



The world's LGBT marketing agency.

# LGBT2020

Next Level Thinking.

Ian Johnson

Darren Cooper

Susann Jerry

Lotte Jeffs



London, UK. 21 January 2011.

# 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



Darren**Cooper**



Thomas**Lynch**



Kim**Watson**



Lotte**Jeffs**



Dick**Stroud**



Ian**Johnson**



Susann**Jerry**



Paul**Bradley**



# Welcome+introductions



Video link.



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



[www.NextLevelThinking.com](http://www.NextLevelThinking.com)

[www.LGBT2020.com](http://www.LGBT2020.com)

[www.OutNowConsulting.com](http://www.OutNowConsulting.com)

# 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

# Next Level.



- Lotte Jeffs
- Out Now Global Lesbian Strategist



# Video link.



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

# Video links.

## BBC Fast Track:

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

## AFP - FITUR LGBT Madrid:

[http://www.youtube.com/watch?v=Kcad\\_6PHtIE](http://www.youtube.com/watch?v=Kcad_6PHtIE)

# Product.



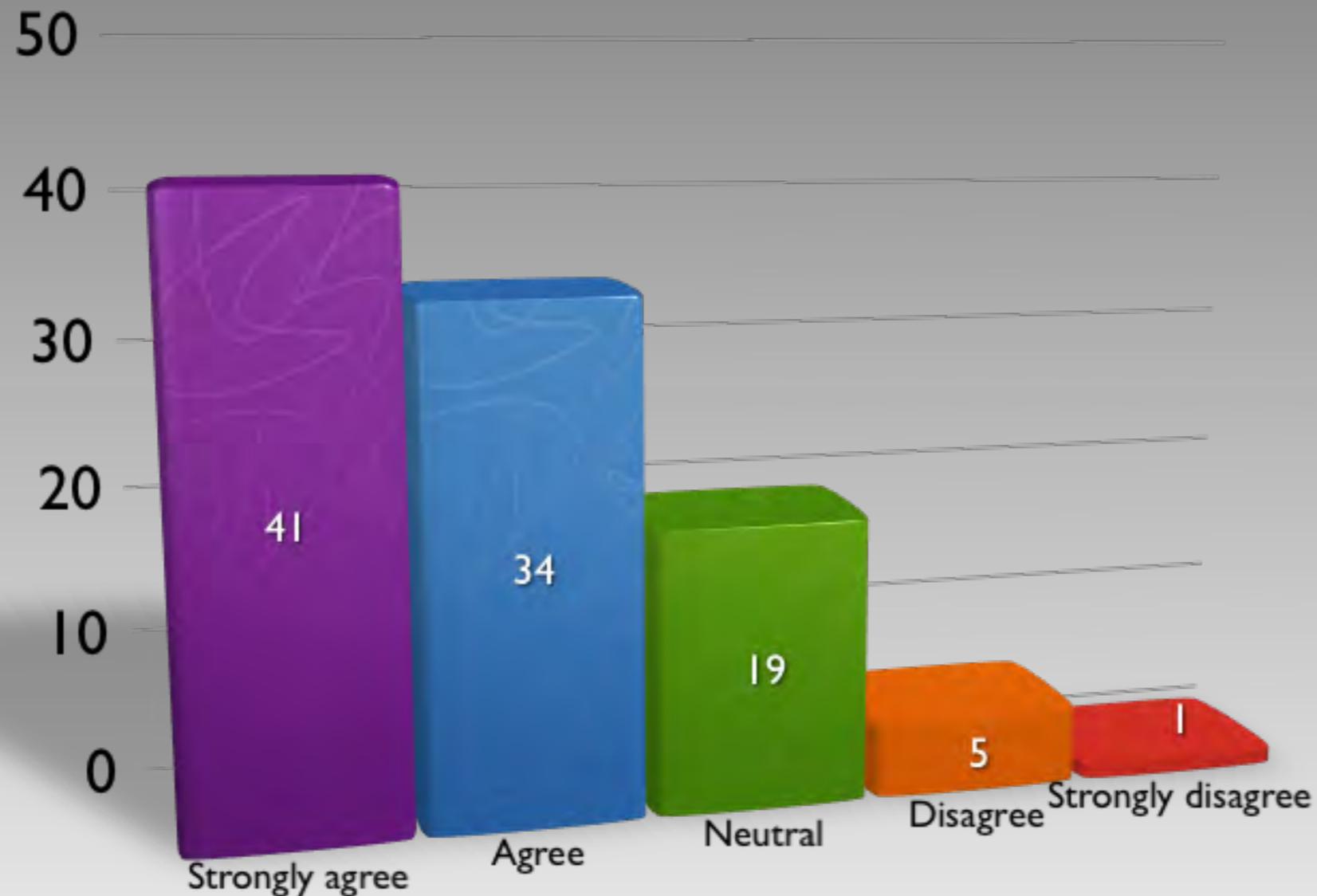
**The thing is the staff.** They need to be accommodating to same-sex couples.

