



IGLTA[®]
ADVANCING
LGBTQ+ TRAVEL



IGLTA[®]
FOUNDATION

**THE IGLTA FOUNDATION IMPACT AWARD:
SUSTAINABILITY
FOR SMALL BUSINESS SUCCESS**

24th SESSION OF THE UNWTO GENERAL ASSEMBLY
AM CORNER – FRIDAY 3 DECEMBER 2021





THE GLOBAL LEADER IN ADVANCING LGBTQ+ TRAVEL

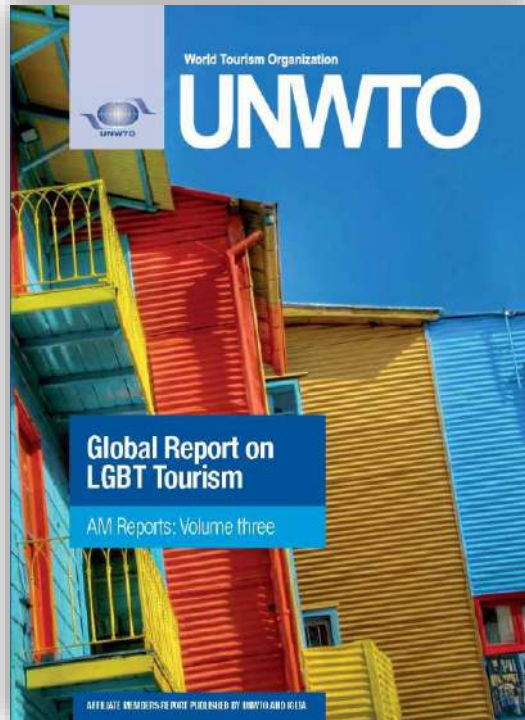
Mission: create value for LGBTQ+ travelers and expand LGBTQ+ tourism globally by demonstrating its significant social and economic impact.

Founded in 1983 with 25 members, IGLTA now has a truly global presence with a network of **10,000+ business professionals in 80 countries.**

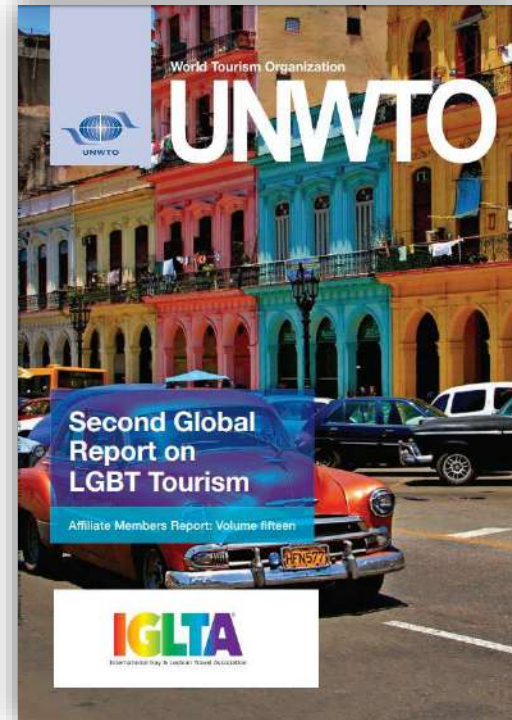


UNWTO AM REPORTS

GLOBAL REPORT ON LGBTQ+ TOURISM



2012



2017



Photo by MARK MORINI

ABOUT THE IGLTA FOUNDATION

The IGLTA Foundation empowers LGBTQ+ welcoming travel businesses globally through **leadership, research and education.**

Founded in 2012, the IGLTA Foundation is the 501(c)3 public charity subsidiary of IGLTA and supports initiatives for industry organizations, leaders and communities to advance LGBTQ+ travel around the world.

