



 Community Marketing, Inc.

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

November 1 - 4, 2009

Boston Park Plaza Hotel & Towers

*Presented by:*  Community Marketing, Inc.



*Sponsored by:* 



# Community Marketing's 10<sup>th</sup> International Conference on Gay & Lesbian Tourism

Sunday, November 1, 2009

Noon to 7:00 pm      *Conference Registration Opens*  
*The Boston Park Plaza Hotel & Towers*  
*Mezzanine Level*



2:00 pm to 5:00 pm      *Introduction to LGBT Travel Marketing*

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

This three-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 often 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 ([www.gayadnetwork.com](http://www.gayadnetwork.com)) and Lesbian Ad Network ([www.lesbianadnetwork.com](http://www.lesbianadnetwork.com)) reach over 5.9 million online viewers every month. Comprised of hundreds of popular gay and lesbian content sites, travel sites, social networks and blogs, our networks provide greater reach, improved relevancy and more efficiency than other gay media solutions. Our powerful ad delivery platform ensures that your ads reach the right audience on the best-performing sites. Post-click event tracking and performance optimization services help travel advertisers achieve their marketing goals.

6:00 pm to 7:30 pm

*Welcome Networking Event*  
*Boston Park Plaza Hotel & Towers • Georgian Ballroom*

**CMI Marketing Partners:**  
**Greater Boston Convention & Visitors Bureau and Massachusetts Office of Travel & Tourism**

The Greater Boston Convention & Visitors Bureau and the Massachusetts Office of Travel & Tourism welcomes you to Boston, Massachusetts for the 10th International Conference on Gay & Lesbian Tourism.

**Welcoming Remarks:**

Larry Meehan, Director of Public Relations & Tourism, Greater Boston Convention & Visitors Bureau  
Kenneth Brissette, Chief Operating Officer, Massachusetts Office of Travel & Tourism



GREATER BOSTON  
CONVENTION & VISITORS BUREAU

# Community Marketing's 10<sup>th</sup> International Conference on Gay & Lesbian Tourism

Monday, November 2, 2009

8:00 am to 5:00 pm *Conference Registration • The Boston Park Plaza Hotel & Towers • Mezzanine Level*

8:00 am to 8:50 am *Expanded Continental Breakfast Served*

8:50 am to 9:00 am *Breakfast Sponsor Welcome: Visit London*

Martine Ainsworth-Wells, Marketing Director, Visit London

As one of the first destinations in the world to welcome LGBT travelers, London has actively worked for over 12 years to provide a warm welcome to the LGBT traveler. In addition to this conference, London is also a supporter of GLAAD, PFLAG, IGLTA, and many other LGBT organizations at home and abroad. London's gay community is thriving all over the city including well-known areas like Soho and Earls Court and exciting gay neighborhoods like Vauxhall and Shoreditch. It is this combination of London's vibrant LGBT scene, commitment to the international LGBT community, market leadership, and the freedom to be yourself, why London is one of the gay capitals of the world.

ONLY IN  
**LONDON**  
VISITLONDON.COM/RAINBOW

## Plenary Session

9:00 am to 10:10 am *CMI's 14th Annual Gay & Lesbian Tourism Survey Results*

Tom Roth, President, Community Marketing, Inc.

Tom Roth will present key findings from CMI's *14th Annual Gay & Lesbian Tourism Survey*. The study surveyed over 4,000 LGBT travel consumers in October 2009. (Note: the full study data will be available at no additional charge to all conference participants in December 2009.)

### *Gay & Lesbian Travelers and the Recession*

*"Dear Guys Who Like Guys and Girls Who Like Girls, We're Into That in Philly. With Love, Philadelphia-XOXO"*

Meryl Levitz, President and CEO, Greater Philadelphia Tourism Marketing Corp.

