



 Community Marketing, Inc.

# 12<sup>th</sup> International Conference on Gay & Lesbian Tourism

November 2 - 4, 2011

Hotel Zoso, Palm Springs, CA

Presented  
by:



Sponsored  
by:



# Community Marketing's 12<sup>th</sup> International Conference on Gay & Lesbian Tourism

Wednesday November 2, 2011

Noon to 5:00 pm      **Conference Registration Opens**  
**Hotel Zoso • Palm Springs, CA**  
**Lower Level**

2:00 pm to 4:30 pm      **Orientation & Update: LGBT Travel Marketing**



Tom Roth, President, Community Marketing, Inc.  
David Paisley, Senior Research Director, Community Marketing, Inc.

This two and a half hour presentation in an interactive workshop format will provide an overview of the gay and lesbian tourism market, including statistics, effective marketing techniques and case studies of successful companies already active in the market.

The workshop is a must for anyone new to the conference. It is also a great refresher course for experienced LGBT travel professionals and a chance to share experiences of what works in reaching gay and lesbian consumers.

Past attendees rate this workshop as one of the most informative and important sessions at the conference. We hope everyone can attend!

## Coffee Break Sponsor



Gay Ad Network and Lesbian Ad Network together form the category leading gay media network, reaching over 6 million unique users per month across 290 popular LGBT websites, blogs and social networks. Ranked as the largest U.S. gay media property by comScore Media Metrix, Gay Ad Network provides online, mobile and video advertising services to global and national brands targeting the gay and lesbian market and is proud to be a gay-owned NGLCC Certified Business Enterprise.



**6:00 pm to 7:30 pm Welcome Reception**

**Ace Hotel and Swim Club, 701 East Palm Canyon Drive, Palm Springs, CA 92264**

**Shuttle coach provided from the Hotel Zoso or plenty of parking available at hotel.**  
**Bus leaves the Hotel Zoso at approximately 5:45 pm, 6:05 pm and 6:20 pm.**  
**Conference badge required to enter reception.**



**Sponsored by the Palm Springs Bureau of Tourism, Ace Hotel & Swim Club, Barefoot Wine & Bubbly and Stoli**



**Welcoming Remarks:** Mary Jo Ginther, Director of Tourism, Palm Springs Bureau of Tourism



There is no better way to kick-off this year's conference by mingling poolside at the chic ACE Hotel & Swim Club to experience why Palm Springs is like no place else. Sip signature Stoli cocktails and Barefoot Wine as you watch special performances by contestants of the annual Palm Springs Summer Splash Cocktail Challenge. Please join us under the desert stars for a night to remember in Palm Springs.

Return shuttles to Hotel Zoso starting at 7:30 pm  
Thank you to Lin Lines, Inc. for providing the shuttle service. [www.linlines.com](http://www.linlines.com)

# Community Marketing's 12<sup>th</sup> International Conference on Gay & Lesbian Tourism

Thursday, November 3, 2011

**8:00 am to 5:00 pm**      **Conference Registration • Hotel Zoso**

**8:00 am to 9:00 am**      **Continental Breakfast Served**

**9:00 am to 9:15 am**      **Breakfast Sponsor Welcome**

Conference Welcome • Tom Roth, President, Community Marketing, Inc.  
Introduction of the Mayor: Mary Jo Ginther, Director of Tourism, Palm Springs Bureau of Tourism  
Mayor's Welcome • Honorable Steve Pougnet

## **Plenary Session**

**9:15 am to 10:15 am**      **CMI's 16th Annual Gay & Lesbian Tourism Survey Results**

Tom Roth and David Paisley, Community Marketing, Inc.

Tom Roth and David Paisley will present key findings from CMI's *16th Annual Gay & Lesbian Tourism Survey*. The study surveyed over 5,000 LGBT travel consumers in September 2011 (the full study data will be available at no additional charge to all conference participants in December 2011).

## **Diverse Marketing is Everyone's Business**

Betty Young, Director of Diverse Segment Marketing, American Airlines

Betty Young will share highlights and rewards of American Airlines' strategy in reaching out to diverse multi cultural travelers, including the latest developments expanding LGBT inclusion and outreach from a long respected community leader.

