



The world's LGBT marketing agency.

<http://www.OutNowConsulting.com>

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LGBTmarketing

Leadership by Out Now

Ian Johnson

Founder and CEO



International Expo & Business LGBT

Puerto Vallarta, MX. 21 Nov 2011.

Roadmap

- Welcome + introductions
- Fundamentals
- Case Study 1: SAS Airlines
- BBC-TV - The view over there
- Research - LGBT2020
- Research
 - New markets
- Next level certification
- Case study 2:
 - Stockholm
- What's next?
 - 2012 and beyond

Roadmap

- **Welcome + introductions**
- Fundamentals
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 - 2012 and beyond

OutNow.

Ian Johnson, Out Now



Established 1992

Global LGBT marketing agency

Local expertise

Award winning

The best at what we do

<http://youtu.be/OsbilXu8sL4>

Out Now.

The world's leading provider of insight through marketing solutions focused on delivering improved understanding and enhancement to LGBT **people's lives** - wherever they may live.

Don't follow. **Lead.**

Next Level
Thinking

Next Level Thinking.

- **Investigación**
- **Consultoría estratégica**
- **Comunicaciones**
- **Capacitación**

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 - 2012 and beyond

Fundamentals

- Donde hemos estado
/ Where we have been
- El progreso del mercado LGBT
/ The LGBT market progression
- La info del pasado ya no sirve
/ Last year is already old news
- **Qué sigue? / What's next?**

NextLevelThinking.

Ignorancia
Tolerancia

Hace 20 años



- Había poco interés en el mercado gay
 - Little interest
- Mercadotecnia gay oculta - 'Gay' market underground
- **Venta intensa** de bebidas alcohólicas - Alcohol was selling
- Diversidad en los ámbitos profesionales: BGLAD
 - Staff diversity - BGLAD
- Out Now abre las puertas en Sydney
 - Out Now opens in Sydney

NextLevelThinking.

Tolerancia
Aceptación

Antes. Ikea.



Hace 15 años

- Entra el sector automotriz - Automotive enters
- Comienza investigación de mercados
- Market research begins
- Primera identificación de mercado objetivo
- Earliest target marketing
- Out Now: Primera campaña de IBM
- IBM first gay campaign
- Out Now: Primeros anuncios gay de Qantas
- Qantas first gay ads



Timeschange.



<http://youtu.be/mC0Wxa7rPtw>

Hace 10 años



- Crecen los medios gays - 'Gay' media grows up
- Bienvenidos al internet - Welcome online
- Mejor investigación, mejor mercadotecnia dirigida
- Better research, better tailored marketing
- Diversidad más acelerada en el ámbito profesional
- Staff diversity accelerates
- Out Now abre en Europa - Out Now opens in Europe

NextLevelThinking.

Aceptación
Inclusión

Hace 5 años

The Facebook logo, consisting of the word "facebook" in a white, lowercase, sans-serif font on a blue rectangular background.

- Mercado global abre para negocios
- Global markets opens for business
- Consumidores se rebelan - Consumers rebel
- Estereotipos? No, gracias. - Stereotypes? No thanks.
- Marcas de alta gama se apuntan
- Big brands onboard

NextLevelThinking.

Inclusión

Respeto

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Case study 1: SAS Scandinavian Airlines

- 'Love Is In The Air'
- La campaña de redes sociales LGBT más exitosa hasta ahora - Most successful LGBT social media campaign to date
- Las estadísticas fijaron nuevos límites - Statistics extend the boundaries

Case study 1: SAS Scandinavian Airlines

- 1 Septiembre 2010:

“SAS hopes to host the first same sex marriage in the air”

(“SAS espera llevar a cabo el primer matrimonio entre personas del mismo sexo en el aire”)



facebook®



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Case study 1: SAS Scandinavian Airlines

- 65 minutos después, 2 millones de personas lo habían escuchado en Twitter
 - 65 minutes later 2 million people heard about it on Twitter, via Stephen Fry
- 2 horas después, 5 parejas se registraron
 - 2 hours later: 5 entries submitted

Case study 1: SAS Scandinavian Airlines



Case study 1: SAS Scandinavian Airlines

- Primeras 24 horas - más de 1000 personas unidas via facebook / First 24 hours - more than 1000 Facebook people connected with campaign
- 550,000 visitantes
/ 550,000 unique campaign visitors
- Más de 350,000 votos recibidos
/ 350,000+ votes cast
- Los ganadores recibieron 81,000 votos
/ Winners Shantu and Aleks received 81,000

Case study 1: SAS Scandinavian Airlines

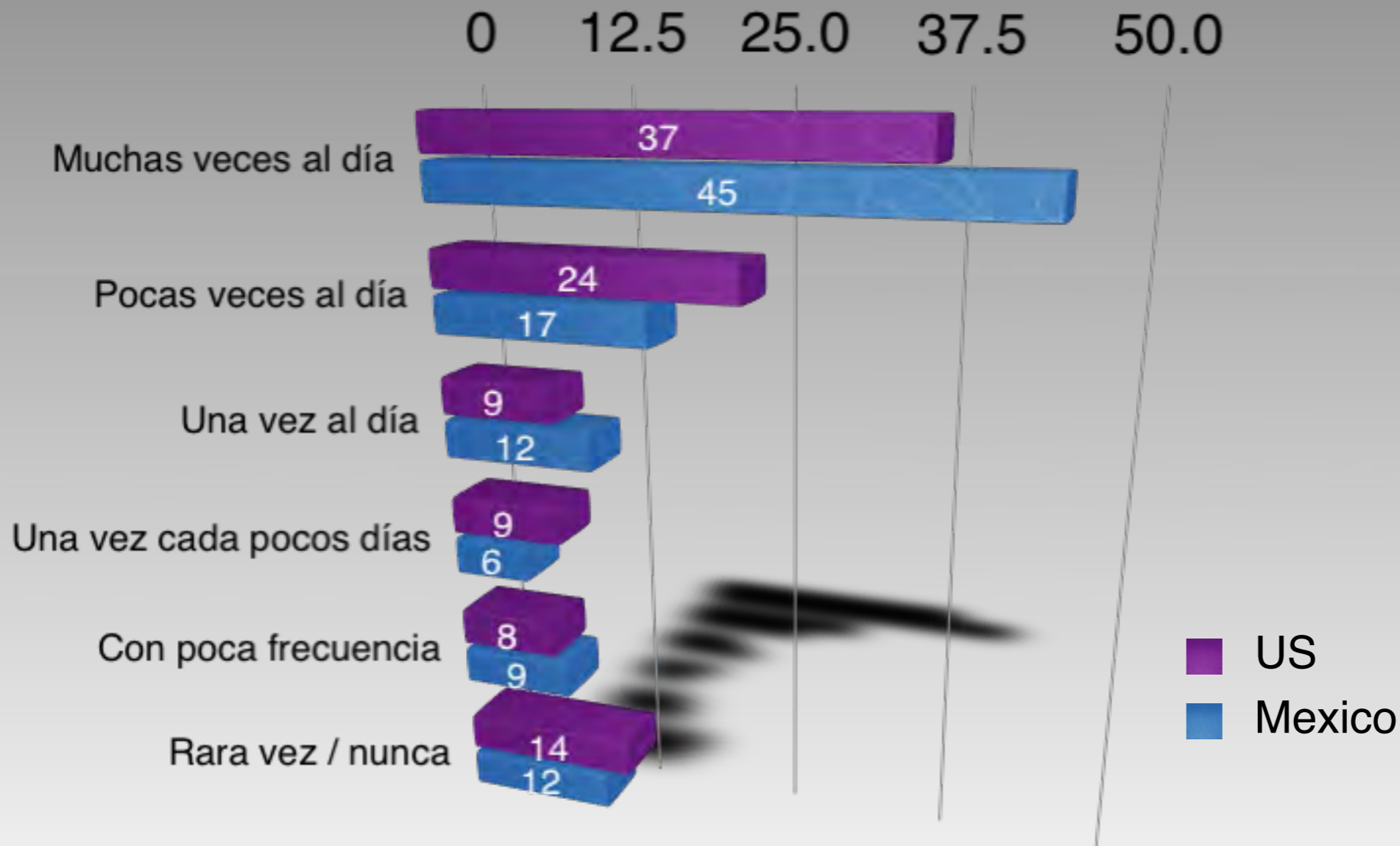
- Los finalistas de Polonia recibieron 70,000 votos / Poland couple runners-up: 70,000 votes
- Record de ventas en Polonia / Sales record for SAS in Poland
- Estrategia de Branding - no enfocada a las ventas / Branding, not sales focused

Case study 1: SAS Scandinavian Airlines

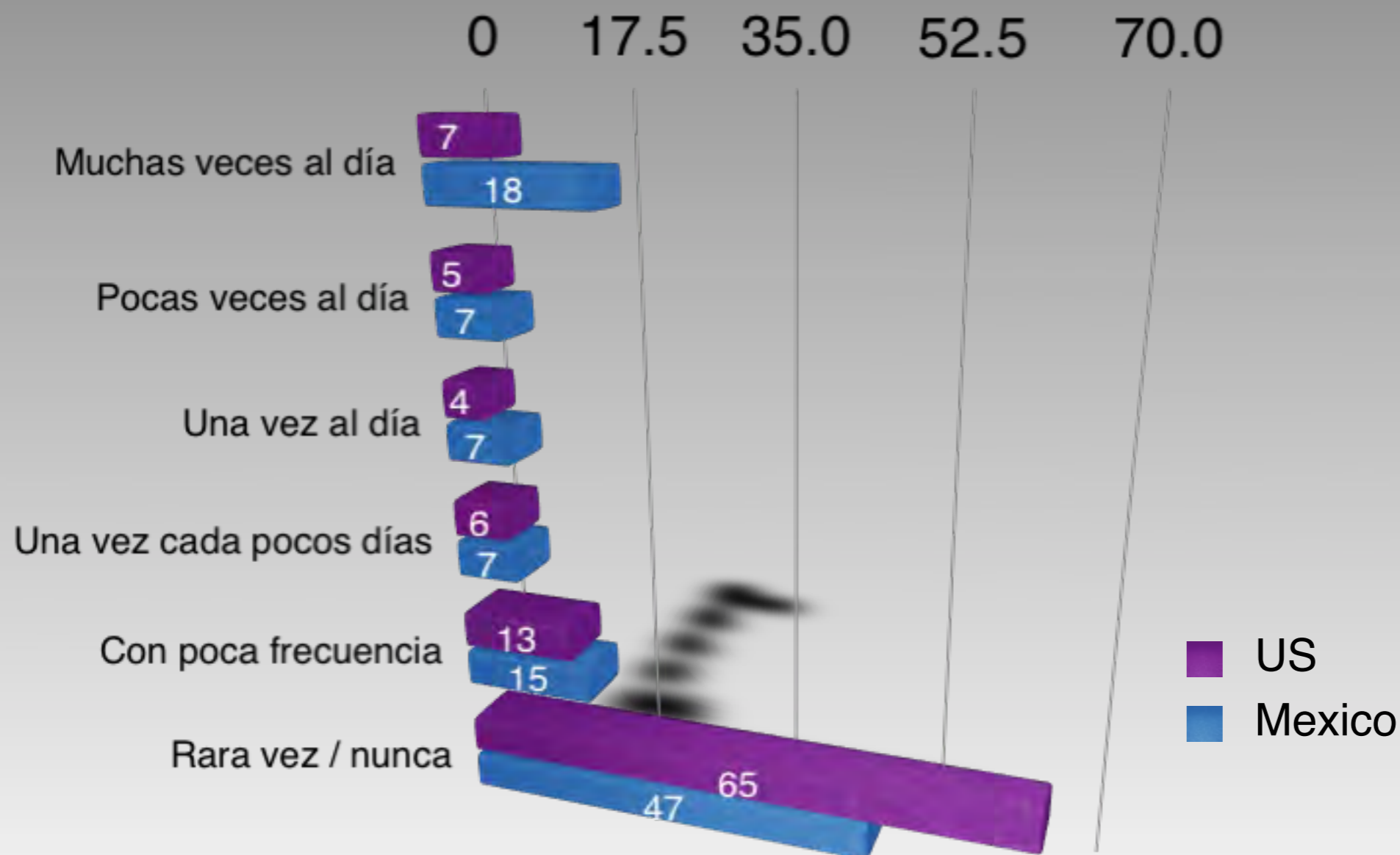
- Y todo por una línea en Twitter y Facebook
 - All from one sentence on Twitter and Facebook:

“SAS hopes to host the first same sex marriage in the air”

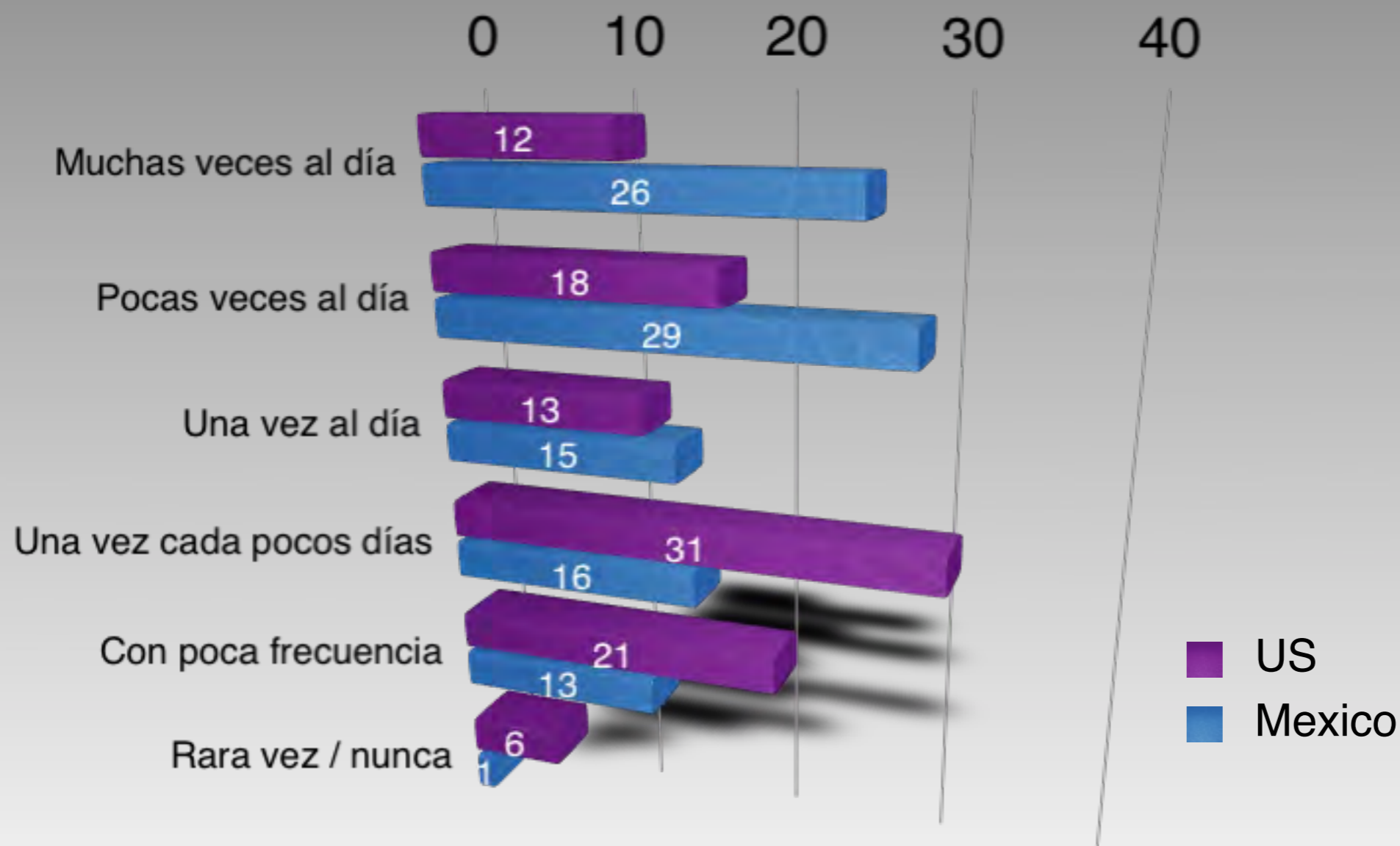
Redes sociales. Facebook México.



Redes sociales. Twitter México.



Redes sociales. YouTube México.



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Relax. Sentirse cómodo.

BBC
WORLD

Out Now
GLOBAL



SAS

<http://youtu.be/re3ue6g4gGM>

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Cuántos somos? We are **how many?**

Yankelovich
MONITOR study
(US) 1993
= 6%

University of
Indiana (peer
reviewed report)
(US)
= 7% lesbian
= 8% gay male

Real **people's** lives.

