



IGLTA Announces New Ambassador to Spain

Juan Carmona del Solar joins the organization's international team of leaders to build membership and visibility in one of world's most popular GLBT destinations.

Fort Lauderdale, Fla., August 25, 2009 – The International Gay & Lesbian Travel Association (IGLTA) has announced the latest addition to its team of global representatives, naming Juan Carmona del Solar as the organization's national ambassador to Spain.

To his new post with IGLTA, Carmona brings a diverse professional background that includes extensive experience in advertising, business management, strategic planning, telecommunications, and tourism. While he currently serves as the marketing manager for Hemisur, his resume includes stints at major multinational companies like Nortel Networks, Nokia, NEC, Price Waterhouse Coopers, and Peat Marwick, among others.

"I am passionate about GLBT tourism and its bright future in Spain," Carmona said. "I am eager to merge this passion with my background in business and communications to further develop IGLTA's presence and activities throughout my country. We have so many local tourism companies and GLBT associations that would greatly benefit from our organization's work, and I am eager to engage them."

Carmona joins a global team of representatives that spans six continents and includes national and regional ambassadors from Argentina, Australia, Brazil, Canada, the Caribbean, France, Germany, Greece, Israel, Lebanon, Mexico, New Zealand, Poland, South Africa, Sweden, Switzerland, Turkey, the United Kingdom, and the United States of America.

"This new announcement speaks volumes for IGLTA as a strong international organization that is increasing its global coverage and visibility – and therefore its network of members – with each and every year," said IGLTA Executive Director John Tanzella. "I am extremely proud that the organization continues to be engaged in Spain. It has such a lively GLBT life, and we will help promote it to travelers around the world."

As the local face of an increasingly international organization, IGLTA's national ambassadors serve as the primary points of contact between the organization, its new and potential members, and the growing number of companies and businesses around the world that are interested in tapping the GLBT market. Beyond their important membership- and capacity-building duties, national ambassadors also serve educational roles by advising on best practices within their countries and explaining local culture and trends to IGLTA's global community.

"The reason for creating a strong and strategic foundation of national ambassadors is to forge the best possible link between local and regional travel markets and our increasingly global



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membership,” said IGLTA European Ambassador Carlos Kytka, who will be working closely with Carmona on the organization’s expanded outreach and visibility goals. “Spain is one of Europe’s top travel destinations and has more IGLTA members than any other European country, which reflects the significant social developments that Spain has undergone in recent years. This wonderful country is a natural place for IGLTA to grow.”

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IGLTA, which has staff and representatives in 19 countries, is the leading global organization dedicated to connecting businesses in the LGBT tourism industry. Its membership spans 63 countries and consists of accommodations, airlines, tour operators, travel agents, destinations, media and other key players in the tourism industry. Since 1983, IGLTA has worked to help the tourism industry reach LGBT travelers and learn more about this market.

For more on IGLTA, please visit www.iglta.org or www.lgbt.travel

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