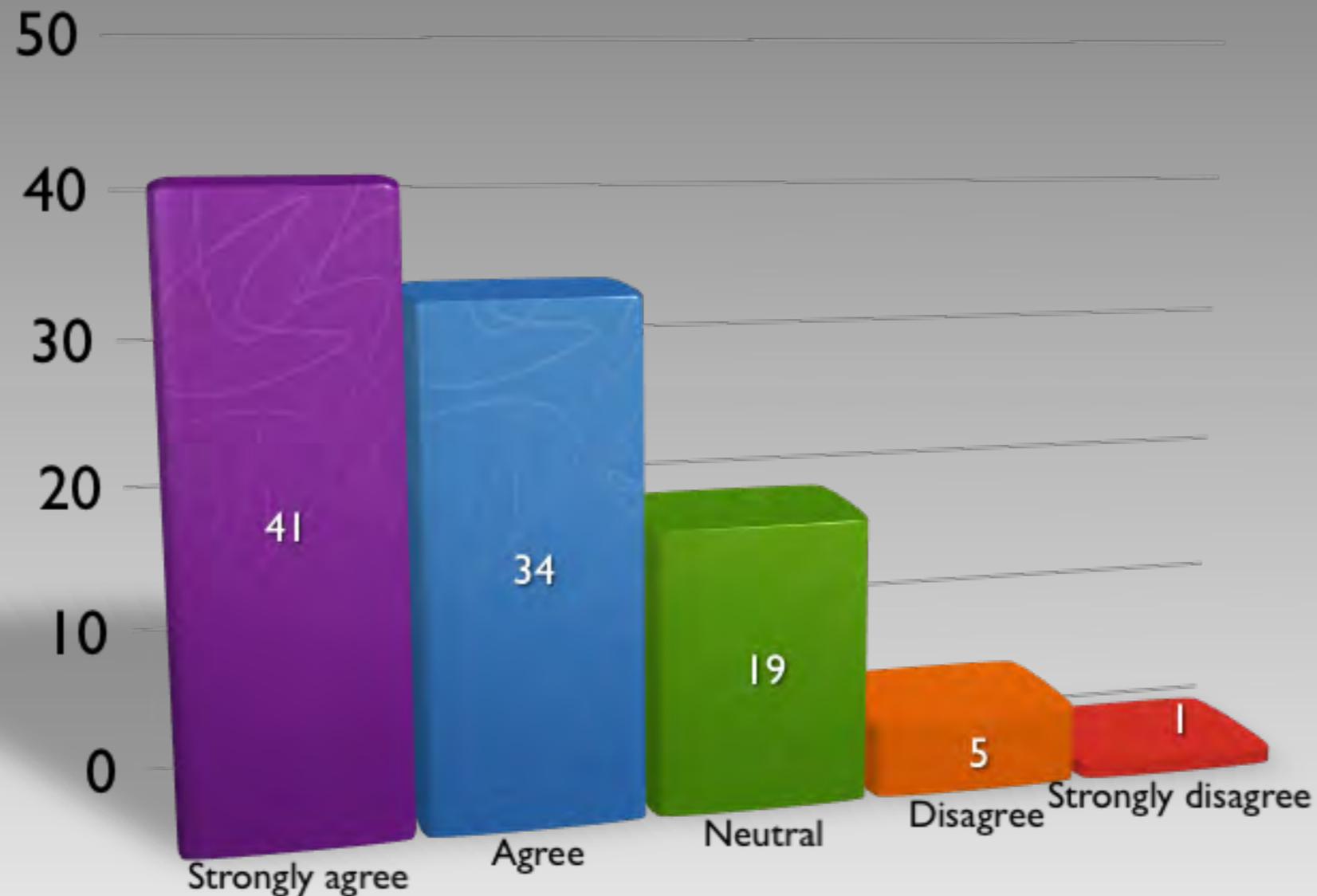
The thing is the staff. They need to be accommodating to same-sex couples.

Even here in the UK - we can still get a funny look from staff.

That's where I'd like to feel comfortable - within the actual hotel.



When I travel I prefer to stay with hotels that I hope are 'gay-welcoming' ...



NextLevelThinking.