Gender

Age

Career

Relationship

Children

Education

Homophobia

Equality

Diversity

Inclusion

Shopping

Leisure

Travel

Investing

Finances

Banking

Insurance

Credit cards

Expenditure

Social media

Retirement

Legal

Entertainment

TV

Aged care

Media

Discrimination

Harassment

Pets

Respect

Se trata de **gente** de verdad.

Género

Edad

Carrera

Relaciones

Niños

Educación

Homofobia

Igualdad

Diversidad

Inclusión

Compras

Recreación

Viajes

Inversiones

Finanzas

Banca

Seguros

Tarjetas de crédito

Gastos

Redes sociales

Retiro

Asuntos legales

Entretenimiento

TV

Tercera edad

Medios

Discriminación

Acoso

Mascotas

Respeto



¿Qué tan fuera del closet estás en el trabajo? / How out at work are you?

44%

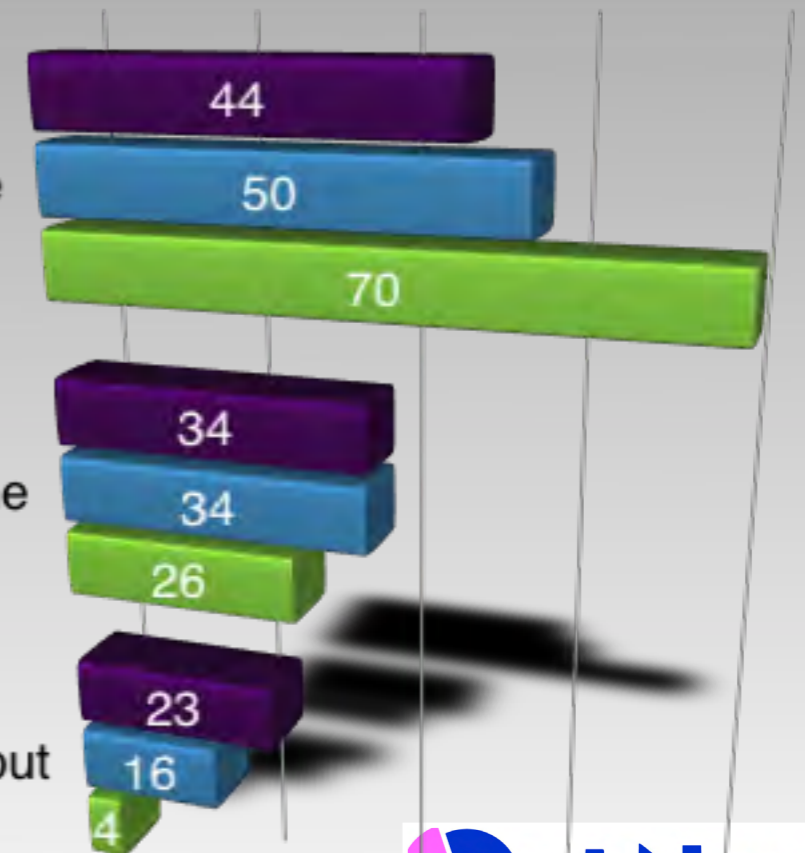
Being 'out' in the USA

0 17.5 35.0 52.5 70.0

Con todos / Out to everyone

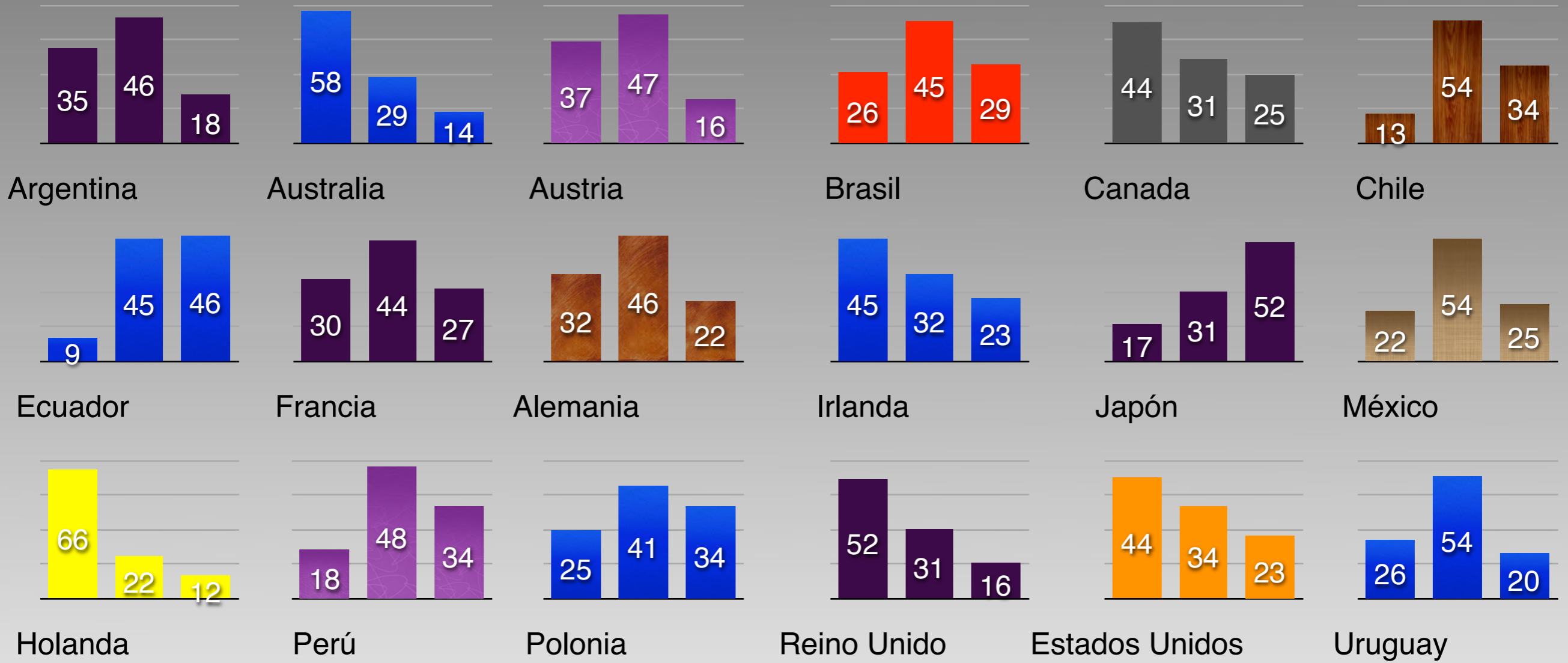
Con algunos / Out to some

Con nadie / Not out



- En el trabajo / At work
- Con la familia / With family
- Con los amigos / With friends

¿Qué tan fuera del closet estás en el trabajo? / How out at work are you?



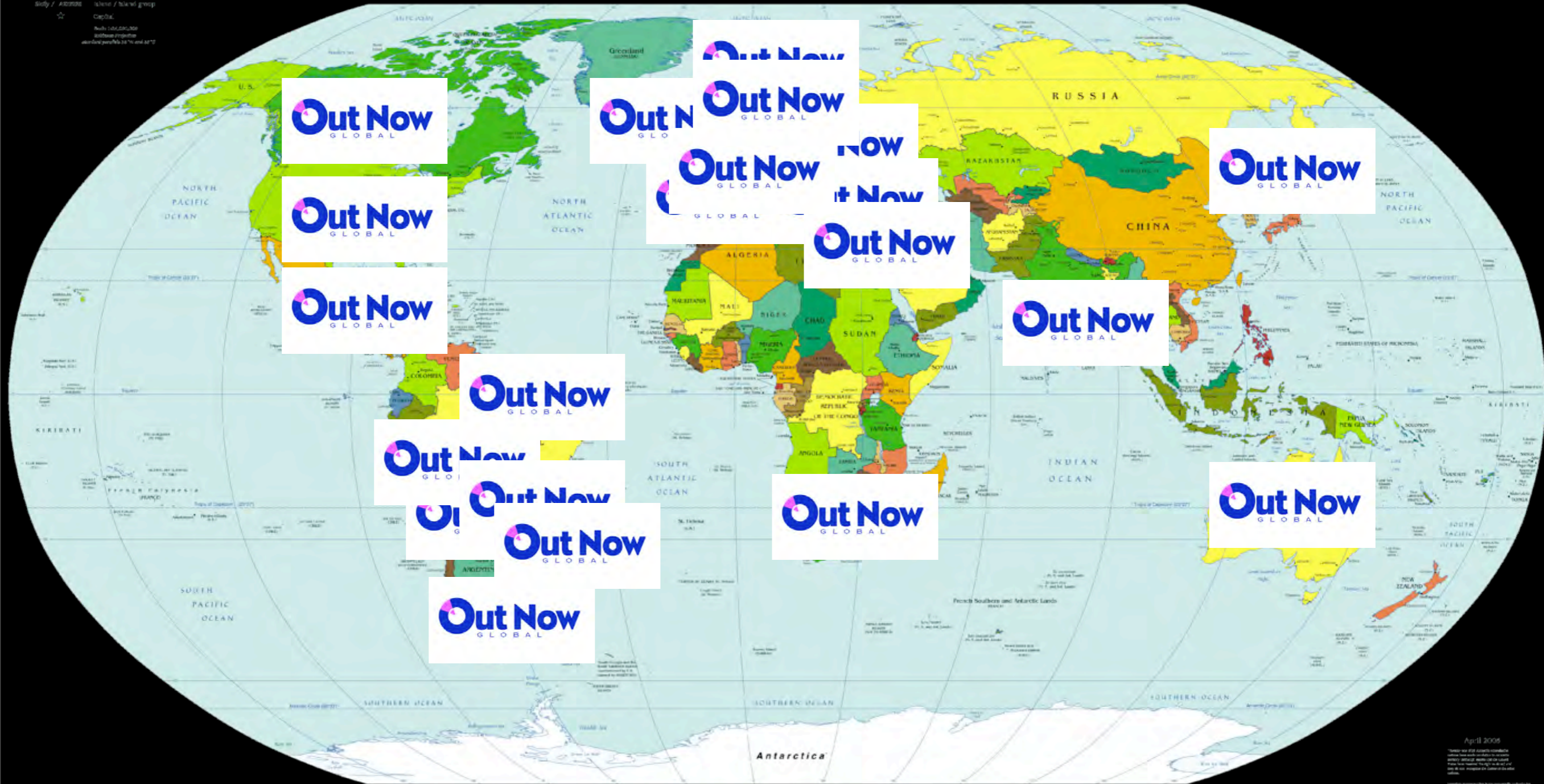
■ Out to all/ Out to some/ Not out



Go Global. LGBT2020.

Political Map of the World, April 2006

Legend:
Independence state
Dependency or area of special sovereignty
State / island group
City
Scale: 1:100,000,000
Software: MapInfo
Projection: Mercator
Scale: 1:100,000,000



April 2006
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Por favor, compart
este enlace favor.

/ Pleaseshare.

www.LGBT2020.com

Estamos en **todas partes.**

/ We live **everywhere.**

Argentina

Australia

Austria

Brasil

Canada - English

Canada - French

Chile

Ecuador

Francia

Alemania

Irlanda

Israel

Italy

Japón

México

Holanda

Perú

Polonia

Portugal

Spain

South Africa

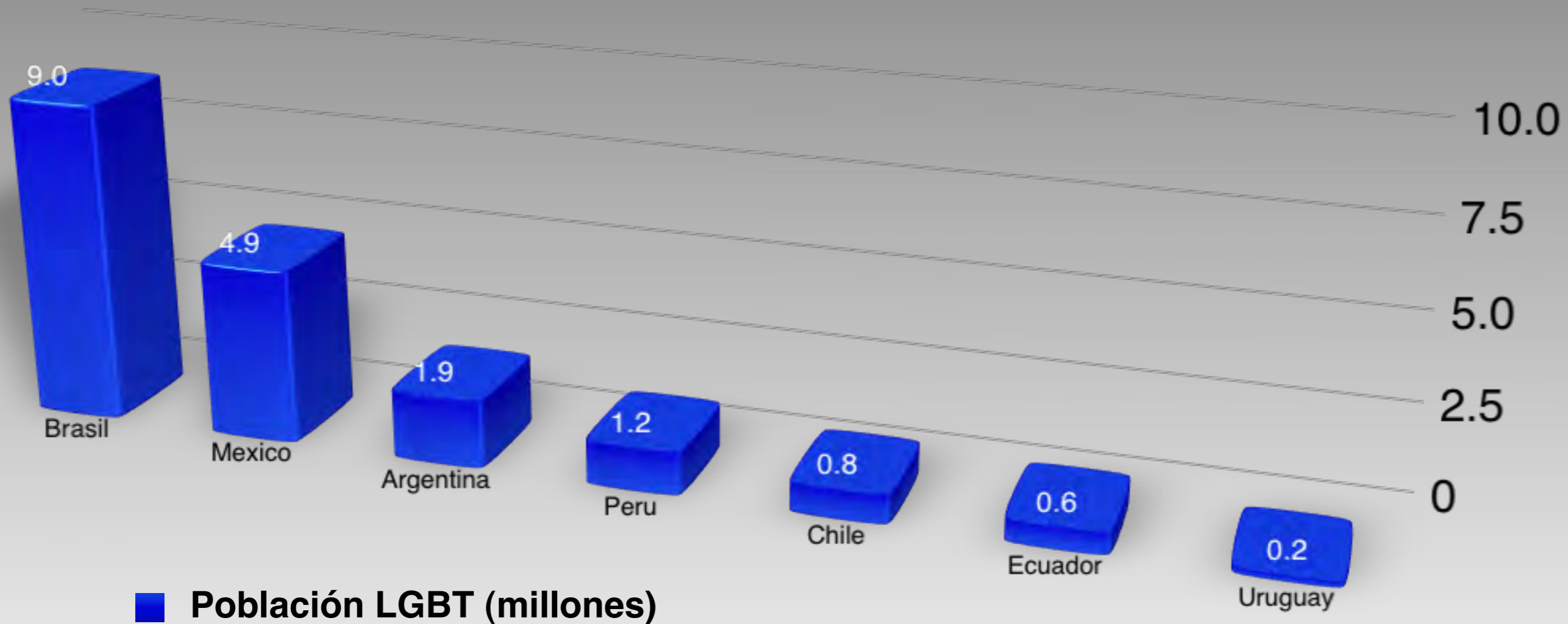
Reino Unido

Estados Unidos

Uruguay

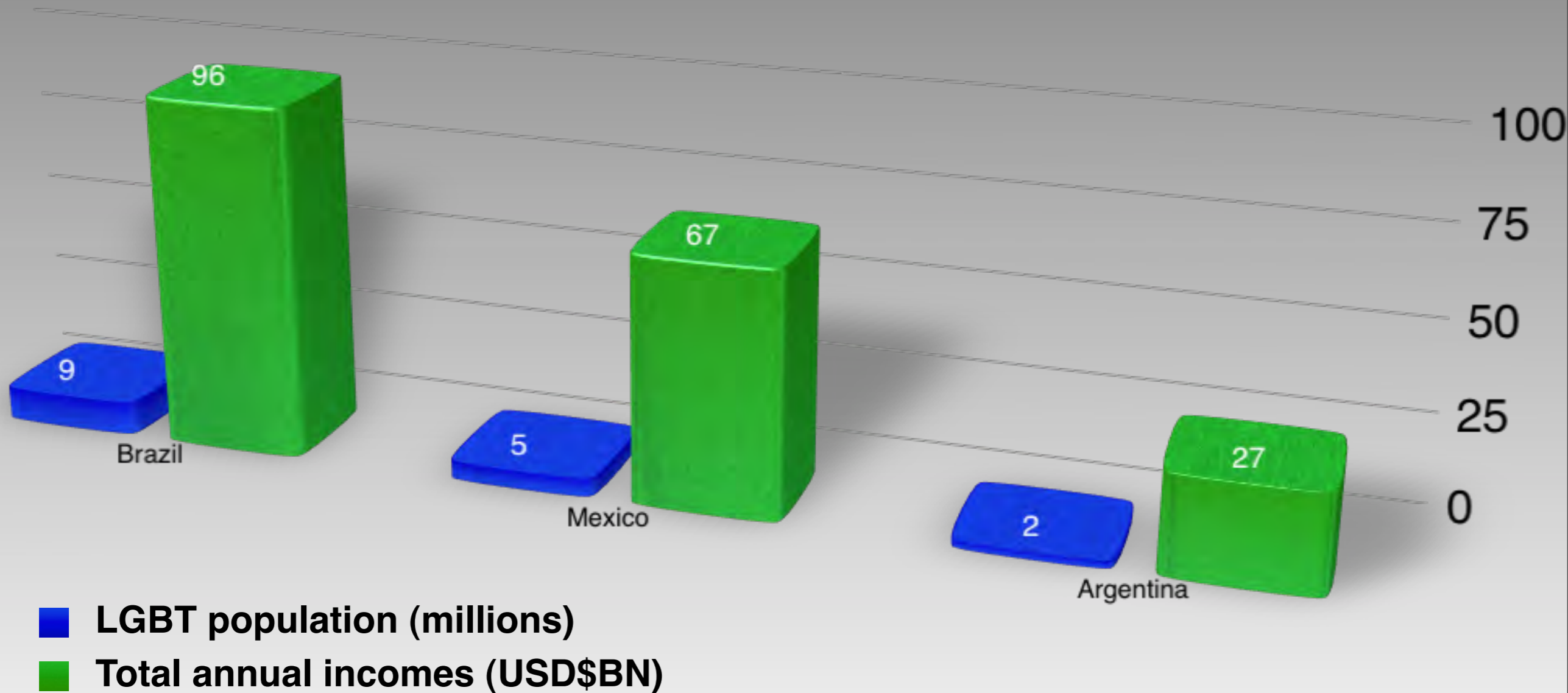
América Latina. Población.