## **How to Get "Pink Euros" from Germany?**

Thomas Bömkes, Managing Director, TomOnTour.com

Germany is one of the biggest LGBT consumer markets in Europe. But in the past decade, we have seen an enormous increase of LGBT marketing activities from around the world in the German market. More and more destinations, hotels and tour operators are looking after the "Pink Euro" from Germany. That is great for the consumer, but makes it more difficult to reach the potential LGBT German tourist. So, it is important to develop other strategies, niche-in-the-niche concepts and focus on specific groups to get best results and more clients in the end. Today, Gay Germany has a very much developed gay tourism market and offers all marketing and communication options to reach your target group. But what tools work best for you today?

**10:15 am to 10:30 am**      **Coffee Break Sponsored by the International Gay & Lesbian Travel Association**



The International Gay and Lesbian Travel Association is the leading global organization dedicated to connecting businesses in the LGBT tourism industry. Founded in 1983 with 25 members, IGLTA now has 2,200-plus member businesses in more than 85 countries. IGLTA members represent all aspects of travel, from destinations, airlines, and tour operators to media, accommodations, and travel agents. As the association continues to grow and evolve, preparations are under way for an elaborate consumer initiative to better connect travelers with the incentives offered by IGLTA members and further establish the brand as the official international LGBT travel resource. The association's board of directors also recently created a nonprofit foundation to support educational projects related to LGBT tourism, develop scholarships for university students to attend IGLTA's Annual Global Convention, and provide marketing assistance to emerging LGBT destinations. For more information, please visit [www.iglta.org](http://www.iglta.org) and follow us at [www.facebook.com/iglta](https://www.facebook.com/iglta).

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**10:30 am to 11:30 am    Reaching the 25-40 Demographic**

Ryan Bukstein, Director of PR and Marketing, Ace Hotel  
Michael Goff, CEO, AskTell Media / Towleroad

This presentation will explore the unique partnership between Ace Hotel and Towleroad.com in their effort to provide both outreach and programming events for the key younger demographic of 25-40. For this demographic the base desire for adventure, new experiences, comfort, change, intimacy, and celebration remain strong... but the expression is different when it comes to choosing a destination, and what constitutes "essential", "decadent" and "special" when it comes to accommodations, attractions and other key drivers of travel. The session will relate some specific data from the partnership between a hotel group and website that have both excelled in reaching LGBTs under 40. The presentation will provide broader trends and share insights, anecdotes, best practices, and even talk about some of the unresolved questions in reaching the under 40s.

**Marketing to the T in the LGBT Community  
Reshaping Gay... I mean LGBT, or is it Queer Community?**

Aidan Key, Marketing Consultant

As a community organizer for the transgender communities and as a gender education specialist, Aidan Key has had the insider's perspective with respect to the growth of the transgender community over the last two decades. There has been considerable change in our culture with respect to the visibility and acceptance of transgender people. Still, doesn't this group simply represent a very small percentage of the already existing minority population of lesbians and gays? If the T is part of the greater LGB community, wouldn't you be killing two birds with one stone by simply focusing your marketing efforts in that direction? Does it really matter if you are reaching the T?

**Fresh Perspectives From Other Industries: Barefoot Wine & Bubbly and E&J Gallo Winery**

Jerime Black, LGBTQ Sales/Marketing Manager, Barefoot Wine

Every year, CMI spotlights successful LGBT marketing efforts outside the travel industry to give us all new perspectives and ideas. This presentation will discuss how Barefoot Wine connects in local communities with LGBTQ consumers. Both successes and challenges will be discussed along with how Barefoot overcame challenges to drive success.

# Community Marketing's 12<sup>th</sup> International Conference on Gay & Lesbian Tourism

Thursday, November 3, 2011

11:45 pm to 12:30 pm    **Workshop Breakouts**

**Workshop A                      Social Network and Web 2.0 Marketing to the LGBT Community**

Matt Skallerud, Pink Banana Media

Think you've seen us before? Think again. We're offering our fully updated presentation on how to make social media work for your business. Less time will be spent covering the basics of how Facebook, a blog and Twitter work, while more time will be spent on the various ways that integrating these social media networks can maximize your company's outreach online. Learn how to post on Facebook without making it look like Wall spam; how your business can integrate social media at little or no cost; how to identify conversations you should be interacting with and why; mobile and smartphone strategies; and SMO (Social Media Optimization).

