



The world's LGBT marketing agency.

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Market expansion

Strategies for growth

Out Now Global LGBT
Masterclass at WTM

World Travel Market
London, UK. 09 Nov 2011.



Roadmap

- **12:30pm end time**
- **Welcome + introductions**

Rollcall.

Ian Johnson, Out Now



Stina Bengtsson
Stockholm Visitors Board

Urs Eberhard
Switzerland Tourism



Anders Lindstrom, SAS

Marco Lomanto
EMBRATUR, Brazil



Roadmap

- **Welcome + introductions**
- Fundamentals
- Case study 1
 - SAS
- Case study 2
 - Stockholm
- Research
 - LGBT2020
- Case study 3
 - Switzerland
- Next level certification
- Research
 - New markets
- Case study 4
 - Brazil
- What's next?
 - 2012 and beyond

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.

Don't follow. **Lead.**

Next Level
Thinking

Next Level Thinking.

- **Research**
- **Strategic consulting**
- **Communications**
- **Training**



www.LGBT2020.com

www.OutNowConsulting.com

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Fundamentals

- Where we have been
- The LGBT market progression
- Last year is already old news
- **What's next?**

NextLevelThinking.

Ignorance
Tolerance

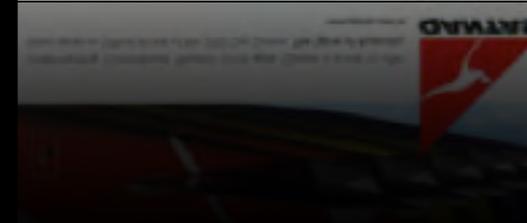
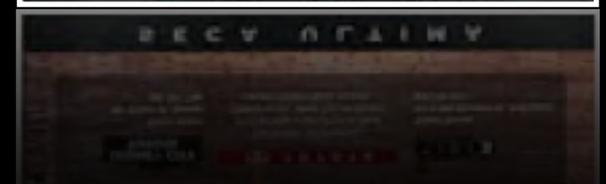
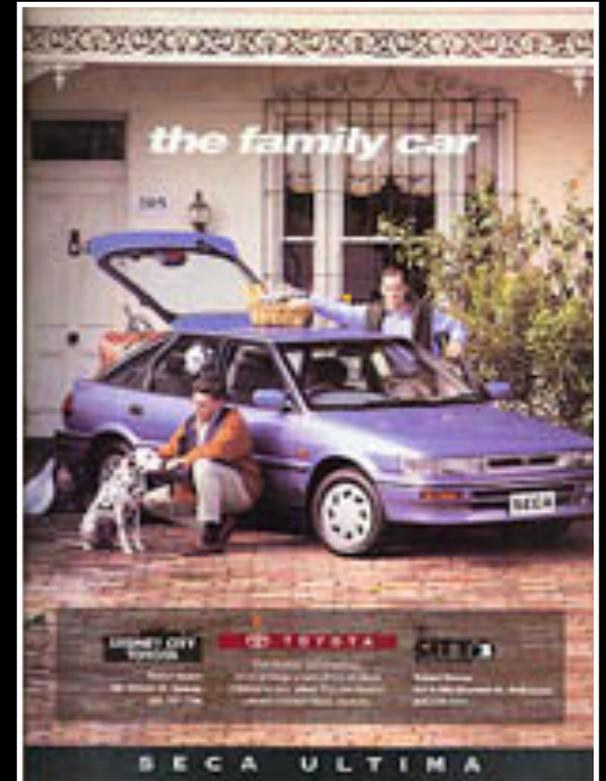
It was 20 years ago.

- Little interest
- ‘Gay’ market underground
- Alcohol was **selling**
- Staff diversity - BGLAD
- Out Now opens in Sydney



15 years ago.

- Automotive enters
- Market research begins
- Earliest target marketing
- IBM first gay campaign
- Qantas first gay ads



That was then. **Ikea.**

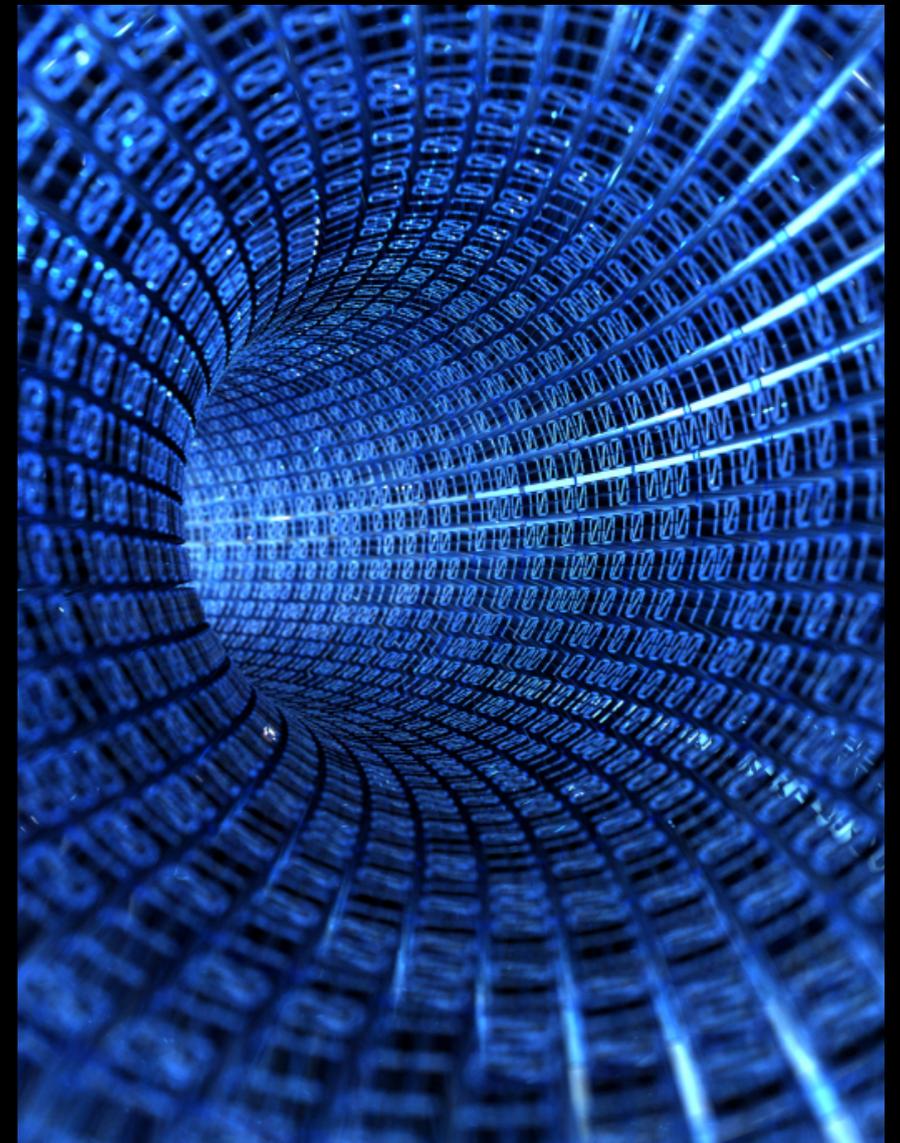


NextLevelThinking.

Tolerance
Acceptance

10 years ago.

- 'Gay' media grows up
- Welcome online
- Better research, better tailored marketing
- Staff diversity accelerates
- Big brands awake



5 years ago.

- Global markets opens for business
- Consumers rebel
- Stereotypes? No thanks.
- Big brands onboard



NextLevelThinking.

Acceptance

Inclusion

NextLevelThinking.

Inclusion

Respect

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Case study 1: SAS Scandinavian Airlines

- 'Love Is In The Air'
- Most successful LGBT social media campaign to date
- Statistics extend the boundaries

Case study 1: SAS Scandinavian Airlines

- 1 September 2010: “SAS hopes to host the first same sex marriage in the air”
- 65 minutes later 2 million people heard about it on Twitter, via Stephen Fry
- 2 hours later - 5 entries submitted

Case study 1: SAS Scandinavian Airlines



Case study 1: SAS Scandinavian Airlines

- First 24 hours - more than 1000 Facebook people connected with campaign
- 550,000 unique campaign visitors
- 350,000+ votes cast
- Winners Shantu and Aleks received 81,000

Case study 1: SAS Scandinavian Airlines

- Poland couple runners-up: 70,000 votes
- Sales record for SAS in Poland
- Branding, not sales focused
- All from one sentence on Twitter and Facebook:

“SAS hopes to host the first same sex marriage in the air”

Love is in the air.



flysas.com/gay

Anders Lindstrom, PR Director
SAS Scandinavian Airlines



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Case study 2: Stockholm Visitors Board

- **Stockholm's Leading Ladies**
- Lesbian-specific UK campaign
- Stina Bengtsson





STOCKHOLM

Stina Bengtsson

Social Media Manager

Stockholm Gay & Lesbian Network

@gaystockholm @lesbiansthlm

visitstockholm.com/gay-lesbian



Stockholm
Visitors Board



DIVA



8 ladies. 8 different weekends.
 1 fabulous city.