Ignorance
Respect

Today's lesson

*What **drives** gay consumers?*

Brand loyalty - you have to earn it

Video link.



http://www.youtube.com/watch?v=lzbrl4_5tyY

Next Level

Gay Comfort

CERTIFIED 2011

“If the consumer senses that it's nothing more than a quick 'pink dollar grab' then the cynicism will kick in immediately and those hotels, airlines and destinations will find they will not get the returns on their investments.” - AFP, January 20 2011.



Video link



http://www.youtube.com/watch?v=Kcad_6PHtIE



Roadmap

- Welcome + introductions
- Study overview
- Home Office
- Diversity Sells
- Working voices
- Media matters
- Grey and gay
- The L in LGBT
- **Case study 1 - TUI Freedom**
- Case study 2 - Lloyds TSB
- Panel discussion + Questions
- Close

LGBT goes mainstream.

Thomas**Lynch**

Product Development and
Delivery Manager
TUI UK and Ireland

freedom

collection from  **Thomson**

What you were searching for.

LGBT is mainstream.

- Most important person = customer
- TUI expanding diversity of product
- Niche market opportunity
- **How to implement?**
- **Real world**
- Meeting challenges

freedom

collection from  Thomson

What you were searching for.

Beginning.

- Research
- Seek match of product with customer
- Internal focus
- Customer focus
- Supplier focus

freedom

collection from  Thomson

What you were searching for.

Launch.

- s10
- Start realistically and build
- Expect the unexpected - it's natural
- Volcanic welcome
- Be nimble
- Adapt
- Stay future-focused

freedom

collection from  Thomson

What you were searching for.

Product.

- Male bias
- **Female sales strong** on limited product
- Male-only product
- Female-only product
- Customer issues - be ready
- Customer issues - be open
- Market issues - be adaptable

freedom

collection from  Thomson

What you were searching for.

Launch.

May 2010 – October 2010
1st Edition

freedom
collection from Thomson



A collection of Gay-friendly holidays exclusively from Thomson

freedom
collection from Thomson

What you were searching for.

Takes work.



Because the Thomson Freedom Collection isn't about awkward moments...

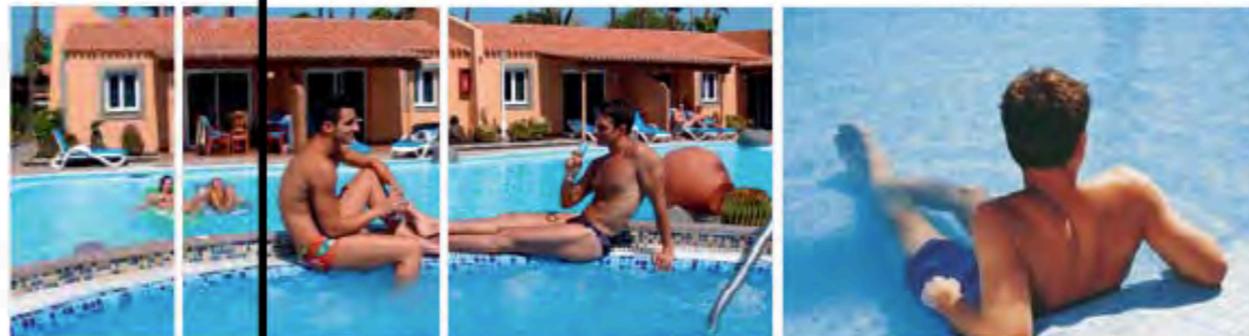
GayComfort CERTIFIED 2010

Sometimes a holiday can offer up some toe-curling scenarios. You know what we mean – the customary ‘can we swap our twin room for a double?’ question or the surprised looks when you walk through reception hand in hand. But GayComfort has been designed to do away with all that.

It's an education programme designed by Out Now, leaders in promoting gay and lesbian travel. GayComfort is referred to as ‘the best gay training and accreditation programme in the world’ by leaders in the travel industry. Staff at each and every Freedom property complete the course to make sure you feel at home the moment you step into the lobby. So in other words, these hotels haven't just ticked a box to say they're gay or lesbian-friendly.

The reason we've taken this approach is because three out of four gay or lesbian holidaymakers actively seek hotels they believe are 'genuinely' welcoming. And research shows most are worried about the reception they'll receive from, well, reception - not to mention the bar staff, the housekeepers and the waiters. More and more, people are looking for confidence that their holiday will be a hassle-free experience.

When you stay at our GayComfort accredited properties, you can relax and feel comfortable being yourself. Isn't that how travel should be?