**Workshop B                      Reclaiming the LGBT Media: How Regional LGBT Newspapers (and Their Websites) Have Regained and Increased Importance in the Era of Digital Marketing**

Scott Wazlowski, Bay Area Reporter, San Francisco  
Leo Cusimano, Dallas Voice

In the age of internet media, "traditional" LGBT newspapers have evolved to become key sources of information for their regional communities, both in print and on the internet. Many are thriving by offering diverse products that may be a perfect match for your marketing needs. This workshop will present two of the strongest regional media, the Bay Area Reporter (San Francisco) and the Dallas Voice, who will present an overview of the state of LGBT regional media, and give helpful hints on how to best utilize these regional resources.

**Workshop C                      Diversity Training: Understanding Transgender Issues and Community**

Aiden Key

In this session, we'll take a look at the concepts of gender identity, sexual orientation, and gender expression and how they apply not only to transgender people and the LGB community but also to society as a whole. The concept of gender non-conformity and gender fluidity is redefining gay, lesbian, and even heterosexual communities. Why is this? What does it mean to be transgender? Have you encountered someone who identifies as genderqueer and haven't a clue as to what that means? Do you have questions about bathrooms and pronouns not to mention hormones and surgery? These are just a few of the questions that most of us have or have had at some point. If you aren't familiar with the "gender" community, it will be difficult to determine the best ways to access them as a viable market. Join Aidan Key in this interactive session and dig into these questions and more.

12:30 pm to 2:00 pm    **Networking Lunch at Hotel Zoso • Sponsored by: **

Join us for a networking lunch with an emphasis on getting to meet colleagues from around the room and around the world.

*Flying solo or with the love of your life, make sure to connect with American Airlines' dedicated Rainbow site, [aa.com/rainbow](http://aa.com/rainbow) and don't forget to visit our Facebook page at [www.facebook.com/AARainbowTeam](http://www.facebook.com/AARainbowTeam) and find many new ways to fly comfortably and affordably with America's leader in gay-friendliness. Sign up to receive Rainbow News through your AAdvantage profile by checking LGBT Travel Favorites in your Email Alerts--the first airline to do so!*

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2:15 pm to 3:00 pm

## Workshop Breakouts

### Workshop A

#### **Standing Out in 2012: Mobile & Social Trends - Where Should You Focus?**

Scott Gatz, GayCities, Inc., CEO

The LGBT market's use of the internet and mobile technologies continues to evolve and keeps pace with trends in the general industry. Smartphones are now the majority of new cellphone purchases, facebook enters (and exits) checkins,groupon/livingsocial move to "now" instant deals, and print continues to decline vs.online, mobile and iPad offerings. So what do you pay attention to? Scott will help demystify all these technologies and provide a more indepth view on key areas where you should either focus or experiment within the next year. He'll walk you through: where to experiment with mobile marketing in 2012, how to optimize your website for mobile and iPad viewers, and his top tips for standing out from the crowd.

### Workshop B

#### **Roundtable: Reaching LGBT Young Adults**

Jacob Cross, Andrew Freeman & Co.

David Paisley, Senior Research Director, Community Marketing., Inc

Michael Goff, CEO, Towleroad.com

Going deeper into the topic from the morning plenary session, this workshop will be both a presention and discussion on best practices to reach LGBT young adults. The presentation will include a young adult cross tab from CMI's 16th Annual LGBT Tourism Study.

### Workshop C

#### **Creating Effective LGBT Digital Marketing Campaigns**

David Foucher, CEO & Publisher, EDGE Media Network

Scott Furman, National Sales Director, GayCities, Inc.

Creating effective LGBT digital marketing campaigns requires a combination of great creative, targeted strategy and the right mix of banners, email, public relations, promotions and social media. It can all feel overwhelming. This workshop will provide guidance and successful examples from two of the biggest electronic media providers in the LGBT tourism industry.