HOME

MAGAZINE

INTERACT

SHOPPING

ABOUT DIVA

HOME > LESBIAN LIFE AND STYLE

THIS ISSUE



Tuesday, 19 April 2011

Good news, everyone! Our annual Sex Issue is on sale now. This year we're bringing you something rather special: ten pages of steamy new erotic short stories, comix and poems from writers including Helen Sandler, Jacqueline Applebee and Sophia Blackwell.

Also in the May issue, we ask if going down is the definitive lesbian sex act, offer you ten tried-and-tested ways to make your girlfriend melt, and discuss how to take your flirting techniques to the next level.

As if that weren't enough, there's a hot new photo shoot, a piece by Lotte Jeffs on how to conquer the dreaded seven-year itch, and Zing Tsjeng goes above and beyond the call of duty and investigates tantric massage, asking what really happens when you get your voni healed?

SEARCH DIVA

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Managing Editor

[View More...](#)

JOIN OUR MAILING LIST



Win an ultimate lesbian weekend city break!

Introduced by Stockholm's Leading Ladies



Photo by: Yanan Li

Our cool capital city is well known for its super hot girls and thriving lesbian scene, so we've tracked down this smorgasbord of local gay gals to give you an insight into the diverse array of things to do over a weekend in Stockholm. From an action-packed outdoor adventure, to a designer shop fest, art gallery marathon or non-stop party – there's a Stockholm weekend to suit.

You can read more about Stockholm [in our guide](#).

To win an incredible three-night stay in the city, where you'll be staying in the stylish central Hilton Stockholm Slussen and have a bespoke itinerary tailored to your interests by the experts at Stockholm Visitors Board, plus free flights from the UK courtesy of SAS of course, simply vote for the girl whose idea of the perfect Stockholm weekend appeals to you the most.

[Click here](#) for further details of the [prize and terms and conditions](#).

ENTER CONTEST >

Our media partners



DIVA LipstickLadies
FOR THE HOTTEN & VOMAL

Weekend City Break



Gay Guide



Lesbian Guide



STRATEGIC PARTNER:

Visit Sweden

follow us on **twitter**
GayStockholm

follow us on **twitter**
LesbianSthlm

EMAIL SUBSCRIPTION

You are subscribed to this blog
([manage](#)).

ARCHIVE

Select Month

Win an ultimate lesbian weekend city break!

Introduced by Stockholm's Leading Ladies



Contest Step 1

Make your choice – whose suggestions appeal the most to you?



Click on their picture to find out what these leading ladies loves about Stockholm and then click the blue box in the corner of the girl whose suggestions most appeal to you. You'll then be entered into the prize draw!

TO THE NEXT STEP >

< BACK ONE STEP



“The Stockholm skyline is one of the most beautiful in the world particularly by night. When the lights go on in the evening, you should be standing on the heights of Södermalm to watch the beautiful phenomena.

Of course, it’s best enjoyed with your arm around a beautiful girl.

I love Stockholm after hours, but I’m never happier than I am when DJing at Stockholm’s hottest girls’ party Moxy and the dance floor is pumping.”



“My Stockholm is all about enjoying fun activities with friends - from in-line skating to a spontaneous get-together on the grass at Rålambshovs parken by the sea.



I love getting together with other lesbians to play football (I’m a former player and trainer for the a national team) or rounders, which is always accompanied by a barbeque and cold beer.



My ideal day would end at one of the great gay restaurants or pubs on Söder with my friends. I love the great mixture of people and things to do in Stockholm, the pulsing city life and its position on the water.”

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Photo by: Yanan Li

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FOR THE HOTTEN & VOMAL

Weekend City Break



Gay Guide



Lesbian Guide



STRATEGIC PARTNER:

Visit Sweden

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GayStockholm

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LesbianSthlm

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TO THE NEXT STEP >

< BACK ONE STEP



Relax. Feel comfortable.

BBC
WORLD

Out Now
GLOBAL



GayComfort

Deliver on the promise
your advertising makes
to LGBT customers.

SAS

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We are **how many?**

Yankelovich
MONITOR study
(US) 1993
= 6%

University of
Indiana (peer
reviewed report)
(US)
= 7% lesbian
= 8% gay male

Real **people's** lives.

Gender

Age

Career

Relationship

Children

Education

Homophobia

Equality

Diversity

Inclusion

Shopping

Leisure

Travel

Investing

Finances

Banking

Insurance

Credit cards

Expenditure

Purchases

Retirement

Legal

Entertainment

TV

Aged care

Media

Discrimination

Harassment

Pets

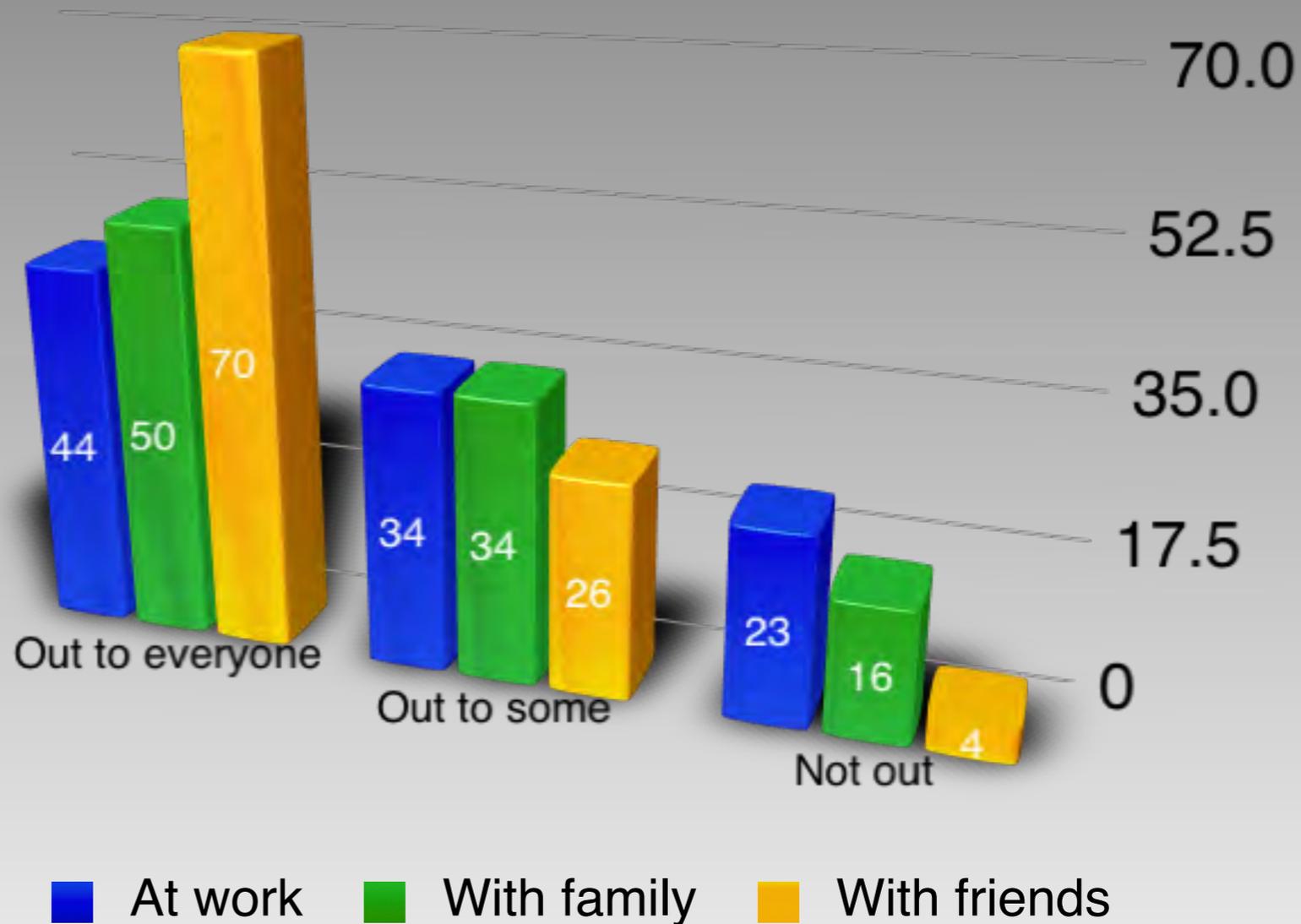
Respect

How out **at work** are you?

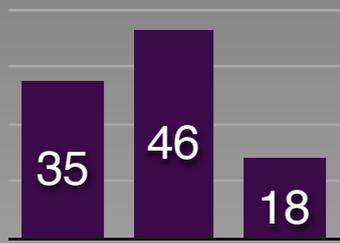


Being 'out' in the USA

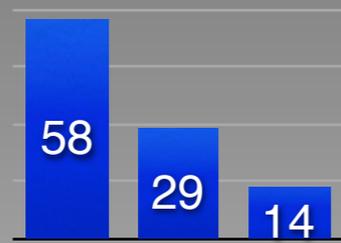
44%



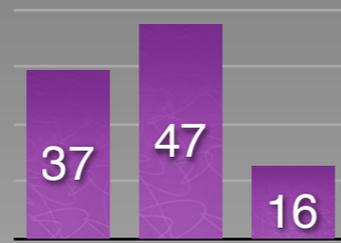
How out at work are you?