“GayComfort is a major step forward for lesbian and gay travellers.”
International Gay and Lesbian Travel Association

What you were searching for.

GayComfort
CERTIFIED2010



Freedom.

The new way to travel this summer

- Extensive choice
- Regional departures
- Instant bookings

Backed by the power of Thomson

Discover just how easy it
now is to set yourself free

www.thomson.co.uk/freedom

freedom

collection from  Thomson

What you were searching for.



freedom
collection from  Thomson

2010.

Romance.

Gay Comfort
CERTIFIED 2010



The new way to travel this summer

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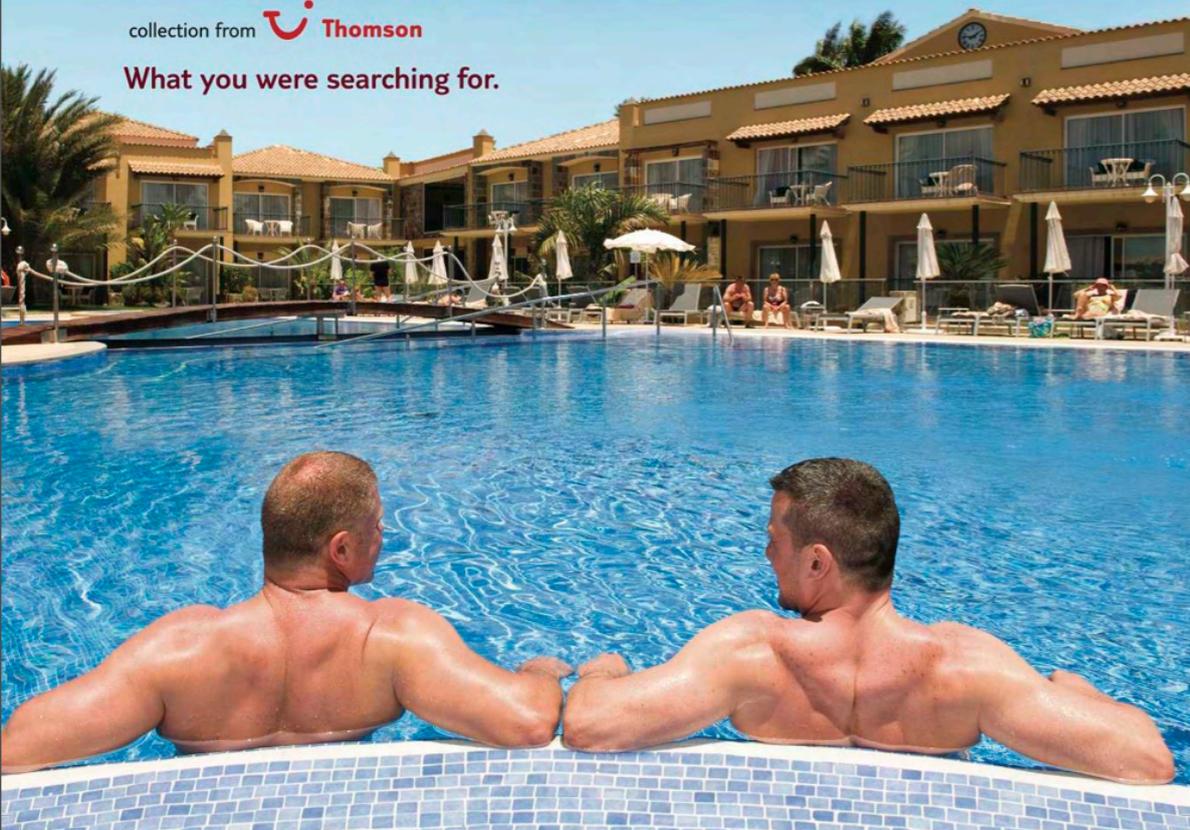
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freedom 

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What you were searching for.