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.

**Gay Comfort** 

[http://www.youtube.com/watch?v=lzbrl4\\_5tyY](http://www.youtube.com/watch?v=lzbrl4_5tyY)



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GayComfort

Online training program



With GayComfort training, staff can deliver the world's best standards of service to the lesbian and gay travel market. Gay and lesbian travel is a leisure market worth billions in tourism spending. GayComfort is the unique e-learning program from Out Now that enables those working in tourism and hospitality to deliver superior service to lesbian and gay customers.

- Practical advice.
- Avoiding mistakes.
- Myths and stereotypes.
- Do's and Don'ts.
- Knowledge quiz.

### Company

Employers: manage all aspects of your employee training.

- [Sign up](#)
- [Purchase training credits](#)
- [View employee results](#)

### Employees

Log-in to take a training session.



[how gaycomfort works](#)



in association with

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### Differences

Gays and lesbians sometimes get concerned about whether they are going to be accepted as equal, and be treated with respect by all staff.

*They can be fearful of bad treatment.*

Concerned they may be treated as being different or even unusual.

Due to their own personal experiences, they may be worried about homophobia.

*What can I do about this?*

There is plenty you can do to improve the experience of your gay and lesbian guests.

**Remember that being gay is not something people just choose to be, it is who they are. To them being gay is totally natural, just as being heterosexual is for other people.**

Rely on what you learn here, along with your general training and professionalism, to perform at your very best in any situation.

If unsure, do not be afraid to ask a manager's advice.



[...learn more](#)

- 1 2 3 4 5 6 7 8 9 10 11 12 13



## ¿Por qué es importante?

**El 6% de la gente es homosexual. Por lo tanto, de 30 clientes con los que ustedes tratan, 2 son homosexuales.**

**Tal vez no es posible que puedan afirmar quién es homosexual. Ustedes pueden pensar que saben pero pueden tene**

*Es un buen negocio*

**De lo que sí pueden estar seguros es que la cantidad de dinero que gastan los homosexuales cuando viajan es bastante significativa.**

**Este mercado es tan importante que va a ser importante también para vuestro empleador y para las ganancias de éste. .**

*Respeto e igualdad*

**Los clientes homosexuales y lesbianas son iguales que ustedes cuando viajan.**

**Quieren recibir un servicio profesional y atento, respeto y una bienvenida amistosa.**



[...learn more](#)

1 2 3 4 5 6 7 8 9 10 11 12 13



## Ausdrucksweise

Vermeiden Sie Ausdrücke wie 'Ihre Freundin' oder 'Ihre Frau' wenn Sie mit einer lesbischen Frau sprechen.

Entsprechend sollten Sie nicht die Begriffe 'Ehemann' oder 'Freund' bei einem schwulen Mann verwenden.

**Der Begriff 'Partner' oder 'Partnerin' ist die professionellste und respektvollste Art, sich auf den Partner eines schwulen Mannes oder die Partnerin einer lesbischen Frau zu beziehen.**

## Schwule Hochzeiten

In einer steigenden Zahl von Ländern können lesbische Frauen und schwule Männer eine eingetragene Partnerschaft oder Ehe eingehen..