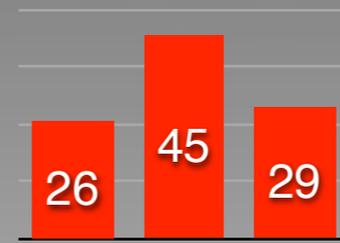
Argentina



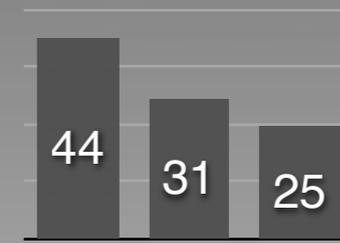
Australia



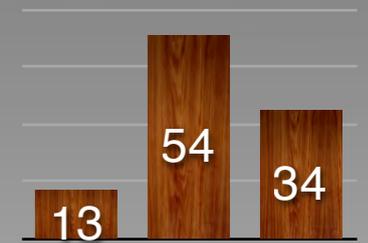
Austria



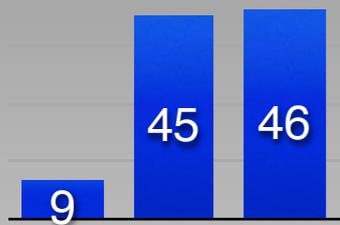
Brazil



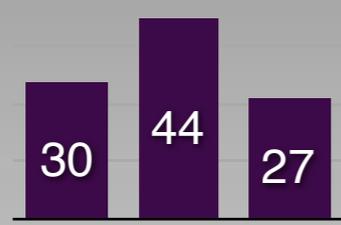
Canada



Chile



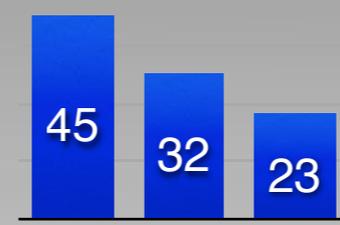
Ecuador



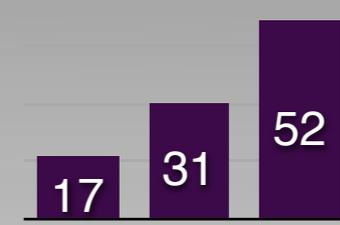
France



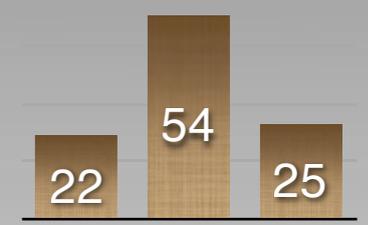
Germany



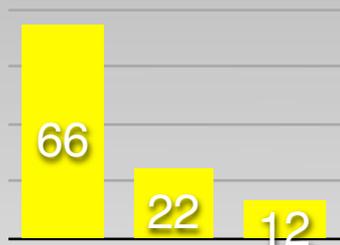
Ireland



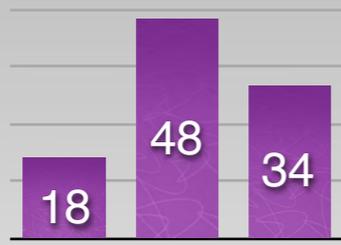
Japan



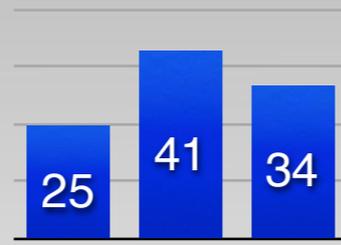
Mexico



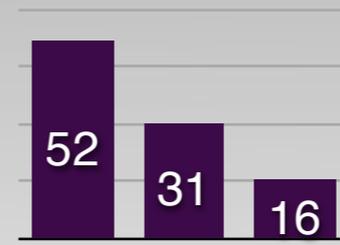
Netherlands



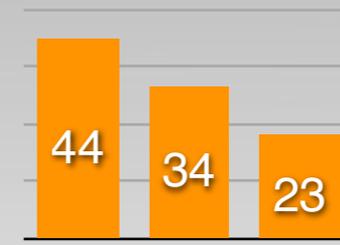
Peru



Poland



United Kingdom



United States



Uruguay

■ Out to all/ Out to some/ Not out

Go Global. LGBT2020.

Political Map of the World, April 2006

ADDITIONAL: independent state
Dotted line: Dependency or area of special sovereignty
Solid / Dotted line: Island / Island group
☆: Capital
Fully independent
with dependent
and/or partial 1876 and 1877



April 2006
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We live **everywhere.**

Argentina

Australia

Austria

Brazil

Canada - English

Canada - French

Chile

Ecuador

France

Germany

Ireland

Israel

Italy

Japan

Mexico

Netherlands

Peru

Poland

Portugal

Spain

South Africa

United Kingdom

United States

Uruguay

Market **where?**

Argentina

Australia

Austria

Brazil

Canada - English

Canada - French

Chile

Ecuador

France

Germany

Ireland

Israel

Italy

Japan

Mexico

Netherlands

Peru

Poland

Portugal

Spain

South Africa

United Kingdom

United States

Uruguay

Market **where?**

Argentina

Australia

Austria

Brazil

Canada - English

Canada - French

Chile

Ecuador

France

Germany

Ireland

Israel

Italy

Japan

Mexico

Netherlands

Peru

Poland

Portugal

Spain

South Africa

United Kingdom

United States

Uruguay

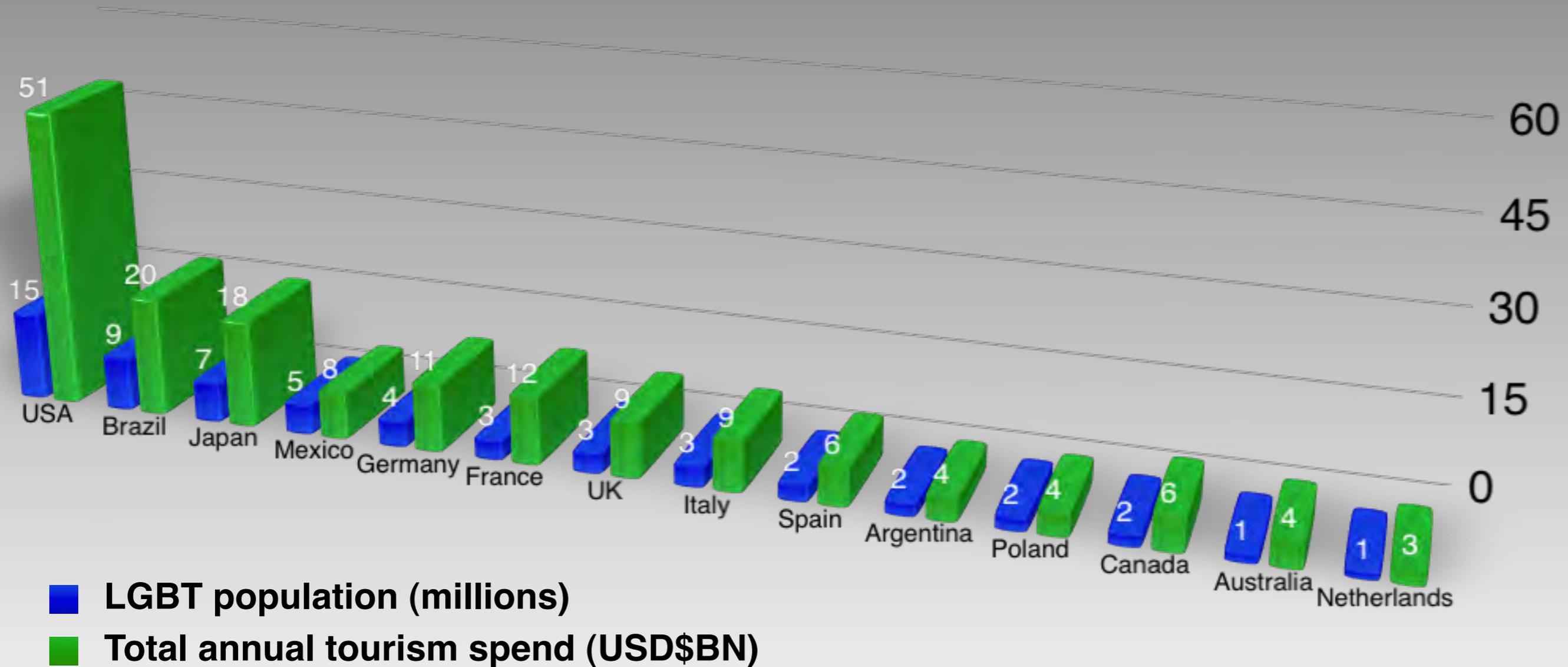
LGBT Market Potential. 2012.