Dear CMI attendee, I'm glad to be back to learn and to share our insights on gay and lesbian tourism. When we first met, it was shortly after 9/11, when at that time the crisis facing our industry was terrorism, not the economy. Then, I spoke about our ground-breaking gay tourism campaign, Philadelphia Get Your History Straight and Your Nightlife Gay®. Just like after 9/11, gay and lesbian travelers today are playing an instrumental role in helping our industry rebound. How will Philadelphia stay competitive? We'll focus on the importance of changing strategy; responding to a budget crisis; building buzz; balancing social media and traditional media; and leveraging relationships so we will all proudly 'come out' winners. P.S. In May 2009, we launched Philadelphia's new recession-inspired "With Love Philadelphia XOXO" campaign. It gives Philadelphia a personality and features a series of love letters written from Philadelphia to potential visitors we believe will continue to travel in these difficult times. So guys/guys and gals/gals, come visit! With Love, Philadelphia XOXO

### *LGBT Internet Marketing: "The Naked Truth: Daniel Baylis 360"*

Emmanuelle Legault, Director of Communications, Tourisme Montréal

Tourisme Montréal knows that, today, customers are coming at our brands from every imaginable angle and that consumers have a vast choice of sources for destination ideas, itinerary suggestions and peer advice. Emmanuelle Legault, Director of Communications for Tourisme Montréal, describes how, in April 2009, the CVB met this new reality with a 100% Web-based campaign that coupled traditional banners with a Web 2.0 strategy dubbed "Get the local buzz from Montréal Insiders." Ms. Legault takes us through the challenges and opportunities of having Montréal's Gay Life "Insider," Daniel Baylis, reach out to customers from every possible angle with the real scoop on what's hot in Montréal. Twitter, Facebook, YouTube, Flickr, blogs, events, stunts and interviews—you name it, Daniel's there, baring it all! Ms. Legault will also share a few "war stories" on guerrilla media planning, the balance between authenticity and brand, internal buy-in and drawing the lines between advertising and public relations.

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Monday, November 2, 2009

10:10 am to 10:25 am *Coffee Break Sponsored by Hyatt Hotels & Resorts*



At a Hyatt Resort, local culture inspires unique experiences rarely found in travel guides. Distinctive architecture blends seamlessly with nature. Locally grown ingredients enhance hundred-year old treatments to give a unique spa experience. And gourmet regional cuisine never fails to excite the palate. At Hyatt Resorts in the continental United States, Hawaii, and the Caribbean, you will be immersed in the sights, sounds, and tastes of each destination. Discover 16 unique locations that will allow you to enjoy a true destination experience.

10:25 am to 11:40 am **Plenary Session**

*Making the Most of Your Mayor and CVB  
London—A Case Study*

Martine Ainsworth-Wells, Marketing Director, Visit London  
Daniel Ritterband, Director of Marketing, Office of the Mayor of London

A case study of tourism bureaus and political office working together. Dan Ritterband and Martine Ainsworth-Wells share their experience of collaborating and hope their experiences can help other CVBs and tourism industry professionals engage with their relevant political stakeholders. London has long been renowned for its vibrant LGBT culture with the largest and most diverse community in Europe. With ongoing commitment from the City (Mayor of London) and the CVB (Visit London), many events have received enhanced support, profile and promotion. Events such as Pride, London Lesbian and Gay Film Festival and LGBT History Month all thrive in a city where freedom is actively encouraged and the Mayor invites everyone to the City “to be whatever they want to be.”

*No Artificial Sweeteners  
What I Learned in My First Year in Creating a Lesbian Tour Company*

Shannon Wentworth, CEO & Founding Partner, Sweet

Shannon Wentworth, CEO of Sweet, will share what she’s learned in her first year in business about how understanding niche marketing principles, innovating during this economic downturn, and building strong partnerships with staff, clients, and other LGBT companies is the best recession-proof plan for companies working hard to survive and thrive today. How do innovative and authentic LGBT businesses help influence our own community to go green? How can we offer lesbian consumers eco-tourism and “voluntourism” opportunities, while providing the high level of goods and services that our community’s consumers deserve and expect? And how do we best work with new media, public relations firms, and travel agents to spread the word and find the clients who will be our customers? From Caribbean cruises to African safaris, Sweet is boldly going where no other women’s travel company has gone before, harnessing the massive power of the rapidly changing lesbian travel industry.

