About IGLTA

The leading member-based global organization dedicated to LGBTQ tourism.

We are the only LGBTQ organization that is an Affiliate Member of the United Nations World Tourism Organization. In 2013, we signed on to ECPAT's Tourism Child Protection Code of Conduct to prevent child exploitation. The membership includes LGBTQ and LGBTQ-friendly accommodations, service providers, travel agents, tour operators, events, and travel media in approximately 70 countries.

Mission

The mission of IGLTA is to provide information and resources for LGBTQ travelers and expand LGBTQ tourism globally by demonstrating its significant social and economic impact.

Upcoming Convention Locations

2018 – Toronto, Canada
2019 – New York, USA
2020 – Milan, Italy
In 2017, we hosted our most globally diverse convention to date, with participants representing 36 countries traveling to St. Petersburg, Florida for education on the evolving world of LGBTQ tourism and the opportunity to network with our industry’s leaders. When U.S. Travel Association President/CEO Roger Dow asked how many attendees were in our host city for the first time, a majority of the audience raised their hands. It was a brief moment, but it gives me great pride that IGLTA can help amplify awareness for welcoming, deserving destinations like St. Pete.

The convention also served as the debut for the Second Global Report on LGBT Tourism, a collaboration of UNWTO, IGLTA and the IGLTA Foundation. (iglta.org/research) The IGLTA Foundation will continue to partner with leading organizations around the world to produce research that will keep our members informed and provide the industry at large with greater understanding of LGBTQ travelers’ needs. Foundation fundraising efforts received a big boost in 2017 thanks to Destination DC, which organized the inaugural LGBTQ party at IPW and named our Foundation as the beneficiary.

There also were many association highlights that happened behind the scenes, with benefits that will be felt throughout 2018 and beyond. We started development of a CRM system that will allow IGLTA and its members to better connect. We hired a full-time Consumer Marketing Manager who has worked alongside R&R Partners on a marketing plan for IGLTA brand awareness among LGBTQ travelers, and by extension, greater visibility for all of our members. The launch of our consumer newsletter and re-launch of our blog were key steps in this new consumer program, which will grow in exciting ways this year.

As we stride forward in 2018, I want to extend a warm thank you to all of our global tourism business members. Your generosity, creativity and desire to make the world more welcoming inspire the IGLTA team every day. We hope to see you soon in Toronto for our 35th Anniversary Global Convention (9-12 May).

Thank you again for your commitment to IGLTA and LGBTQ tourism.

John Tanzella
President/CEO
2017 Association HIGHLIGHTS

IGLTA at FITUR
On 18 January, IGLTA was honored as part of the Diversity Consulting International - Fitur Gay (LGBT) Tourism Awards. The award, for Institutional Cooperation, was shared with the United Nations World Tourism Organization (UNWTO). The presentation occurred during FITUR, the international travel trade fair held at Feria de Madrid in Madrid.

IGLTA at IMTM
A special thank you to Russell Lord, Kenes Tours, IGLTA Ambassador for Israel, and IGLTA member Nadav Peretz, OUTstanding Travel, for their contributions to our first stand at the International Mediterranean Tourism Market (IMTM). IGLTA members played a key role in the inaugural Pink Pavilion for LGBTQ travel at the trade show, which was held 7-8 February at the Tel Aviv Convention Center.

Facebook Business Page launched!

IGLTA - Business
Join us on Facebook
IGLTA partners with Latin American trade outlets

We are proud to announce media partnerships with Ladevi and Panrotas, travel trade publication leaders in Latin America. Both companies will begin producing special LGBTQ sections across their various platforms, which will include IGLTA branding and help to raise the association’s profile throughout their regions.

Where are you celebrating 2018 pride? Stay up to date with Prides around the world by visiting here!
For the first time IGLTA provided two breakout sessions in Spanish for Spanish-speaking attendees at the 34th Annual Global Convention in St Petersburg, Florida.
Belmond has increased its Global Partnership with IGLTA to Gold Level for 2017, reflecting the company's strong, ongoing commitment to diversity and inclusion.

Italian National Tourist Board (ENIT) has become a Silver Level Global Partner, placing them in an elite group of global brands that have committed to year-round support for the association and LGBTQ-welcoming travel. In conjunction with the partnership, they have also shown their support as an Official Level Sponsor for the 34th edition of the IGLTA Annual Global Convention in St. Petersburg, Florida, 4-6 May, and hosted an invitation-only event for travel agents, tour operators, meeting planners and media/press attending the convention.

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The Los Angeles Tourism & Convention Board, the city’s official tourism marketing organization, is now a Silver-level Global Partner of IGLTA. “We are proud to partner with IGLTA to elevate our dedicated efforts in promoting Los Angeles as one of the most LGBTQ-friendly destinations in the world,” said Don Skeoch, L.A. Tourism’s chief marketing officer.

In conjunction with the partnership, they have also shown their support as an Official Level Sponsor for the 34th edition of the IGLTA Annual Global Convention in St. Petersburg, Florida, 4-6 May, and hosted an invitation-only event for travel agents, tour operators, meeting planners and media/press attending the convention.