3:15 pm to 4:00 pm

## Workshop Breakouts

### Workshop A

#### **GPS Marketing**

Joel Simkhai, Grindr/Blendr Founder & CEO

Location-based technology has played a significant role in the recent expansion and growth of social media. That role is set to further explode in the coming years. As the leading all-male mobile location-based social network in the world, Grindr has created a global brand that in the past two years has amassed a user base of over 3 million users in 192 countries worldwide. The Grindr Team hopes to evolve this mobile-GPS experience with the recently-launched Blendr, a new app for everyone that makes it easier to find people around you that share your interests. This presentation will focus on the future of location-based social networking and how destinations and travel businesses can use this technology to market tourism-related services and promotions. Discussion topics will include how destinations and businesses can use this new technology to leverage marketing opportunities and use location-based and geo-targeted marketing to create brand awareness and loyalty among travelers and the general public.

### Workshop B

#### **The Evolution of an LGBT Marketing Piece**

Bob Baskette, Tourism Coordinator, Travel Portland

Using Travel Portland's print LGBT brochure as an example, this session will explore the process of creating a useful, motivating and authentic marketing piece to attract and serve LGBT travelers. In an arc that is probably familiar to many marketers, this brochure evolved from a rainbow-covered list of gay resources and bars, to a much more balanced, functional and inclusive resource that resonates with Travel Portland's overall brand and uses interviews with LGBT residents to tell the story of "our gay Portland." From how to engage and collaborate with the local community to what not to do, you'll get some behind-the-scenes insights and tips that will help you improve your LGBT marketing collateral. The session concludes with a look how a recent Portland LGBT research project helped inform the next generation of Travel Portland's outreach to the community.

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Thursday, November 3, 2011

**4:15 pm to 5:00 pm      Workshop Breakouts**

**Workshop A                      Roundtable: Attracting LGBT Groups to Your Hotel**

David Paisley, Community Marketing

Marvin Andrade, Sales Manager, Hotel Monteleone, New Orleans

David Paisley from Community Marketing, Inc. and Marvin Andrade from the Hotel Monteleone in New Orleans will lead a discussion on the best ways to attract LGBT groups. All are welcome.

**Workshop B                      Roundtable: What Works... LGBT Marketing by Tourism Bureaus,CVBs and DMOs**

Tom Roth, Community Marketing

Tom Roth from Community Marketing, Inc. will lead a discussion of staff from tourism bureaus, CVBs and DMOs and on "What Works in 2011." All are welcome.

**6:00 pm to 7:30 pm      The Travelocity Reception**

**Riviera Palm Springs  
1600 North Indian Canyon Drive  
Palm Springs, CA 92262**



**Shuttle coach provided from Hotel Zoso or plenty of parking available at hotel.  
Bus leaves at 5:45 pm, 6:05 pm, and 6:20 pm. or the Riviera is about a 12 block walk.**

**Return shuttle provided at 7:30 pm.  
Conference badge required for reception.**

**Your Hosts: Vanessa Dao, Rebecca Sharpe and Derek Price, Travelocity**

The Gnome doesn't hang out at just any pool; he hangs at the most notable pool in Palm Springs, where the likes of Frank Sinatra, Dean Martin, Elvis and the Rat Pack hung out during their era. That's where we hope you'll join him (and his Travelocity team mates). Come enjoy a spectacular reception that will celebrate Travelocity's partnership with the LGBT community.

Travelocity is a leading provider of consumer-direct travel services for the leisure and business traveler. It markets and distributes travel-related products and services directly to individuals through Travelocity and its various brand websites and contact centers, and websites owned by its supplier and distribution partners. A robust selection of offerings at GayTravelocity.com means our visitors can peruse the latest in gay welcoming accommodations via our TAG Approved hotels and choose the perfect vacation. Our coop marketing and media efforts offer opportunity for destinations and suppliers to partner with us as we reach out to the LGBT niche market that we so highly value. Please make a point to say hello to your Travelocity colleagues as we'd love to meet with you to discuss your 2012 marketing plans to the LGBT audience.