*Creating an International Brand: A Case Study of Axel Hotels*

Juan Juliá, President, Axel Hotels

Headquartered in Barcelona (Spain), where everything started, Axel Hotels is the world’s first and only hotel group catering primarily to the gay community. Juan Juliá will share his experiences of creating a truly international LGBT brand on a limited budget. Axel Hotels are set in the very heart of the city’s gay neighborhoods and boast well-appointed guestrooms with sophisticated design. Cosmopolitan and open-minded, Axel Hotels provide discerning, lifestyle-conscious travelers with a refreshing alternative to mainstream brands. While each has a language all its own, properties create authentic and enlightening experiences (by means of unique social events geared to both hotel guests and the local gay community).

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Monday, November 2, 2009

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

**Workshop A**

*Web 2.0*

Matt Skallerud, President, Pink Banana Media

Matt Skallerud will be showing you some of the latest trends in making outreach to consumers using the latest Web 2.0 tools including Twitter, Facebook, Blogs, RSS/XML and more. Find out how and why other companies are utilizing these technologies to get the word out to consumers online, and learn more about some of the unique opportunities in the GLBT Web 2.0 space for targeting gays & lesbians online.

*Note: Matt Skallerud will be part of the internet marketing luncheon on Tuesday, November 3rd.*

**Workshop B**

*From Marriage to Marketing: The Impact of Public Policy on Tourism Promotion*

Ben Finzel, Senior Vice President and Public Affairs Practice Chair, Widmeyer Communications

Federal, state and local efforts to support or oppose equal marriage, non-discrimination and similar legislative and regulatory initiatives are more relevant to gay and lesbian travel and tourism marketing than ever before. From Nevada to Ohio and many places in between, the travel industry is increasingly involved in legislative and regulatory efforts that directly impact their business. Widmeyer Communications Public Affairs SVP and Practice Chair Ben Finzel will discuss the ways in which these issues can help or hurt LGBT travel marketing programs. Finzel will provide updates on the latest federal and state legislative initiatives and offer advice on how developments might impact travel and tourism marketers in the future. Using real-world examples, he will discuss the ways in which industry leaders have leveraged public affairs opportunities to their advantage and suggest best practices others might want to use in their own markets or industries. An interactive Q&A session will allow audience members to ask questions and seek advice from Finzel and from other audience members.

**Workshop C**

*Doing More with Less: New Strategies for Low-Cost, High-Impact Marketing and Partnerships*

Moderator: Jeff Guaracino, Greater Philadelphia Tourism Marketing Corporation

Speakers:      Malcolm Lazin, Executive Director, Equality Forum  
                     Bruce Yelk, Greater Philadelphia Tourism Marketing Corporation  
                     George Carrancho, American Airlines

The economy is presenting unprecedented challenges to tourism promotion organizations, corporations and festival producers. We are all doing more with less. Should we just be doing less or is now the time to do much more. How do you balance your marketing budget with your festival budget and revenue goals? This panel consists of the most successful, creative professionals in the gay tourism market. Hear what they have to share when it comes to low-cost, high-impact marketing strategies that just might work for your organization.

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Monday, November 2, 2009

12:30 pm to 2:00 pm

*Luncheon: Sponsored by American Airlines and Qantas Airways*

Speaker: Sunil Babu Pant

Sunil Babu Pant recently made history as the first openly gay member of Nepal's Parliament, and is also the founder of the Blue Diamond Society (BDS)—now a network of several organizations working on HIV, human rights and social justice with sexual gender minorities in Nepal. Sunil Babu Pant has played a key role in the decision of Nepal's Supreme Court ordering their government to extend equal protections under the law to their gay, lesbian, transgender and intersex people in 2007. He believes that a focus on becoming a genuinely "gay-welcoming" destination will position Nepal as a pioneer and leader in the region, and will help create jobs for LGBT citizens of the country.

