



2016/2017 TAG Approved® Accommodations Member Application / Renewal

Travel Advocacy Group
LGBT-Welcoming Accommodations through Research, Education and Best Practices

TAG Approved® Accommodations is the largest program supporting LGBT-welcoming hotels, resorts and B&Bs in the world. With over 1,500 participating hotels meeting six LGBT-welcoming qualifications. TAG Approved provides practical benefits to help your hotel cost-effectively reach gay and lesbian consumers throughout the United States, Canada and beyond.

TAG Approved is operated by Community Marketing & Insights and is based in San Francisco. Since 1992, CMI has provided a comprehensive portfolio of LGBT marketing and research services. Visit www.CommunityMarketingInc.com for a full list of services. For more information, contact Glen Fishman at glen@CommunityMarketingInc.com.

Practical Benefits for TAG Approved Members

Membership includes practical benefits that make the \$179 annual investment very cost-effective. Accommodations registering now will receive benefits through June 30, 2017

TAG Approved Accommodations Website, Mobile Optimized Directory and iPhone App Listings: Your hotel is listed, searchable and linked on TAG Approved's internet and mobile optimized directory, www.tagapproved.com. Your hotel's hyperlink is included so consumers can go directly to your website. Your property is also listed on TAG Approved's iPhone app.

TAG Approved Logo Usage: Your hotel is authorized to use the TAG Approved logo on all promotional materials.

Education: TAG Approved invites you to participate in twelve live webinars every year. Webinars such as *LGBT Diversity Training for Hotels*, *Twelve First Steps to Success in the LGBT Markets*, and *Attracting LGBT Group Business* give you practical advice on how to increase your return on investment.

Research: CMI produces an annual LGBT tourism research report and provides it to TAG Approved members at no charge.

Conference Discounts: CMI produces an annual LGBT tourism marketing conference. TAG Approved Accommodation registration is just \$295 (reduced from \$545). In 2016, the conference is held Dec 11-13, 2016 in Las Vegas.

TAG Approved Help Desk: The TAG Approved Help Desk allows you to call or email our marketing professionals to answer your questions on how to reach the LGBT market (some reasonable time limitations do apply).

TAG Approved is a registered certification mark owned by Community Marketing, Inc. All member benefits are subject to change.



TAG Approved® Accommodations Program Qualifications

LGBT-welcoming “Best Practices” Qualification

In order to participate in the TAG-Approved® Accommodations program, your hotel must meet the following six gay-welcoming qualifications. If you have questions about the qualifications please call 415/437-3800.

1) Non-discrimination Policy

TAG Approved members must have a non-discrimination policy that includes sexual orientation and gender identity. Alternatively, it is acceptable to have policies that state the business follows local laws when doing business in a region with sexual orientation and gender identity non-discrimination laws.

2) Equal Administration of Personnel Benefits

TAG Approved members must treat opposite-sex couples and same-sex couples equally. Marriage equality in Canada and the United States has helped equalize personnel benefits for all couples. However, some hotels may operate in countries without marriage equality. In these cases TAG requires personnel policies that include Domestic Partner benefits. TAG Approved recognizes that many small properties have little to no employee benefits. This policy enforces the equality of the benefits, not the extent of the benefits.

3) Diversity Training

All TAG Approved members must provide LGBT-specific diversity training to their employees. This training can be part of the diversity training offered by the hotel, or hotels can develop classes specific to LGBT concerns. TAG Approved provides regular webinars on how to develop diversity training in your hotel. It is acceptable to register for TAG Approved if you agree to take TAG Approved’s diversity webinar and implement diversity training in your hotel within six months of registering. This training is also available to members as a download.

4) TAG Approved as a Watchdog

By becoming a TAG Approved Accommodation, property management acknowledges that both their customers and employees may become “watchdogs” of their business practices. TAG Approved encourages both hotel employees and customers to contact TAG Approved to report if the property does not follow required policies. It is the policy for TAG Approved to follow up on all complaints, and we expect the property to adequately address and resolve the issues presented. If TAG Approved determines that the complaint is not being adequately addressed, or that the property does not meet TAG Approved’s Best Practices qualifications, the property will be terminated as a TAG Approved member and the company must agree to immediately cease using TAG Approved identification on promotional materials.

5) Community Support Policy

TAG Approved hotels must support their local communities through cash, gift certificate or in-kind support to local non-profits. TAG Approved strongly recommends that you include organizations that support the LGBT, AIDS/HIV or women’s communities.

6) Significant Harm Policy

TAG Approved recognizes that no hotel or hotel brand can police every owner, investor, manager, and employee. Unfortunately, situations can occur where a hotel meets the above qualifications, but an individual connected to the hotel does significant harm to LGBT equality. TAG Approved reserves the right to terminate membership should these situations occur and if the hotel does not adequately address the concern.

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TAG Approved® Accommodation Registration Form Effective: Membership through June 30, 2017

Membership Contact Information

Hotel Name _____ Sabre # _____

Address / City / State or Province / Postal / Country _____

Contact Name _____

email _____

Business Phone _____ Fax _____

Please note: The hotel information above will be published in an internet directory (we do not publish staff contact information).
The staff indicated above will receive newsletters about TAG Approved benefits. By registering, you agree to being added to this distribution list.

Please submit the following information for the on-line directory via email to TAGchanges@communitymarketinginc.com. Then fax or mail your application. Once we receive your application with payment, we will retrieve the information from the system.

Date information was emailed: _____ From which email address: _____

1. Internet property description: We suggest including some gay specific information like distance to gay neighborhood or bars, community support or any other information you think is important. Each property has a maximum of 160 words for the internet listing.
2. Consumer reservations telephone number and consumer website
3. Number of rooms in property
4. Neighborhood: Maximum of 16 characters (examples, downtown, Castro, North of I-95, Midtown)
5. Type of property: Maximum of 12 characters (examples, boutique, luxury, all-gay resort, motor lodge)
6. Website Image: The website will allow you to display one large image that is used as a header for your listing. Submit the image as a 552 px wide x 236 px high res JPEG (smaller OK), RGB color, 72 dpi. Note: feel free to submit an image that contains multiple pictures/logos within the context of the maximum size.

LGBT-WELCOMING QUALIFICATION

In order to participate in the TAG Approved® Accommodations Program, your hotel must meet the following LGBT-welcoming qualifications on page 2 of this application. Please initial that you have read and qualify based on each requirement. Please call 415/437-3800 if you have questions about the qualifications.

- Sexual orientation non-discrimination policy: Initial _____
- Gender identity non-discrimination policy: Initial _____
- Equal administration of personnel benefits: Initial _____
- Diversity training: Initial _____
- TAG Approved as a watchdog: Initial _____
- Community support policy: Initial _____
- Significant harm policy: Initial _____

Based on the above qualifications, our hotel meets the TAG Approved LGBT-welcoming qualification.

Authorized Signature _____ Print Name _____ Date _____

PAYMENT: 2016 / 2017 MEMBERSHIP FEE OF \$179.00 IS PAYABLE IN US FUNDS

Pricing notes: If you represent a collection of five or more properties, group pricing is available. Please call Glen Fishman at 415/437-3800.

Please make check payable to: Community Marketing, Inc., 584 Castro Street #834, San Francisco, CA 94114, USA - or - Please approve \$179 US to be charged to the credit card number below and return by fax to (+1) 415/552-5104.

Visa/MC/Amex # _____ Exp. ___/___ CVV _____ Signature _____