Disney Destinations has been designated as a Global Partner Corporate Member of IGLTA. Disney Destinations joins brands worldwide that have committed to year-round support of the association and LGBT-welcoming travel. “Disney enjoys a long history of supporting the LGBT community,” said Carmen G. Strong, Senior Sales Manager for Disney Destinations and the Walt Disney World Resort in Orlando.

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MGM Resorts International®, a proud IGLTA Global Partner since 2012. MGM Resorts International® elevated their Global Partnership from Silver to Gold for the 2017 contract year.

Silver Level Global Partner Marriott International has expanded its annual partnership with IGLTA. Marriott upgraded to the Platinum Level for 2018, reflecting the company’s strong, ongoing commitment to diversity and inclusion for all.
GLOBAL PARTNER FULLFILMENT

12.4 million total impressions

251% average ROI

$1.1 million promotional value

5.6 years avg. longevity

Left to right: Timothy Evans, Luxor Hotel Las Vegas; Dawn Christensen, MGM Resorts International, Clark Massad, IGLTA; Jon Muñoz, Hilton; Jade Williams, Marriott International; LoAnn Halden, IGLTA; Theresa Belpulsi, Destination D.C.; John Tanzella, IGLTA; Josh Zorn, IGLTA.

Quarterly Global Partner Update

New for 2017, IGLTA activates the Quarterly Global Partner Newsletter. Distributed to contacts of IGLTA’s Global Partner program and provides quarterly updates on information that is relative and important to the Global Partner program and to IGLTA.
400 tourism professionals

36 countries represented – the largest number in IGLTA convention history.

Economic impact of just over US$1 million on the city of St. Petersburg.

“We're proud and honored to add St. Pete/Clearwater to the list of world capitals privileged to have hosted this event. We’ve been an up-and-coming gay-friendly destination for several years, but the global visibility that results from hosting 400 of the world’s most influential LGBTQ tourism professionals puts us on a new map altogether. We simply couldn’t be more pleased.”

David Downing, President & CEO, Visit St. Pete/Clearwater

“At a time when the news is filled with talk of travel bans and closed borders, our LGBTQ travel community united to show its support for diversity and a more welcoming world. Our speakers from all tourism segments sent a clear message that our industry has a responsibility to promote inclusiveness. It was especially meaningful to debut the Second UNWTO Global Report on LGBT Tourism at this event.”

John Tanzella, IGLTA President/CEO
Conference delegates received a copy of the Second Global Report on LGBT Tourism, created in a partnership between UNWTO, IGLTA and the IGLTA Foundation.

The full report is available for download at iglta.org/unwto-report/.
IGLTA Honors are chosen by the association's board of directors and presented during each year's Annual Global Convention to individuals or businesses that have improved the global landscape for LGBTQ travelers.

Watch 2017 Honors video here: www.youtube.com/user/IGLTAvideo/videos

Corporate Leadership Award: George A. Kalogridis, President Walt Disney World Resort

Community Award: Barbara Poma onePULSE Foundation

Hanns Ebensten Hall of Fame: Christina Guggenberger

Pioneer in Destination Marketing: Tourism Authority of Thailand

Travel Writer Honor: Andrew Collins; Meryl Levitz

IGLTA Ambassador of the Year: Russell Lord, Kenes Tours
Welcome to Our Newest Staff Member

Auston Matta is now IGLTA’s Consumer Marketing Manager. He grew up in Arizona and in 2012 sold his belongings and embarked on a one year, round-the-world trip with his husband. As part of the journey he started the travel site Two Bad Tourists, an online blog and travel resource featuring international gay-friendly destinations, gay city guides, festivals and events. He later founded the company Outfluential providing content creation, social media and influencer outreach to help brands, destinations and travel industry professionals promote their offering to the LGBTQ community.

Auston is responsible for all aspects of consumer marketing both online and off as well as maintaining IGLTA’s digital consumer channels, including the website, blog, consumer marketing newsletter and social media channels. Auston also manages the influencer program, developing partnerships between IGLTA and travel bloggers/digital influencers. Auston coordinates with all IGLTA members to ensure their business, products and services receive promotion to LGBTQ travelers around the globe. In addition to maintaining all the digital channels, one of Auston’s key roles is to ensure these channels are continuously growing and increasing in reach through more web visits, increased social media followers and email subscriber.

Launched: 29 Sept, 2017
Distributed: bi-monthly
Reach: 24,000 subscribers

Click here to subscribe to the travel newsletter.
In response to our members’ desire to have more opportunities to reach consumers directly, we will launched a series of consumer-focused programs and member benefits.

- 110,000 Total Consumer Connections
- 10% Social Media Follower Growth
- 550K+ Website Views
- 1.3MM+ Actual Social Media Impressions

**Consumer Outreach & Marketing Programs**

- Website Profile
- Events, Tours & Specials
- Social Media Channels
- Consumer Newsletter
- IGLTA Logo
- Consumer Marketing Tools
- Consumer Promotions & Giveaways
- Travel Blog

You can access additional information on all of IGLTA’s Consumer Outreach & Marketing Programs by clicking here!