Sie werden vielleicht Heiratsempfänge durch Sie organisieren la

## Weitere praktische Tipps



[...lernen Sie mehr](#)

1 2 3 4 5 6 7 8 9 10 11 12 13





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### Other Experiences

"I don't know. I just feel unsure about whether the staff (at hotels) are always that comfortable with the fact that I am checking in with my partner. It's not always obvious we are a gay couple, but as soon as they notice the booking is for a double bed, the mood seems to change"... Bill, 61

"We had a really bad experience in the States - the staff were so cold and unwelcoming we couldn't wait to leave. They didn't say anything, we could just kind of tell it was because we are gay. It wasn't just at check-in either, it happened everywhere we went in the place"... Sue, 26

"Once, when we got a drink in the lobby, I thought I heard this girl working there say something under her breath about us"... Jason, 42

"I get really annoyed when they automatically assume I am a lesbian just because of how I look. How do they know?"... Jill, 35



[...learn more](#)

1 2 3 4 5 6 7 8 9 10 11 12 13



# Gay Comfort



Training leads to accreditation

**GayComfort**

**Practical  
advice**





**GayComfort** 

# Key gay travel concerns



# Avoiding mistakes

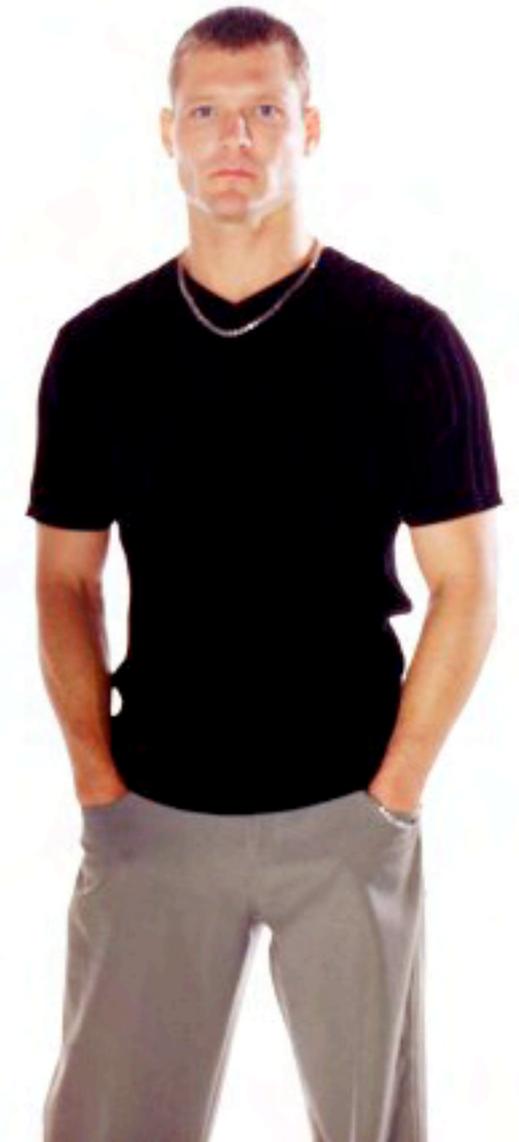




**GayComfort** 

# Do's and Don'ts

# Myths and stereotypes



**GayComfort**



**Language advice**

GayComfort

# Knowledge quiz





“GayComfort is a major step forward for the global travel industry when marketing to gay customers.”



International Gay & Lesbian Travel Association

# 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](http://www.youtube.com/watch?v=Kcad_6PHtIE)



# LGBT2020 - the next phase

## Country reports

All 19 countries

Available Feb  
2011

Detailed  
consumer,  
lifestyle,  
workplace,  
expenditure and  
demographic  
analysis for each  
country

## Industry reports

Banking + finance

Travel + tourism

Technology

Shopping

Automotive

Beverages

Alcohol

## Theme reports

It starts with an L

Stonewall

Generation

Diversity Sells

## Diversity Sells

Understanding just how your D&I policy  
can influence consumer choice

### *LGBT2020* Report



Communications – Research – Strategy – Training

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# LGBT2020 reports from February 2011

Detailed analysis  
on Diversity and  
consumer choices

Strategic road  
map to increase  
sales

# Generation Stonewall

LGBT ageing and the implications for business, government and marketing

## *LGBT2020* Report

# LGBT2020 reports from February 2011



Preferred destinations  
Annual expenditure  
Bespoke analysis  
Airline selection factors  
Hotel preferences  
Travel mode  
Travel frequency

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## It Starts With The Letter L

Putting the L into LGBT. How to market effectively to the lesbian community

### *LGBT2020* Report



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## Travel

Global travel habits, spend, booking preferences,  
destination preferences and leisure activities

# *LGBT2020* Report



# LGBT2020 reports from February 2011

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- **Thanks!**

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