*Sponsor: American Airlines*

AA.com/rainbow™

Flying solo or with the love of your life, make sure to connect with American Airlines' dedicated Rainbow sites, [aa.com/rainbow](http://aa.com/rainbow) or [aavacations.com/rainbow](http://aavacations.com/rainbow), to fly comfortably and affordably with America's leader in gay-friendliness. We celebrate our 100% HRC CEI Score eight years in a row—the only airline to do so!

*Sponsor: Qantas Airways*

QANTAS  
Spirit of Australia

You'll always fly in style with Qantas Airways, a premium brand airline, to Australia, New Zealand and from the West Coast to Bali, India and South Africa. Only Qantas offers the new Airbus A380 double-deck aircraft from Los Angeles to Australia on select flights and dates. The Airbus A380 is progressively being expanded to daily from Los Angeles to Sydney and increased frequencies from Los Angeles to Melbourne by year end. Once you have purchased your ticket, there is no need to open your wallet again. All mainland transpacific flights from the U.S. allow 2 pieces of checked baggage, inflight bar and meal service, on-demand entertainment with up to 1,000 program choices, pillows and blankets all on a complimentary basis. Time flies in the air with Qantas, the leader and airline of choice in GLBT travel to the South Pacific and beyond.

# Community Marketing's 10<sup>th</sup> International Conference on Gay & Lesbian Tourism

Monday, November 2, 2009

2:15 pm to 3:00 pm      **Workshop Breakouts**

**Workshop A**      *Case Study: Massachusetts Tourism Bureaus' Efforts to Reach the LGBT Community*  
Serge Gojkovich, President, Gay Consultants, Inc. and  
Kenneth Brissette, Chief Operating Officer, Massachusetts Office of Travel & Tourism

This workshop will discuss Massachusetts' LGBT marketing efforts. It will examine how Massachusetts launched one of the most successful LGBT marketing campaigns utilizing blogging, social networking, online advertising, public relations and a campaign microsite. It will also discuss how Massachusetts works with regional partners to help promote all of Massachusetts to the LGBT market. This marketing strategy continues to position Massachusetts as a top US LGBT destination.

**Workshop B**      *Hospitality and Restaurant Trend Watch for 2010*  
*Dancing with the Gays: Make All the Right Moves to Survive and Thrive*  
Andrew Freeman, President, Andrew Freeman & Co.

In challenged economic times, the LGBT community plays a more vital role than ever in the success of hotels and restaurants. We travel and dine out more than any other group of consumers and expect more bang for our buck. In this interactive chat, hospitality expert Andrew Freeman will give you the steps and moves you need for attracting and maintaining the LGBT demographic, including a preview of some of the top trends for the coming year.

**Workshop C**      *Lesbian Marketing and PR Strategies:*  
*Are You Getting All You Can Out of Your Marketing to the "Gay and Lesbian" Market?*  
Tanya Churchmuch, Tourisme Montréal and Girlports.com

With the worldwide economy still struggling, it's important for tourism companies to invest their marketing dollars towards audiences that they know are listening and spending. And while many may think that they are doing just that when they market to the "gay and lesbian community," in reality, most are simply advertising to gay men, and missing an important and lucrative part of that group—the lesbian traveler. Research shows that lesbians have money and they're willing to spend, but surprisingly, few companies are making the effort to tap this market. In this session you will: learn the difference between marketing to lesbians vs. gay men; learn how to integrate lesbian content for the success of your overall LGBT marketing plan; see examples of strong marketing campaigns for the lesbian market; and learn why it is important for tourism boards to have knowledge of, and contacts with, their local lesbian community for lesbian and LGBT travel writers. We will also do an overview of ad networks and media outlets that cater to the lesbian market.