USD\$165 billion



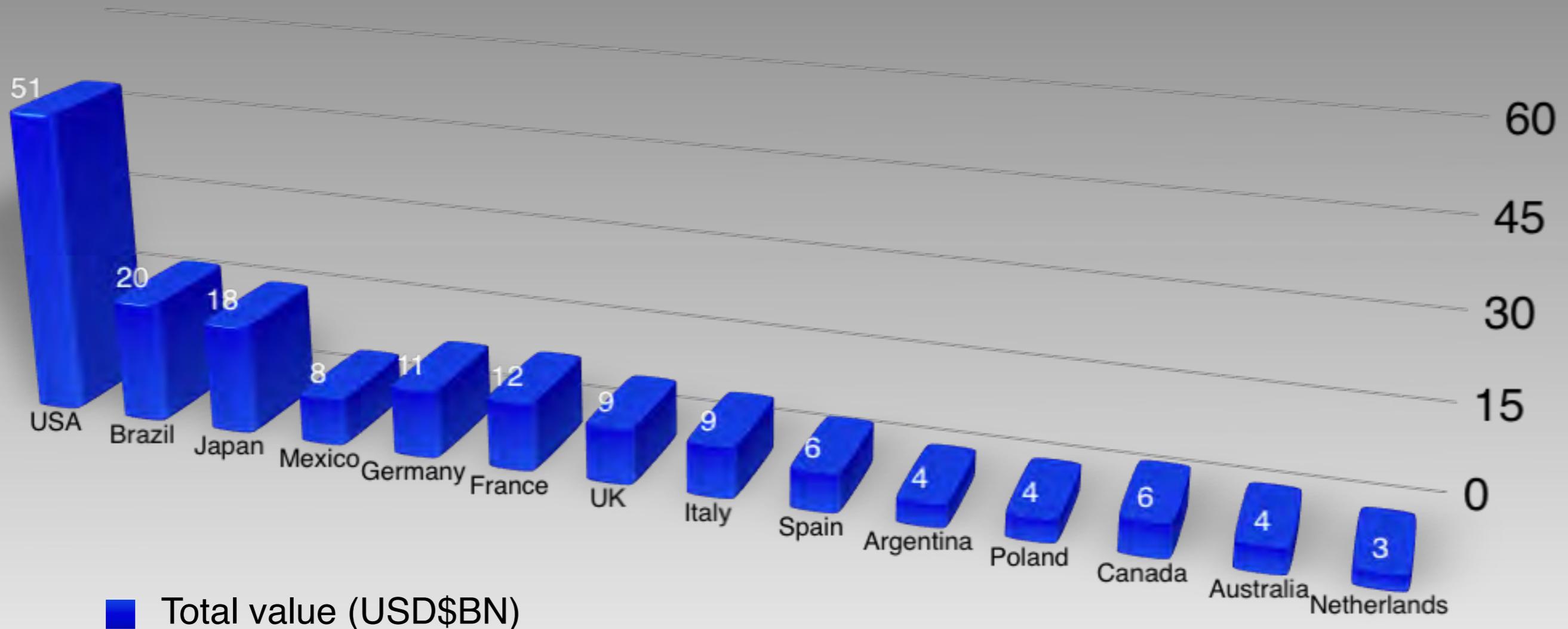
LGBT Market Potential. 2012.

Where to invest your budget?



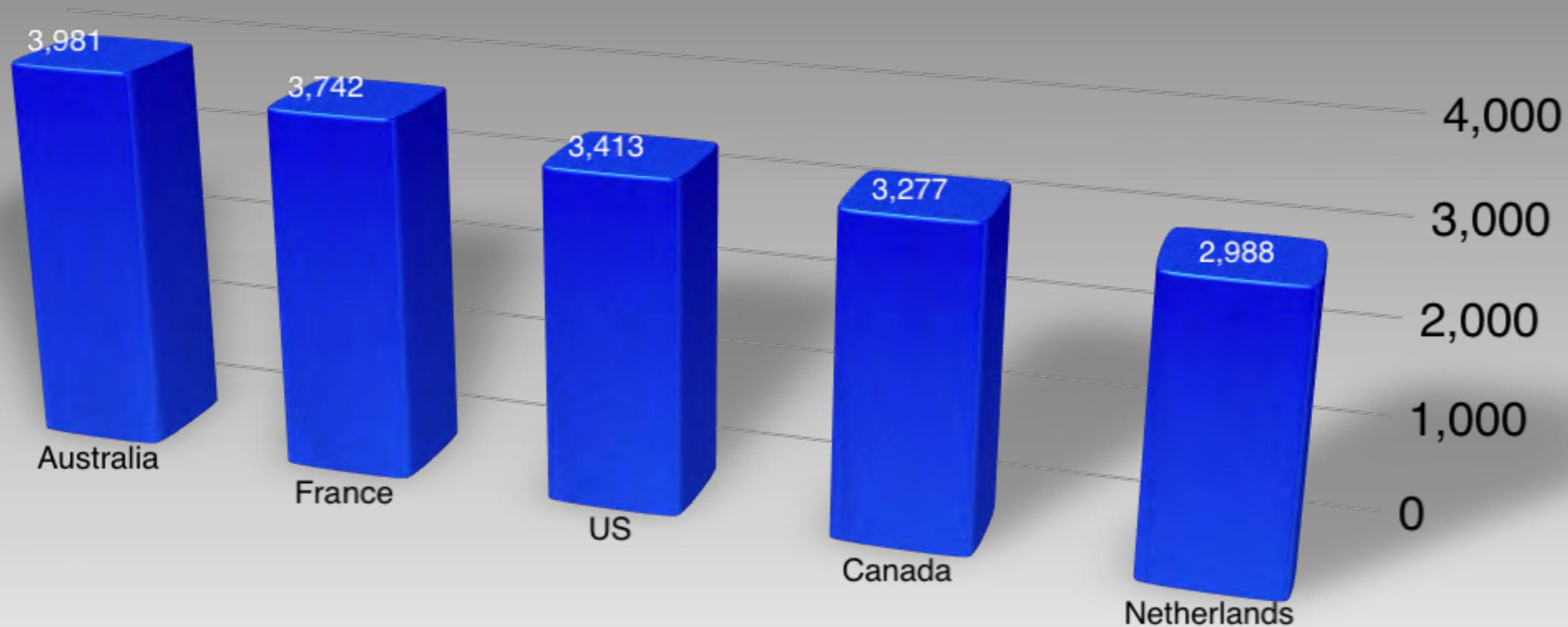
LGBT Market Potential. 2012.

Where to invest your budget?



Per Capita Potential. 2012.

Where to invest your budget?



■ Per capita annual travel spend (USD\$)



LGBT Market Potential. 2012.

Where to invest your budget?

	POPULATION	TOTAL VALUE	PER CAPITA
USA	1	1	3
BRAZIL	2	2	11
JAPAN	3	3	7
MEXICO	4	8	14
GERMANY	5	5	9
FRANCE	6	4	2
UK	7	6	6
ITALY	8	7	10
SPAIN	9	9	8
ARGENTINA	10	12	12
POLAND	11	13	13
CANADA	12	10	4
AUSTRALIA	13	11	1
NETHERLANDS	14	14	5



Global.

2012



LGBT2020 Study

Global LGBT Travel Report



Communications - Research - Strategy - Training

info@outnowconsulting.com - www.OutNowGlobal.com

info@outnowconsulting.com - www.OutNowGlobal.com

Communications - Research - Strategy - Training



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Case study 3: Switzerland Tourism

- **Past, present and future**
- Urs Eberhard
Executive Vice President



Switzerland.
get natural.



Grüezi. Welcome. Bonjour.

Urs Eberhard, Executive Vice President, Switzerland Tourism.



The Past.



christopher street day
street parade | techno parade
gay & lesbian ski week

For additional gay and lesbian information about
Switzerland visit www.gaywired.com/gayswitzerland

For general travel questions or to order brochures:
1-877-SWITZERLAND (1-877-794-8037)
or visit www.MySwitzerland.com



Even the cows look fabulous.

Switzerland — Europe's Friendly Gay and Lesbian Community

Your vacation. Switzerland.



Join gay and lesbian ski enthusiasts from around the world
for this special week of Alpine fun and fantasy!

Special packages start at \$1485 which includes:

First class rail transfers, first and last night at Central Plaza Hotel Zurich, six nights at
the Morosani Posthotel Davos, five day unlimited ski pass, eight breakfasts, seven
dinners including special cable car dinner at Schatzalp, local gay tour escort

To reserve your trip call your travel agent or 1-800-397-2681
or visit www.gaywired.com/gayswitzerland today!



March 10-18, 2002



Gay & Lesbian Ski Week Davos, Switzerland

Switzerland — Europe's Friendly Gay and Lesbian Community

Your vacation. Switzerland.



Switzerland.
get natural.



It's Only Natural.

MySwitzerland.com

Gay & lesbian travel in Switzerland 2005/2006.



Leave your high heels at home.

