

Remembering all those we lost.



The LGBT Marketing Puzzle Solved by Out Now at WTM

London, UK. 11 Nov 2009.

Ian Johnson
Founder and CEO
Out Now



Brands on board.



Many puzzle pieces.

Web 2.0 - Vienna, Stockholm

GayGermany 2.009 - Jeanette Schuchmann

Gay is global. Out Now.

Our employer - LGBT consumers

Your employees - a powerful asset

LGBT tour operators

The power of research - Out Now, Witeck-Combs + 2010

Tel Aviv - research case study

GayComfort driving increased LGBT market sales

Lotte Jeffs - lesbians, media and chic glamour women

IGLTA and the power of B2B

Out Now Exclusive



Roll call.



Ian Johnson, Out Now

John Tanzella, IGLTA

Lotte Jeffs, DIVA

Yaniv Waizman, Tel Aviv

Jeanette Schuchmann, GNTTO



Web 2.0

Evolution, not revolution.

Blogger

Facebook

YouTube

Twitter

Flickr

Others

Go Vienna.

- Microsite
- Facebook
- In-venue
- Video
- Viral
- Partnering



Win a free trip!

Delight your senses
Taste. Hear. Touch. Go Vienna.

Vienna invites you to discover her wealth of riches, a cutting-edge city at the heart of Europe filled with drama and excitement. Home of a former empire and the inspiration for great minds – where classic beauty and contemporary thinking collide in a riot of culture, music and the celebration of diversity. Find masterpieces for your senses. Hear legends sing at the State Opera. Gaze at elegant architectural styles spanning centuries. Taste a fusion of culinary influences in extravagant eateries. Be touched by a city unlike any other.

Win a free trip!
Visit www.vienna.info/GoVienna

Vienna
www.vienna.info
waits for you

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Home of a former empire and the inspiration for great minds – where classic beauty and contemporary thinking collide in a riot of culture, music and the celebration of diversity. Delight your senses. Go Vienna.

Win a free trip!

Fill in an entry form now and leave at the bar or visit www.vienna.info/GoVienna

Vienna

www.vienna.info

waits for you

OutNowConsulting.com



VisitSweden. Stockholm.



www.VisitSweden.com/gay



Talk with consumers. Not at.



[YouTube.com/MyGayBerlin](https://www.youtube.com/MyGayBerlin)



GayGermany 2.009

Extending The Brand Through Web 2.0 Strategies

**Jeanette Schuchmann, Deputy Director
German National Tourist Office, London**

GayGermany 2004 - 2007

2004

Initial tasks -

Finding right partners to most effectively reach this group

Creating designated centre of online focus

www.GayGermany.co.uk

Press advertising and in-venue data collection cards

2005

Getting cheeky - “Kommen Sie Hier Often”

Desktop downloads

Press ads - Bent, DIVA, Gay Times reinforce message



GayGermany 2004 - 2007

2006

Upload your favourite German pics

Phase 1 - upload; Phase 2 - vote

www.GayGermany.co.uk

Press and online advertising GCN, Gay.com GayTimes.co.uk

2007

Getting “Uber Cool”

In-venue Karneval promotion

Press release, data collection mechanism in-venue

Using and building existing consumer database



www.GayGermany.co.uk

Germany
Simply inspiring

Become Über Cool

The German party season kicks off in November.
To celebrate, you are invited to the 'Official UK gay launch of Karneval'.



Come and discover why Germany will be the place to party all through 2008.

When: Thursday 22 November, from 9 pm.
Where: The Edge, Soho Square, London

Free goody bags for early birds. Bonus prizes PLUS your chance to win free flights to Germany, flying Lufthansa.