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3:15 pm to 4:00 pm

## Workshop Breakouts

### Workshop A

#### *Strategies for Attracting LGBT Groups and Meetings*

David Kliman, CMP, CMM, President, The Kliman Group

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

Attracting LGBT meetings and events can be elusive for destinations and hotels seeking to serve this growing segment. There are hundreds of LGBT professional, social, sporting, health, political and special interest groups with the potential of holding meetings and conventions and most of them are volunteer-operated, with changing leadership and comparatively low operating budgets. Successful destinations and hotels look at LGBT group business more broadly and work from within the community. This session offers advice on how to successfully attract and serve LGBT meetings and groups.

### Workshop B

#### *How Do You Get to Number One?*

#### *Tips on Search Engine Optimization and Marketing (SEO/SEM)*

Scott Gatz, Founder and CEO, GayCities Inc.

A vast majority of your customers will “google it” when planning their next trip. If you aren’t represented on the first page, you’re missing out on business. But while we all want to be listed under “gay travel,” that might not be the best way to be found. Scott Gatz, former GM of Yahoo Search and current CEO of GayCities, will offer some tips on how to find good keywords to target, basic things to tell your tech staff about how to build your website, how to improve your page rank and how much (or little) to spend on a SEO expert. His take: those guys will take you to the cleaners, you can get pretty far on your own.

*Note: Scott Gatz will be part of the internet marketing luncheon on Tuesday, November 3rd.*

### Workshop C

#### *Extending Your Brand to the LGBT Market*

Scott Marquardt, Account Manager, Chester + Company

When marketing to the LGBT community there are many things to keep in mind: relevance of imagery and photography, tone, demonstration of acceptance, etc. However, one thing that is often forgotten is keeping LGBT marketing consistent with one’s brand. What is your brand, and what is it about your brand that appeals to LGBT consumers? Are there characteristics of your brand that would appeal to certain subsets within the LGBT category? In what ways is your organization perceived differently by the LGBT community? If you are new to the market or even if you’ve been reaching it for years, this workshop will give you the tools to diagnose your brand and fine-tune your marketing message.

4:10 pm to 5:00 pm

## *Roundtable Discussions*

Roundtable discussions are an opportunity to get together with peers and discuss opportunities and challenges in your segment. The group is divided into hotels, destinations and tour operators. Less of a presentation and more of a structured sharing session. Many conference participants have rated the roundtables as one of the most important sessions in the conference.

**Facilitators Hotels:** Tom Klebba, Chelsea Pines Inn and Stéphanie Versin, Kimpton Hotels & Restaurants

**Destinations:** Facilitators Veronica Torres, Dallas CVB and Tom Roth, Community Marketing, Inc.

**Tour Operators / Airlines:** Michael Abraham, Qantas Airways and David Kliman, The Kliman Group

7:00 to 8:30 pm

## *The Travelocity Reception*

*Boston Park Plaza Hotel & Towers • Plaza Ballroom*



Travelocity cordially invites you to a “Taste of Travelocity.” As a truly international company, we find that food and drink often bring people together. Join us as we move from Spain to China, Italy, and of course – the USA. 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. Travelocity is also a leader in the promotion of travel to the LGBT market. 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!

# Community Marketing's 10<sup>th</sup> International Conference on Gay & Lesbian Tourism

Tuesday, November 3, 2009

8:00 am to 11:00 pm *Conference Registration • The Boston Park Plaza Hotel & Towers • Mezzanine Level*

8:00 am to 8:50 am **Continental Breakfast Served**

8:50 am to 9:00 am *Breakfast Sponsor Welcome: International Gay & Lesbian Travel Association (IGLTA)*  
Richard Brower, IGLTA



IGLTA is the leading global organization dedicated to connecting businesses in the LGBT tourism industry. Travelers can search, contact and utilize our members around the world for all their travel needs. Businesses can join our association and find themselves on the forefront of LGBT tourism. Our annual convention takes place June 23-27, 2010 in Antwerp, Belgium. Visit [www.igлта.org](http://www.igлта.org) for more information about this event and to see the new IGLTA website providing ample information about LGBT global travel in 60 countries!