MySwitzerland.com

Ecclectic and charming mountain resort of Arosa is hosting the 5th Gay Ski Week from Jan 3 - 9, 2009. Stay at hip boutique hotels and participate at glamorous day & night activities such as the drag queen ski race, the pool party or a fondue night in a mountain hut. Make new friends from all over the world and relax in our beautiful winter wonderland.

Plan your trip now on www.arosa-gayskiweek.com



Gay & Lesbian

JAHR DES WANDERNS



Wanderungen, Wettbewerb und vieles mehr.

ENTDECKEN >>

WETTBEWERB



1 Woche Schweiz-Ferien zu gewinnen!

MITSPIELEN >>

Die Schweiz ist einzigartig und weltoffen. Hier lebt es sich ganz natürlich. Besonders lebendig ist die Gay-Szene in Zürich, Luzern oder Lausanne. Das Beste dabei: Vom urbanen Nachtleben gelangt man in kurzer Zeit in die Berge. Etwa nach Arosa, wo Schwule und Lesben speziell warm empfangen werden.



All included

Ferienpakete, extra für Schwule & Lesben. Romantische Hotels, Kunst und Natur, Regenbogenfeste und sprudelnder Badespass. Suchen Sie sich aus, was Sie brauchen.



Hier sind Sie gut aufgehoben:

- >> [Arosa](#)
- >> [Lausanne](#)
- >> [Luzern](#)
- >> [Zürich](#)



Fliegen Sie direkt nach Zürich, Basel oder Genf. Mit Bahn und Bus kommen Sie überall hin.

- >> [STS \(Swiss Travel System\)](#)
- >> [Swiss](#)



Gut untergebracht

Individualisten finden bei Interhome eine Basis ganz nach ihrem Geschmack. Wählen Sie unter 2500 Chalets und Wohnungen ihr persönliches Nest. Für Ferien mit allen Freiheiten für jedes Budget.

SERVICE

Weitere Informationen

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- >> [Kulinarische Reise](#)
- >> [Newsletter abonnieren](#)
- >> [Broschüren bestellen](#)
- >> [Party-Agenda Schweiz](#)

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- >> [Golfhotels](#)
- >> [Historische Hotels](#)
- >> [Swiss Deluxe Hotels](#)
- >> [Typische Schweizer Hotels](#)
- >> [Wellness Hotels](#)

Multimedia

- >> [Gay & Lesbian videos](#)
- >> [iPhone Apps](#)

The Present.

Strategy.

- Main campaigns “Summer”, “Winter” and “Swiss Cities” apply also for the LGBT market
- Imagery will be adapted
- Dedicated information will be provided
- Instruments and media are carefully selected



Gay & Lesbian



Gayfriendly Hotels
**Familienhotel
Handeck***
Guttannen**



Gayfriendly Hotels
Hotel Giardino ***
Ascona**



Gayfriendly Hotels
**Lenkerhof alpine
resort *****
Lenk i.S.**

181 Results



Sort

- Selection
- Alphabetical
- Place

Filter content



Gayfriendly Hotels

Park Hotel Weggis*****S
Weggis



Gay & Lesbian Offers

Gay - Skiweek
Longstay
Arosa

7 Nights from USD 1348 (CHF 1195)*



Gay & Lesbian Offers

Just4Lovers@POHO
Luzern

1 Night from USD 538 (CHF 477)*
(USD 675)



Gay & Lesbian Offers

ZürichWEEKEND
Special
Zürich

1 Night from USD 109 (CHF 97)*
(USD 147)



Gay & Lesbian Offers

One more night at The
Hotel
Luzern

3 Nights from USD 519 (CHF 460)* (USD 770)



Gay & Lesbian Offers

Gay - Skiweek Classic
Arosa

6 Nights from USD 1185 (CHF 1050)*



Events

Lucerne Easter Festival
Luzern



Events

Zurich Pride Festival
Zürich



Events

Filmfestival Pink Apple
Zürich

All

Gay & Lesbian Offers

Gay-friendly destinations in Switzerland

Gayfriendly Hotels

Events

Gay & Lesbian additional

Remove Filter

Define by region



Enter a place / destination

Search within a radius of 5 km

Remove Filter

Service

> Sign up for the newsletter

> Gay & Lesbian videos

> Download / order brochure

> Party calendar Switzerland ↗

> Arosa Gay Skiweek ↗

> Zürich Pride Festival ↗

Take his breath away on a Swiss city break.

MySwitzerland.com/gaylesbian

Discover the charm of our Swiss cities.



Zürich



Banner ads.



Suiza, un lugar excitante para gays y lesbianas.



Suiza.



Suiza.



Switzerland, an exciting place for the guys.



Switzerland.



Cruise now Switzerland's special gay offerings.



Switzerland.



Schweiz.



Die Schweiz – ein aussergewöhnliches Land für aussergewöhnliche Leute.



Schweiz.

A welcome to winter.

MySwitzerland.com

Switzerland.
get natural.



Grüezi Mr. Eberhard

We are nearly there: **the winter season is kicking off!**

Our weather prophets have predicted the sunniest alpine winter in years, with masses of fluffy snow. Whether you are looking for lavish relaxation or action-packed snow sports, you are guaranteed an unforgettable stay at any of our wintersports regions.

Dive into the **Winter Wonderland of Switzerland.**

› [More info](#)



Our tips for a great winter



Our top offers

Winter is coming!

An unforgettable experience of winter – taking advantage of one of our **top offers**. Book now and you can save up to 35%.

> **Book now**



Event calendar

Gayfriendly Arosa

In January: Come to Arosa a fun filled week of events to celebrate Gay & Lesbian Ski Week.

> **More information**



Competition

Weather prophet

Guess what the snow depth will be on the Weissfluhjoch (2,540m) on the 15 Januar 2012.

> **Win a 1-week vacation**

The Future.

Strategy.

- Walk the talk.....
- Quality is key
- A happy customer is the best marketing
- Switzerland Tourism will enable all our hotel partners (> 600) to participate for free in the “GayComfort” quality program and to become a certified property.

GayComfort
CERTIFIED2011



Execution.

- Integrated marketing program in Germany, UK, France
- Special attention to Social Media and communities
- Emphasis on the premium product
- Direct booking link to special offers in “GayComfort” certified hotels

6 reasons to fall in love with Switzerland.





Mountains.
Where mountains have a home.



Swiss Cities.
Reduced to the max.



Water.
Where fish are smiling.









Winter.
More than mountains
and snow.





Transportation.
Getting around made easy.

















Respect.
A centuries old tradition.







Switzerland.
get natural.



Roadmap

- Welcome + introductions
- Fundamentals
- Case study 1
 - SAS
- Case study 2
 - Stockholm
- Research
 - LGBT2020
- Case study 3
 - Switzerland
- **Next level certification**
- Research
 - New markets
- Case study 4
 - Brazil
- What's next?
 - 2012 and beyond

NextLevelCertification

- **GayComfort.com**
- Launched in 2007
- Industry standard for leading destinations
- Berlin, Stockholm, Helsinki, Gold Coast, Manchester, Switzerland + more
- TUI, Air Canada Vacations, Mark Travel Corporation + more

Travel - what is the #1 issue?

