



International Gay & Lesbian Travel Association

Press FAM Solutions

Did you know that LGBTQ international tourism receipts account for an estimated US\$100 billion* annually? If you're not making an effort to reach LGBTQ travelers, you're missing out on a powerful, loyal market segment.

Hosting an LGBTQ press trip with established writers/bloggers results in coverage that makes an impression on thousands of LGBTQ travelers globally and solidifies your reputation as a welcoming destination or travel business. A favorable impression on a single writer or influencer can result in positive media coverage for years to come.

How do you decide who should participate?

Not all writers and influencers are created equal. IGLTA will help you select vetted professionals with experience covering LGBTQ travel, based on your target markets and preferred formats.

What makes a good press trip?

Although planning an LGBTQ press trip has many components in common with a mainstream trip, many destinations fall short with LGBTQ groups by not personalizing the itineraries to their individual needs.

The IGLTA Program: Press Selection & Best Practices

Cost: US\$600 (members) US\$900 (non-members)

Provide introductions to LGBTQ media and assist in the selection process, based on your needs:

- *Print, web-based media and/or bloggers/influencers*
- *Geo-targeting*
- *Size of press trip*

Personalized consultations (up to three hours) with IGLTA VP-Communications LoAnn Halden to review the following information:

- *Invite & planning process (Worksheet of LGBTQ press trip tips provided)*
- *Final press trip itinerary*

Background

IGLTA's VP-Communications, LoAnn Halden, has worked in LGBTQ media since 1995 and is a veteran of numerous global press FAMs. Through her relationships with journalists worldwide, we've created a program to help put your destination on the LGBTQ map.

* Extrapolated from UNWTO global tourism data