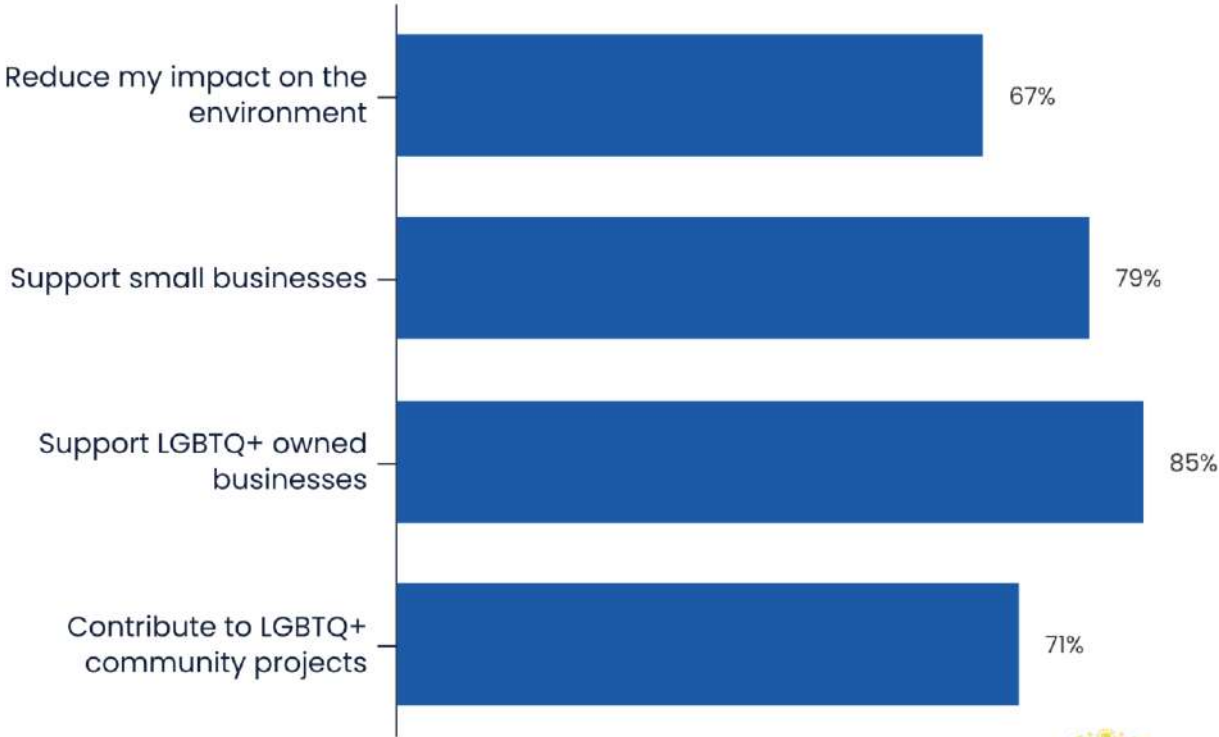
Learn more at: iglta.org/foundation



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SUSTAINABILITY IS IMPORTANT TO LGBTQ+ TRAVELERS

Likelihood of participating in the following activities on next vacation:
(Likely or Very Likely)



Source: IGLTA 2021 LGBTQ+ Post-Covid Travel Survey

n=6324



MAKING AN IMPACT THROUGH PARTNERSHIP



IGLTA[®]
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FAMILY OWNED • FAMILY RUN

DRIVEN BY SERVICE

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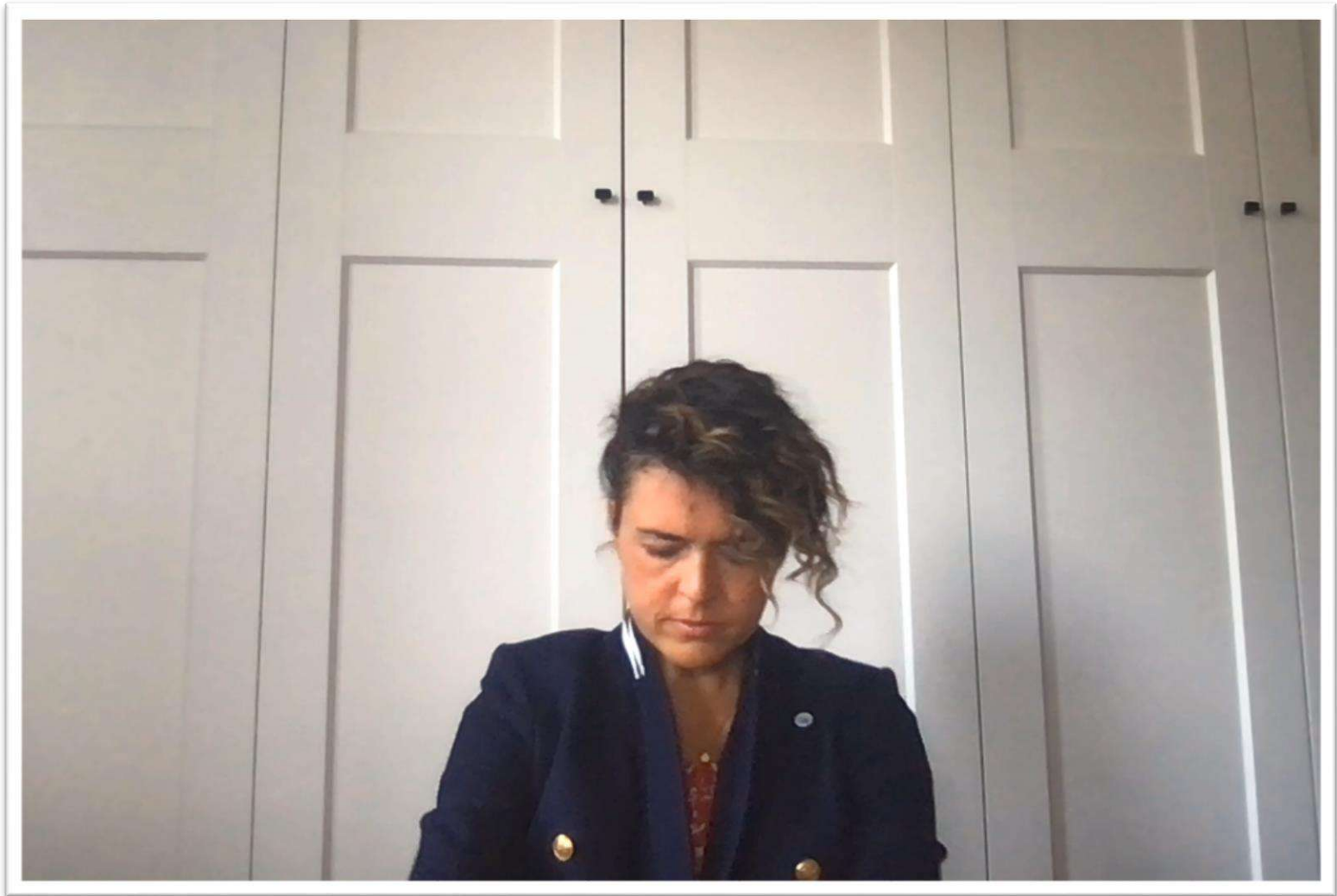


