



TRAVEL ADVOCACY GROUP
LGBT-Welcoming Accommodations through
Research, Education and Best Practices



November 28, 2016

Dear Colleague,

Now, more than ever, it is important to create and communicate an authentic **LGBT and diversity-welcoming** environment in the hospitality industry, and at your property. That has been the purpose of the Travel Advocacy Group's **TAG Approved® Accommodations** Program since we started it in 1997! Over 1,500 hotels, inns, resorts and B&Bs worldwide participate in the TAG Approved Accommodations qualification and training programs.

We are pleased to introduce **TAG Approved 2017**, an updated and even more powerful program to celebrate our 20th anniversary.

With your very affordable \$199 annual membership, you receive:

- Best practices qualification, and listing on the TAGapproved.com website and app
- Diversity and sensitivity training webinars throughout the year
- Archive library of past webinar training sessions to stream at your convenience
- Marketing consulting and advice
- Discounts on conferences and symposia
- Marketing connections: Negotiated discounts, value-add and free subscriptions from 16 of our media partners in North America, Europe and Asia!
- Members-only website with marketing discounts, archived webinars, and more

Please review the enclosed information packet, and complete the simple application (or renewal) form. It's very easy to register, and you will be done in minutes!

Please feel free to copy and pass along this invitation to colleagues.

Thanks very much,

A handwritten signature in blue ink that reads 'Thomas E Roth'.

Thomas E Roth
President and Founder
Community Marketing, Inc.



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TAG Approved® Accommodations Annual Membership/Renewal Application

Travel Advocacy Group

TAG Approved® LGBT-Welcoming Accommodations through Research, Education and Best Practices
A full year of educational and marketing support benefits for just \$199.

TAG Approved® Accommodations, founded in 1998, is the largest and oldest program of its kind, entirely dedicated to supporting LGBT-welcoming hotels, resorts and B&Bs around the world. With over 1,500 participating hotels meeting six “best practices” qualifications, the TAG Approved program provides practical, affordable benefits to help your property better understand, serve and cost-effectively reach meeting professionals, tour operators, travel agents and consumers throughout the United States, Canada and beyond.

TAG Approved, founded and operated by Community Marketing & Insights (CMI), is based in San Francisco. Since 1992, CMI has provided a comprehensive portfolio of LGBT research and training services to the tourism and hospitality industries. Visit www.CMI.info for more info on CMI’s LGBT tourism and hospitality practice.

Practical Benefits for TAG Approved Members

Membership includes numerous practical benefits that make the small \$199 investment very cost-effective. Accommodations registering or renewing will receive benefits for 12 months.

TAG Approved Accommodations Website, Mobile Optimized Directory and iPhone App Listings:

Your property is listed, searchable and linked on TAG Approved’s internet and mobile optimized directory, www.tagapproved.com. Your hotel’s hyperlink is included so site visitors can go directly to your website. Your property is also listed on TAG Approved’s iPhone app.

TAG Approved Logo Usage:

Your hotel is authorized to use the TAG Approved logo on all promotional materials.

Education and Training:

Gather the team around for online training! TAG Approved invites you to participate in ten live webinars every year. Webinars such as *LGBT Diversity Training for Hotels*, *Twelve First Steps to Success in the LGBT Markets*, and *Attracting LGBT Group Business* provide practical advice on increasing return on investment. Many webinars are recorded and archived on our TAG Approved member benefits website, so you can stream them at your convenience or share them in your office.

LGBT Tourism & Hospitality Research:

Learn from the latest research. CMI produces the annual LGBT Tourism & Hospitality Research Report, the annual LGBT Community Survey® and other specialty reports, and provides them to TAG Approved members at no extra charge.

Conference Discounts:

CMI produces the annual Conference on LGBT Tourism & Hospitality. TAG Approved Accommodations members may register at a 50% discount rate. Member discounts are also offered to attend CMI’s LGBT Tourism Symposia in New York City and Hawaii.

TAG Approved Help Desk:

The TAG Approved Help Desk allows you to call or email our marketing professionals to answer your questions on how to reach the LGBT market (some reasonable time limitations do apply).

















Marketing & Advertising Special Offers:

TAG Approved has negotiated a unique collection of discounts and offers with the leading LGBT media, websites, bloggers, etc. to gain even more value for your membership. Check your welcome email for our password-protected media partner offer site.

TAG Approved is a registered certification mark owned by Community Marketing, Inc. Member benefits are subject to change.