GayGermany 2008

2008

100% GayGermany

www.GayGermany.co.uk

Online and press advertising

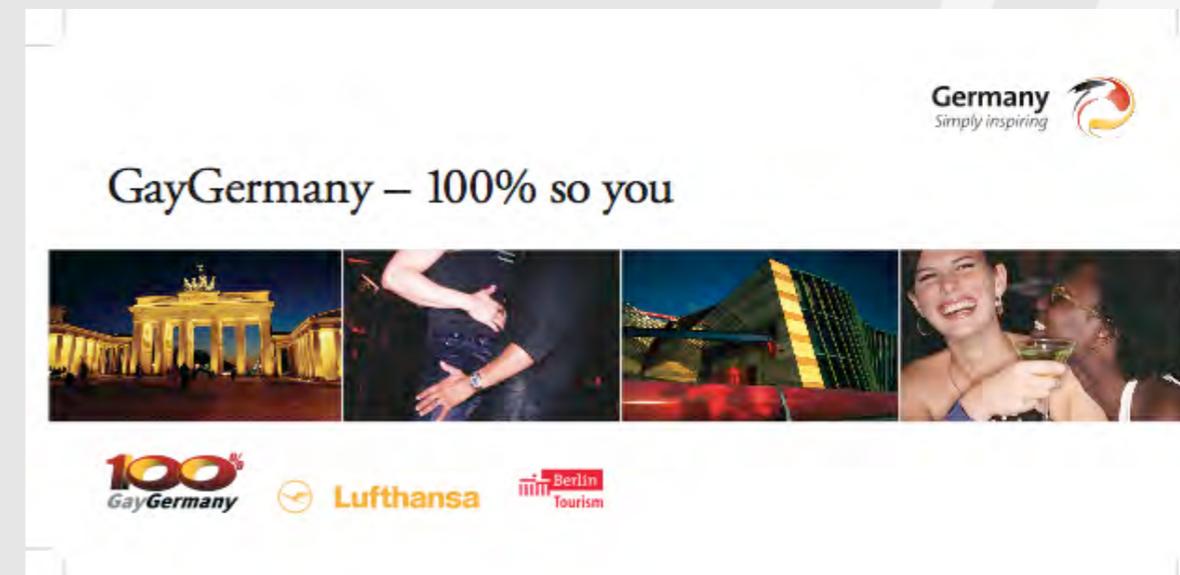
- GayTimes, DIVA, PrideLife

Upload video

Vote on video

Prize incentives

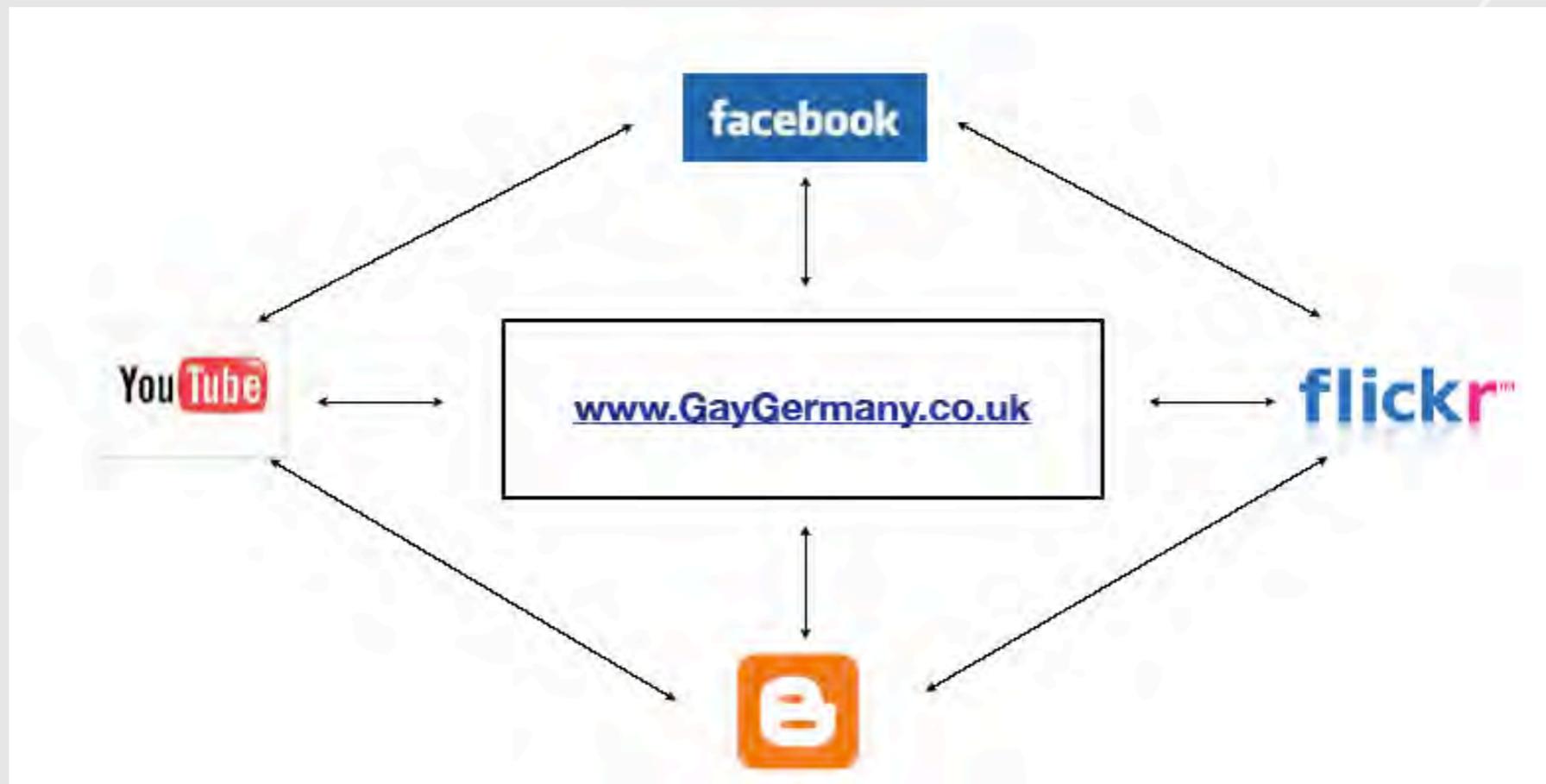
Utilize and add to GNTO database



GayGermany 2009

2.009

Social media driven



Web 2.0 - Twitter, Flickr, Facebook, Blogger, YouTube

GayGermany 2009

2009

Strong results:

1700+ fans at MyGayGermany Facebook page

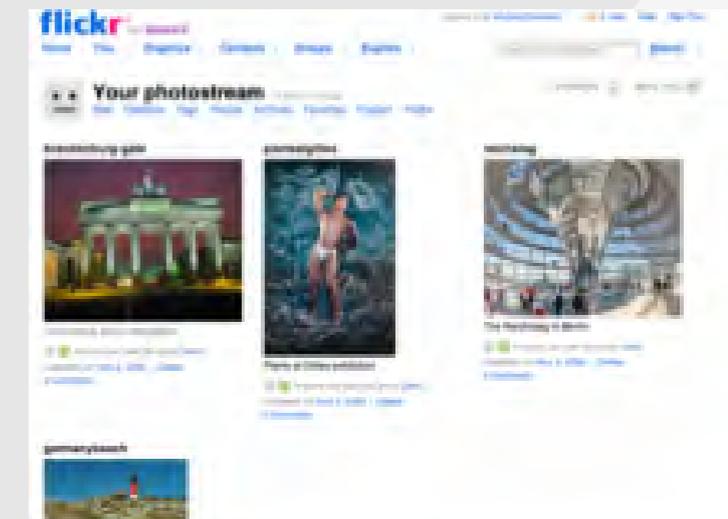
Linked content

User interactivity

Partner focus

- Lufthansa

- Berlin Tourism Marketing



GayGermany 2010

2010

Keep innovating

Go where the market moves

Continuing focus on database

Ongoing commitment to market

Power of original content on web 2.0

Consumer respects commitment

Strategic alliances with corporate partners



Gay is global.

Out Now.

1992 - Australia

2002 - Europe

2010 - Global



Where is the market?
It's global.



Where is the market?

It's global.



Go Global.

Political Map of the World, April 2006

SOVEREIGN Independent state
Dependency Dependency or area of special sovereignty
State / Island group State / Island group
City City
☆ City
Scale 1:60,000,000
Software: MapInfo
Projection: Mercator
Coordinates: 18°N and 81°E



April 2006
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Our employers.



Our employers.



Lauren

Philadelphia, USA

Our employers.

