



 Community Marketing, Inc.

2nd European Symposium on Gay & Lesbian Tourism Zürich, Switzerland

17 September 2010
Four Points Hotel Sihlcity

Presented by:  Community Marketing, Inc.



Gay & Lesbian
Convention & Visitors Bureau™
glcvb.org

Sponsored by:



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Zürich, Switzerland • 17 September 2010

Morning Session

8:15 to 9:00 **Registration Breakfast Sponsored by Switzerland Tourism**

9:00 to 9:15

Welcome from Switzerland

Urs Eberhard, Switzerland Tourism, Switzerland
Reto Kleeb, Switzerland Tourism, Switzerland

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9:15 to 10:15

LGBT Global Tourism Orientation: Research & Trends

Thomas Roth, Community Marketing, Inc., United States
David Paisley, Community Marketing, Inc., United States

10:15 to 10:30

Coffee Break sponsored by Gay Ad Network



10:30 to 10:45

"Rainbow Family" Travel: New Research from Finland

Heli Luoma, Tourism Student, Finland

10:45 to 12:00

Case Studies: How to Reach LGBT Europeans

Clark Massad, IGLTA and Tourism Marketing Consultant, France
Thomas Bömkes, TomOnTour.com, Germany
Tobias Holfelt, MB Market Makers, Sweden
Günther Moser, Pink Marketing, Austria
Shai Doitsh, OTR Marketing, Israel

Lunch

12:10 to 13:30

Lunch Sponsored by Zurich Tourism

Susanne Staiger, Zurich Tourism, Switzerland



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Afternoon Session

13:30 to 13:40 **Welcome - Dr. André Odermatt, Member of the City Council, Zurich**

13:40 to 14:10 **Case Studies: How to Reach LGBT North Americans**
Thomas Roth, Community Marketing, Inc., United States
David Paisley, Community Marketing, Inc., United States

14:10 to 14:45 **Tour & Travel**
Guillaume Faget, SELECTOUR - Tour d' Horizon, France
Thomas Bömkes, TomOnTour.com, Germany
Carlos Melia, CM by Carlos Melia, Argentina

14:45 to 15:45 **Social Networking with a European Flavor**
Matt Skallerud, Pink Banana Media, United States
Michael Fuchs, 60by80 Media - 60by80.com, Spain

15:45 to 16:00 **Coffee Break: Wellness & Spa-Hotel Ermitage-Golf**
Pascal Fischer, Resident Manager



16:00 to 16:40 **Tourism Offices & Hotels: LGBT Partnerships**
Esther Grob, Zurich Tourism, Switzerland
Simon Pink, Accor Hospitality, Germany

16:40 to 17:30 **Gay & Lesbian Events**
Rik Krieger, ZHPF Parties, Zurich Pride Festival , Switzerland
Michael Rueegg, EuroPride 09 Zurich, Switzerland
Alexandre Herkommer, Jungle Gay Party, Switzerland
Hitsch Leu, Arosa Gay Ski Week, Switzerland

18:00 to 20:00 **IGLTA Networking Reception**



IGLTA European Ambassador Clark Massad, in association with the Hotel Ascot and Switzerland Tourism, invites you to join him for an IGLTA Member Reception immediately following Community Marketing's 2nd European Symposium on Gay & Lesbian Tourism:

Where: Hotel Ascot, Tessinerplatz 9, 8002 Zurich

Who: Community Marketing Attendees, IGLTA Members and Friends