

For Immediate Release

Contact: Marta Dalla Chiesa
+55 48 33895619
Brazil@iglta.org

IGLTA ADDS NEW AMBASSADOR FOR BRAZIL
Lesbian tour operator in Florianopolis to lead Brazilian outreach for the global gay travel association

FLORIANOPOLIS, BRAZIL (March 15, 2010) — The International Gay and Lesbian Travel Association recently announced the appointment of a new ambassador for Brazil. Marta Dalla Chiesa, the co-owner and the current managing director of Brazil Ecojourneys, will oversee the association's outreach in her home country. She takes over the post from longtime ambassador and friend to IGLTA Clovis Casemiro.

Brazil has the largest number of IGLTA members of any South American country. Florianopolis, where Chiesa is based, was selected as the site of the association's 2012 global convention, adding to Brazil's significance in IGLTA's future growth.

"We're very excited to have Marta step into this role, given the significance of South America to IGLTA and the rise in gay tourism to the region," said IGLTA President/CEO John Tanzella. "Clovis leaves big shoes to fill, and we're confident that Marta's tourism experience and work with the local LGBT community make her the right person for the post."

Chiesa, who was born in the mountain region of Rio Grande do Sul, in South Brazil, began her travel industry career with a renowned Latin American specialist operator in London. In 2003, with her partner Lesley, she returned to Brazil to found Brazil Ecojourneys, the first lesbian-owned and gay-friendly inbound tour operator in the country.

Five years later, Chiesa became a board member of the Brazilian Association for Gay and Lesbian Tourism (ABRAT GLS). She currently serves as ABRAT's Director for South Brazil and International Relations. She is also part of IGLTA's lesbian outreach committee.

IGLTA is the leading global organization dedicated to connecting businesses in the LGBT tourism industry. The association spans 70+ countries and consists of accommodations, airlines, tour operators, travel agents, destinations, media and other key players in the tourism industry. For more on IGLTA, please visit www.lgbt.travel.