# Community Marketing's 12<sup>th</sup> International Conference on Gay & Lesbian Tourism

Friday, November 4, 2011

**8:00 am to 9:00 am      Continental Breakfast Served**

## **Plenary Session**

**9:00 am to 10:00 am      Understanding the African American/Black LGBTQ Traveler**

Earl Fowlkes, President/CEO, International Federation of Black Prides

Over the past fifteen years, the African American/Black Lesbian Bisexual Transgender & Queer travel market has grown considerably due in part to the emergence of the Black LGBT Pride Movement and "circuit" parties that now take place in forty cities around the United States and seven cities abroad. As a result more and more African American/Black LGBTQ travelers are looking for places that are "safe" and welcoming to explore for vacation. This presentation is designed to provide an insight on how the Black LGBT Pride Movement has impacted the growth of African American/Black travel in the US and abroad. In addition, conference participants will understand the profile(s) of today's African American/Black LGBTQ traveler.

## **Hot Ticket: The New Lesbian Travel Market**

Merryn Johns, Editor in Chief, Curve Magazine

How do lesbians travel? What are the hot destinations and emerging trends in lesbian travel? Which market segment do lesbians fall into? Do lesbians travel differently to heterosexual women and gay men? What marketing techniques work best with them? This talk will answer these questions and reveal the most effective ways to reach the lesbian travel segment today. Learn what marketing concepts and advertising campaigns have worked and can work. Understand the different lesbian niche markets and how to tailor your sales pitch.

## **Fresh Perspectives From Other Industries**

Matt Tumminello, President, Target 10

Making The Cut: A Brand's Success Story. Gay men are a power segment when it comes to men's grooming. They spend heavily in the category and invest time and effort to look their best – especially when it comes to staying young and age defying. Gay men are also major category influencers and set the trends that their straight peers will follow. For these reasons, they have become a priority segment for many grooming brands, products and services. In this session, you will learn how Johnson & Johnson's Rogaine brand successfully tapped into the gay men's market to drive sales. We will share the market insights that informed brand strategies, provide an overview of the brand's tactical executions and discuss program metrics that significantly outperformed general market programs. Lessons learned through this program are applicable to any marketer looking to reach gay and lesbian consumers in all product and service categories, including travel.

**10:00 am to 10:15 am      Networking Break**

# Community Marketing's 12<sup>th</sup> International Conference on Gay & Lesbian Tourism

Friday, November 4, 2011

**10:15 am to 11:00 am**    **LGBT Travelers from Economy to Luxury**

**Research Cross Tab: Economy Travelers and Luxury Travelers**

Tom Roth and David Paisley, Community Marketing, Inc

CMI will look at a cross tab of the differences and similarities between economy travelers and luxury travelers from CMI's *16th Annual Gay & Lesbian Tourism Survey*.

**Economy Hotels and Economy Travelers and Their Role in the LGBT Market**

Jeffrey L. Maurer, National Account Executive, Red Roof Inns, Inc.

This talk will bring to the forefront the role of the Economy Traveler and Economy Hotels in the LGBT travel industry. We will discuss some of the challenges the Economy sector faces in gaining viability in this market, and the rewards for destinations, hotels and the overall LGBT travel industry.

**Luxury Travelers**

Rick Stiffler, Executive Director, Leisure Sales, Preferred Hotel Group

Five Star, Five Diamond Hotels may hold the promise of top notch service and standards, but how does that translate into providing the best possible travel experience for their LGBT guests? Join Rick Stiffler, Executive Director, Leisure Sales of Preferred Hotel Group as he presents the company's newest initiative, Preferred Pride, a collection of over 100 LGBT certified, "Gay Welcoming" hotels across the globe. From Mexico to Hong Kong, Preferred Pride is changing the way hotels are attracting and catering to the LGBT luxury market. Rick will share best practices on marketing, selling and ultimately welcome the luxury LGBT traveler on property. This session will provide further insights into what you can do to make your business stand out and attract the luxury LGBT traveler.

**11:00 am to 11:10 am**    **Networking Break**

**11:10 am to 11:50 am**    **Marketing Success is Closer Than You Think**

Martine Ainsworth-Wells, Director of Marketing and Communications, London & Partners

Sometimes your best customers might be right around the corner or in the very next city. This discussion will look at how to market for new travelers from a regional standpoint. It will look at how London positions itself to UK citizens through media campaigns, PR and promotions, and how international mainstream and LGBT campaigns are tailored for a domestic UK market.