freedom

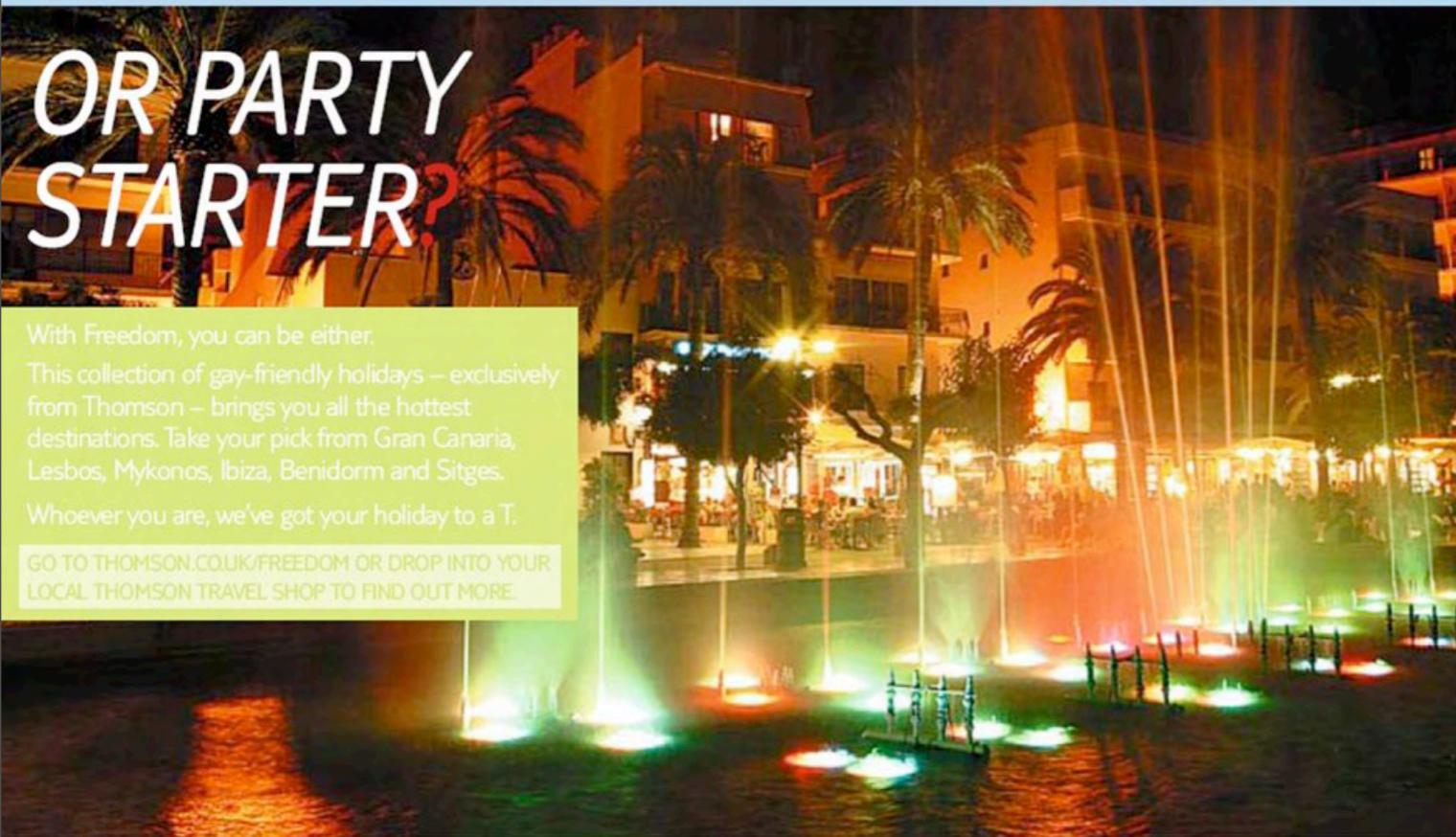
collection from  Thomson



This
is
now.

POOL
LOVER?