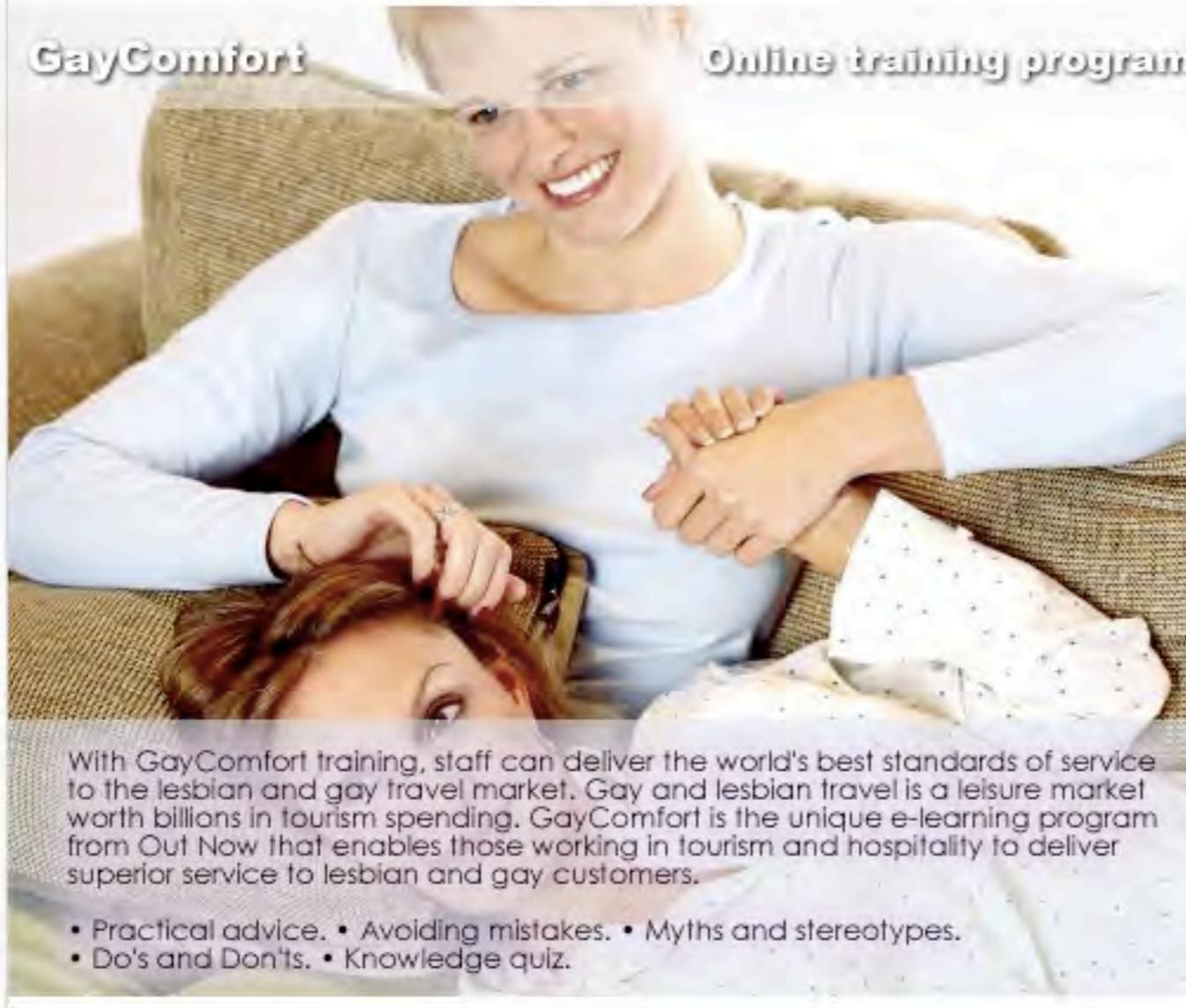




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GayComfort

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





GayComfort 

Key gay travel concerns

GayComfort

Avoiding
mistakes





GayComfort 

Do's and Don'ts

GayComfort

Myths and stereotypes



GayComfort



Knowledge quiz



NextLevelCertification

- Number 1 LGBT tourism motivator in 2012:

Will I be welcomed?

TheFutureNow

GayComfort.me

NextLevelCertification

- **GayComfort.me**
- Launches today in beta

GayComfort
CERTIFIED2011



NextLevelCertification

 [GO](#)[HOME](#)[MAP](#)[PARTNERS](#)[REGIONS](#)[TYPE OF HOLIDAY](#)

What is GayComfort?

Welcome - we have been expecting you! And more importantly so are the hotels and destinations you can find here, who really do value your business and understand the importance of LGBT tourism. GayComfort is the only world-wide customer service training (in 5 languages) for staff on how to better deliver on the promises their advertising makes to you - the LGBT customer. In short, they are expecting you. Next time you travel, why not stay in a GayComfort certified property where management and staff not only expect, but also respect LGBT people You deserve it - welcome to GayComfort!

[Find a hotel now >>](#)



HOME

MAP

PARTNERS

REGIONS

TYPE OF HOLIDAY



Region

Select Region...

Country

NextLevelCertification

sort by...

Absolu Living



Absolu Living is the leading provider of gay accommodation in Paris and Nice, and is a company proud to serve gay men, lesbians and their friends. We understand the needs of the gay community, especially when it comes to travel, tourism and gay accommodation in Paris and Nice. That's why Absolu Living has chosen gay apartment hotels, or gay apart-hotels, that are all a great gay accommodation choice. If you choose Absolu Living, the leading provider of gay accommodation for your next stay in Paris and Nice, you're guaranteed a warm welcome. You more



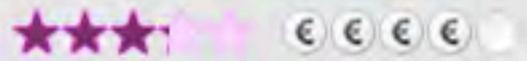
Blue Angels - Bed & Breakfast



Jean-Michel and Phillipe are very much looking forward to receiving you at the Blue Angels Bed&Breakfast in sunny Nice! Please visit our website to find more about the great holiday experience we are offering. We don't only offer great accommodation, we also have a long experience with helping you explore all that Nice offers to the LGBT community!



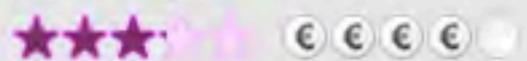
Boscolo Hotel Plaza



Sophisticated elegance in Nice. When you say French Riviera, images of a cloudless azure sky, fine white sand, towering palm trees, and sparkling turquoise waters immediately come to mind. Think of class, elegance and hospitality in a prime location of Nice, and one magnificent image appears: the luxury hotel Plaza, a Boscolo First Class hotel. Enter the palatial white building on the Angels Bay and you'll discover a resplendent world of refinement, exquisite taste and flawless service that will dazzle and seduce you. Come to the 4 sta more



Chez Pipo



Chez Pipo is not like any other restaurant. A local restaurant for nearly 100 years, it's special ambience and simplicity are still there. The ideal place in Nice to enjoy delicious local food, either inside or 'en terrasse', and spend a memorable moment with friends. Chez Pipo is particularly



NextLevelCertification



HOME

MAP

PARTNERS

REGIONS

TYPE OF HOLIDAY

Boscolo Hotel Plaza



12 avenue de Verdun
NICE
France

[visit website](#)

Sophisticated elegance in Nice. When you say French Riviera, images of a cloudless azure sky, fine white sand, towering palm trees, and sparkling turquoise waters immediately come to mind. Think of class, elegance and hospitality in a prime location of Nice, and one magnificent image appears: the luxury hotel Plaza, a Boscolo First Class hotel. Enter the palatial white building on the Angels Bay and you'll discover a resplendent world of refinement, exquisite taste and flawless service that will dazzle and seduce you. Come to the 4 star hotel Plaza and enter a radiant world of luxury.



NextLevelCertification



Global Media Partnership Program



Roadmap

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 - 2012 and beyond

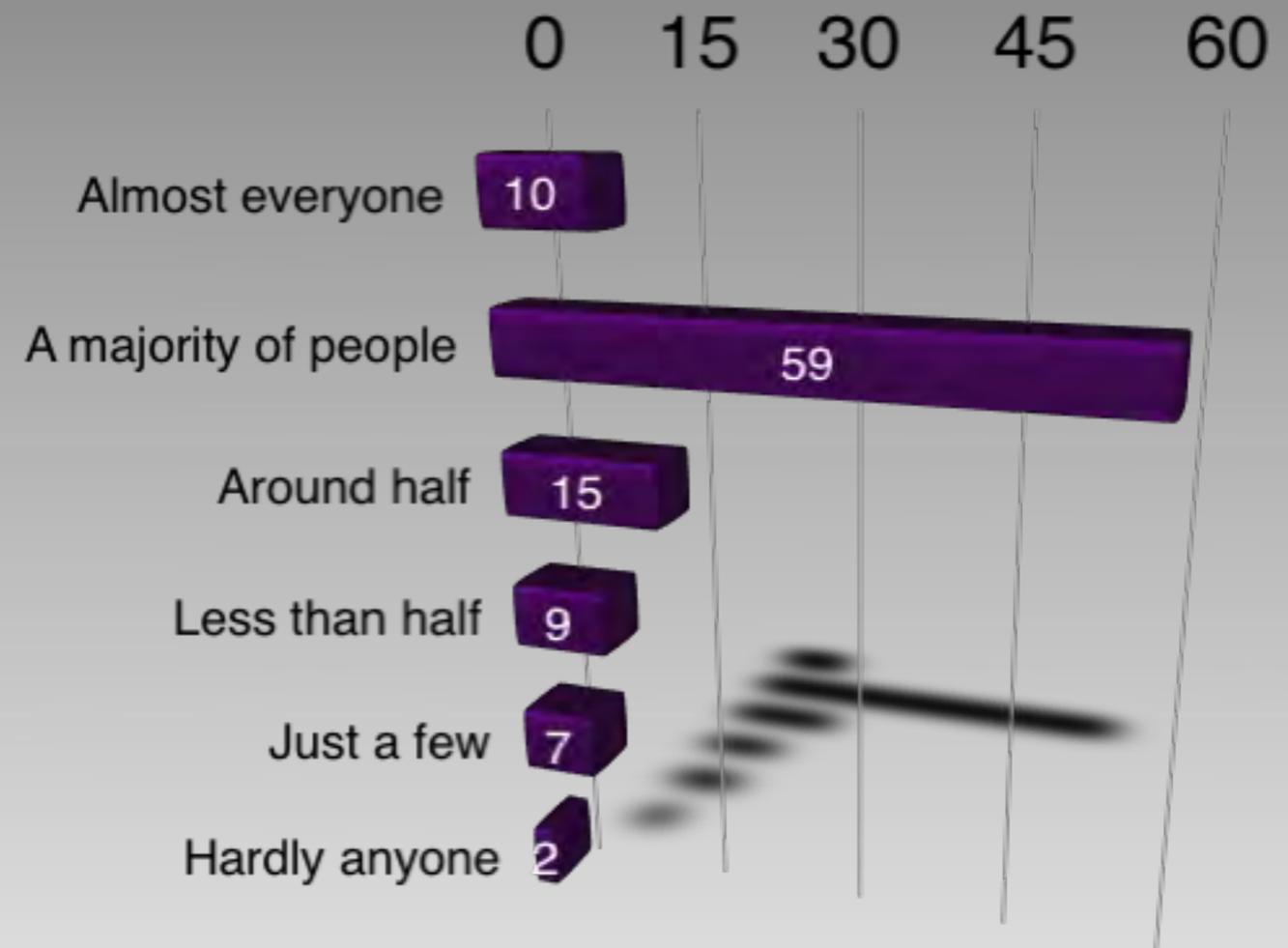
Newhorizons

- Turkey
- **India**

How many people are homophobic?



