



GayComfort

**Your special
introduction**

GayComfort
Superior customer
service increases
business profits

**Online learning
Accreditation**

**Bad service costs:
Seven in ten consumers
leave. *Permanently.***

GayComfort.com

Powered by



Endorsed by



THE BASICS

“Out Now has developed the best interactive gay training program in the world.”

... IGLTA International Gay and Lesbian Travel Association



Gay travelers

Lesbian and gay travelers want what everyone wants when they travel.



They want to feel relaxed and comfortable. You may offer some staff training already -- but your gay and lesbian customer doesn't know it.

Research shows most gay travelers are worried about how welcoming individual staff will *actually* be. This causes unnecessary tension -- repeated throughout their vacation.

How welcome gay travelers feel is a top three driver in a multi-billion value gay market.

Now you can gain the advantage.

Your business

Branding and positioning can only drive your gay market travel sales so far.



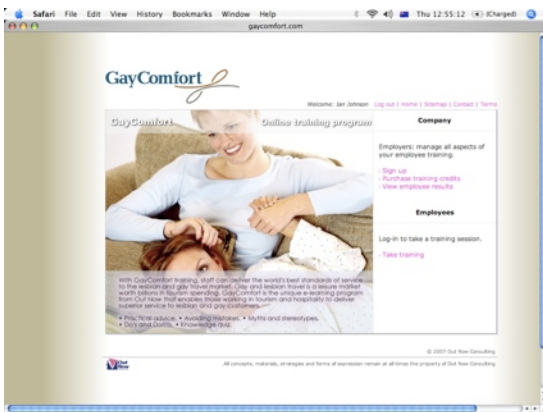
Your customer experiences your product at the point of transaction with your staff. That is where they need to *know* they will feel comfortable.

GayComfort® means:

- 1 Online training **knowledge** for staff
- 2 Market **accreditation** to influence customer purchase decision-making
- 3 Improved **customer satisfaction** levels
- 4 Increasing referral and **repeat business**

Training

Staff usually want to know how to do a better job dealing with all their customers. You want that too. But many staff are uncertain of just quite what to say, or how to *really* act when serving your gay customers. GayComfort® gives staff the practical advice and guidance they need to perform at their very best.



Access

GayComfort® training is delivered online so training is done by staff at the time that suits them, and suits management.

Each location has a dedicated username and login.

Staff ID who they are and where they work, so it is always easy for management to track which staff have undertaken training, and how well they understood the learning.

Training usually takes between 30 - 45 minutes to complete, as students work at their own pace.



Knowledge

Screen-by-screen, example by example, students learn how gay customers are the same as other customers, and **how they differ**.

Staff discover the **key issues** faced by gay and lesbian travelers -- through practical GayComfort® staff training techniques, to dramatically improve the gay customer service experience.

- 🎯 Language tips
- 🎯 Myths and stereotypes
- 🎯 Role plays
- 🎯 Practical advice
- 🎯 Real-life examples
- 🎯 Quiz



Learning reinforcement

GayComfort® training uses **easy-to-follow** technology, clear onscreen guidance and concise language.

Students can delve further into each topic if they wish to, simply by selecting “**Learn more**” from any screen.

Easy navigation allows ongoing review throughout the training module. On completion a multiple choice **quiz** reinforces all key learning, enhancing student knowledge retention.

Quiz results are emailed to management, along with specific recommendations for further knowledge improvement.

GayComfort® training provides a complete suite of techniques to informatively guide students through world’s best practice gay and lesbian customer service delivery for the tourism industry.

Accreditation

GayComfort® provides a valuable way for your target gay customers to discover which locations have staff trained to deliver superior GayComfort® service. Your membership provides crucial reassurance for *your* target gay travel customers right at the critical sales moment -- when they are deciding which travel supplier to buy from.

Basic

During 2008, all participants in GayComfort® training are added into the online GayComfort® database, showing consumers who is in the program.