Consumer promotions to Amsterdam, Rio de Janeiro, Brazil and Curaçao reached nearly **2.8 million impressions**!
Top IGLTA Membership by Region

CENTRAL AMERICA & CARIBBEAN
- Costa Rica
- Curaçao
- Cuba
- Dominican Republic

SOUTH AMERICA
- Brazil
- Peru
- Argentina
- Columbia

EUROPE
- Spain
- United Kingdom
- Italy
- France

ASIA
- Japan
- Thailand
- India
- Vietnam

Global
- United States
- Brazil
- Canada
- Spain

IGLTA partnered in 2017 with TripAdvisor to enable live review feed for IGLTA online profiles.

Distributed: Weekly
Subscribers: 5,550
Open rate: 40.8%

To subscribe to future editions of the IGLTA eNewsletter, please visit: IGLT AeNewsletter
IGLTA Membership Types

- 1-50 Employees
- 51-100 Employees
- 101-200 Employees
- 201+ Employees
- Travel Agents
- Africa, Asia, and Latin America 1-50
- Africa, Asia, and Latin America 50+
- CVB Tourist Bureaus 1-10 Employees
- CVB Tourist Bureaus 11+ Employees
- Associate
- Media
- Global/Organizational Partners
Welcome to our New Ambassadors

IGLTA Ambassadors represent our association in local communities. They help market LGBTQ travel, hold events and connect our organization with LGBTQ travel businesses and travelers around the world. Contact our for more information about IGLTA.

Interested in becoming an IGLTA Ambassador? To review the Ambassador Volunteer Agreement, click here.
IGLTA Ambassadors represent our association in your local communities. They help market LGBTQ travel, hold events and connect our organization with LGBTQ travel businesses and travelers around the world. [Contact our ambassadors](#) for more information about IGLTA.

| • Argentina       | • Colombia    | • India       | • New Zealand |
| • Asia           | • Czech Republic | • Israel     | • South Africa |
| • Austria        | • France      | • Italy       | • Turkey       |
| • Canada         | • Germany     | • Latin America| • United Kingdom |
| • Caribbean      | • Greece      | • Lebanon     | • United States |
| • Central America| • Iceland     | • Mexico      | • Western Japan |
IGLTA continues to adhere to U.S. federal tax laws for non-profit professional organizations (501c6 status). An annual audit by an outside firm is conducted to ensure the office accounting is adhering to the laws for non-profits as well as any new initiatives. Our three largest streams of revenue continue to be the annual global convention, membership, and our global partnership program. Below are the financial results for calendar year 2017.

**Total Revenue**  
$1,239,033.51

**Total Expenses***  
$1,299,488.26

*The 2017 expenses reflect payments toward major membership-enhancing projects launching in 2018, including our first-ever CRM system, a new website to better promote our member businesses, and branding initiatives to grow our consumer outreach.
The IGLTA Foundation supports the mission of IGLTA and its members through education, research and leadership development that benefit the global LGBTQ tourism industry.
**PRIMARY AREAS OF ACTIVITY**

**LEADERSHIP**

The IGLTA Foundation educates governments and tourism industry leaders on the importance of making LGBTQ travelers feel safe and welcome.

**RESEARCH**

The IGLTA Foundation funds research to promote understanding of LGBTQ travel within the global tourism industry.

[Image]

Survey Results: [Click Here](#)

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**EDUCATION**

The IGLTA Foundation provides mentorship for the next generation of LGBTQ-welcoming travel professionals.

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For more information:
Visit: [iglta.org/foundation](http://iglta.org/foundation)
Follow: [Facebook.com/IGLTAFoundation](http://Facebook.com/IGLTAFoundation)
Contact: [Foundation@iglta.org](mailto:Foundation@iglta.org)

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The UNWTO/IGLTA Second Global Report on LGBT Tourism

The full report is available for download at [iglta.org/unwto-report](http://iglta.org/unwto-report)
Each year, the IGLTA Foundation provides financial support for travel and accommodations for the IGLTA Annual Global Convention for up to four students as well as up to four small-business leaders who have a documented commitment to serving LGBT travelers, particularly in destinations lacking LGBT tourism support and/or destinations having anti-gay governments. Participation in the Annual Global Convention provides these students and small-business leaders with essential information & training, contacts with industry leaders, and professional networking opportunities that would otherwise be unavailable to them.
The Foundation supported educational and volunteer activities in the St. Pete/Clearwater area on 6 May, during IGLTA's Annual Global Convention. This included the creation of an original LGBTQ mural along the Pinellas Bike Trail that is now a permanent part of the convention host city.
IGLTA also raised funds for the Foundation at a number of smaller events throughout the year in New York, Las Vegas, London, Madrid and Berlin for a combined total of 7451.30 USD.

All funds raised support education, research and leadership development for the next generation of LGBTQ tourism professionals, and help to make the world a more welcoming place for LGBTQ travelers.