9:00 am to 10:30 am **Plenary Session**

*Welcome to Massachusetts from the Staff of the Massachusetts Office of Travel & Tourism*

*LGBT Marketing Trends Watch 2009: Destinations*

Tom Roth, Community Marketing, Inc.

Every year, the Community Marketing team prepares for our annual conference by discussing trends we have observed arising during the year. With a unique perspective and over 17 years of experience working with industry leaders, the CMI team brings insights and forecasts to conference attendees in preparation for the year ahead, and beyond.

*The Ten Best LGBT Marketing Practices and Trends for Hotels*

Andrew Freeman, President, Andrew Freeman & Co. and  
David Paisley, Senior Projects Manager, Community Marketing, Inc.

Andrew Freeman and David Paisley have worked separately, and as a team for some of the most successful hotels and hotel brands in the tourism industry, including the TAG Approved Accommodations Program, Kimpton Hotels and Restaurants, Larkspur Hotels, Renaissance Resorts, Marriott International, Personality Hotels and more. In this presentation, Andrew and David will look at the past year and give their top ten marketing practices of the year, based both on survey and focus group research and an understanding of the trends that emerged from the recession. They will also make predictions and forecasts on which practices will stick and which are out—as we move into the new year.

*Baltimore: Starting from Scratch!*

Dionne Joyner-Weems, Director of Advertising and Promotions, Visit Baltimore

In 2008, Visit Baltimore (formally the Baltimore Area Convention and Visitors Association) realized it was dealing with poor economic conditions, leisure travel spending was down, tourists were expected to cut back their travel plans, and to add to the list of challenges, Baltimore was not top of mind among LGBT travelers. Can any other destination relate? During this session you will hear how a city can start with very little and still make an impact in marketing to the LGBT community. Specific items to be discussed include how Visit Baltimore gathered research, engaged the community, developed a creative message and developed LGBT sponsorship opportunities. This is a case study that highlights how a company new to the LGBT market can take fundamental steps to create awareness among LGBT travelers.

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

**Tuesday, November 3, 2009**

**10:30 am to 10:45 am**    *Coffee Break Sponsored by the Provincetown Tourism Office*



Located 120 miles from Boston along the National Seashore on the outermost tip of Cape Cod, Provincetown is a year-round destination with a fascinating history and extraordinary qualities. From incredible beaches and boundless natural beauty to an eclectic arts and culture scene and world-class dining and shopping, Provincetown is consistently voted the #1 gay destination in the US. Since gay marriage was legalized in Massachusetts in 2004, Provincetown has become “the place to get married” with over 2,000 licenses issued to date. Couples choose Provincetown for its gay symbolism and breathtaking backdrop of the town’s beaches.

**10:45 am to 11:35 am**    **Plenary Session**

## *Working with LGBT Travel Writers and Media*

Moderator: Ben Finzel, Senior Vice President and Public Affairs Practice Chair, Widmeyer Communications

Widmeyer Communications's Ben Finzel will moderate a discussion and question and answer session with top travel journalists. The discussion will focus on trends the journalists are seeing for 2010 and their suggestions for best practices in working with the media to promote gay and lesbian tourism programs.

### Panel of Journalists and Publishers

Tracy Baim, Publisher, Windy City Media Group  
Mark Chesnut, Contributing Editor, *PASSPORT Magazine*  
John Polly, Editor, Logo/TripOutGayTravel.com  
Jason Salzenstein, Senior Editor, Style & Travel, Edge Publications  
Ed Salvato, Travel Writer and Editor

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

**Workshop A**

### *Advice from Media Buyers... Whatever the Budget Spending \$1,000, \$10,000 or \$100,000*

Serge Gojkovich, Gay Consultants, Inc. & David Paisley, Community Marketing, Inc.