freedom
collection from Thomson



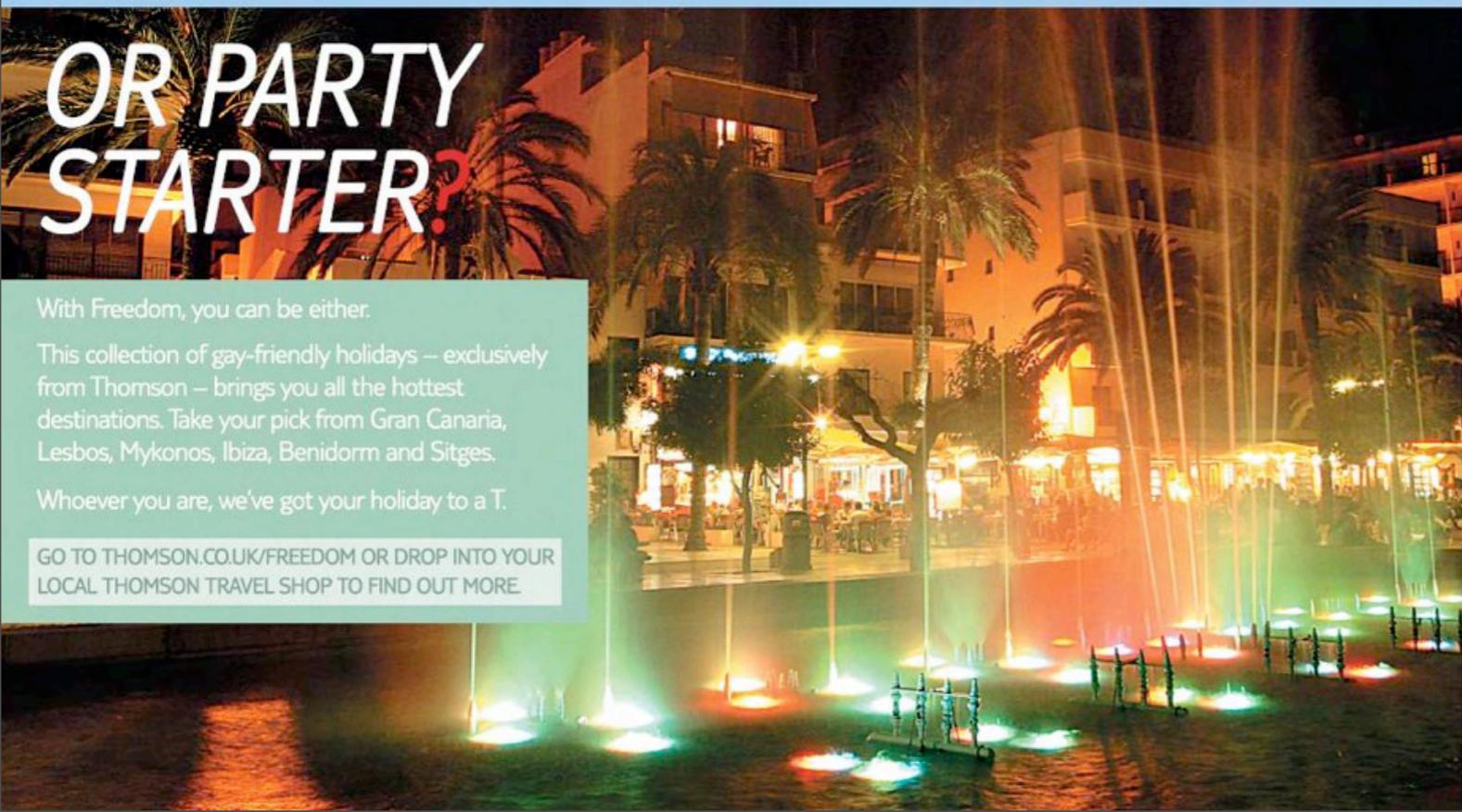
OR PARTY
STARTER?

With Freedom, you can be either.
This collection of gay-friendly holidays – exclusively from Thomson – brings you all the hottest destinations. Take your pick from Gran Canaria, Lesbos, Mykonos, Ibiza, Benidorm and Sitges.
Whoever you are, we've got your holiday to a T.
GO TO THOMSON.CO.UK/FREEDOM OR DROP INTO YOUR LOCAL THOMSON TRAVEL SHOP TO FIND OUT MORE.



BEACH
LOVER?

freedom
collection from Thomson



OR PARTY
STARTER?

With Freedom, you can be either.
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This
is
now.

Think different.



Get social.



facebook

You Tube



<http://www.youtube.com/watch?v=2iVD8ap4ZqU>



freedom

collection from Thomson

What you were searching for.

2011 and beyond.

- Female focus - **more potential**
- Extended product
- Strengthen training in new ways
- Never forget who the **most** important people are...
- **Our customers drive Freedom**

freedom

collection from  Thomson

What you were searching for.

2011 - on sale now.



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- Panel discussion
+ Questions
- **Thanks!**

LGBT2020.

- OutNowGlobal.com
- NextLevelThinking.com
- LGBT2020.com
- info@OutNowConsulting.com

Out Now.

The world's leading provider of insight through marketing solutions focused on delivering improved understanding and enhancement to LGBT people's lives - wherever they may live.

Welcome+introductions





The world's LGBT marketing agency.

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