TAG Approved has negotiated a unique collection of discounts and offers with the leading LGBT media, websites, bloggers and apps to provide even more value for your membership. Exclusive benefits negotiated for TAG Approved members include discounts up to 50% off advertising, free subscriptions, free or discounted listings, value added, etc.

Check your welcome email for our password-protected media partner offer site, benefits descriptions, links and contact information! Yes, we make it that easy.

 <p>BLU MEDIA (Germany) blu media network is Germany's largest gay media network and publisher of free gay city magazines in Berlin, Munich, Hamburg, Frankfurt and Cologne.</p>	 <p>DAMRON COMPANY Damron website and online searchable database are very popular; our editors are constantly researching and adding new info for more and more destinations around the world.</p>	 <p>DAILY XTRA TRAVEL Daily Xtra Travel has been growing for more than 25 years to become one of the world's largest LGBT travel resources, providing up-to-date city profiles, features and travel news.</p>	 <p>EDGE MEDIA EDGE is the only LGBT media company that reaches a 6-million strong national audience while also offering the ability to geo-target.</p>
 <p>THE GAYPASSPORT (Asia) The Gay Passport is Asia's largest gay media and a specialist in custom branded content. We develop original social optimized content to engage the gay community.</p>	 <p>GAY WEDDING INSTITUTE Online certificate course that provides all the appropriate tools, language, trends and marketing strategies to grow your same-sex wedding, destination wedding and honeymoon business.</p>	 <p>HORNET At over 15 million users and growing, Hornet is the best place to reach the Dream Demographic! Give your business immense reach into an active community of gay men.</p>	 <p>LGBTMEETINGPROFESSIONALS LGBTMPA serves the LGBT meeting professionals community providing the ideal network for advancement and growth of our members. Be seen by LGBT meeting, event and group planners.</p>
 <p>MANABOUTWORLD A fully immersive digital canvas that captivates and inspires gay travelers — and presents unique opportunities to reach and engage them. It's a magazine about travel written by gay men.</p>	 <p>NAVIGAYTOUR.COM We are partnered with the Philadelphia CVB and Visit Philly for outstanding one-one distribution. Navigaytour will be placed into every LGBT meeting delegate bag.</p>	 <p>PINK BANANA MEDIA LGBT online marketing & advertising, helping companies integrate the power of content marketing and PR with the reach of social media.</p>	 <p>PASSPORT Multi-media platform. PASSPORT has become the go-to resource for destinations and brands seeking Custom LGBT content, websites, and Custom Video production.</p>
 <p>Q.DIGITAL Exceptional reach into the LGBTQ community to engage at a personal and credible level. Connect to LGBTQs with market leading properties like GayCities.</p>	 <p>TOM ON TOUR (Germany) The latest travel news, gay events, entertaining stories, gay friendly hotels, gay destination reports and exciting hot spots in our Gay City Guide.</p>	 <p>UNICORN BOOTY The most-loved LGBT online magazine, dedicated to culture, politics and current events. We put advertisers right in front of our vibrant, loyal LGBT community!</p>	 <p>VESPA Vespa is the gay city guide for the Millennial generation! We give residents and travelers unique help to find what's hidden in their cities.</p>



TAG Approved's LGBT-Welcoming "Best Practices" Qualification

In order to participate in the TAG-Approved® accommodations program, your property must meet the following six LGBT-welcoming qualifications. (Note: If you have questions about meeting the qualifications, please email Glen Fishman at glen@communitymarketinginc.com.)

1) Non-discrimination Policy

TAG Approved accommodations program members must have a non-discrimination policy that includes sexual orientation and gender identity. Alternatively, it is acceptable to have policies that state that the business follows local laws when doing business in a region that has sexual orientation and gender identity non-discrimination protection laws in place.

2) Equal Administration of Personnel Benefits

TAG Approved accommodations members must treat opposite-sex couples and same-sex couples equally. Marriage equality in many countries has helped equalize personnel benefits for all couples. However, some hotels may operate in countries without marriage equality. In these cases TAG requires personnel policies that include Domestic Partner benefits. TAG Approved recognizes that many small properties have few to no employee benefits. This policy enforces the equality of the benefits, not the extent of the benefits.

3) Diversity/Sensitivity Training

All TAG Approved accommodations members must provide LGBT-specific diversity training to their employees. This training may be part of the diversity training offered by the hotel, or hotels may develop classes specific to LGBT concerns. TAG Approved provides regular webinars on how to develop diversity training in your hotel. It is acceptable to register for TAG Approved if you agree to take TAG Approved's diversity webinar and implement diversity training in your hotel within six months of registering. This training is also available to members as a downloadable file for replay at any time.