¿Cuántas lesbianas y gays hay? / How many lesbians and gay men?



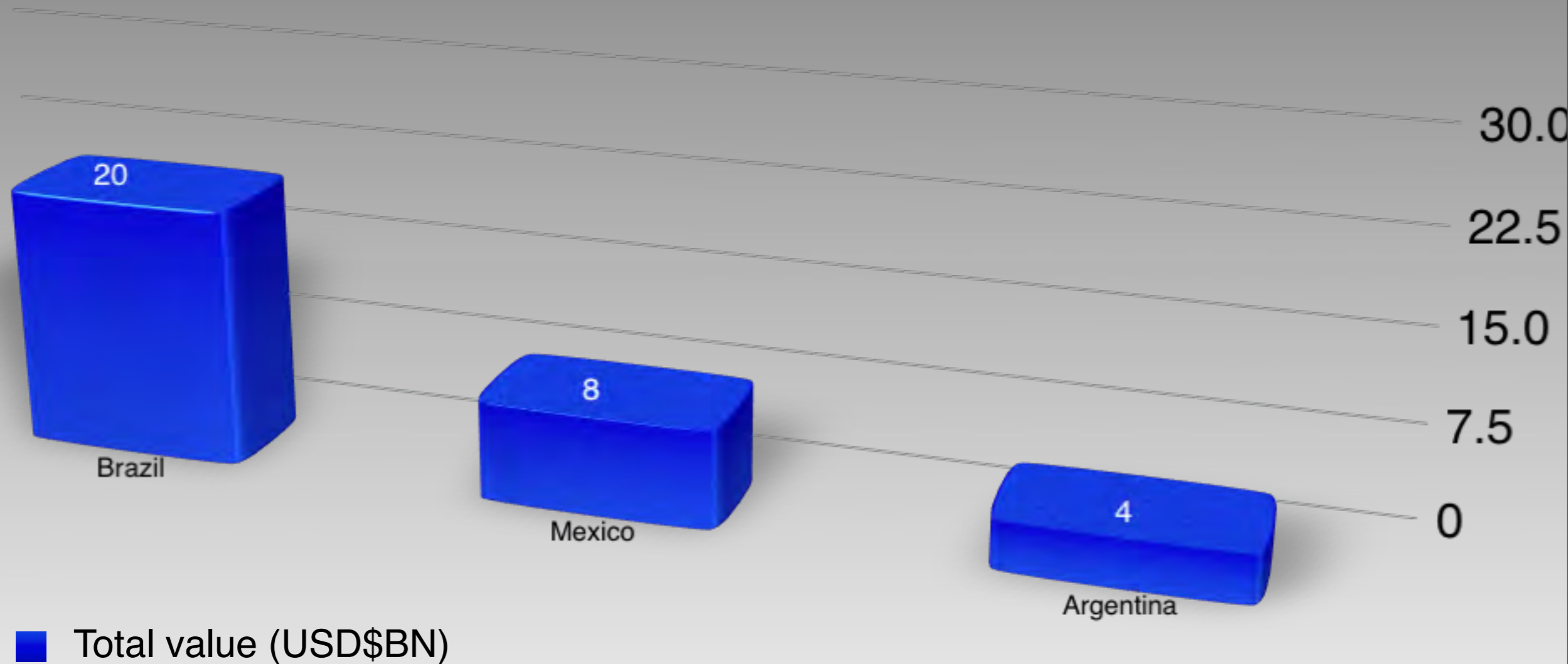
LatAm Market Potential. 2012.

Where to invest your budget?



LatAm tourism spend. 2012.

LGBT people spend



Market **where?**

Argentina

Australia

Austria

Brasil

Canada - English

Canada - French

Chile

Ecuador

Francia

Alemania

Irlanda

Israel

Italy

Japón

México

Holanda

Perú

Polonia

Portugal

Spain

South Africa

Reino Unido

Estados Unidos

Uruguay

Market **where?**

Argentina

Australia

Austria

Brasil

Canada - English

Canada - French

Chile

Ecuador

Francia

Alemania

Irlanda

Israel

Italy

Japón

México

Holanda

Perú

Polonia

Portugal

Spain

South Africa

Reino Unido

Estados Unidos

Uruguay

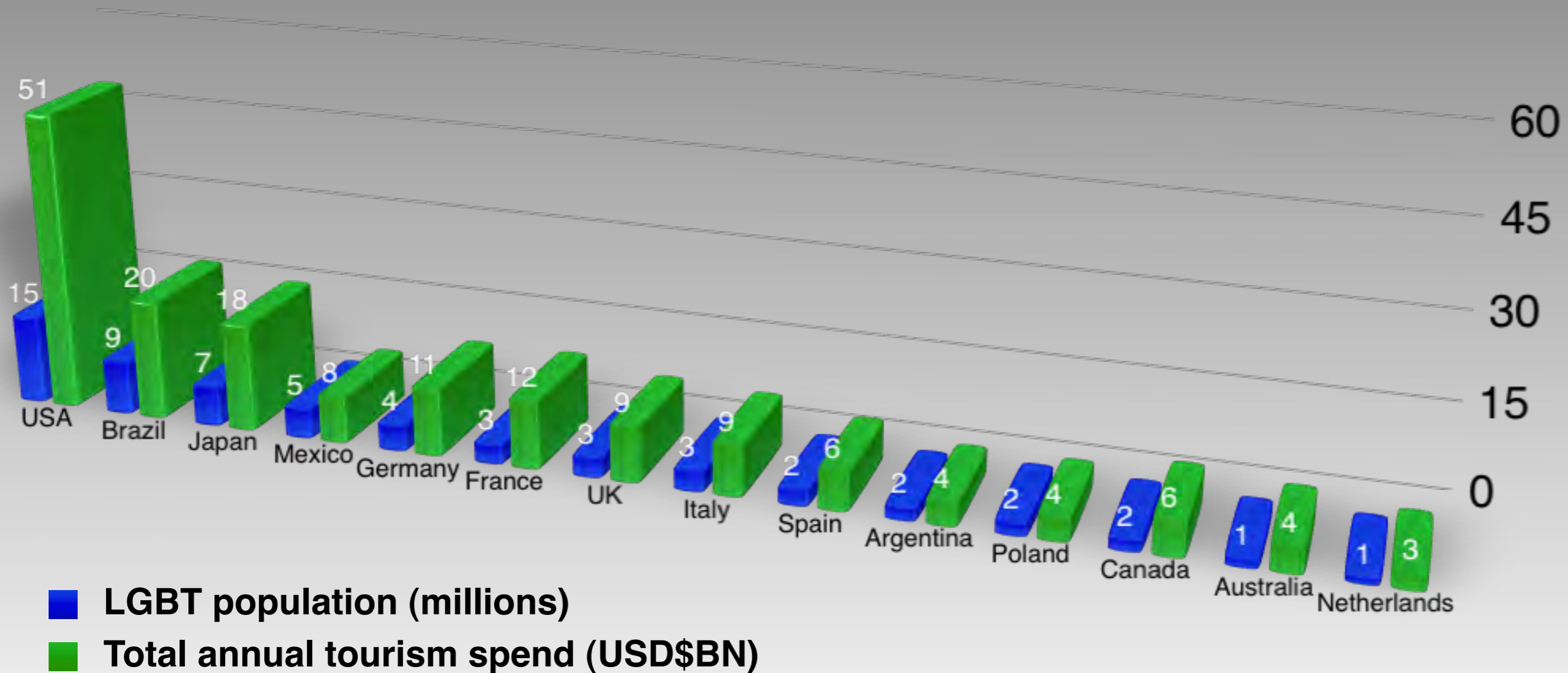
LGBT Market Potential. 2012.

USD\$165 Billion



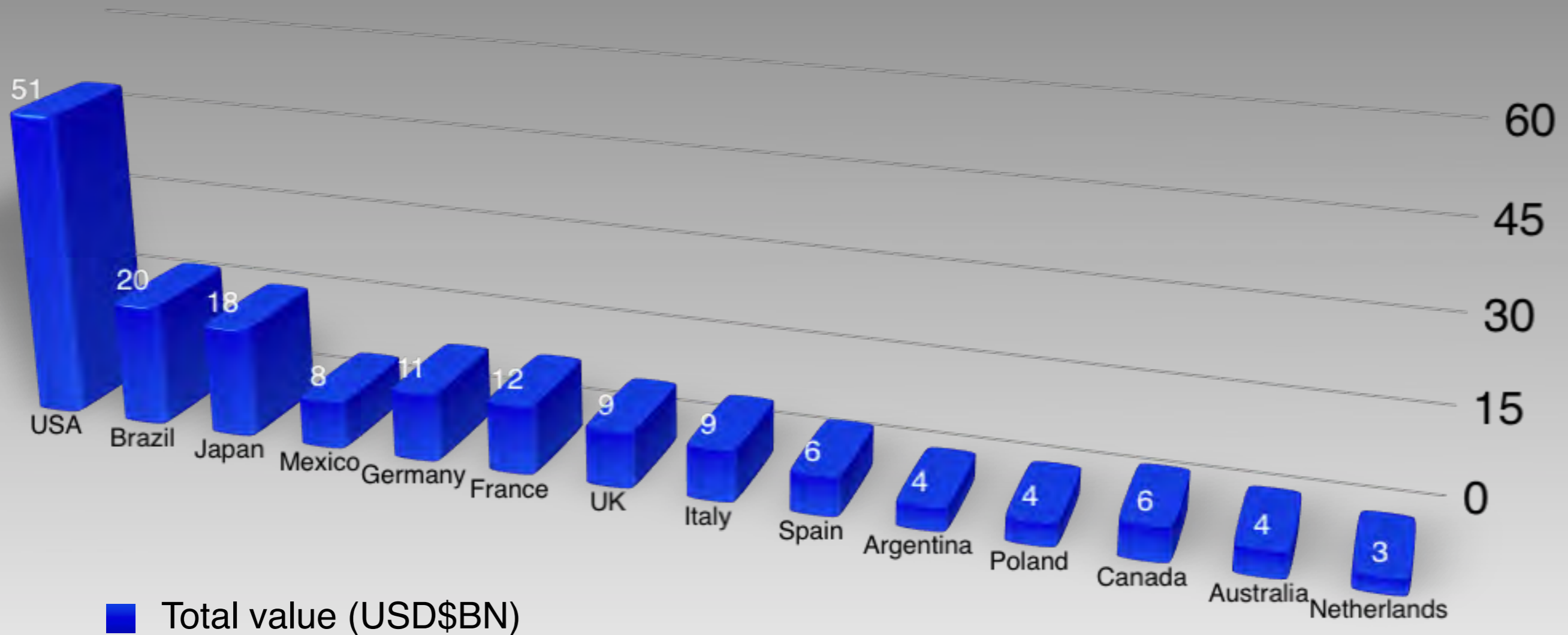
LGBT Market Potential. 2012.

Where to invest your budget?



LGBT Market Potential. 2012.

Where to invest your budget?



LGBT Market Potential. 2012.

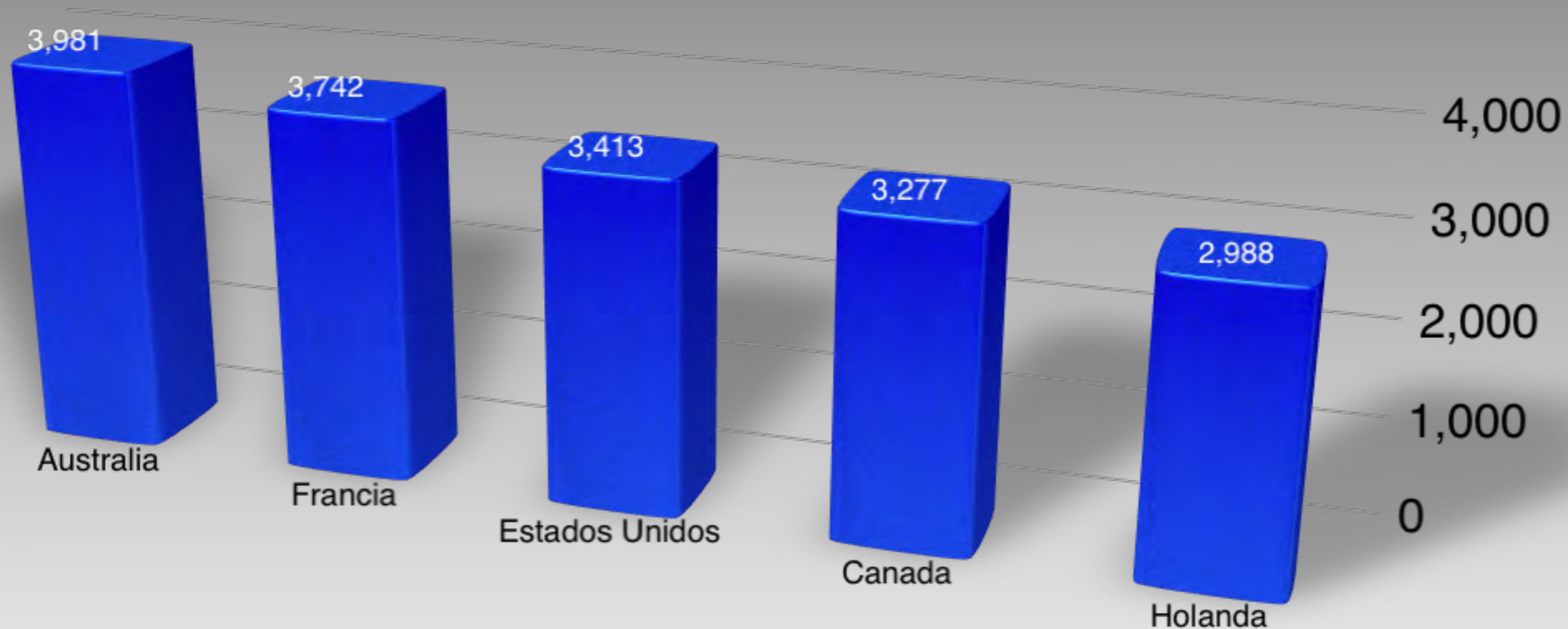
Where to invest your budget?

	POPULATION	TOTAL VALUE	PER CAPITA
Estados Unidos	1	1	3
Brasil	2	2	11
Japón	3	3	7
México	4	8	14
Alemania	5	5	9
Francia	6	4	2
Reino Unido	7	6	6
Italy	8	7	10
Spain	9	9	8
Argentina	10	12	12
Polonia	11	13	13
Canada	12	10	4
Australia	13	11	1
Holanda	14	14	5



Per Capita Potential. 2012.

Where to invest your budget?