IN 69%



■ In India, how many people do you think are homophobic?



How out **at work** are you?

Being 'out' in India

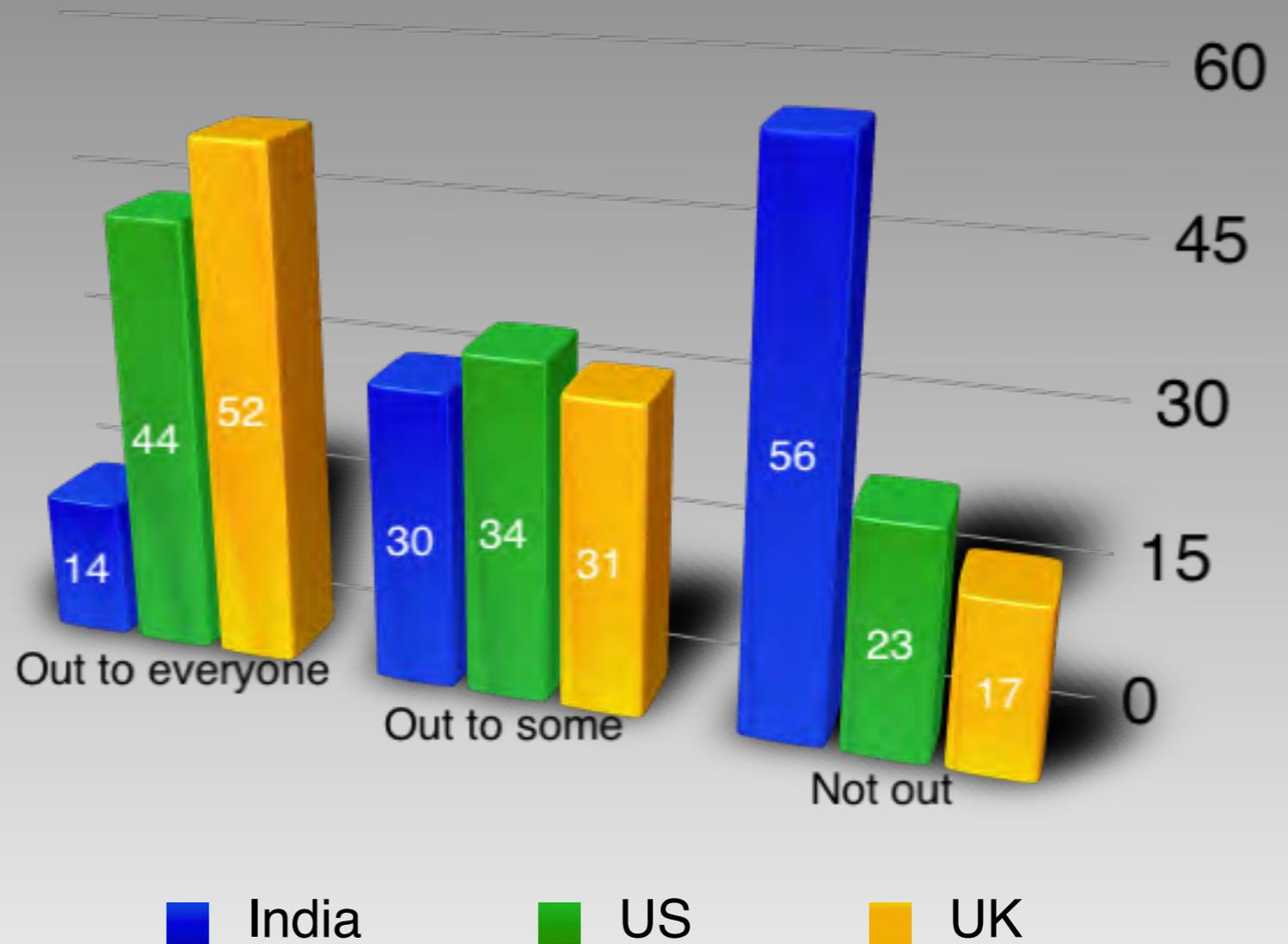
IN 14%



How out **at work** are you?

Being 'out' in India

UK 52%
US 44%
IN 14%

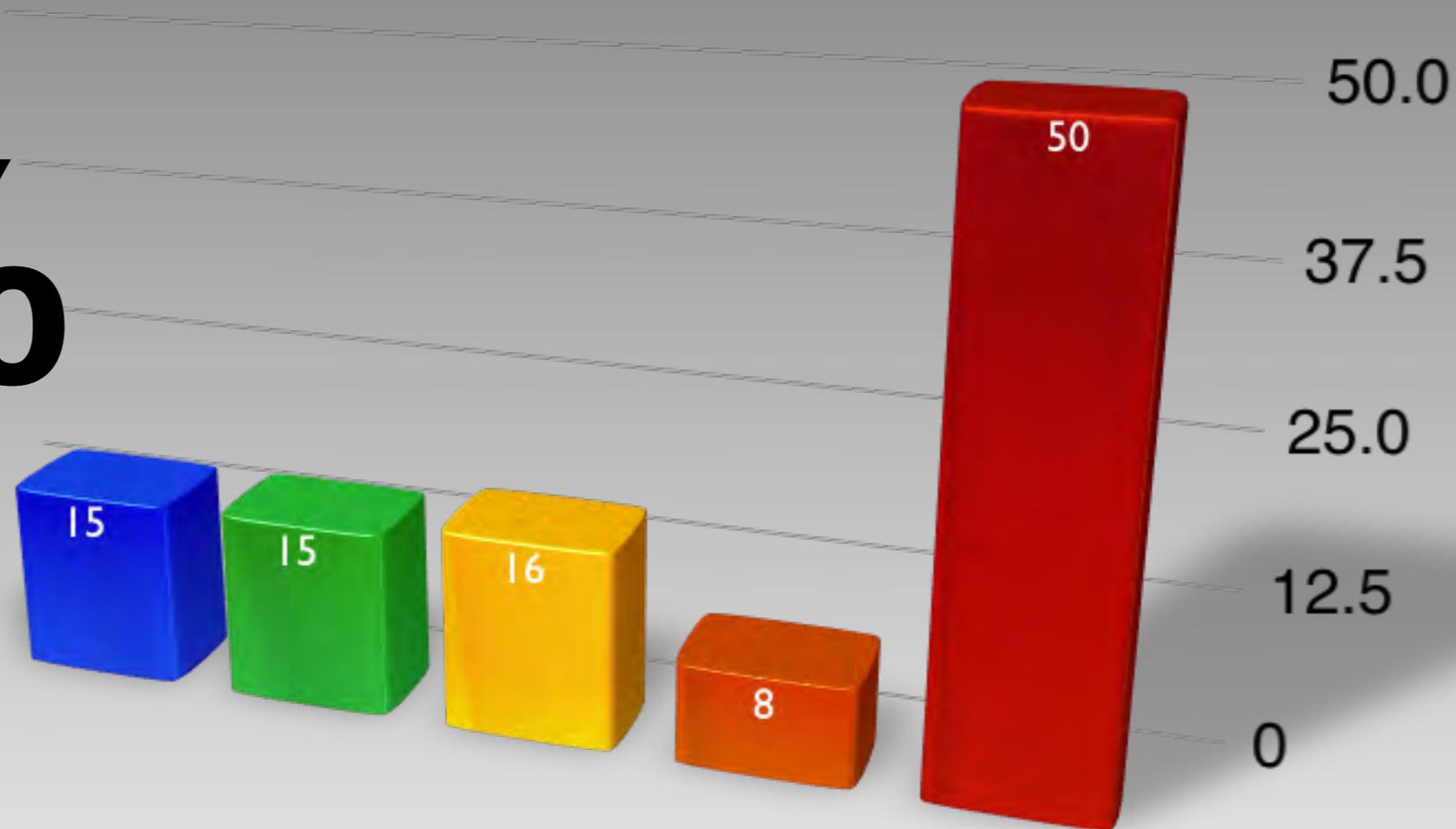


Harassment



Suffered from in past twelve months (%)