Among their many roles in the LGBT travel industry, Serge Gojkovich and David Paisley have acted as LGBT media buyers for some of top brands in the tourism industry including Visit London, Massachusetts Office of Travel & Tourism, San Francisco Convention & Visitors Bureau and Kimpton Hotels & Restaurants, to name a few. This interactive workshop will discuss strategies to get the most out of a media or sponsorship purchase, no matter what the budget.

**Workshop B**

### *Beyond Marketing: Creating an LGBT Destination*

Bill Gehrman, President, En Route Tourism Marketing

As an increasing number of destinations are courting LGBT travelers, meetings, and events, most focus their attention on the marketing. But what are you doing beyond the advertising, Web site and PR? What are you telling visitors about your city, county, state or country? Is your destination truly gay-friendly? Are you promoting gay-friendly or gay-relevant product? Which segments of the LGBT community are right for you? Is it really all about Pride? Are your local LGBT businesses on board? How can you partner with your community to strengthen your product, experiences and appeal? This session will focus on the important considerations that go beyond the creative campaigns and can impact how successful your efforts will be—and if anyone will come out, or come back. Hear how your local LGBT community’s pride and power can enhance your visitor experience and, yes, your sales and marketing initiatives. And learn how product can become your focus when marketing dollars are limited.

**Workshop C**

### *The Bear Market*

Steve (Stevo) Harris, Publisher, *A Bear’s Life Magazine*

Steve Harris will give attendees a chance to learn about the niche called the “Bear Culture” and how to target and market to this unique group of 1.4 million men in the United States. Methods for marketing to these men will be discussed as well as ideas for producing profitable events and tours.

# Community Marketing's 10<sup>th</sup> International Conference on Gay & Lesbian Tourism

**Tuesday, November 3, 2009**

**12:30 pm to 2:30 pm**                      *Internet Marketing Luncheon*

**12:30 pm to 1:30 pm**                      *Welcome, Lunch and Check Presentation*

*Giving Back: Check Presentation to the Boston Alliance of Gay & Lesbian Youth*

Every year the International Conference on Gay and Lesbian Tourism chooses a local nonprofit in an effort give back to the local community. Through a combination of checks from Community Marketing, Inc., our Silent Auction table sponsor, Kimpton Hotels & Restaurants, and your donations to the silent auction, this year we are supporting the Boston Alliance of Gay & Lesbian Youth (BAGLY).



**1:30 pm to 2:45 pm**                      *Internet Marketing Panel*

We have assembled some of the most knowledgeable internet marketing professionals in North America to discuss LGBT tourism sales and marketing via internet based promotions and media. From banner ads and email blasts to web 2.0 and promotions, this is an opportunity to ask your questions of what works now, and what will work in the distant internet future (i.e. next year).

**Moderator: Stéphanie Versin, Kimpton Hotels & Restaurants**

Panel: Scott Gatz, CEO, GayCities Inc.  
Scott Mazer, Vice President Sales, Gay Ad Network  
Matt Skallerud, President, Pink Banana Media  
Mark Smelzer, Publisher The Advocate and advocate.com  
Jim Walsh, Regional Sales Manager / Gay and Lesbian Market Manager, Travelocity

**3:00 pm to 5:00 pm**                      *Gay & Lesbian World Travel Expo Set-up* (There is a separate fee to exhibit).

**5:00 pm to 9:00 pm**                      *Gay & Lesbian World Travel Expo*  
The Gay & Lesbian World Travel Expo is a one-night, after-work event where your company can promote your products to Boston area LGBT travel consumers, agents and media. As a conference attendee, you can exhibit at the show (separate fee), or just attend at no cost and interact with the tourism bureaus, hotels and tour operators represented.

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**Wednesday, November 4, 2009**

**9:00 am to 10:30 am**                      *Farewell Continental Breakfast*  
*Sponsored by Community Marketing, Inc.*

An informal opportunity to meet with Community Marketing staff, or just get a cup of coffee for the road. Please join the CMI staff to say goodbye and discuss what you have learned and where to go next.