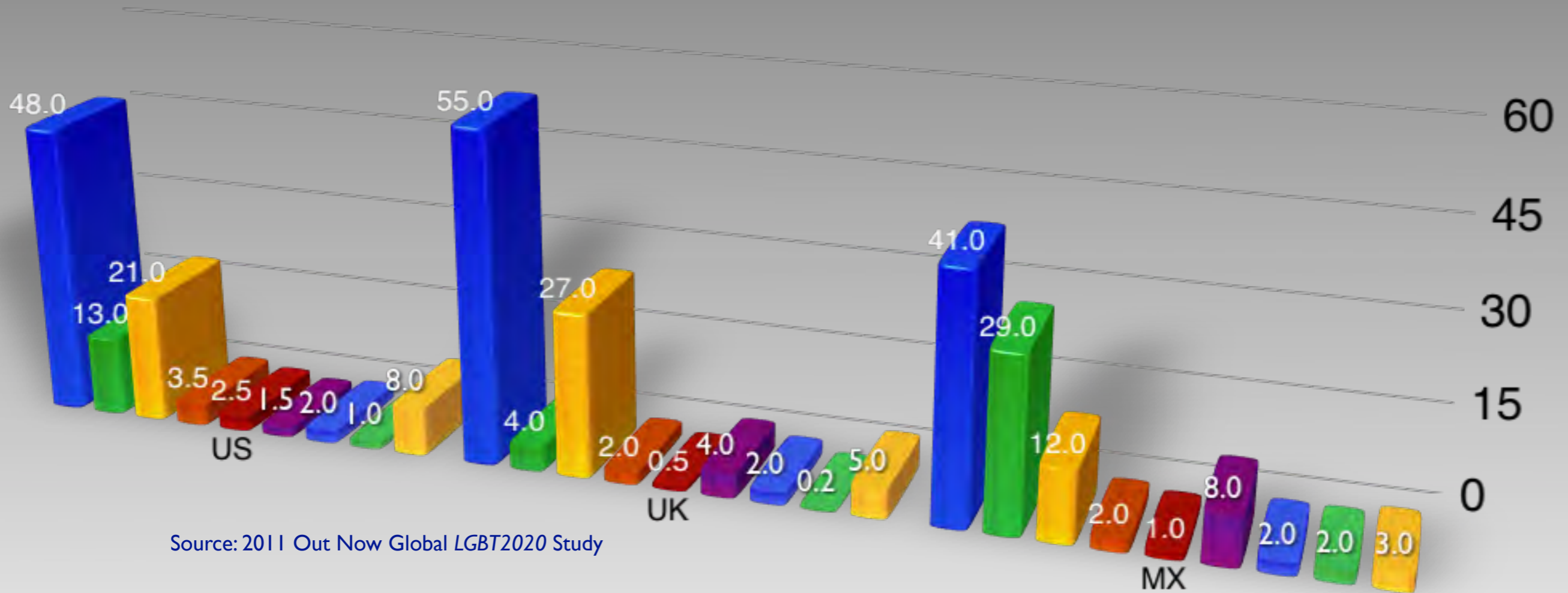
■ Per capita annual travel spend (USD\$)



LGBT2020 latest data

Copyright: 2011 Out Now

Hotels - Booking preferences - US v UK v MX



Source: 2011 Out Now Global LGBT2020 Study

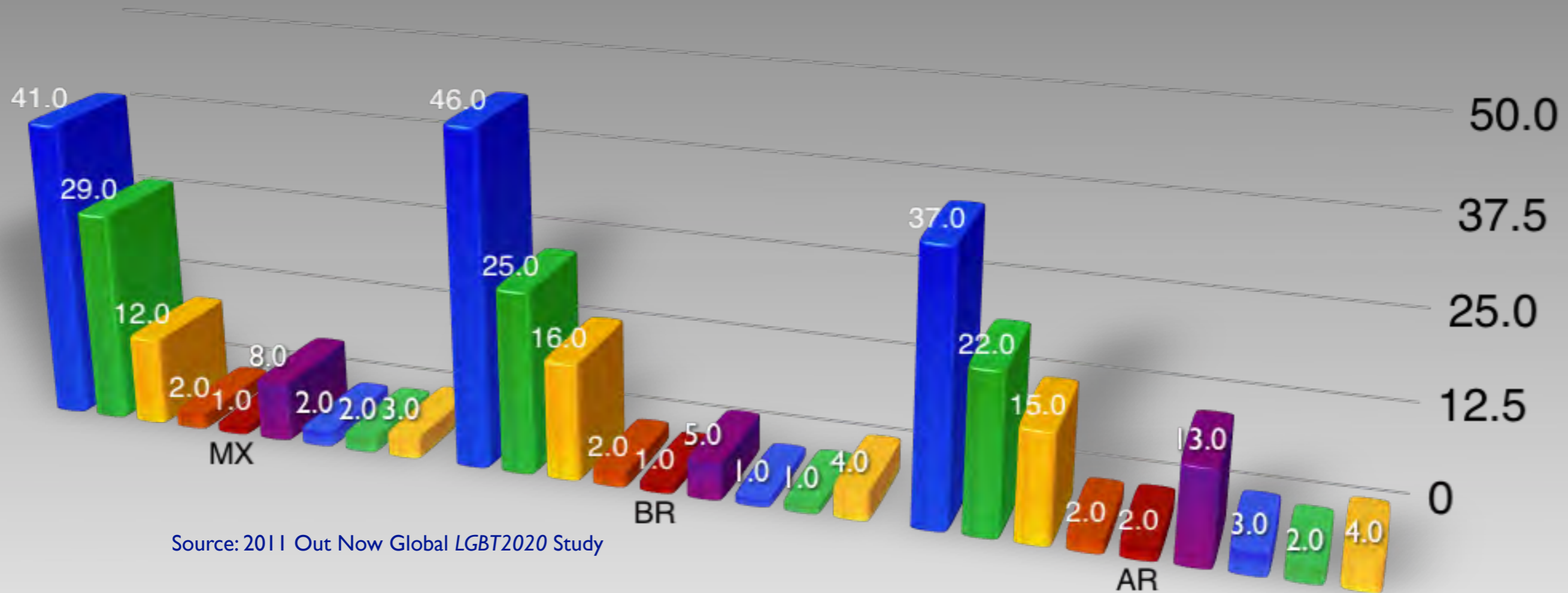
- Online-direct-hotel site
- Mainstream TA/TO online
- LGBT micro - hotel
- LGBT TA/TO online
- Other
- Phone-direct
- LGBT micro mainstream TA/TO
- Mainstream store
- LGBT TA/TO store



LGBT2020 latest data

Copyright: 2011 Out Now

Hotels - Booking preferences - MX v BR v AR



Source: 2011 Out Now Global LGBT2020 Study

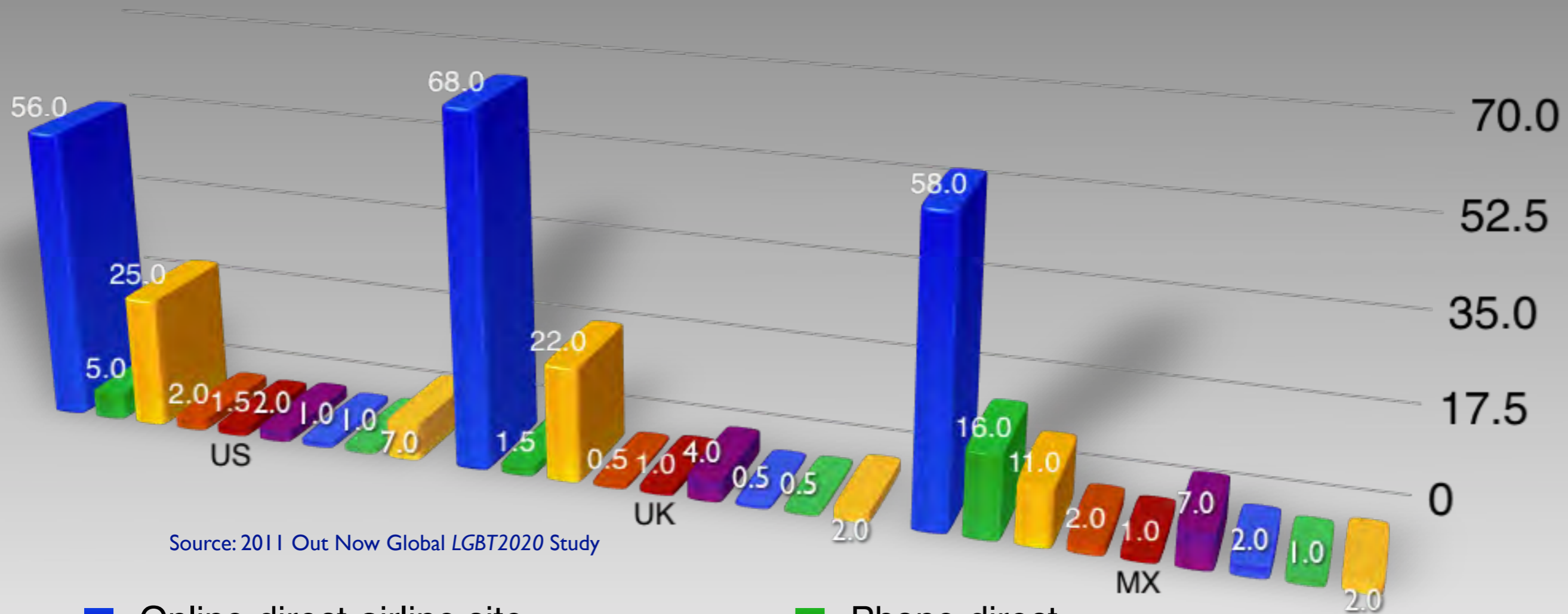
- Online-direct-hotel site
- Phone-direct
- Mainstream TA/TO online
- LGBT micro mainstream TA/TO
- LGBT micro - hotel
- Mainstream store
- LGBT TA/TO online
- LGBT TA/TO store
- Other



LGBT2020 latest data

Copyright: 2011 Out Now

Airlines - Booking preferences - US v UK v MX



Source: 2011 Out Now Global LGBT2020 Study

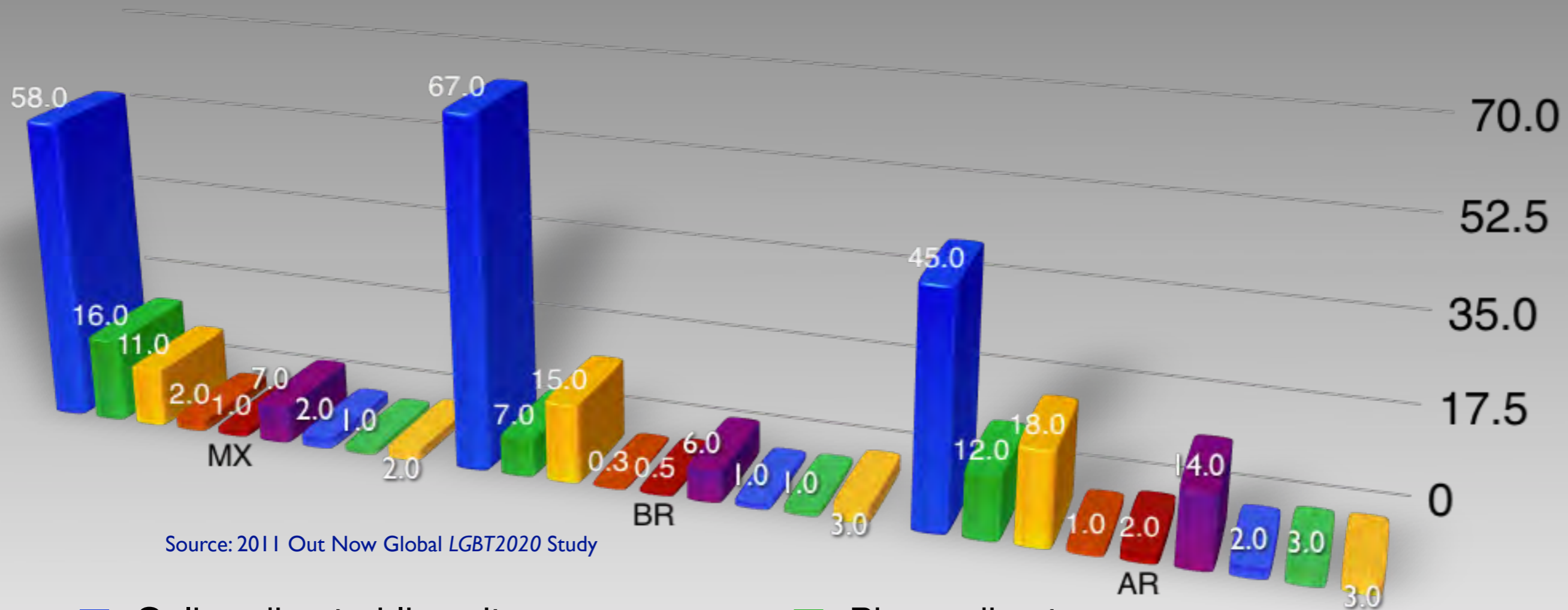
- Online-direct-airline site
- Mainstream TA/TO online
- LGBT micro - mainstream TA/TO
- LGBT TA/TO online
- Other
- Phone-direct
- LGBT micro airline
- Mainstream store
- LGBT TA/TO store



LGBT2020 latest data

Copyright: 2011 Out Now

Airlines - Booking preferences - MX v BR v AR



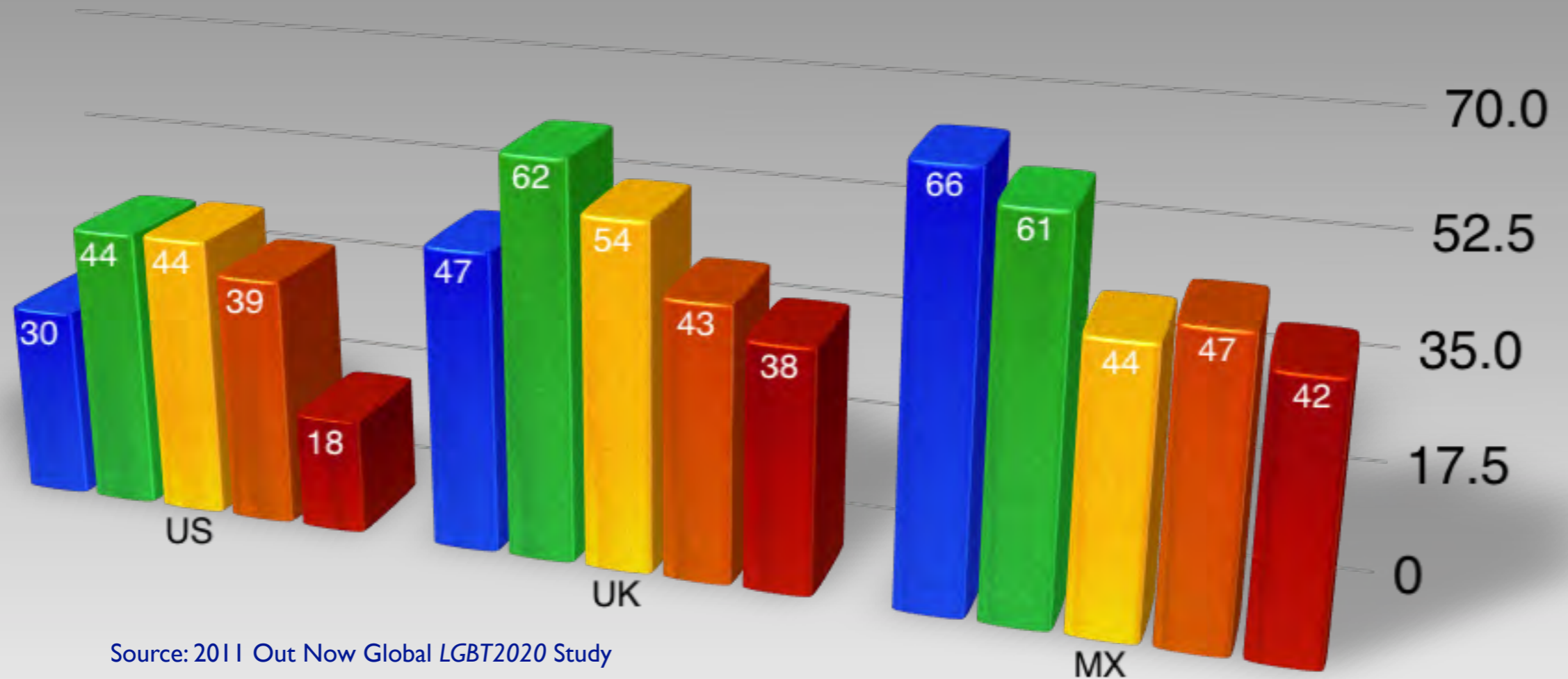
Source: 2011 Out Now Global LGBT2020 Study

- Online-direct-airline site
- Mainstream TA/TO online
- LGBT micro - mainstream TA/TO
- LGBT TA/TO online
- Other
- Phone-direct
- LGBT micro airline
- Mainstream store
- LGBT TA/TO store



LGBT2020 latest data

US v UK v MX - hotel preferences (last 12 months, minimum 1 nt.)