16%
at work



Physical violence

Harassment at work

Verbal harassment

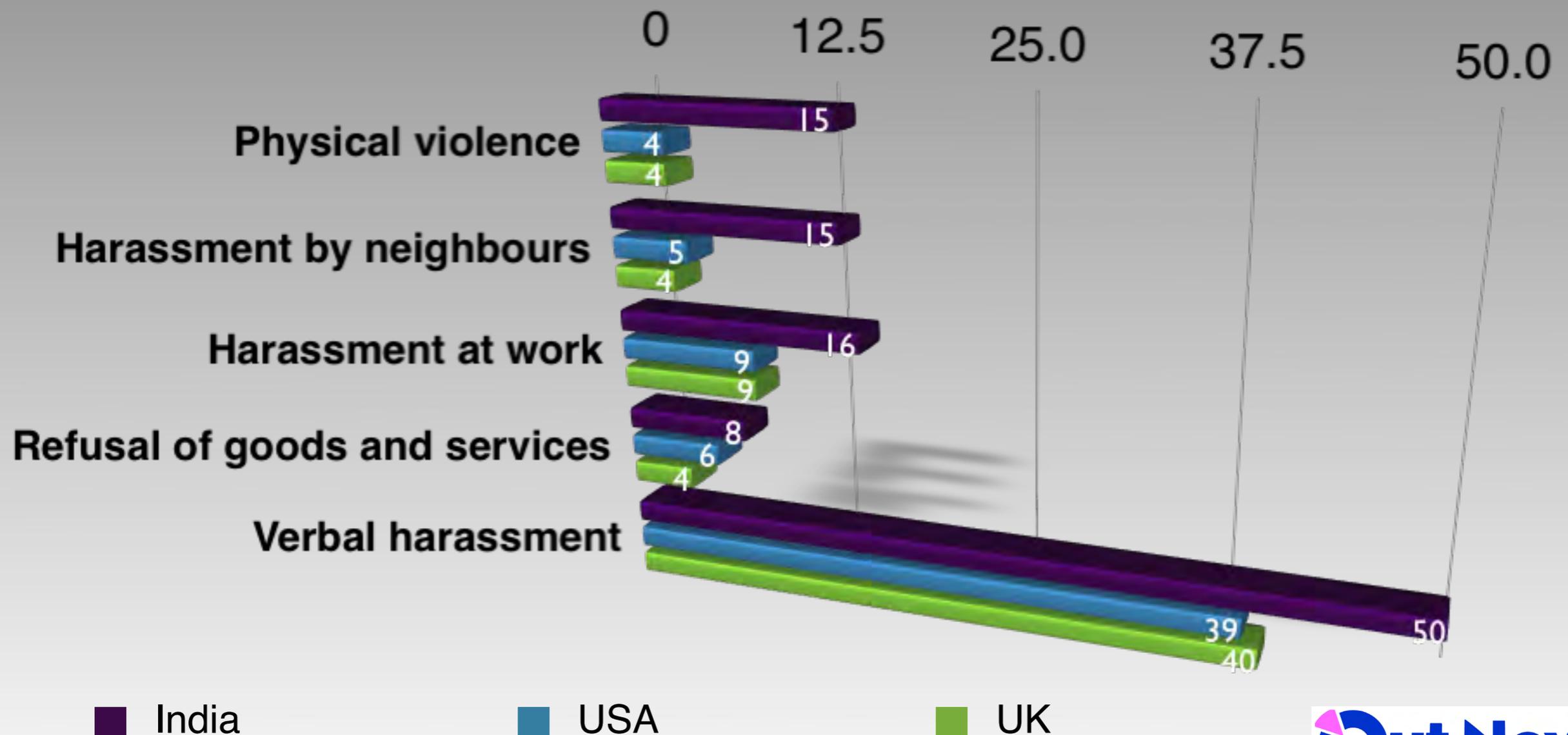
Harassment by neighbours

Refusal of goods and services



Harassment - UK/ US/ India

Suffered from in past twelve months (%)



Trainedstaff



Newhorizons
India

80%

**always or usually seek to find
genuinely LGBT-welcoming
accommodations**



Trained staff



New Horizons
India

72%

will switch to a supplier that trains
their staff on LGBT issues



India

- I am lucky. Most others in India simply aren't. They're either scared or have actually experienced harassment in form.

India

- Gay tolerance is very difficult from where i come from, just to mention the word can get you in a lot of trouble and shame.

India

- I worked at a call center once and the atmosphere there was very homophobic and that was why I had to leave it. The society is very homophobic and masses thinks that the homosexuality is a western concept. Many ngo's and festivals and pride has emerged since the last 5 years giving us a little comfortability under our skin.

India

- Yes. I was excluded. Whenever I came in discussions would stop and when I stepped out, discussions would start. I didn't eavesdrop but, I could tell. Was watching the movie, "MILK" in my office shuttle and someone in the shuttle told all my team mates that I was gay.

Please share.

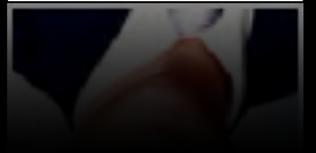
www.LGBT2020.com

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- LGBT2020
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- Brazil**
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- 2012 and beyond

Case study 4: Brazilian Tourism Board

- EMBRATUR
- **Striving For Excellence
In LGBT Tourism**
- Marco Lomanto
Director - Products & Destinations



Welcome: Florianopolis 2012

- ABRAT GLS
- **Marta Della Chiesa**



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- Case study 2
 - Stockholm
- Research
 - LGBT2020
- Case study 3
 - Switzerland
- Next level certification
- Research
 - New markets
- Case study 4
 - Brazil
- **What's next?**
 - **2012 and beyond**

Best 2012 strategy?

Respect.

LGBT2020.

Ignorance
Respect

We can help you save
to turn your house into
your dream home.



If you're thinking of saving for the important things in life, like home improvements, we can help you do just that. From a new kitchen to re-decorating the whole house, whatever you're saving for, we have a range of ways to help you make your house your perfect home.

Lloyds TSB is pleased to help our LGBT customers with their savings needs.

Visit us in branch or call 0800 056 0025



Lloyds TSB | for the journey...

Respect.

Lloyds TSB.



What's next? 2012 and beyond.



Mike Wilke, Out Now
Senior US Consultant

- Globalise.
- Integrated campaigns across markets
- **Vienna Tourist Board**



At this very moment
people are making
beautiful music
in Vienna. What
better place to
compose yourself?

Experience the taste of Vienna today. Here now!
Exclusive 'Taste Vienna' restaurant partner.

TO DISCOVER MORE VISIT
WWW.VIENNA.INFO/TASTE

VIENNA
NOW OR NEVER

What's next? 2012 and beyond.



- Globalise.
- Tourismus+Congress **Frankfurt** am Main

FRANKFURT AM MAIN
**QUALITY
OF LIFE.**



A Alemanha onde os alemães passam as férias.

Gay Nightlife. Vinho. Wellness. Cultura.
Tudo em um só lugar. Descubra a qualidade de vida!

www.frankfurt-tourismus.de/gay-lesbian.html



What's next?: 2012 and beyond.

- Latest **GayComfort.me** partner
- **Frankfurt**

GayComfort
CERTIFIED 2011

The logo features the text "GayComfort" in a large, dark blue serif font, with "CERTIFIED 2011" in a smaller, dark blue sans-serif font below it. To the right of the text is a stylized graphic of a leaf or branch, rendered in a dark brown color. The entire logo is set against a white background.

CERTIFIED 2011

What's next? 2012 and beyond.



Table of contents.

PART 1 - ISSUES TESTED

Do you have current **passport**?

Preferred **destinations** - countries, cities

Importance of **welcome** at hotels

LGBT cultural **events**

Hotels booking channels

Airlines ticket booking **channels**

Factors driving **airline selection**

2012

Out Now
GLOBAL

LGBT2020 Study

Global LGBT Travel Report



Communications - Research - Strategy - Training

info@outnowconsulting.com - www.OutNowGlobal.com

info@outnowconsulting.com - www.OutNowGlobal.com

Communications - Research - Strategy - Training

Out Now
GLOBAL

Table of contents.

PART 1 - ISSUES TESTED

Number of **bed nights**, budget to 5 star

Frequency and **modes of transport**

Expenditure on leisure travel

Importance of **LGBT marketing, sponsorships, staff policies**

Business travel

Key demographics

Customers feedback

2012

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LGBT2020 Study

Global LGBT Travel Report



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Table of contents.

PART 2 - NATIONAL AND GEOGRAPHICAL ANALYSIS

North America

Latin America

Europe

Australia

Japan

India

PART 3 - DATA TABLE APPENDICES

2012

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LGBT2020 Study

Global LGBT Travel Report



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GLOBAL

Puerto Vallarta.



- **Latin America LGBT tourism**
- **Expo LGBT Business Puerto Vallarta**
- **www.ExpoVallartaLGBT.com**

LGBT2020.

Ignorance
Respect

UK.

1995: Ahead of its time.

Respect.



Thankyou.

- OutNowConsulting.com
- BetterLGBTmarketing.com
- LGBT2020.com
- GayComfort.me
- Facebook.com/OutNow
- info@OutNowConsulting.com



The world's LGBT marketing agency.

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