



IGLTA Expands Global Outreach

International LGBT travel association adds media relations manager to its growing team

Fort Lauderdale, FL – Sept. 17, 2009– Reflecting the continued rise in global gay travel, the International Gay and Lesbian Travel Association recently added its first media-related post to its growing staff.

Former Out Traveler associate editor and freelance travel writer LoAnn Halden joined the IGLTA team this month as the media relations manager.

"With IGLTA's growth and the importance of connecting our 1,500-plus members to the media, it became apparent we needed to have a professional in this area to assist us," said IGLTA President/CEO John Tanzella. "LoAnn brings 14 years of media experience to our team."

Strengthening and expanding media partnerships and increasing IGLTA's visibility among consumers are top priorities.

"I am looking forward to raising the association's profile," Halden said. "Media outlets should consider IGLTA the go-to source for stories related to LGBT travel, and consumers should view our site, www.LGBT.travel, as one-stop shopping for LGBT-welcoming travel businesses."

IGLTA, which has offices in 15 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, visitor bureaus, 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 the market.

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

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IGLTA is the world's leading authority, resource and representative of gay and lesbian travel. Its membership is located in over 60 countries around the world and consists of accommodations, airlines, tour operators, travel agents, tourism offices, media and other key players in the tourism industry. IGLTA works to help the tourism industry attract gay and lesbian consumers and learn more about the gay and lesbian market. Since its founding in 1983, IGLTA has expanded its international influence from just 25 members to well over 1,800.



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