

Reach LGBT consumers, press and meeting planners in North America.
A full year of consultation, education and marketing support for only \$2,500 US.

A co-op consultation, education, and marketing support program, packaged to take advantage of Community Marketing & Insights' (CMI) 20+ years of experience in the LGBT travel community. Partnering in the Gay & Lesbian Convention & Visitors Bureau (GLCVB) provides practical benefits to help your destination cost-effectively reach LGBT consumers throughout the United States, Canada and beyond.

Benefits for GLCVB Partners

Membership includes 7 practical benefits that make the \$2,500 annual investment very cost-effective. Destinations registering now will receive benefits through June 30, 2014.

Marketing Consultation: Your staff and partners can call CMI staff for up to four hours of consultation throughout the year. Tap into our 20+ years of expertise to help elevate your existing marketing programs and make your current outreach efforts more effective. This consultation can even be used to provide training for your staff by webinar.

Educational Conferences: Each year, CMI offers the LGBT travel industry's premier educational and networking events. As a GLCVB partner you will receive two registrations to any event for your staff or partners. Join us for a marketing seminar or our popular International Conference on Gay & Lesbian Tourism, next in Fort Lauderdale, December 11-13, 2013.

Educational Webinars: CMI staff and our partners offer over 12 marketing and sales webinars annually. Not only will your staff be invited, but you are welcome to invite all your organization's members and key partners.

Research: CMI produces the much used and quoted Annual LGBT Travel Survey, now in its 18th year! Your destination will receive an invaluable custom report of LGBT travelers who have visited your destination for business or pleasure.

LGBT Meetings and Conventions: Every year CMI researches active LGBT meetings and conventions and provides our members with a list of national and local sales leads.

Print: Every year, CMI produces the Gay & Lesbian Travel Directory, both in print and digitally, highlighting all our 2000+ destination and hotel clients (check it out on our website). The digital book is promoted to LGBT consumers, travel agents, meeting planners and press. 5,000 print books are distributed by CMI staff at leading meetings and conventions throughout the year. As a destination partner, you will receive a full page display ad and full page editorial.

GLCVB Help Desk: The CMI help desk provides our GLCVB partners an opportunity to call and ask quick sales and marketing questions.

Gay & Lesbian Convention & Visitors Bureau is a registered certification mark owned by Community Marketing, Inc. All member benefits are subject to change.

How to Become a GLCVB Partner

The annual investment of \$2,500 is paid to Community Marketing, Inc.

Contact David Paisley at david@CommunityMarketingInc.com or 415/437-3800 for details or an invoice.

However there is one important piece of information about becoming a GLCVB partner. CMI finds it counter productive for any destination to actively outreach to the LGBT community without first "getting its house in order."

All GLCVB partners must first meet these qualifications.

1) Non-discrimination Policy

GLCVB partners must have a non-discrimination policy that includes sexual orientation and gender identity/orientation. CMI recognizes that for some organizations, sexual orientation and/or gender identity non-discrimination is required by law by their country, state, or region. If this is the case, it is acceptable to join, even if your organization does not have a formal non-discrimination personnel policy. This recognizes the HR trend of defining your non-discrimination policy, in relation to the changing laws of your region.

2) Equal Administration of Personnel Benefits

GLCVB partners must treat heterosexual married couples and same sex marriages, domestic partners and/or civil unions equally in their personnel policies. This is often referred to as Domestic Partner Benefits. CMI recognizes that for some organizations, same-sex marriage is legal in their region and these hotels are not required to have domestic partner personnel policies separate from their standard married couple policies. We recognize that many small offices have little to no employee benefits. This policy enforces the equality of the benefits, not the extent of the benefits.

3) Diversity Training

GLCVB partners must provide LGBT-specific diversity training to their employees. This training can be part of the diversity training offered by the organization, or organizations can develop classes specific to LGBT concerns. CMI provides regular webinars on how to develop diversity training. It is acceptable to register for the GLCVB if you agree to take our diversity webinar and implement diversity training in your organization within six months of registering.