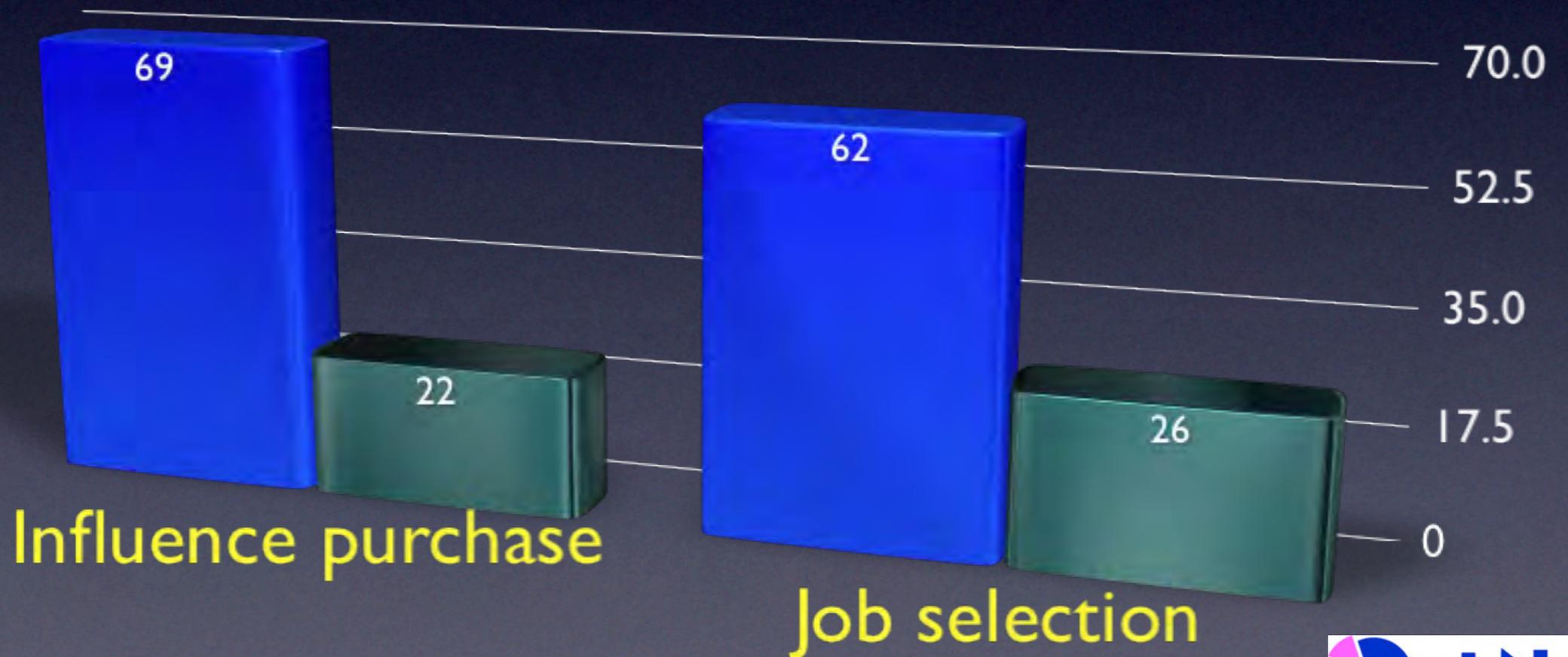


Do Good? Do Better.

Source: Out Now 2008 Millivres Gay Market Study

■ Definitely / probably
■ Maybe

E & D influence



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Delta Airlines. People.

- GLEN staff group
- “teamwork enhanced”
- “cohesive, informed workforce”
- Membership for all
- Management buy-in



LGBT tour operators.



