



TRAVEL
ADVOCACY
GROUP

VIRGINIA
IS FOR
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2019 TAG Approved® Accommodations
Virginia Tourism Partner Membership Application

Travel Advocacy Group

LGBT-Welcoming Accommodations through Research, Education and Best Practices

\$159 First Time Membership Rate for Virginia Tourism Partners

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, TAG Approved provides practical benefits that 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 ~~\$249~~ \$159 investment very cost-effective. Accommodations registering now will receive benefits through December 31, 2019.

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 twelve 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.

LGBT Tourism & Hospitality Research:

Learn from the latest research. CMI produces the annual LGBT Tourism & Hospitality research report (now in our 23rd year) and provides it to TAG Approved members at no extra charge.

Conference Discounts:

CMI produces the annual Conference on LGBT Tourism & Hospitality (now in our 20th year). TAG Approved Accommodations member registration is just \$295 (reduced from \$545). Plus, members receive a discount to attend CMI’s LGBT Tourism Symposium in New York City on May 17, 2018 @ Google.

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 powerful collection of discounts and offers with the leading LGBT media, websites, bloggers, etc. to gain even more value for your membership. Check your welcome packet for information and contacts.

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



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 call us at +1 415-437-3800 or email 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 legal 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 Canada and the United States 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, AIDS/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.

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TAG Approved® Accommodations Registration

First-time Virginia Tourism Partners membership, through Dec. 31, 2019

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

Hotel Name _____ Sabre # _____

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 hotel must meet the following LGBT-welcoming qualifications listed on page 2 of this application. Please initial that you have read and qualify based on each requirement. (Please email glen@communitymarketinginc.com if you have questions about the qualifications.)

- 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 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. Internet property description: We suggest including some LGBT-specific information like distance to LGBT neighborhood or bars, community support, and/ or any other information you think is important. Each property has a maximum of 160 words for the internet listing.
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, high-resolution 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: FIRST YEAR MEMBERSHIP FEE OF \$159.00 (REDUCED FROM \$249) IS PAYABLE IN US 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 \$159 to be charged to the credit card number below and return by fax to +1 415-552-5104 (or) scan and email to glen@communitymarketinginc.com

Visa/MC/Amex # _____ Exp. _____/_____ CVV Security Code _____

Signature _____