4) TAG Approved as a "Watchdog"

By becoming a TAG Approved accommodation member, property management acknowledges that both their customers and employees may become "watchdogs" of their LGBT-related business practices. TAG Approved encourages both hotel employees and customers to contact TAG Approved to report if the property does not follow required policies. TAG Approved follows up on all complaints, and we expect the property to adequately address and resolve the issues presented. If TAG Approved determines that the complaint is not being adequately addressed, or that the property does not meet TAG Approved's Best Practices qualifications, the property will be terminated as a TAG Approved member and the company must agree to immediately cease using TAG Approved identification on promotional materials.

5) Community Support Policy

TAG Approved hotels must support their local communities through cash, gift certificate or in-kind contributions to local non-profits. TAG Approved strongly recommends that you include organizations that support the LGBT, HIV or women's communities.

6) Significant Harm Policy

TAG Approved recognizes that no hotel or hotel brand can police every owner, investor, manager, and employee. Unfortunately, situations can occur where a hotel meets the above qualifications, but an individual connected to the hotel does significant harm to LGBT equality. TAG Approved reserves the right to terminate membership should these situations occur and if the hotel does not adequately address the concern.



STEP 1) MEMBERSHIP CONTACT INFORMATION (please type, or print clearly)

Hotel name _____ Please select: New Renewal

Address _____

City / State or Province / Postal Code / Country _____

Contact name _____

email _____

Business phone _____ Fax _____

Please note: The hotel information above will be published in an internet directory (we do not publish staff contact information). The staff indicated above will receive e-newsletters about TAG Approved benefits, webinars, etc. By registering, you agree to being added to this distribution list.

STEP 2) LGBT-WELCOMING QUALIFICATION

In order to participate in the TAG Approved® Accommodations Program, your property must meet the following LGBT-welcoming qualifications, listed on page 2. Please initial that you have read and qualify for each requirement. (Questions about the qualifications? Please email David Paisley at david@communitymarketinginc.com.)

- Sexual orientation non-discrimination policy: Initial _____
- Gender identity non-discrimination policy: Initial _____
- Equal administration of personnel benefits: Initial _____
- Diversity training: Initial _____
- TAG Approved as a watchdog: Initial _____
- Community support policy: Initial _____
- Significant harm policy: Initial _____

Based on the above qualifications, I certify that our property meets the TAG Approved LGBT-welcoming qualifications.

Authorized Signature _____ Print Name _____ Date _____

STEP 3) YOUR LISTING New members: Please submit the following for the online directory to TAGchanges@CommunityMarketingInc.com.

Then mail, fax or email your application. Once we receive your application with payment, we will retrieve the information from the system.

Date information was emailed: _____ From which email address: _____

1. Property description for the directory: Each property has a maximum of 160 words for the listing. Please describe that which makes your hotel most appealing to a potential guest, which may include LGBT-specific information if applicable.
2. Consumer reservations telephone number and consumer website URL
3. Number of rooms in the property
4. Neighborhood: Maximum of 16 characters (examples: Downtown, Castro, North of I-95, Midtown, etc.)
5. Type of property: Maximum of 12 characters (examples: boutique, luxury, all-gay resort, motor lodge, etc.)
6. Website image: The website will allow you to display one large image that is used as a header for your listing. Submit the image as a 552 pixel wide x 236 pixel JPEG (smaller OK), RGB color, 72 dpi. Note: feel free to submit a graphic that contains multiple photos/logos within the context of the maximum size.

STEP 4) PAYMENT: 12 MONTH MEMBERSHIP/RENEWAL FEE OF \$199.00 IS PAYABLE IN U.S. FUNDS

Pricing notes: If you represent a collection of five or more properties, group pricing is available. Please call Glen at +1 415-437-3800.

Please make check payable to: Community Marketing, Inc., and mail to 584 Castro Street #834, San Francisco, CA 94114, USA (or) please approve the US \$199 to be charged to the credit card number below, and return by fax to +1 415-552-5104 (or) scan and email to Glen Fishman at glen@communitymarketinginc.com

Visa/MasterCard/Amex # _____

Exp. ____/____ CVV Security Code _____ Signature _____

Office Use: Date of approval _____ By: _____ Member number _____