

## **Community Marketing's Twelve Month Marketing, Educational, and Consultation Partnership for Convention & Visitors Bureaus, DMOs and Tourism Offices**

### **GLCVB: A cost-effective package of education, communication and LGBT outreach services**

Community Marketing, Inc. (CMI) has led the international tourism community with gay and lesbian research, education and communications since 1992. Our innovative Gay & Lesbian Convention & Visitors Bureau (GLCVB) program offers a turnkey solution for market success, providing an annual package of education, communications and market outreach services designed to help you reach gay and lesbian travel consumers, and the travel professionals, media and meeting planners who serve them. The GLCVB program provides an accessible, powerful and time-tested program almost any destination can include in their marketing budget.

### **What destinations are already involved?**

Simply, the very best and most successful destinations on the planet! Our current GLCVB partners stay with the program year after year because they know it's a good value, and they know that joining with other progressive destinations makes all the partners more successful.

#### **Current Partners (August 1, 2009):**

Canadian Tourism Commission  
Destination Halifax  
Greater Fort Lauderdale CVB  
The Los Angeles CVB  
Richmond Metropolitan CVB  
Sonoma County Tourism Bureau  
Tourism Toronto  
Valley Forge CVB  
West Hollywood MVB

Chapel Hill/Orange CVB  
Durham CVB  
Greater Philadelphia TMC  
Massachusetts Office of Tourism  
San Francisco CVB  
Switzerland Tourism  
Tourism Vancouver  
VisitDenmark

CVB of Greater Portland, Maine  
Greater Boston CVB  
Greater Phoenix CVB  
Palm Springs Bureau of Tourism  
Seattle's CVB  
Tempe CVB  
Tourisme Montréal  
VisitSweden

### **Qualifications**

All GLCVB partners do need to meet these qualifications to participate.

- Organization must have a non-discrimination policy that includes "sexual orientation."
- Organization must treat heterosexual married couples and gay and lesbian domestic partners equally in their personnel policies in states and countries that do not have legal marriage or civil union laws.
- Organization must provide diversity and sensitivity training to their employees, including LGBT issues.

### **Costs and Benefits: Full Annual Partnership - \$5,000**

Please see the extensive list of [ten partner benefits on page two](#). If your tourism bureau meets the above qualifications and would like to participate in the GLCVB program, please contact David Paisley, at 415/437-3800 or David@CommunityMarketingInc.com. He will send you an annual benefits contract, and your destination can start enjoying the benefits of a GLCVB partnership immediately.

**Benefits: Full Annual GLCVB Partnership - \$5,000****As a GLCVB Partner, Your Destination Will Receive the Following  
Ten Practical Education, Sales and Marketing Benefits Over the Next Twelve Months**

- 1** Six hours of CMI Consultation: CMI's experienced LGBT market specialists will provide six hours of strategic, tactical and marketing/advertising consultation. Time can be used conducting telephone workshops for staff, one-on-one consultation with key executives or team members, review of media plans, review and critique of marketing materials, or just answering questions throughout the year. Sessions can be used on any schedule, all at once or broken up into 15-minute segments.
- 2** 10th International Conference on Gay & Lesbian Tourism: The industry's premier LGBT educational event. This year's conference will be held Nov. 1-4, 2009 in Boston. One registration is included; additional registrations from your organization are just \$395 extra per person (normally \$595).
- 3** Gay & Lesbian Travel Industry Directory 2010: A two-page spread, consisting of a full page display ad and full page editorial. Reach 15,000 gay and gay-friendly travel agents, meeting planners, tour operators and press. To print December 2009 and distribution January 2010.
- 4** TAG Approved<sup>®</sup> Accommodations Directory: One two-page spread, consisting of a full page display ad and full page editorial. Insertion in either the October 2009 or April 2010 editions. Each edition is mailed to 20,000 self-identified gay and lesbian travelers.
- 5** TAG Approved<sup>®</sup> Email Newsletters: Four insertions in the weekly e-newsletter with a subscription list of 13,000 opt-in LGBT consumers. Format includes 150-200 words, image and links in either "Event of the Week" or "Destination of the Week."
- 6** Annual List of LGBT Meeting and Conference Planners: CMI tracks over 100 U.S.-based LGBT meeting and conference planners and provides GLCVB members the updated list every April.
- 7** Custom Page on [www.GLCVB.org](http://www.GLCVB.org): CMI maintains a GLCVB partner website, [www.GLCVB.org](http://www.GLCVB.org). Originally designed for meeting planners, the website has been expanded to include both consumer and meeting planner information.
- 8** Every year, Community Marketing produces the Annual LGBT Tourism Study, now in its 13th year. This ongoing annual study tracks the latest trends in LGBT travel. Tourism bureaus around the world use this research for gay and lesbian market planning. GLCVB members receive this report, normally sold for \$895, at no additional charge.
- 9** CMI offers significant product discounts to GLCVB partners and their member hotels and attractions on a whole range of CMI products. From the TAG Approved<sup>®</sup> Accommodations program, to conference registrations, to major research projects, contact David Paisley for custom quotes.
- 10** Educational Webinars: CMI offers over 12 educational webinars a year to partners of the GLCVB program and members of our TAG Approved<sup>®</sup> Accommodations program. A sample of recent webinars include how to attract LGBT groups and 12 first steps to LGBT tourism marketing.