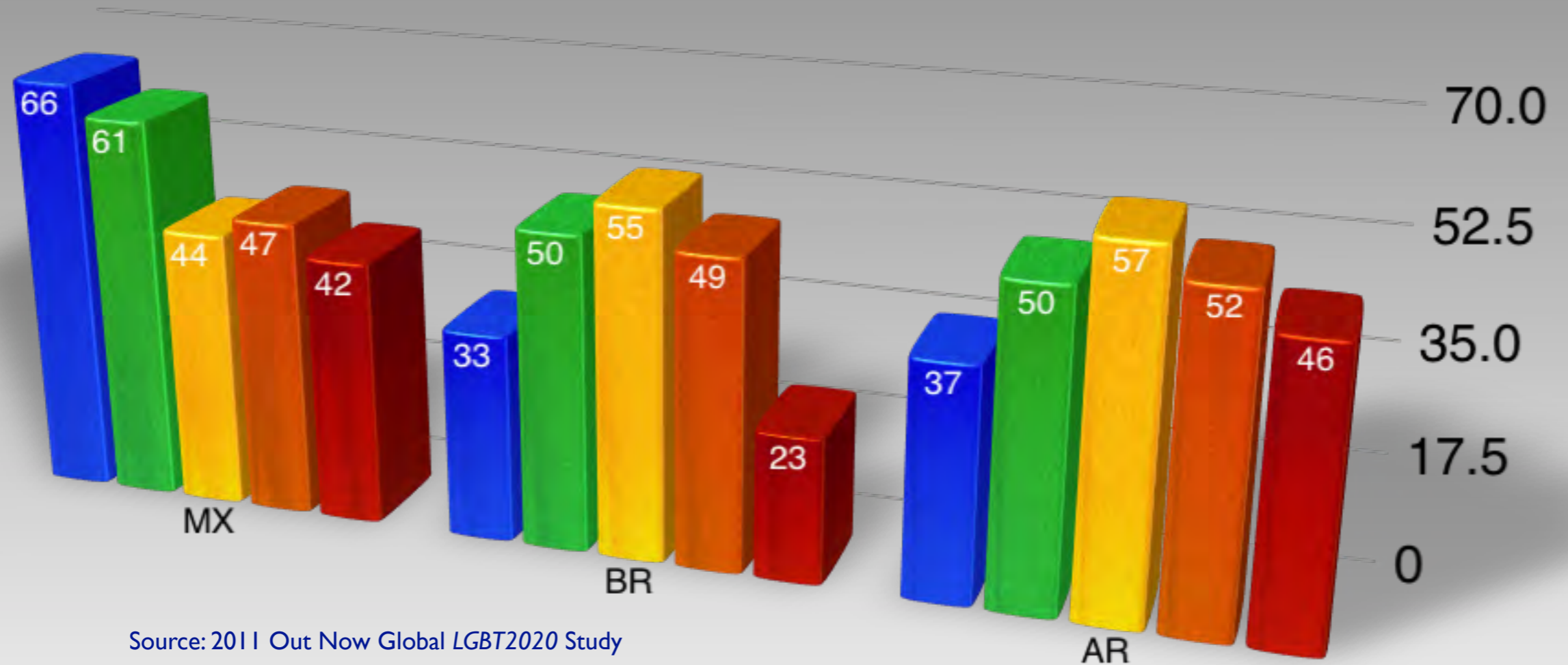
Source: 2011 Out Now Global LGBT2020 Study

■ 5 star ■ 4 star ■ 3 star ■ Budget ■ Pensione / B & B



LGBT2020 latest data

MX v BR v AR - hotel preferences (last 12 months, minimum 1 nt.)



Source: 2011 Out Now Global LGBT2020 Study

■ 5 star ■ 4 star ■ 3 star ■ Budget ■ Pensione / B & B



Global.

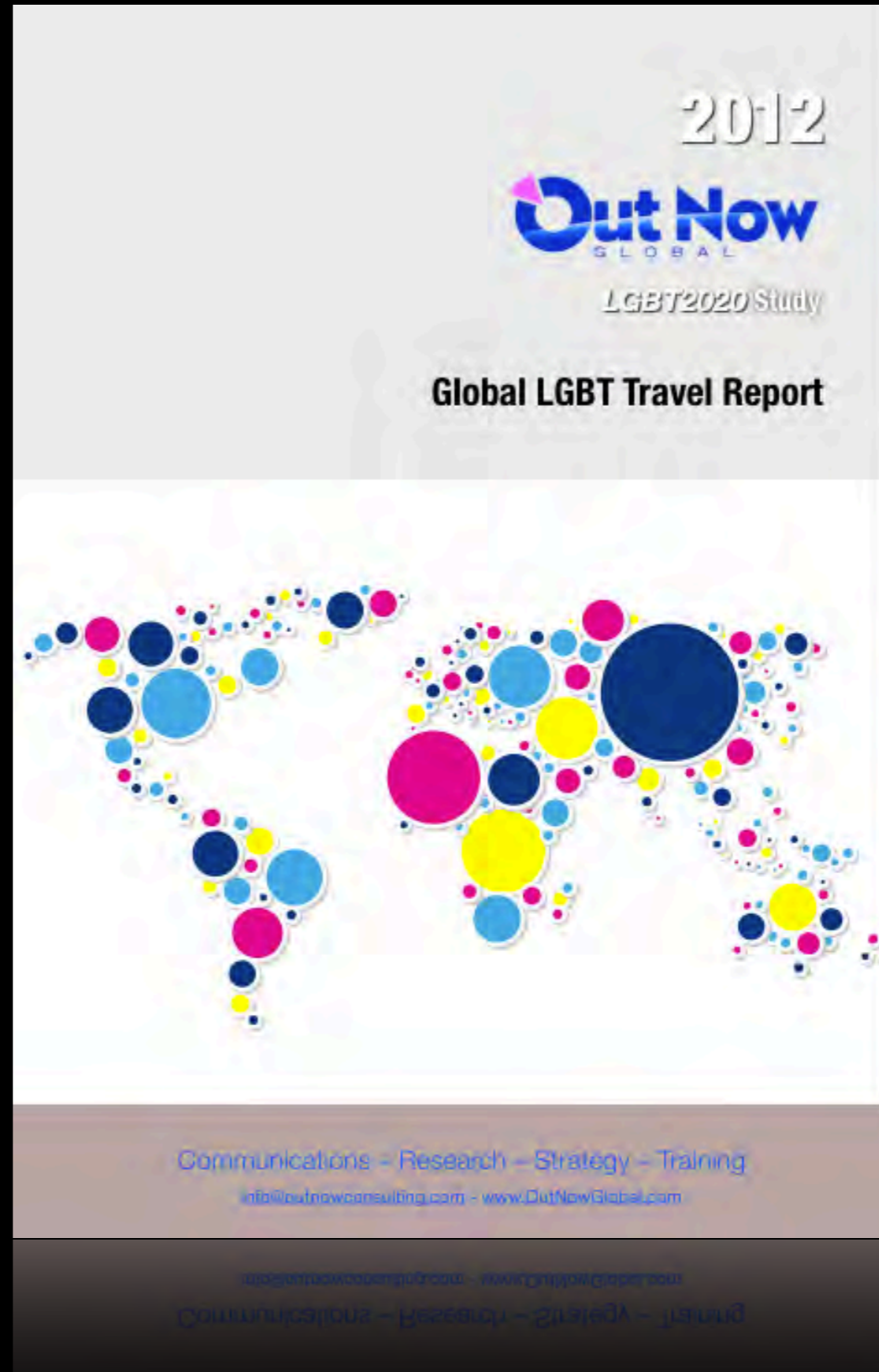


Table of contents.

PART 1 - ISSUES TESTED

Do you have current **passport**?

Preferred **destinations** - countries, cities

Importance of **welcome** at hotels

LGBT cultural **events**

Hotels booking channels

Airlines ticket booking **channels**

Factors driving **airline selection**

2012

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LGBT2020 Study

Global LGBT Travel Report



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Communications - Research - Strategy - Training
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PART 1 - ISSUES TESTED

Number of **bed nights**, budget to 5 star

Frequency and **modes of transport**

Expenditure on leisure travel

Importance of **LGBT marketing, sponsorships, staff policies**

Business travel

Key demographics

Customers feedback

2012

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LGBT2020 Study

Global LGBT Travel Report



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PART 2 - NATIONAL AND GEOGRAPHICAL ANALYSIS

North America

Latin America

Europe

Australia

Japan

India

PART 3 - DATA TABLE APPENDICES

2012

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LGBT2020 Study

Global LGBT Travel Report



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Newhorizons

- Turkey
- Israel
- **India**
- **Mexico**

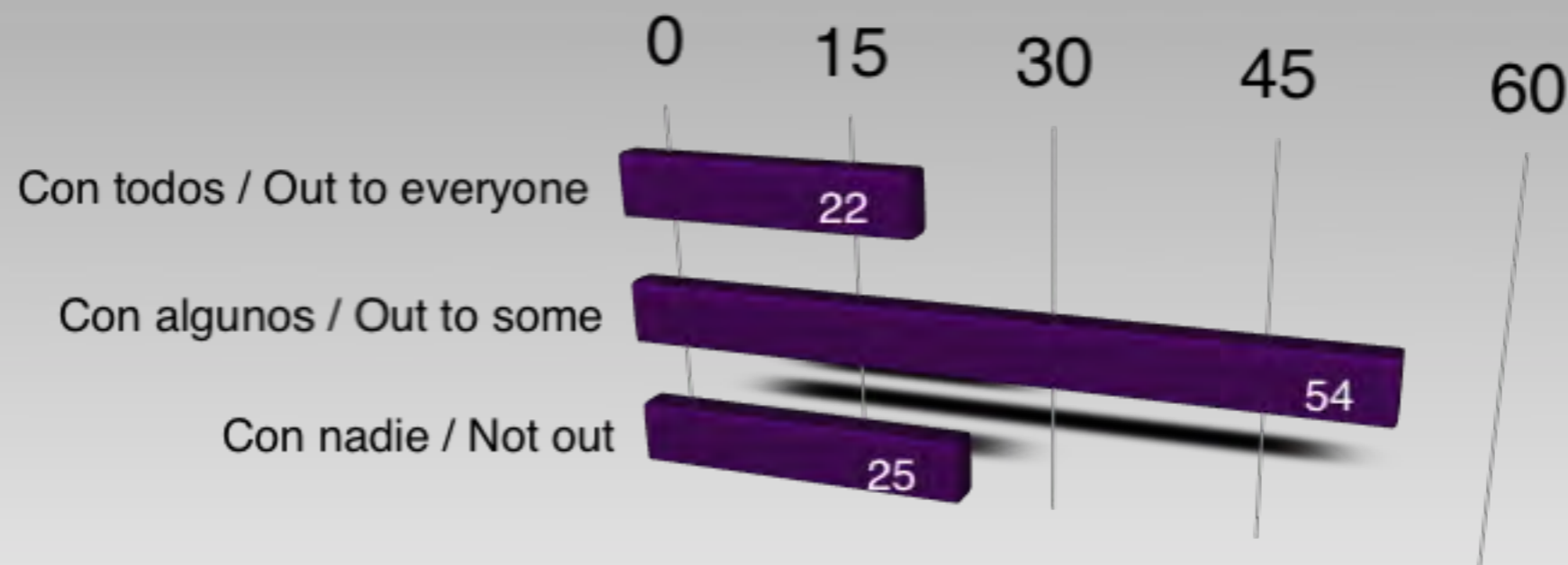
¿Qué tan fuera del closet estás en el **trabajo**? /



How out at work are you?

MX22%

Being 'out' in Mexico



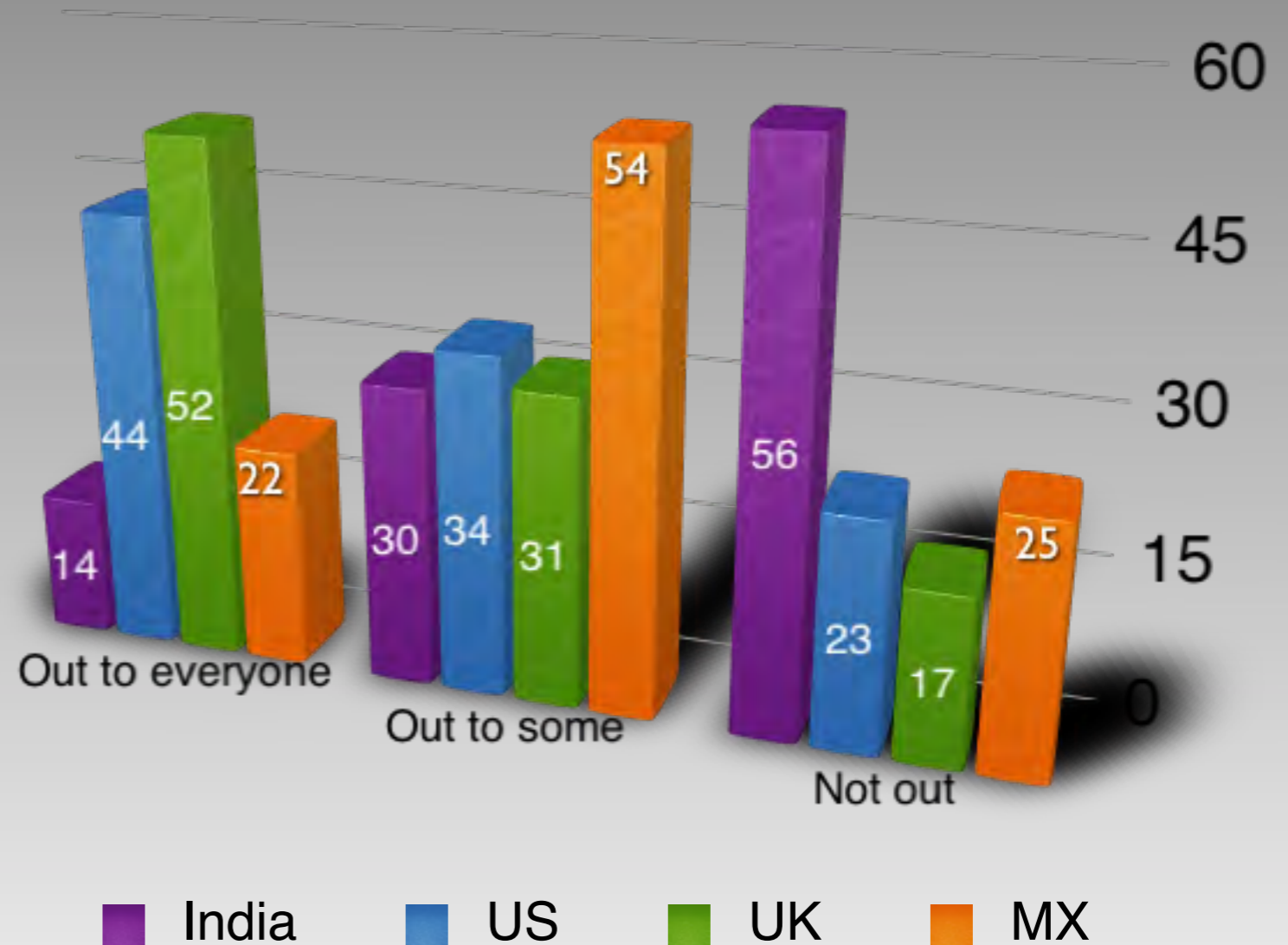
■ Mexican workplaces



How out **at work** are you?

Being 'out' in Mexico

IN 14%
MX 22%
US 44%
UK 52%

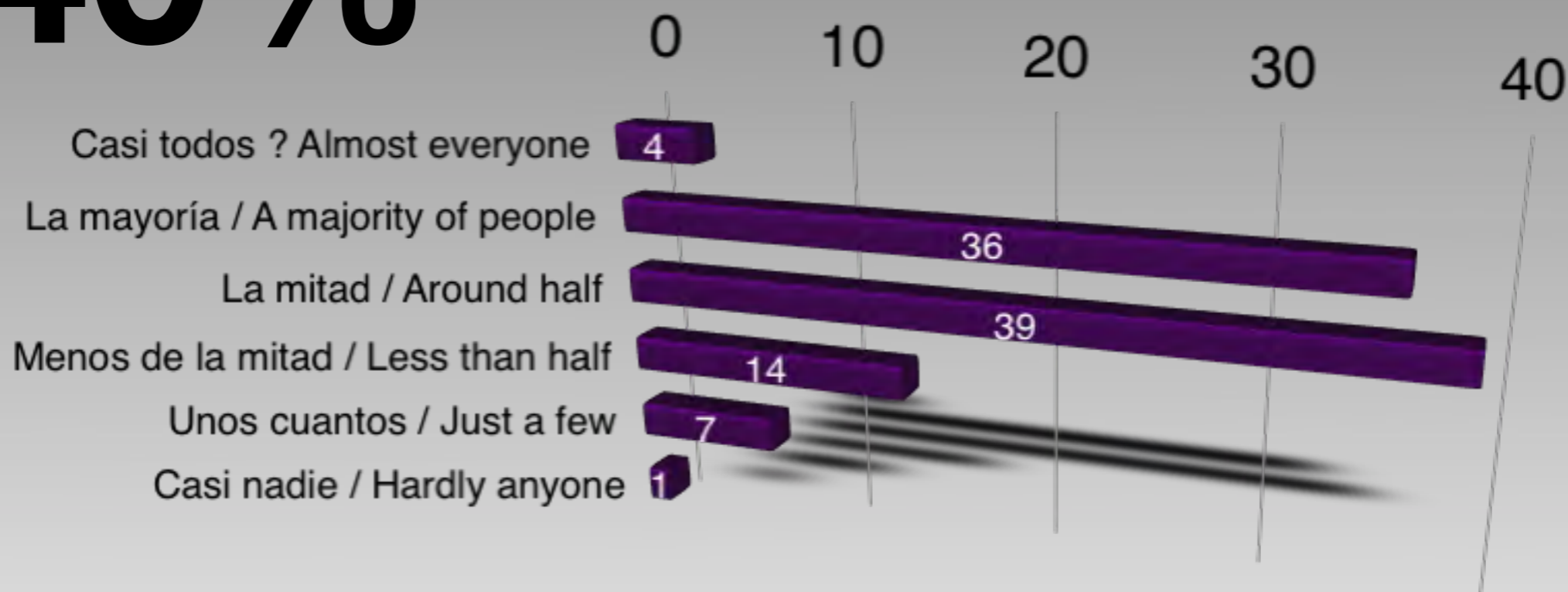


¿Cuánta gente es homofóbica?