**Reaching The Latino LGBT Community**

Alvaro Ballesteros, Publisher, Adelante Magazine

Latinos are the largest subgroup among LGBT persons. While they are part of the larger LGBT community, reaching Latinos with products and services requires an understanding of its uniqueness, values, cultural and socioeconomic dynamics. Successful companies which understand these difference will be more effective in their marketing campaigns.

**11:50 am to 11:55 am**    **Set-up Break**

# Community Marketing's 12<sup>th</sup> International Conference on Gay & Lesbian Tourism

**Friday, November 4, 2011**

**11:55 am to 12:45 pm Building Successful LGBT Events in Your Community**

Community Marketing's research strongly supports that LGBT events build a destination's tourism base that results in increased first time and repeat visitors. We feel every destination should have at least two signature LGBT events. This session will explore how event promoters build their events over time, and how the local tourism industry can support these efforts for increased visitors.

**Mariah Hanson, MT Productions, Club Skirts Presents The Dinah**

Mariah Hanson has been instrumental in increasing lesbian visibility through her annual internationally renowned event, Club Skirts Presents The Dinah. Considered the largest lesbian event in the world, Mariah is producing her 22nd event in the Spring. Combining top-notch entertainment, with exciting pool events and high profile comedy shows, The Dinah has become a mini music festival that increases in attendance each year, securing a solid peace of business for the Palm Springs hotel community. Partnering with the city and hotels to create a welcoming atmosphere for attendees, The Dinah is considered on of the top producing revenue events in Palm Springs, each year. The Dinah is testament to how a meeting planner can work with a city, and the hotel community, to create a synergistic relationship where not only is the event successful for all parties, but the hotels see a pattern of return visitors throughout the year.

**Rodney Scott, President, Christopher Street West, Producers of LA PRIDE**

Maximize your events while satisfying a diverse crowd within a diverse community. 41 years after initially being denied a permit to produce the world's first LGBT Pride Parade, CSW now hosts one of the largest Pride celebrations in the country, driving nearly a half million participants and \$30 million into the local economy. In 2009, Biz Bash listed LA PRIDE among the top four parades/walks in southern California (Tournament of Roses Parade being #1). LA PRIDE maintains a year-round presence and connection to its audience through their vision of PRIDE 365 which includes daily social media messaging. Producing excitement generating pre-Pride events (LA LGBT Heritage Month, Mayor's Garden Party, PRIDE Purple Party – A Celebration of Women), securing top-tier entertainment and celebrities (Sharon & Kelly Osbourne, Johnny Weir, Margaret Cho, Kelly Rowland), and creating unique opportunities for sponsors and partners (Toyota, AT&T, Wells Fargo) has created significant growth for LA PRIDE over the past few years.

**Gary Saperstein – Out In The Vineyard**

Out In The Vineyard is the first Wine Country Tour & Event Company marketing the LGBT community in Northern California. Launched in June of 2010 with a successful fundraising event called The Twilight T-Dance, the company immediately saw that there was an untapped market in Wine Country and created a multi-day gathering called Gay Wine Weekend. Reaching out to hotels, wineries, caterers, event spaces, etc. and finding that the community was open and welcoming to the concept of targeting the LGBT community. It is a goal of Out In The Vineyard to make Wine Country a destination for the LGBT community.

**12:45 pm to 2:15 pm Farewell Pride Kick-off Lunch and Benefit Silent Auction**

More of a kick-off to Pride party than a formal lunch! This is a chance to network, get something to eat, have a drink and relax before your flight home (or better... start your Pride Weekend in Palm Springs).

**Benefit Silent Auction**

Every year conference attendees give back to the local LGBT community where our conference is located. This year's silent auction benefits Palm Springs' Golden Rainbow Center. A thriving, community-based organization, GRC provides a safe and supportive environment for members to enjoy health, wellness, educational and social programs, where people of all ages and backgrounds are welcome. We advance our mission through senior programming, a clinical counseling and internship program, a weekly food bank, extensive social and recreational offerings, a free community cyber center, a growing volunteer program and periodic special events in the community. For more information, visit [www.grcps.org](http://www.grcps.org).

