



## IGLTA Announces New Greek Ambassador

*Andreas Balakakis 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 Andreas Balakakis as the organization's first-ever national ambassador to Greece.

To his new post with IGLTA, Balakakis brings a diverse portfolio comprised of over 50 years of experience in the marketing industry, including a managerial stint at multinational giant Procter & Gamble. Today, he serves as the president and managing director of Balakakis - Incentives and Worldwide Tour Operators, a business he established in Athens, Greece in 1975.

“Ever since my first contact with IGLTA, I’ve known that this organization is an important tool for not only developing businesses like my own, but for making the world a more friendly place for all travelers,” Balakakis said. “Now is the perfect moment to take action and to expand our network – in Greece and around the world.”

Balakakis 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 Greece. 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 membership,” said IGLTA European Ambassador Carlos Kytka, who will be working closely with



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Balakakis on the organization's expanded outreach and visibility goals in Greece. "With its unique combination of history, sites, and sunshine, Greece is not only one of Europe's top travel destinations, but one of the most popular attractions among GLBT travelers. It's a beautiful place where there exists great potential for IGLTA."

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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](http://www.iglta.org) or [www.lgbt.travel](http://www.lgbt.travel)

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