TREADRIGHT
FOUNDATION

THE TRAVEL CORPORATION

Recognizes an IGLTA business member whose initiatives encourage the responsible development of tourism in three key areas: **environment, community, diversity & inclusion.**

*Presented in partnership with **The TreadRight Foundation**, created by **The Travel Corporation's** family of brands.*



THREE PILLARS OF SUSTAINABILITY



ENVIRONMENT

A project, and/or an initiative, that demonstrates the **true responsibility and values of sustainable tourism**.



COMMUNITY

A project, and/or an initiative, focusing on **communication, cooperation, and compromise** by many different stakeholders to **build consensus** and the **well-being of the locals**.



DIVERSITY & INCLUSION

A project, and/or an initiative, that **recognizes diversity** as more than just a word.
An organization that establishes commitment to **inclusion** across **race, gender, age, sexual identity, religion, and experience**.

IMPACT AWARD COMMITTEE MEMBERS



Shanon Guihan
Chief TreadRight &
Sustainability Officer

Rika Jean-François
CSR Commissioner
(ITB Corporate Social
Responsibility)

Gary Murakami
Vice President of
Sales and Industry
Relations

David Ryan
Founder & CEO

Bruno Teixeira
Marketing &
Sales Manager

The Travel Corporation

ITB Berlin

TENEO Hospitality Group

Rhino Africa Safaris

Blumar Turismo



IMPACT AWARD BENEFITS



- Recognition
 - IGLTA social media channels
 - IGLTA B2B newsletter (10,000+ tourism professionals in 80 countries)
- An IGLTA marketing package valued at US\$3,000
- IGLTA Global Convention
 - Mentorship from industry leaders
 - Registration & accommodations
 - Admission to Voyage, the IGLTA Foundation Fundraiser
- Trophy crafted from sustainable wood presented on stage at IGLTA Convention

2021 IMPACT AWARD WINNER



Founded in 2016 in Medellín, **OUT in Colombia** is committed to creating life-changing experiences for travelers that also engage with members of the local LGBTQ+ community and contribute to the protection of Colombia's biodiversity.



OUT IN COLOMBIA

COMMITMENT TO SUSTAINABILITY



- Responsible social marketing and raising awareness about the importance of protecting Colombia's biodiversity
- Sustainable supplier selection
- Nature-based tourism offerings



- Formed a charitable organization called the ***Cocora Alliance initiative*** to support local causes
- Creating dialogue with local community activists/leaders
- Working with local LGBTQ+ entrepreneurs to help develop tourism products
- Ensuring economic benefits of tourism are shared in the community



- Inquires about suppliers' commitment to diversity and specifically LGBTQ+ inclusion
- Works with partners with diverse backgrounds
- Includes diverse cultural representation in tourism products
- Created an Afro-Colombian tour package
- Diversity in branding & marketing

THE COCORA ALLIANCE



Promote sustainable tourism by supporting initiatives that have positive social, economic and environmental impacts in communities where people travel.

- Create economic opportunity
- Preserve & Protect Colombia's Biodiversity
- Improve quality of life for local communities





Clark Massad

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IGLTAConvention.org