

ITB Congress Berlin 2010

“Strategies for the Growing Market Segment
Gay & Lesbian Tourism: Lessons learned
from the First Movers”

Presentation by
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AmericanAirlines[®]

The Way We Do Things Around Here

- § Loyalty can't be bought, only earned
- § Creation of the 'Rainbow Team'
- § Being 'out' and visible in the market
- § Collaboration with the gay community – partnership and give-back
- § Commercial partnerships with other gay travel businesses



Change starts at home

- § Fair minded policies and practices for customers and staff alike
- § Valuing our gay, lesbian, bisexual and transgender staff
- § Non-discrimination in the workplace

“We want your loyal business and we will work to earn it.”



Honors and Recognition

- Earned the highest possible score of 100 percent on the Human Right Campaign's Corporate Equality Index. The only airline to achieve this distinction every year since its start (2002 – Present)
- PlanetOut Award for “Airline of the Year” (2006 and 2007).
- The original “Rainbow TeAAM” sales group is inducted into the International Gay and Lesbian Travel Association (IGLTA) Hall of Fame in 2006
- Rainbow TeAAM has won Corporate Member of the Year from the Chicago Area Gay and Lesbian Chamber of Commerce (2000)
- Dallas Voice *Readers Award for Best Airline* (2006, 2007, 2008 and 2009)
- Dallas Voice *Readers Award for Best Travel Website* (2009)



Honors and Recognition

- Dallas Pride honors American Airlines for our “Outstanding Community Support 2007” and trophy recognition “Corporate Pride Best For Profit Entry” for 2007 parade.
- Out Traveler Magazine 2005, 2007 and 2008 Readers’ Choice Awards ranked American Airlines as “Best Airline” and “the gold standard U.S. carrier for hospitality and service.” Inducted into Out Traveler Hall of Fame in 2008.
- Out & About *Editor’s Choice Award for Best Airline* (1995 and 1996)
- AIDS Action Foundation “Community Service Award 1998” for American Airlines, accepted in Washington, D.C. by CEO Bob Crandall (April 6, 1998)
- San Francisco AIDS Foundation *Corporate Leadership Award* (1998)



Honors and Recognition

- AIDS Funders Conference *Corporate Leadership Award* (1998)
- Advocate Magazine and the Advocate Business Traveler ranked American Airlines “at the top” (June 1995)
- First airline national advertiser on LGBT cable network LOGO (2007)
- “*Fly Forward*” advertising campaign wins top award for Best Print Advertisement from the International Gay & Lesbian Travel Association (IGLTA) (2009).
- Los Angeles Gay & Lesbian Center *Corporate Vision Award* (2009)
- Logo’s TripOutGayTravel.com *TripOut Gay*