Jack Clement
LoveToTravelWithPride.com

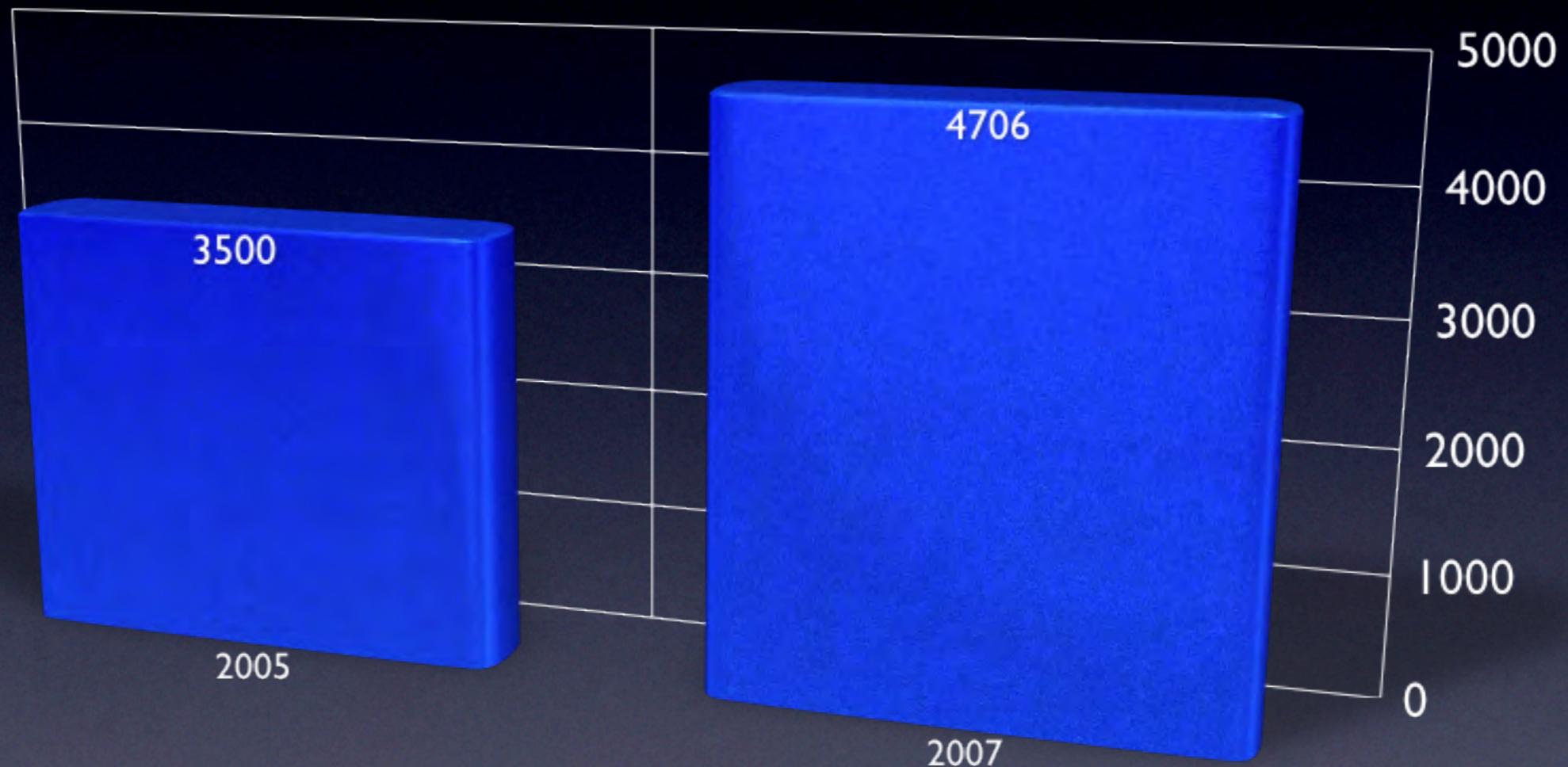
OutNowConsulting.com



LGBT tour operators.



The power of research.



■ Leisure travel annual spend (£millions)

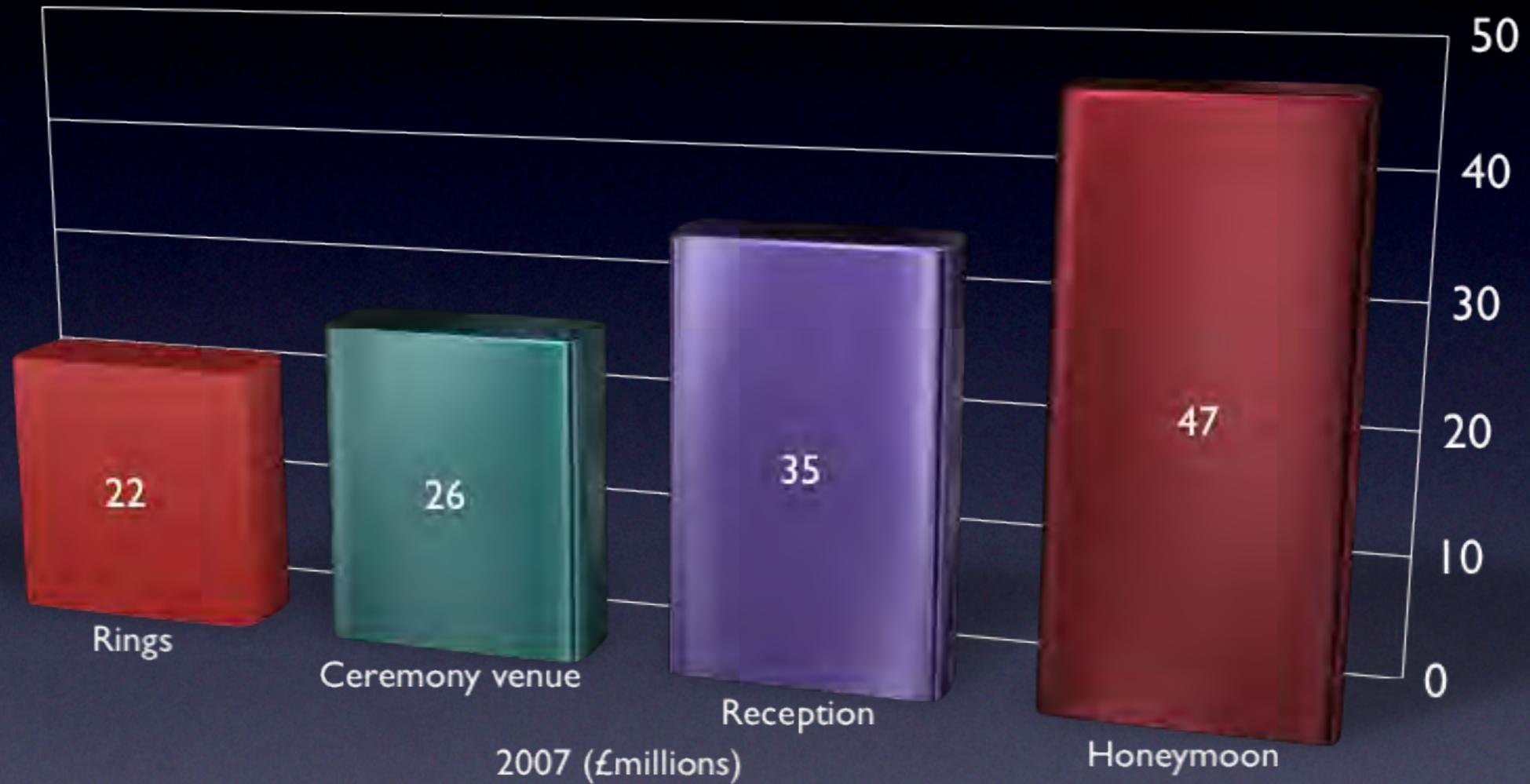
Source: Out Now 2005 and 2008 Millivres Gay Market Studies

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The price of love.