This is searchable by the gay consumer travel market, empowering gay and lesbian travelers to *know* - before they travel - which travel companies are seriously *and practically* committed to delivering the most gay-comfortable travel experience in the market today.

Participating companies are ranked by involvement levels. Your investment in staff training through the GayComfort® program can be rewarded by way of increasing consumer sales and profits as a result.

Gold Status

Gold Status members of the GayComfort® program receive additional valuable benefits.

Benefits include:

- 1 Selected profiling in leading gay media advertising
- 2 Dedicated page on consumer accreditation site
- 3 Gold Status badging next to company listings

Platinum Status

Platinum Status membership brings additional benefits, including:

- 1 Prominent profiling in leading gay media advertising
- 2 Dedicated page on consumer accreditation site
- 3 Link to Platinum Status directory on every page
- 4 Platinum Status badging next to company listings



For information on status-enhancing your GayComfort® membership, contact Out Now.

GayComfort

powered by



GayComfort® increases customer satisfaction. And profits.

One in every fifteen customers is gay. By better understanding their travel concerns--delivering superior and comfortable service--you will increase your market share of this most lucrative travel segment.



GayComfort® is the most effective way to position your brand for repeat and referral business in the gay travel segment.

Foundation Member

In November 2007, London WTM is the location for the **Out Now Gay Marketing Masterclass**.

In conjunction with this premier gay travel marketing event, Out Now will be further detailing the latest GayComfort® program benefits.

One in four gay consumers switched brands last year to one they perceived to be more welcoming to them as a gay customer. **Seven in ten** stop using a brand *forever* if they receive bad service.

In gay travel, you cannot afford to risk alienating such a lucrative travel segment. By increasing new, repeat and referral business from the gay market, you will secure this profitable niche market as recurring customers for your brands.

GayComfort® delivers results through

- ▶ **Cost-effective investment** per student
- ▶ **Access-anywhere** training online
- ▶ **Results feedback** for improvement
- ▶ Gay market **accreditation**
- ▶ Increasing **gay market profits**

Foundation member benefits include:

- **premium placements** on GayComfort consumer site (launching 2008)
- continuing **status** acknowledgment
- **privileged access to Out Now** gay training
- leading global **gay travel research** updates
- **gay media** exposure throughout 2008

To achieve Foundation Member status, or to receive more GayComfort® information, contact **Ian Johnson**, CEO of Out Now.

www.outnowconsulting.com

ian.johnson@outnowconsulting.com

Tel US +1-646- 808 0740

Tel UK +44-(0)20- 8123 5288

Lead the market.



"Thinking outside the square becomes second nature for businesses that use Out Now, working to consolidate their position in this market."

... AdNews

"Out Now Consulting is a gay-marketing firm with offices world-wide."

... Wall Street Journal

"With GayComfort guests enjoy a far more positive travel experience, (and) are more likely to refer others as a result. It is smart business."

... Travel Weekly

"Using GayComfort, our tourism industry staff will be able to deliver superior quality service to our lesbian and gay visitors."

... Berlin Tourism Marketing



GayComfort® is powered by market leaders -- Out Now

Since 1992, Out Now has been relied on by the world's leading brands targeting lesbian and gay consumers, in markets across the world.

Delivering **best-in-class** global gay marketing strategy, consumer communications, research and training, Out Now is **consistently acknowledged** for its global lead in lesbian and gay marketing.

Client brands across many industry segments benefit from Out Now's **extensive experience** in understanding lesbian and gay customers, and increasing gay market share.



Award winning Out Now won "Outstanding Interactive" at the prestigious 2007 Commercial Closet 'Images In Advertising' Awards in New York, with their gay marketing work for their client, Lufthansa.



GayComfort® brings you the expert power of more than 15 years of Out Now gay market consumer insight.

Founder and CEO of **Out Now**, Ian Johnson, has been described by the founder of Wikipedia as "one of the **most knowledgeable** persons there is about the topic of gay marketing".

Join GayComfort® -- for best-in-class training, and accreditation -- to build more gay travel business, increasing your gay market profits.