

Community Marketing, Inc.'s 1st Asian Symposium on
GAY & LESBIAN TOURISM
 Le Meridien Hotel • New Delhi, India • 28 November 2011



The industry's premiere marketing, public relations and research forum to help you reach gay and lesbian travellers.

- 9:00am to 10:00am** Conference Registration Opens
Networking and Refreshments
- 10:00am** Welcome Remarks, Overview of the Programme
- 10:10am - 11:15am** Orientation: LGBT Tourism & Hospitality
Thomas Roth, President, Community Marketing, Inc.
This presentation will provide an overview of the gay and lesbian tourism market, including statistics from USA, Europe and Asia, as well as a review of effective marketing techniques, and case studies of successful travel companies already active in the market.
- 11:15am - 12:00pm** Industry Leader Panel: Opportunities vs. Challenges of Asian Gay Tourism and Hospitality
Tejvir Anand, Managing Director, Holiday Moods Adventures Private Limited, and President, Adventure Tour Operators Association of India
Himmat Anand, Founder, Tree Of Life Resort and Spa, Jaipur
Abhinav Goel, Founder, Out Journeys



- 12:00pm - 1:15pm** Lunch, Sponsored by Tourism Thailand and Out Journeys
Keynote Speakers:
Prince Manvendra Singh Gohil, Chairperson Lakshya Trust, Gujarat
Civil Liberties Through Economic Empowerment
Ashok Row Kavi, Founder, Bombay Dost and Humsafar Trust, MINGLE Advisory Board
The emergence of the LGBT community in India and Asia; an historical perspective
- 1:15pm - 1:30pm** Arjun Sharma (Owner, La Passage to India, and Senior Vice President, Indian Association of Tour Operators)
Why should India open up to gay and lesbian tourism?
- 1:30pm - 2:00pm** Marketing: Traditional and Emerging Communications Technologies
Matt Skallerud, President, Pink Banana Media
Thomas Roth, President, Community Marketing, Inc.



- 2:00pm - 2:30pm** IGLTA Coffee Reception and Networking
LoAnn Halden, Media Relations Manager, IGLTA