Source: Out Now 2008 Millivres Gay Market Study

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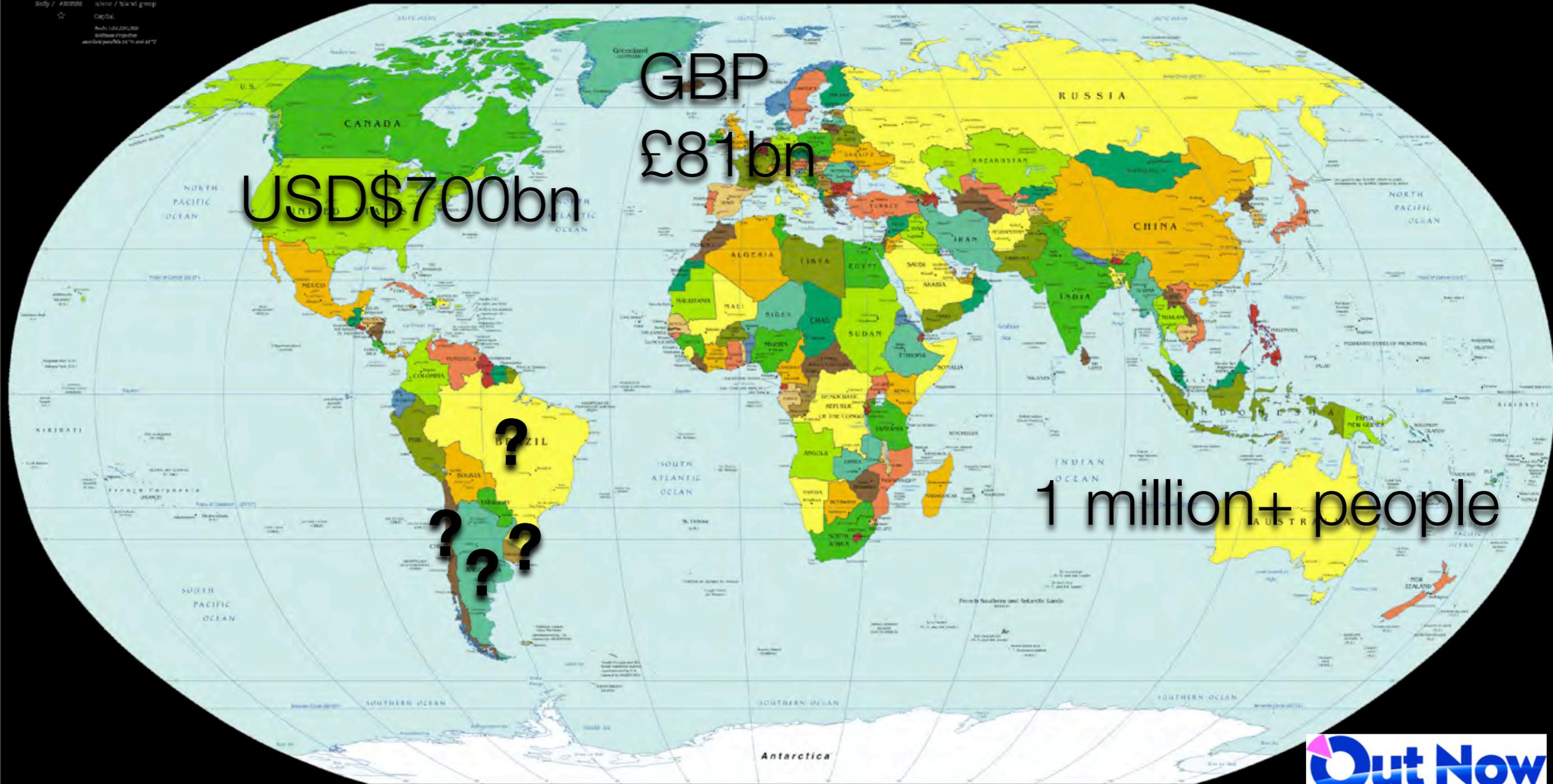


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Big world. Big market.

Political Map of the World, April 2006

Legend:
Independence state
Dependency or area of special sovereignty
State / island group
Capital





**ESTUDIO DE MERCADO
SEGMENTO GLBT LATINOAMERICA 2010**

Where?