How many people are homophobic?



MX 40%



■ ¿Cuánta gente es homofóbica?

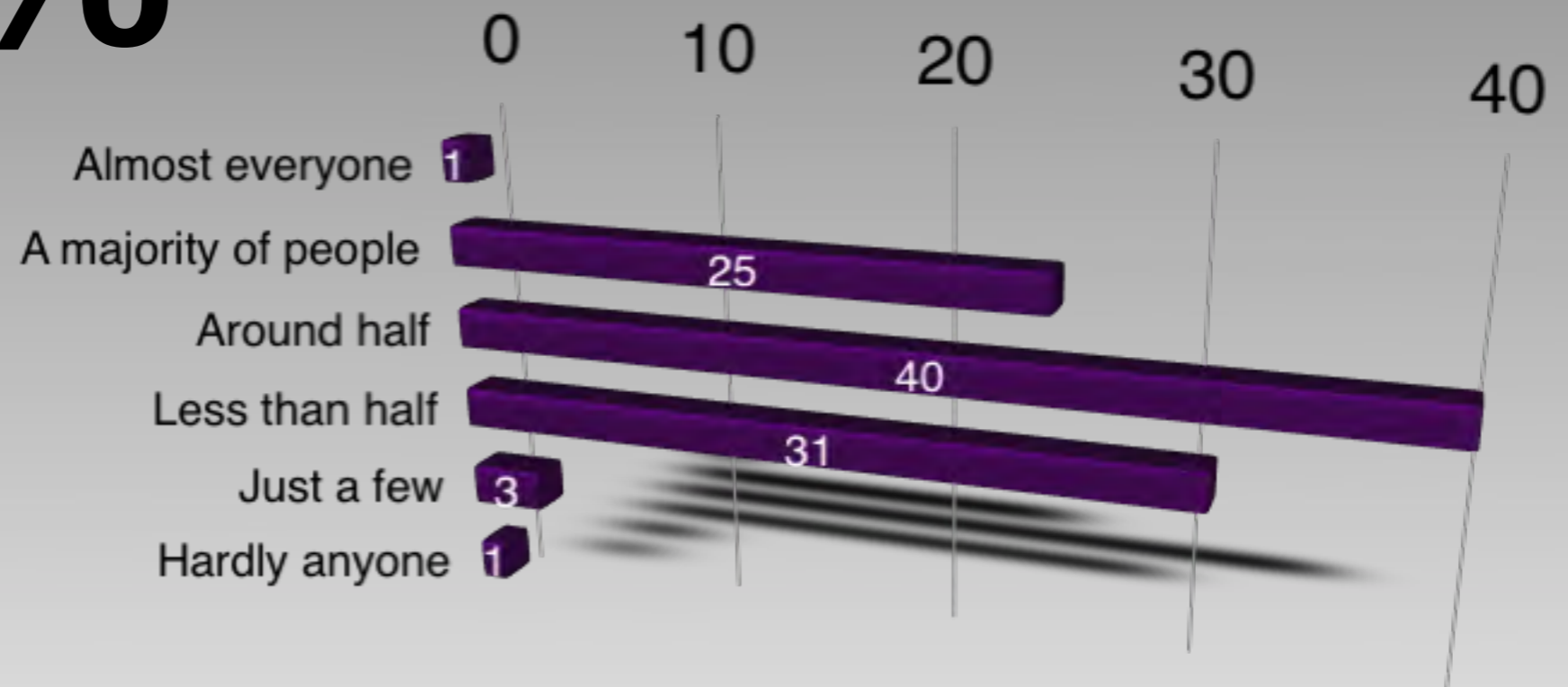


¿Cuánta gente es homofóbica?

How many people are homophobic?



US 26%



■ In US, how many people do you think are homophobic?

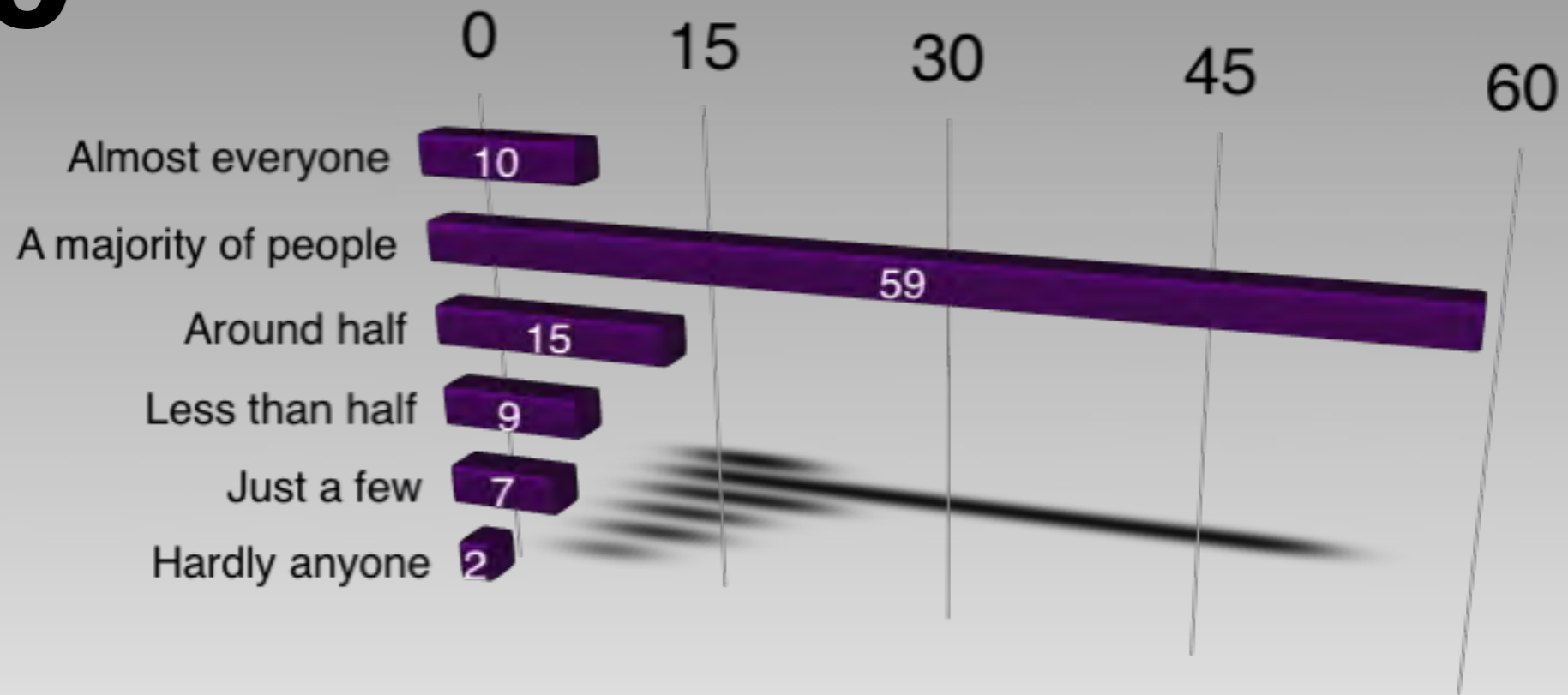


¿Cuánta gente es homofóbica?

How many people are homophobic?



IN 69%



■ In India, how many people do you think are homophobic?

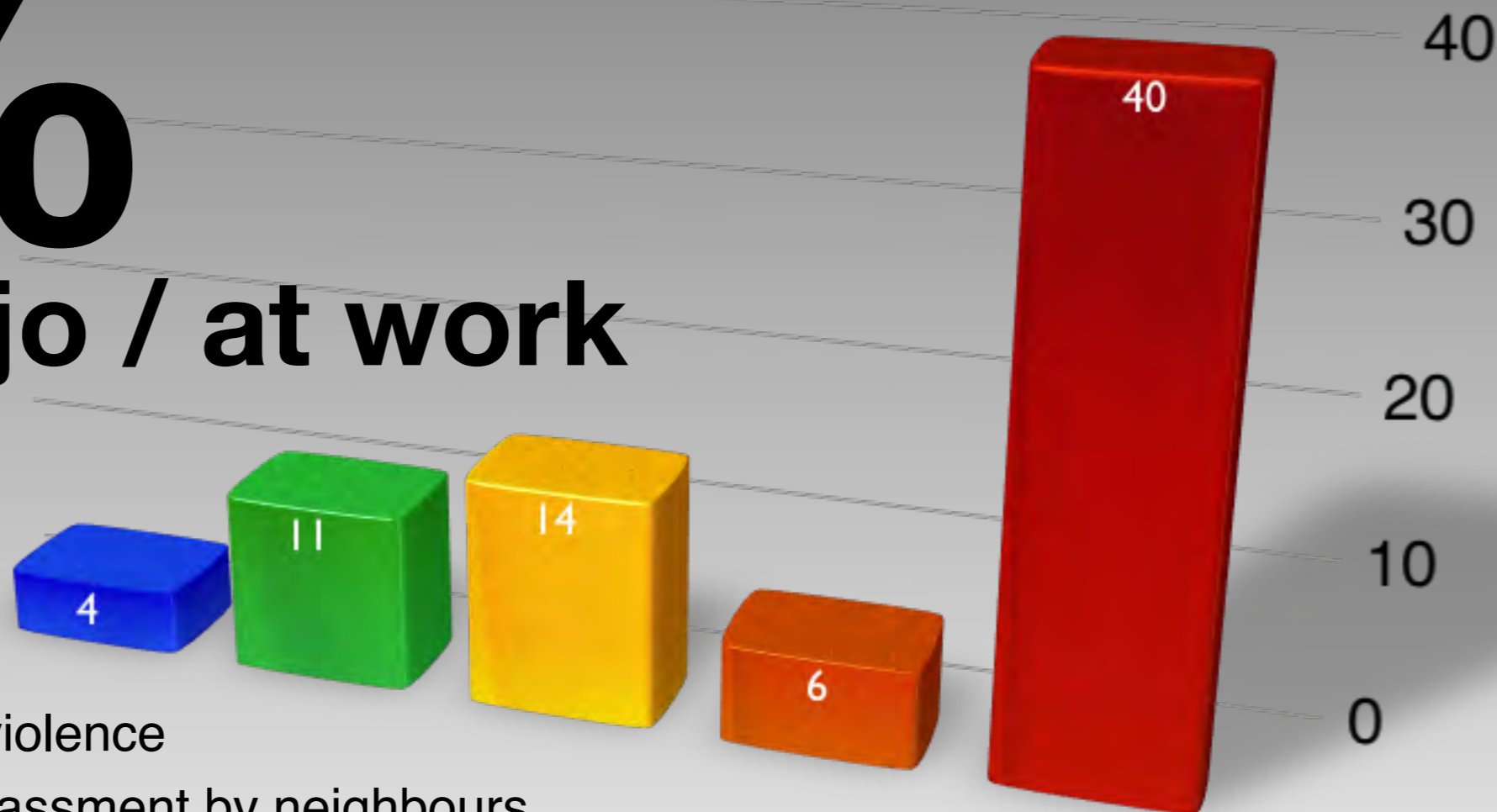


Acoso / Harassment



MEXICO - experimentado en los últimos doce meses (%)

14%
en el trabajo / at work



- Violencia física / Physical violence
- Acoso de los vecinos / Harassment by neighbours
- Acoso en el trabajo / Harassment at work
- Negación de un producto o servicio / Refusal of goods and services
- Acoso verbal / Verbal harassment

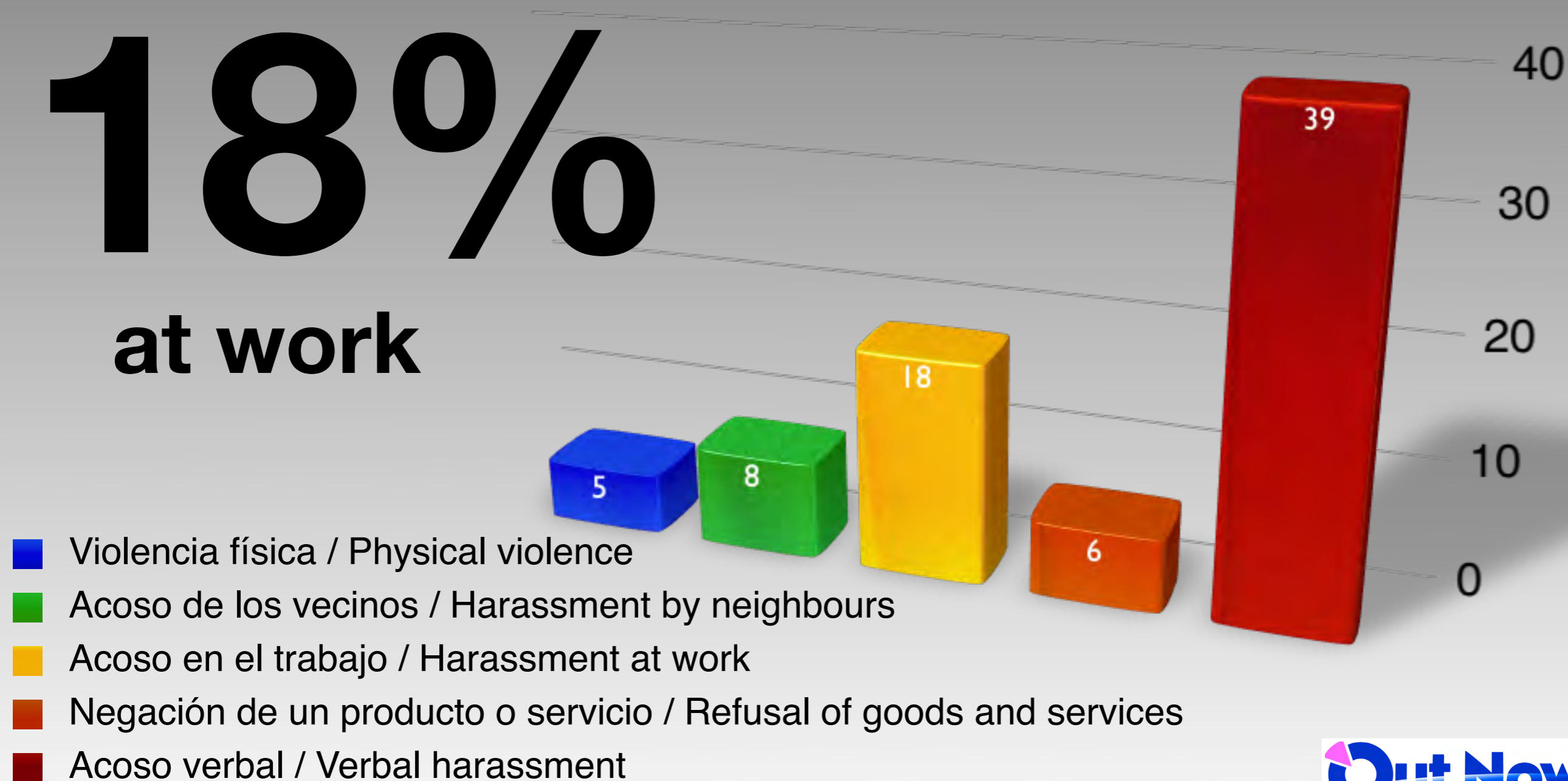


Acoso / Harassment



PERU - experimentado en los últimos doce meses (%)

18%
at work



- Violencia física / Physical violence
- Acoso de los vecinos / Harassment by neighbours
- Acoso en el trabajo / Harassment at work
- Negación de un producto o servicio / Refusal of goods and services
- Acoso verbal / Verbal harassment



México

- mi antiguo jefe siempre hacía comentarios transfóbicos y homofóbicos en el área de trabajo sabiendo que varios de sus empleados eran gays fuera del closet.
- my old boss always to transphobic and homophobic comments in the area of work knowing that several employees were out of closet gays.

