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MIAMI BEACH LAUNCHES GAY FRIENDLY HOSPITALITY PROGRAM
Pink Flamingo Hospitality Program Caters to LGBT Travelers

MIAMI BEACH – September 26, 2011 – Miami Beach, for years the destination of choice for LGBT travelers looking for a community that welcomes them without reservation, is going the extra step this fall in reaching out to LGBT visitors. The Miami-Dade Gay and Lesbian Chamber of Commerce (MDGLCC) and the LGBT Visitor Center on Miami Beach are announcing the launch of the Pink Flamingo Hospitality Program on September 28th.

The Pink Flamingo Hospitality Program will be conducted by MDGLCC partner, YES Institute, the industry source for knowledge on gender and orientation. YES institute will provide one-hour educational workshops for hoteliers that address fears and misinformation that lead to discrimination by using a unique discussion method designed to turn “us vs. them” into just “us,” so no one is seen as an outsider.

“The goal of this program is to let our gay travelers feel just like any other tourists who stay on the beach,” said Steve Adkins, president, Miami-Dade Gay and Lesbian Chamber of Commerce. “We don’t just want them to feel welcome, we want them to feel like they can act the way they do when at home.”

So as several hoteliers across the country are presenting deals to lure gay newlyweds, Miami Beach hotels will be taking it one step further. Several Miami Beach hotels will be offering love birds complete gay-friendly packages that can guarantee no questions asked when guests show up for their King-bedded suite and no raised eyebrows for holding hands poolside. Any demands to make their guest feel at home will be met.

The invitation-only Pink Flamingo Hospitality Program presentation will take place on September 28th with a luncheon reception hosted by the LGBT Visitor Center at the Miami Beach Cinematheque. Representatives from the YES Institute, MBVCA, the GMCVB, GMBHA and

MDGLCC will be on hand to communicate details of the program to members of the hospitality industry. All training will be on-site and hospitality industry executives and managers must be members of the Chamber to participate. Once certified in the Pink Flamingo Hospitality Program, hoteliers will be promoted on the MDGLCC website as a recommended stay for LGBT travelers and will receive tokens that guests can redeem for a gift bag at the LGBT Visitor Center. In exchange for the gift bag, visitors are asked to fill out a brief survey about their travel opinions. With the recent surge in gay marriage, Miami Beach hoteliers understand the many benefits of certification.

“I think this will be a great addition to the service program we already have in place,” said Jeff Lehman, general manager, The Betsy Hotel. “The certification will solidify our commitment to the LGBT travel community on a worldwide international basis.”

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About Miami Beach

With an average year-round temperature of 75 degrees, and an unrivaled reputation for culinary offerings, nightlife, culture, fashion, and luxurious hotels, the City of Miami Beach was recently ranked as one of the Top 25 Beaches in the World and one of the Top 25 Destinations in the U.S. by Trip Advisor. Boasting seven miles of breathtaking beach, Miami Beach is easily accessible from the Port of Miami and Miami International Airport. The City of Miami Beach has just been named one of the top cities worldwide for 'walkability' and is equally easy to navigate by bike or by boat. Home to unique museums, to the New World Symphony and Miami City Ballet, to over 17,000 luxury, boutique and resort hotel rooms, 195 of public parks and to the Miami Beach Convention Center, Miami Beach is a destination for all seasons. Miami Beach is like no other place in the world!

Visit GoGayMiami.com for more information or contact Grisette Marcos at Groquemarcos@miamibeachvca.com.