First ever Latin American research

- Argentina
- Uruguay
- Chile
- Brazil
- 250 million population
- > 12 million LGBT

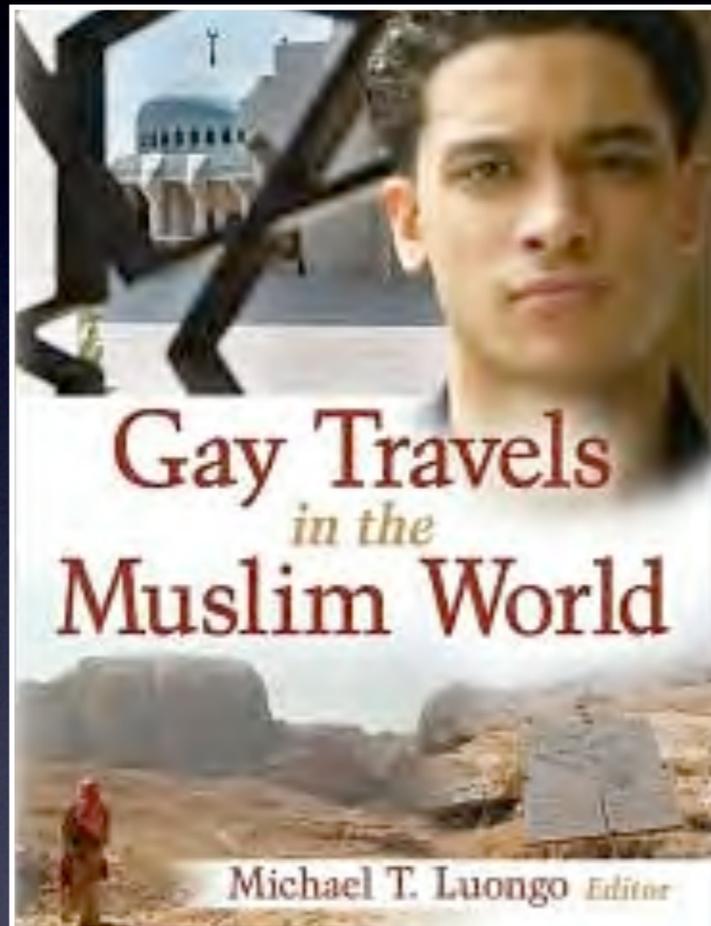
PEGASUS

First ever Pan-European LGBT research

- Germany
- UK
- France
- Spain
- Italy
- Israel
- Sweden
- 320 million population
- > 15 million LGBT



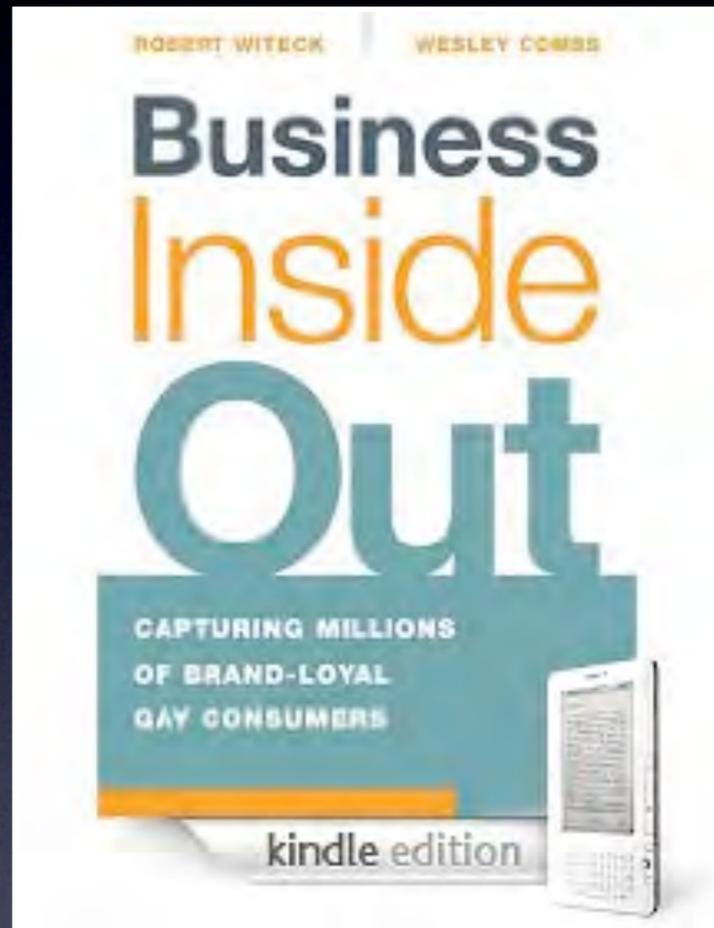
The power of knowledge.