México

- Ser bisexual trae un estigma más grande ya que por parte de los heterosexuales se le considera como libertinaje y por los gay como alguien sin una definición
- Being bisexual brings a bigger stigma as by heterosexuals is considered by gay debauchery and as someone without a definition

México

- Como lo describí anteriormente, el empleo de palabras homofóbicas, las cuales me incomodan bastante, especialmente cuando nadie responde a estos individuos como debe ser.
- As described above, the use of homophobic words, which bothered me a lot, especially when no one responds to these individuals as they should.

México

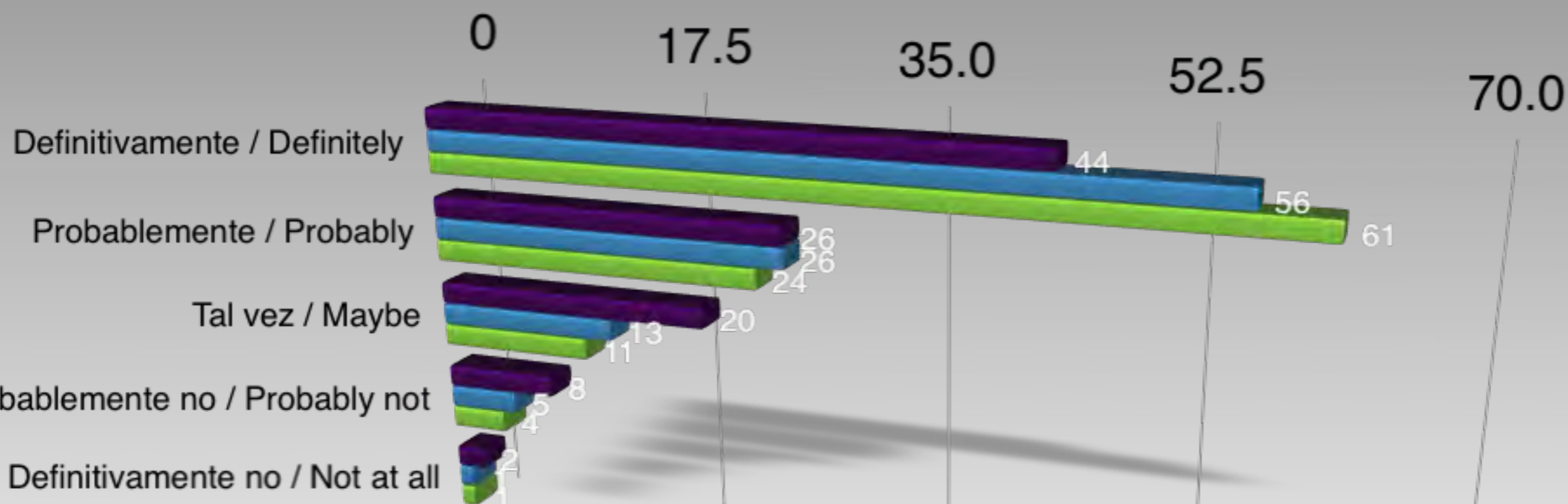
- Ojalá y algún día todos LGBT no tengamos que escondernos y seamos todos tratados con igualdad y con respeto, tanto dentro del seno familiar como fuera de él.
- And someday I hope all will not have to hide LGBT and we are all treated equally and with respect, both within the family and outside it.

Tácticas de mercadotecnia.



Opciones. / Tactical marketing. Options.

Influence brand selection decision? - USA



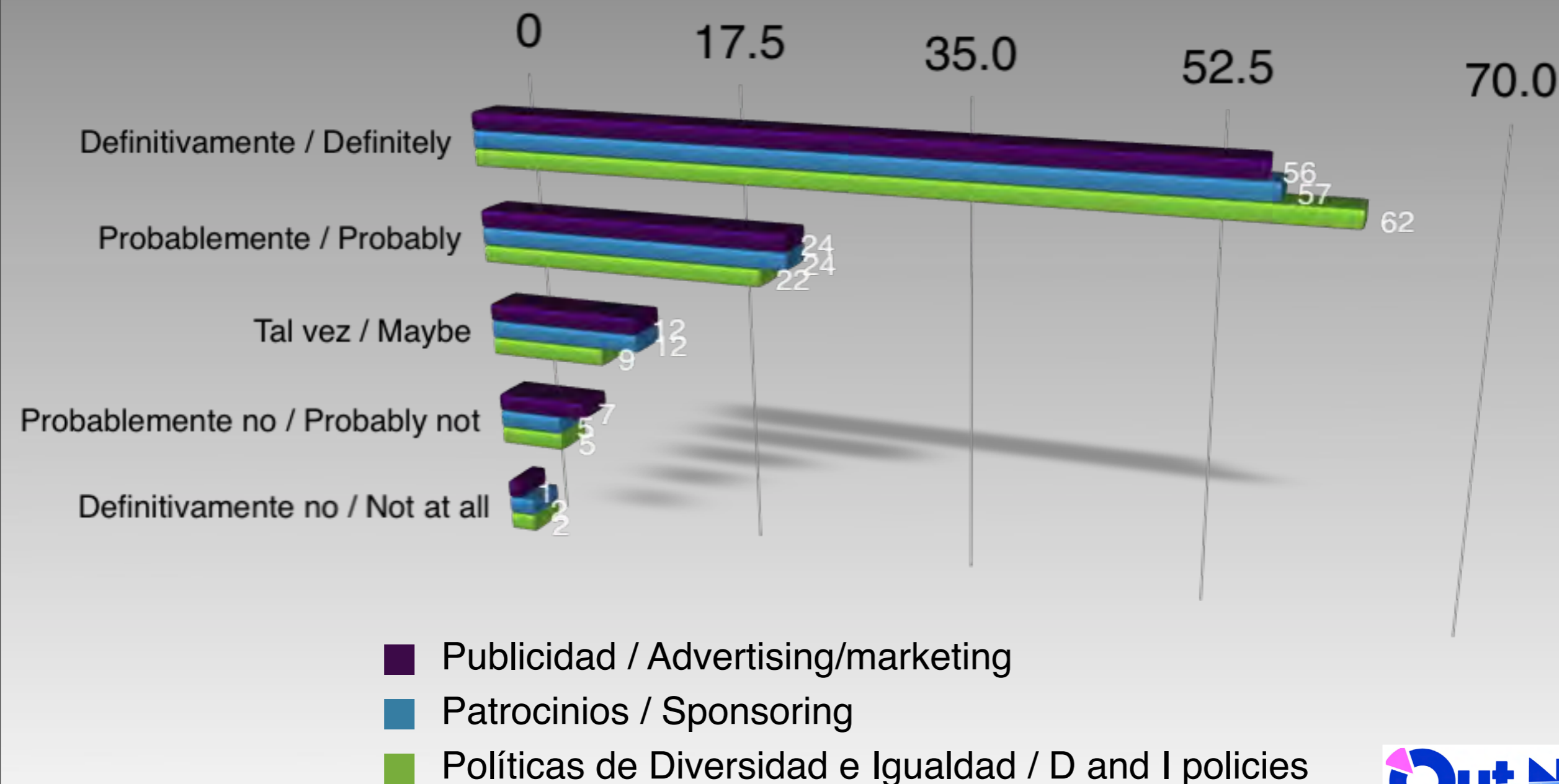
- Publicidad / Advertising/marketing
- Patrocinios / Sponsoring
- Políticas de Diversidad e Igualdad / D and I policies



Tácticas de mercadotecnia.



Opciones. / Tactical marketing. Options.



Destinos mexicanos preferidos

por viajeros gay de Estados Unidos.

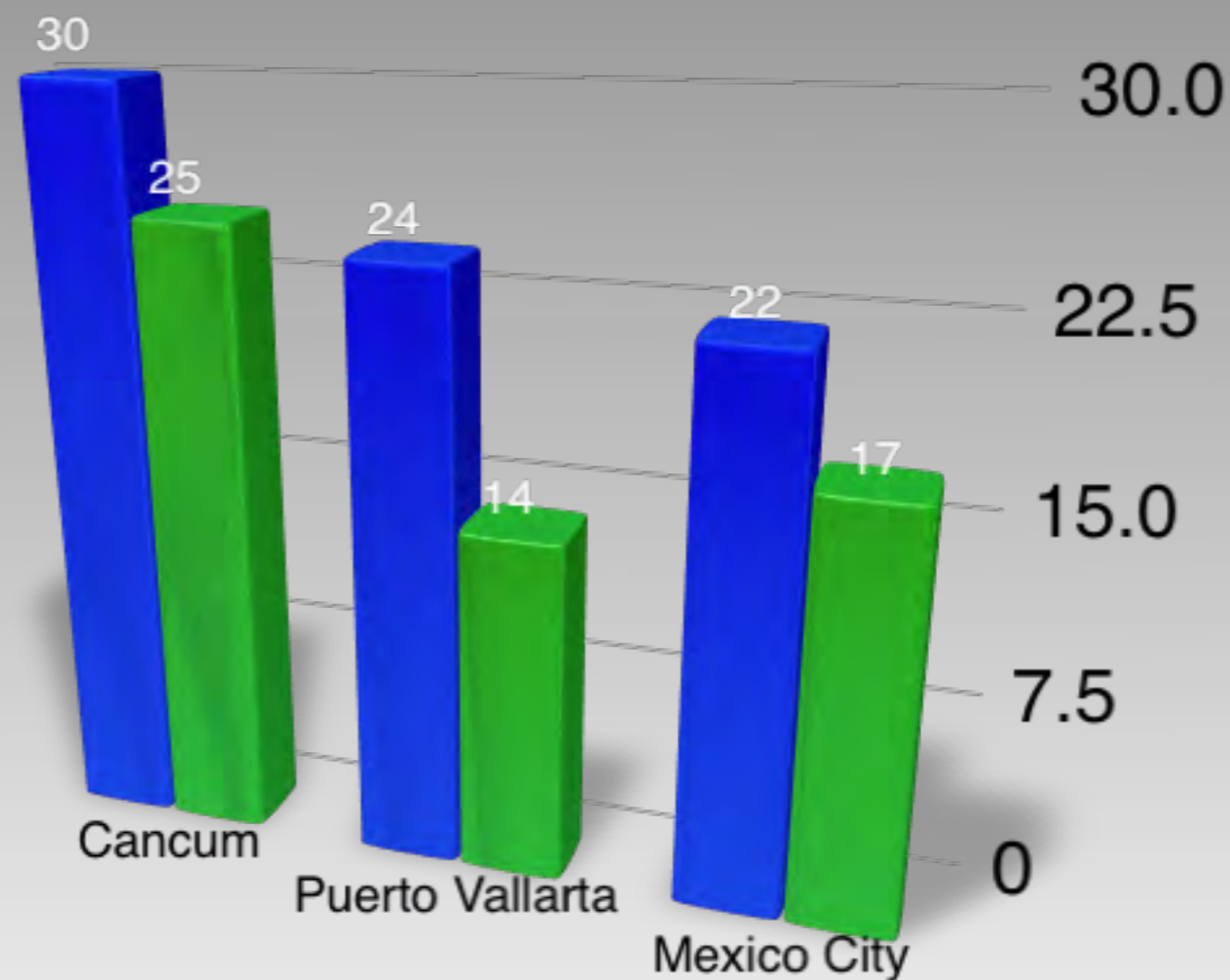
/ Next three years. LGBT wishlist.



■ 2011
■ 2012

US: -5.3%

PVR: -10%



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Personal capacitado



/ Trained staff

Nuevos horizontes

/ New horizons

México

68%

siempre buscan encontrar un buen trato para el segmento LGBT

/ always or usually seek to find genuinely LGBT-welcoming accommodations



Personal capacitado



/ Trained staff

Nuevos horizontes

/ New horizons

México

70%

buscarán un proveedor que capacite a su personal en trato LGBT

/will switch to a supplier that trains their staff on LGBT issues



9 de noviembre, 2011

TRAVEL WEEKLY
THE NATIONAL NEWSPAPER OF THE TRAVEL INDUSTRY

“We want to make sure that the welcome our LGBT visitors receive is **of the highest possible standard** and is in line with our international reputation for industry-leading levels of customer service.”

... Urs Eberhard, Switzerland Tourism

NextLevelCertification

- **GayComfort.com**
- Lanzado en 2007 / Launched in 2007
- Estándar de la industria para destinos principales / Industry standard for leading destinations
- Berlin, Estocolmo, Helsinki, Gold Coast, Manchester, Suiza + más
- TUI, Air Canada Vacations, Mark Travel Corporation + more

Viajes - ¿Cuál es el factor más importante ? / Travel - what is the #1 issue?





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GayComfort

Online training program



With GayComfort training, staff can deliver the world's best standards of service to the lesbian and gay travel market. Gay and lesbian travel is a leisure market worth billions in tourism spending. GayComfort is the unique e-learning program from Out Now that enables those working in tourism and hospitality to deliver superior service to lesbian and gay customers.

- Practical advice.
- Avoiding mistakes.
- Myths and stereotypes.
- Do's and Don'ts.
- Knowledge quiz.

Company

Employers: manage all aspects of your employee training.

- [Sign up](#)
- [Purchase training credits](#)
- [View employee results](#)

Employees

Log-in to take a training session.



[how gaycomfort works](#)



in association with

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Differences

Gays and lesbians sometimes get concerned about whether they are going to be accepted as equal, and be treated with respect by all staff.

They can be fearful of bad treatment.

Concerned they may be treated as being different or even unusual.

Due to their own personal experiences, they may be worried about homophobia.

What can I do about this?

There is plenty you can do to improve the experience of your gay and lesbian guests.

Remember that being gay is not something people just choose to be, it is who they are. To them being gay is totally natural, just as being heterosexual is for other people.

Rely on what you learn here, along with your general training and professionalism, to perform at your very best in any situation.

If unsure, do not be afraid to ask a manager's advice.



[...learn more](#)

- 1 2 3 4 5 6 7 8 9 10 11 12 13



¿Por qué es importante?

El 6% de la gente es homosexual. Por lo tanto, de 30 clientes con los que ustedes tratan, 2 son homosexuales.

Tal vez no es posible que puedan afirmar quién es homosexual. Ustedes pueden pensar que saben pero pueden tener

Es un buen negocio

De lo que sí pueden estar seguros es que la cantidad de dinero que gastan los homosexuales cuando viajan es bastante significativa.

Este mercado es tan importante que va a ser importante también para vuestro empleador y para las ganancias de éste. .

Respeto e igualdad

Los clientes homosexuales y lesbianas son iguales que ustedes cuando viajan.

Quieren recibir un servicio profesional y atento, respeto y una bienvenida amistosa.



[...learn more](#)

1 2 3 4 5 6 7 8 9 10 11 12 13



Ausdrucksweise

Vermeiden Sie Ausdrücke wie 'Ihre Freundin' oder 'Ihre Frau' wenn Sie mit einer lesbischen Frau sprechen.

Entsprechend sollten Sie nicht die Begriffe 'Ehemann' oder 'Freund' bei einem schwulen Mann verwenden.

Der Begriff 'Partner' oder 'Partnerin' ist die professionellste und respektvollste Art, sich auf den Partner eines schwulen Mannes oder die Partnerin einer lesbischen Frau zu beziehen.

Schwule Hochzeiten

In einer steigenden Zahl von Ländern können lesbische Frauen und schwule Männer eine eingetragene Partnerschaft oder Ehe eingehen..

Sie werden vielleicht Heiratsempfänge durch Sie organisieren la

Weitere praktische Tipps



[...lernen Sie mehr](#)

1 2 3 4 5 6 7 8 9 10 11 12 13



GayComfort



Capacitación lleva a la
acreditación

GayComfort

Consejos prácticos





GayComfort 

**Inquietudes
claves del
viajero gay**

GayComfort

**Evitando
errores**





GayComfort 

Éxitos y fracasos

Mitos y estereotipos



GayComfort



**Como comunicarse con
los clientes gays**

GayComfort

Prueba de conocimiento



NextLevelCertification

- Motivador No. 1 para el turismo LGBT en 2012 / Number 1 LGBT tourism motivator in 2012:

¿Seré bien recibido?

Will I be welcomed?

TheFutureNow

GayComfort.me

NextLevelCertification

- **GayComfort.me**
- A partir de Noviembre 2011
/ Launches November 2011 - beta

GayComfort
CERTIFIED2011

A stylized graphic of a leaf or branch, rendered in a gradient of brown and grey, extending from the right side of the text.

NextLevelCertification



HOME

MAP

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REGIONS

TYPE OF HOLIDAY



What is GayComfort?

Welcome - we have been expecting you! And more importantly so are the hotels and destinations you can find here, who really do value your business and understand the importance of LGBT tourism. GayComfort is the only world-wide customer service training (in 5 languages) for staff on how to better deliver on the promises their advertising makes to you - the LGBT customer. In short, they are expecting you. Next time you travel, why not stay in a GayComfort certified property where management and staff not only expect, but also respect LGBT people. You deserve it - welcome to GayComfort!

Find a hotel now >>



HOME

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TYPE OF HOLIDAY



Region

Select Region...

Country

NextLevelCertification

sort by...

Absolu Living



Absolu Living is the leading provider of gay accommodation in Paris and Nice, and is a company proud to serve gay men, lesbians and their friends. We understand the needs of the gay community, especially when it comes to travel, tourism and gay accommodation in Paris and Nice. That's why Absolu Living has chosen gay apartment hotels, or gay apart-hotels, that are all a great gay accommodation choice. If you choose Absolu Living, the leading provider of gay accommodation for your next stay in Paris and Nice, you're guaranteed a warm welcome. You more



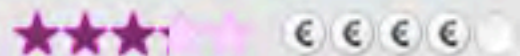
Blue Angels - Bed & Breakfast



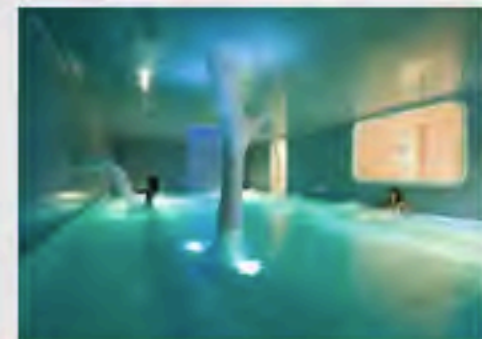
Jean-Michel and Phillipe are very much looking forward to receiving you at the Blue Angels Bed&Breakfast in sunny Nice! Please visit our website to find more about the great holiday experience we are offering. We don't only offer great accommodation, we also have a long experience with helping you explore all that Nice offers to the LGBT community!



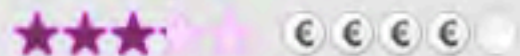
Boscolo Hotel Plaza



Sophisticated elegance in Nice. When you say French Riviera, images of a cloudless azure sky, fine white sand, towering palm trees, and sparkling turquoise waters immediately come to mind. Think of class, elegance and hospitality in a prime location of Nice, and one magnificent image appears: the luxury hotel Plaza, a Boscolo First Class hotel. Enter the palatial white building on the Angels Bay and you'll discover a resplendent world of refinement, exquisite taste and flawless service that will dazzle and seduce you. Come to the 4 sta more



Chez Pipo



Chez Pipo is not like any other restaurant. A local restaurant for nearly 100 years, its special ambience and simplicity are still there. The ideal place in Nice to enjoy delicious local food, either inside or 'en terrasse', and spend a memorable moment with friends. Chez Pipo is particularly



NextLevelCertification



HOME

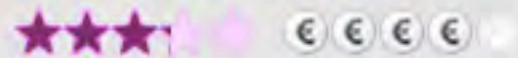
MAP

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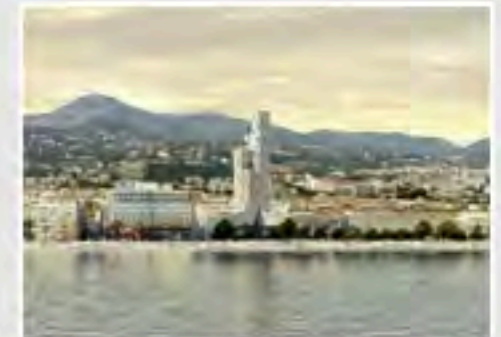
Boscolo Hotel Plaza



12 avenue de Verdun
NICE
France

[visit website](#)

Sophisticated elegance in Nice. When you say French Riviera, images of a cloudless azure sky, fine white sand, towering palm trees, and sparkling turquoise waters immediately come to mind. Think of class, elegance and hospitality in a prime location of Nice, and one magnificent image appears: the luxury hotel Plaza, a Boscolo First Class hotel. Enter the palatial white building on the Angels Bay and you'll discover a resplendent world of refinement, exquisite taste and flawless service that will dazzle and seduce you. Come to the 4 star hotel Plaza and enter a radiant world of luxury.



NextLevelCertification



Global Media Partnership Program



Roadmap

- Welcome + introductions
- Fundamentals
- Case Study 1: SAS Airlines
- BBC-TV - The view over there
- Research - LGBT2020
- Research
 - New markets
- Next level certification
- **Case study 2: - Stockholm**
- What's next?
 - 2012 and beyond



STOCKHOLM

Stockholm Gay & Lesbian Network

@gaystockholm @lesbiansthlm

visitstockholm.com/gay-lesbian



Stockholm
Visitors Board



Case study 2: Stockholm Visitors Board

- **Stockholm's Leading Ladies**
- Campaña para lesbianas en Reino Unido
/ Lesbian-specific UK campaign
- Historia de éxito en 2011
/ Outstanding 2011 success story

Win an ultimate lesbian weekend city break!

Introduced by Stockholm's Leading Ladies



Photo by: Yanan Li

Our cool capital city is well known for its super hot girls and thriving lesbian scene, so we've tracked down this smorgasbord of local gay gals to give you an insight into the diverse array of things to do over a weekend in Stockholm. From an action-packed outdoor adventure, to a designer shop fest, art gallery marathon or non-stop party – there's a Stockholm weekend to suit.

You can read more about Stockholm [in our guide](#).

To win an incredible three-night stay in the city, where you'll be staying in the stylish central Hilton Stockholm Slussen and have a bespoke itinerary tailored to your interests by the experts at Stockholm Visitors Board, plus free flights from the UK courtesy of SAS of course, simply vote for the girl whose idea of the perfect Stockholm weekend appeals to you the most.

[Click here for further details of the prize and terms and conditions.](#)

ENTER CONTEST >

Our media partners



DIVA LipstickLadies
FOR THE HIDDEN AND FEMALE

Weekend City Break



Gay Guide



Lesbian Guide



STRATEGIC PARTNER:

Visit Sweden

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LesbianSthlm

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ARCHIVE

Select Month

Win an ultimate lesbian weekend city break!

Introduced by Stockholm's Leading Ladies



Contest Step 1

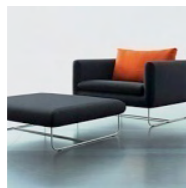
Make your choice – whose suggestions appeal the most to you?



Click on their picture to find out what these leading ladies loves about Stockholm and then click the blue box in the corner of the girl whose suggestions most appeal to you. You'll then be entered into the prize draw!

TO THE NEXT STEP >

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DIVA



8 ladies. 8 different weekends.
1 fabulous city.



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THIS ISSUE



Tuesday, 19 April 2011

Good news, everyone! Our annual Sex Issue is on sale now. This year we're bringing you something rather special: ten pages of steamy new erotic short stories, comix and poems from writers including Helen Sandler, Jacqueline Applebee and Sophia Blackwell.

Also in the May issue, we ask if going down is the definitive lesbian sex act, offer you ten tried-and-tested ways to make your girlfriend melt, and discuss how to take your flirting techniques to the next level.

As if that weren't enough, there's a hot new photo shoot, a piece by Lotte Jeffs on how to conquer the dreaded seven-year itch, and Zing Tsjeng goes above and beyond the call of duty and investigates tantric massage, asking what really happens when you get your voni healed?

SEARCH DIVA

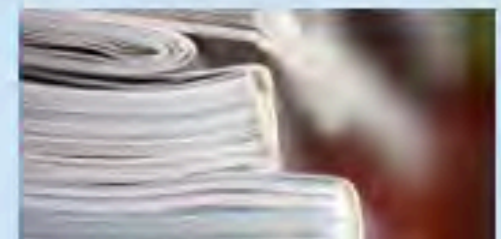
DIVA jobs

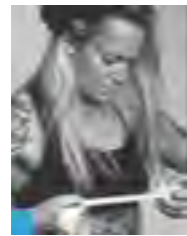
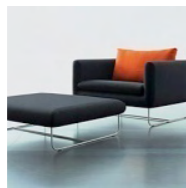
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Managing Editor

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“The Stockholm skyline is one of the most beautiful in the world particularly by night. When the lights go on in the evening, you should be standing on the heights of Södermalm to watch this beautiful sight.

Of course, it’s best enjoyed with your arm around a beautiful girl!

I love Stockholm after hours, but I’m never happier than when I am when DJing at Stockholm's hottest girls’ party Moxy and the dance floor is pumping.”



“My Stockholm is all about enjoying fun activities with friends - from in-line skating to a spontaneous get-together on the grass at Rålambshovs parken by the sea.



I love getting together with other lesbians to play football (I’m a former player and trainer for the a national team) or rounders, which is always accompanied by a barbeque and cold beer.



My ideal day would end at one of the great gay restaurants or pubs on Söder with my friends. I love the great mixture of people and things to do in Stockholm, the pulsing city life and its position on the water.”

Case study 2: Stockholmresults

- **Aumento del 89% en el tráfico del sitio**
/ **89% increase** in traffic to website
- **Aumento del 37% en redes sociales cada mes**
/ **37% increase** in social media each month
- **Más de 300 registros**
/ **Over 300 entries** submitted

Win an ultimate lesbian weekend city break!

Introduced by Stockholm's Leading Ladies



Photo by: Yanan Li

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TO THE NEXT STEP >

< BACK ONE STEP

¿Qué sigue? / What is next?:

Stockholm

- “We have been very pleased with the results of growing lesbian awareness of and travel to Stockholm. So we plan to build on that great foundation, as well as explore other ideas that engage all aspects of the LGBT community.”

Roadmap

- Welcome + introductions
- Fundamentals
- Case Study 1: SAS Airlines
- BBC-TV - The view over there
- Research - LGBT2020
- Research
 - New markets
- Next level certification
- Case study 2:
 - Stockholm
- **What's next?**
 - **2012 and beyond**

América Latina.



- **Toma tiempo** / It takes time
- **Pero menos que antes**
/ But less time now, than then
- **20 años en 5** / 20 years in 5

¿Cuál es la mejor
estrategia para el
2012? / Best **2012** strategy?

Respeto.

LGBT2020.

Ignorancia
Respeto

EMBRATUR Brasil.

Out Now
GLOBAL



We can help you save
to turn your house into
your dream home.



If you're thinking of saving for the important things in life, like home improvements, we can help you do just that. From a new kitchen to re-decorating the whole house, whatever you're saving for, we have a range of ways to help you make your house your perfect home.

Lloyds TSB is pleased to help our LGBT customers with their savings needs.

Visit us in branch or call 0800 056 0025



Lloyds TSB | for the journey...

Respeto.

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¿Qué sigue? 2012 y más allá. / 2012 and beyond.



Mike Wilke, Out Now
Senior US Consultant

- Globalise.
- Integrated campaigns across markets
- **Vienna Tourist Board**



At this very moment people are making beautiful music in Vienna. What better place to compose yourself?

Experience the taste of Vienna today. Here now!
Exclusive 'Taste Vienna' restaurant partner.

TO DISCOVER MORE VISIT
WWW.VIENNA.INFO/TASTE

VIENNA
NOW OR NEVER



¿Qué sigue? 2012 y más allá.



- Globalización / Globalise.
- Tourismus+Congress **Frankfurt** am Main



FRANKFURT AM MAIN
**QUALITY
OF LIFE.**

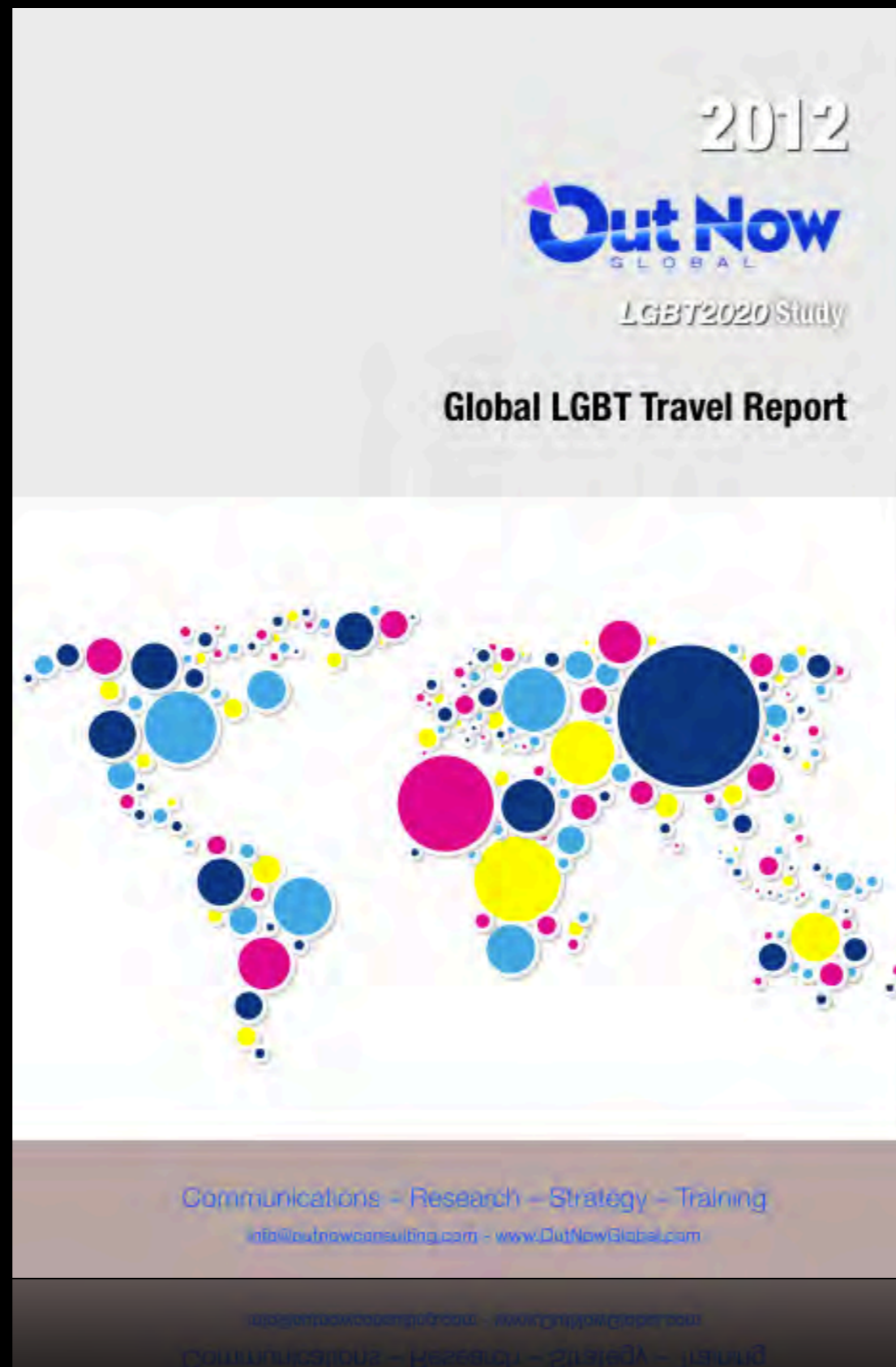
A Alemanha onde os alemães passam as férias.

Gay Nightlife. Vinho. Wellness. Cultura.
Tudo em um só lugar. Descubra a qualidade de vida!

www.frankfurt-tourismus.de/gay-lesbian.html



¿Qué sigue? 2012 y más allá.



Latin America. Reporte México.



GRATIS: info@OutNowConsulting.com



¿Qué sigue? 2012.



INTERNATIONAL
EXPO & BUSINESS LGBT

Premier sponsor 2012



Yours**free**.

**2011 - Out Now Global LGBT2020
Study - Mexico Report**

To thank you for your attendance
today.

Email to:

info@OutNowConsulting.com



LGBT2020.

Ignorancia
Respeto

UK.

1995: Adelantado a su tiempo
/ Ahead of its time.

Respeto. <http://youtu.be/Z33Hh4vb2ec>



Argentina.

“Este comercial es un vistazo al futuro.”

/ **“This commercial was like looking into the future.”**

Respeto.



Muchas Gracias.

/ Thankyou.

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- GayComfort.me
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