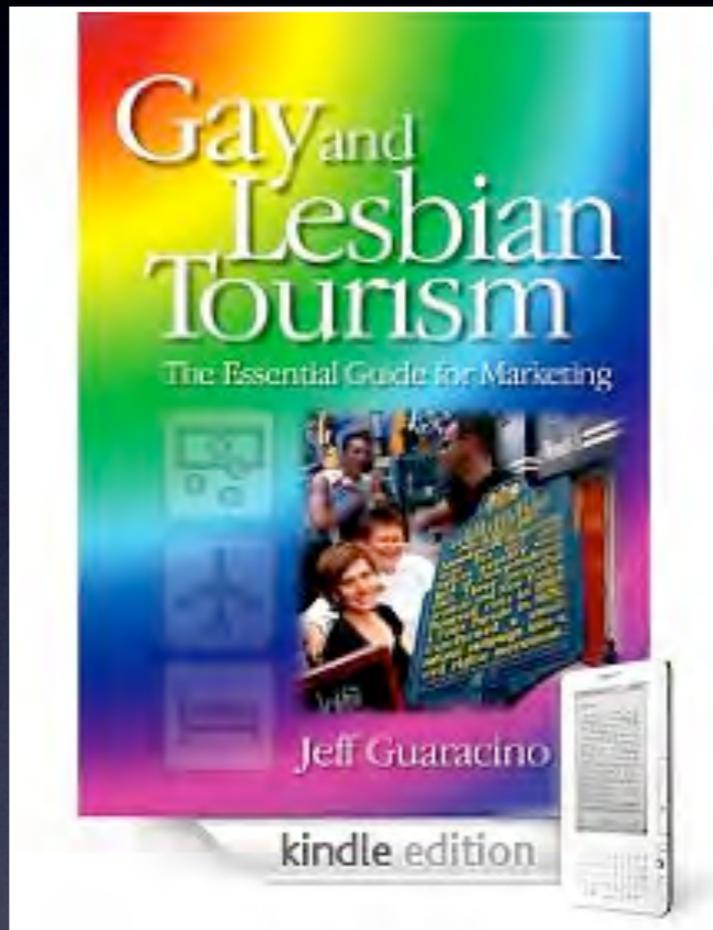
www.gaytravelsinislam.com



The power of knowledge.



The power of knowledge.



Tel Aviv.

The power of friends.

Yaniv Waizman, Tel Aviv

Alderman

Mayor's Tourism Advisor



GayComfort.

Online training + accreditation.

Newest destinations

Tel Aviv

Gold Coast

Stockholm

Berlin



Know before you go.



Gar and Gustavo
Americans vacationing in Prague



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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 tener

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

GayComfort



Myths and stereotypes



GayComfort



Language advice

GayComfort



Knowledge quiz



GayComfort.

Training drives sales.



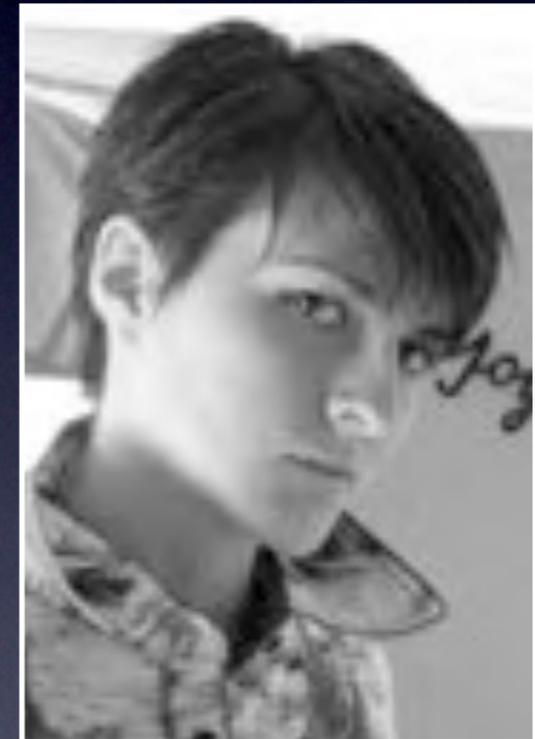
Lotte Jeffs

The power of lesbian chic.

Lotte Jeffs, DIVA

Putting the L into LGBT media

Hotel chic



John Tanzella President and CEO.



Out Now Exclusive. Darren Cooper.



Ready for 2010.

- [WTM: 'Ask The Experts'](#)
- [GayComfort.com](#)
- [GayMarketNews.com](#)
- [YouTube.com/GayMarketing](#)
- [OutNowConsulting.com](#)

