



The LGBTQ+ Travel Association Annual Report 2018

Travel, Learn, Connect with IGLTA



Investment for Global Growth

In 2018, we hosted our largest and most globally diverse convention to date, gathering the thought leaders of our industry in Toronto to share best practices and make connections for future business development. The event also included a sneak preview of our new website, a major investment for our association but designed with the needs of our members very much top of mind. Among the additional website benefits: multi-user access to your account; increased visibility for your business from travelers all around the world; and an updated responsive design across desktop and mobile browsers. Look for more improvements in design throughout 2019.

It was also another big year for the IGLTA Foundation with the release of the *Handbook on the Lesbian, Gay, Bisexual, Transgender and Queer Travel Segment*, produced in partnership with the European Travel Commission (ETC). Partnering with leading tourism organizations on projects that will further advance LGBTQ+ travel globally is one of the primary initiatives for the IGLTAF. Read the full report and learn more at iglta.org/research.

The following pages share details of these successes and many more highlights for the association and foundation, from consumer marketing to membership to partnerships. Thank you again for joining us on this journey!

John Tanzella
President/CEO



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.

About IGLTA

IGLTA, the International LGBTQ+ Travel Association was founded in 1983 and is the world's leading network of LGBTQ+-welcoming tourism businesses. We provide free travel resources and information while continuously working to promote equality and safety within LGBTQ+ tourism worldwide. IGLTA's members include LGBTQ+-friendly accommodations, transport, destinations, service providers, Travel Advisors, tour operators, events and travel media located in over 75 countries.

[Operations Team](#)

[Board of Directors](#)

[Global Ambassadors](#)

Next Convention 6-9 May



IGLTA Around the World

3rd Annual COSTA RICA LGBTI TRADE MISSION



The most important annual event held by the Costa Rican Chamber of Commerce, took place on the 10th & 11th September 2018.

IGLTA in Colombia



The Conversation on Perspectives and Opportunities of LGBT Tourism Presented by CCLGBTCO

Miles of Love LGBTQ Travel Advocacy Forum in Hong Kong



The forum explored how the travel industry can work with LGBTQ+ communities & activists around the world to become agents of change. IGLTA President/CEO John Tanzella travelled to Hong Kong to participate in the first "Miles of Love" event.

LGBT+ Tourism Summit Malta



IGLTA was proud to support the first LGBT+ Tourism Summit to take place in Malta (22-23 November). International experts discussed market developments, new marketing strategies and the economic prospects for the country. The Malta Tourism Authority collaborated with ITB Berlin to present the educational event.

Association Highlights



On 28 February 2018, BRAZTOA (Brazilian Association of Tour Operators) announced its partnership with the International Gay & Lesbian Travel Association. The objective was to increase market sales and have better understanding of the needs of the LGBTQ public. Read more: [IGLTA & BRAZTOA](#)



IGLTA & ASTA Expand Organizational Partnership

21 August, 2018, IGLTA and the American Society of Travel Advisors (ASTA) announced an expanded partnership that includes discounted membership rates for businesses that join both organizations.



"It's an honor to join the IGLTA family & I'm excited to get to work."
– Eloi Morte, IGLTA's Newest Ambassador (Spain)



This free online resource is designed to assist travelers as well as tourism professionals that serve the LGBTQ community. [View here!](#)

The Industry Events & Conferences calendar helps you to find the names & dates of the events we are attending & who from IGLTA is participating. [View here!](#)





Introducing Our Newest Global Partners

In 2018 Visit St Pete/Clearwater took their membership to the next level by becoming an IGLTA Global Partner to enhance and reaffirm the destination's status as a welcoming and inclusive area. The area is home to the largest pride celebration in Florida, but pride is a daily occurrence in St Pete/Clearwater and Visit St Pete/Clearwater makes sure to communicate these values through inclusive mainstream marketing. To Visit St Pete/Clearwater, LGBTQ+ is not so much a niche, but instead a part of the fabric of the destination.

VisitDallas enthusiastically supports numerous LGBTQ service organizations within its local community, and also globally. As an IGLTA Global Partner, VisitDallas will have increased engagement with the association's members and receive added visibility from the association to showcase the destination's progressive offerings to LGBTQ travelers.

Carnival Corporation, the world's largest leisure travel company, joins IGLTA as a Silver-level Global Partner, bringing with it four cruise brands: Carnival Cruise Line, Holland America, Princess Cruises & Seabourn. Carnival's Diversity Council is co-chaired by proud LGBTQ leader Rick Meadows, President, Seabourn, and includes business leaders from the US, UK, Germany and Italy.

Royal Caribbean Cruises Ltd. enjoys a long history of supporting the LGBTQ+ community, and joined IGLTA as a Silver-level Global Partner, featuring Royal Caribbean International, Celebrity Cruises and Azamara Club Cruises brands. RCCL established the cruise industry's 1st office of Diversity & Inclusion, now led today by Francisca Phillips, Manager, Inclusion Diversity & Engagement. Royal Caribbean International demonstrates a spirit of diversity and inclusion on all of its 25 ships, and Celebrity Cruises made history aboard the Equinox in January 2018 when a gay couple became the first same-sex couple to legally marry in international waters.



GLOBAL PARTNER FULLFILMENT



31.3 million
total
impressions



Approximately
\$1.1 million
promotional value



293 %
average ROI



4.6 years
avg. longevity



Marriott International has been named a Platinum Level global partner, which places them in the top tier of global brand leaders that have committed to year-round support for the association and LGBTQ-welcoming travel.

Marriott International Inc. Hosts first LGBTQ Culture Day in Aruba



Platinum Global Partner Marriott International has taken initiative to support the LGBTQ community starting with the front line of the customer experience.



Hilton's Global Pride Logo: Not Just For June

Hilton further demonstrated their commitment to the LGBTQ community by launching their Global Pride Logo in June 2018, which can be seen on IGLTA channels and on the new page [Hilton.com/Pride](https://www.hilton.com/Pride). In contrast from their two-tone enterprise logo, the Global Pride Logo incorporates a color spectrum to symbolize their mission of filling the earth with the warmth of hospitality.

35th Anniversary Convention

IGLTA

by the Numbers

43 media outlet, freelance & influencer attendees



160+

articles

in global media outlets covered the Toronto convention

100

tourism professionals gave back to the host city through IGLTAF volunteer/educational activities



1.43

million CAD

(1.1 million USD)

IGLTA convention's economic impact on Toronto



first-time attendees



215

LGBTQ tourism professionals & thought leaders from

40 countries

64%

of participants are **DECISION MAKERS** at their business



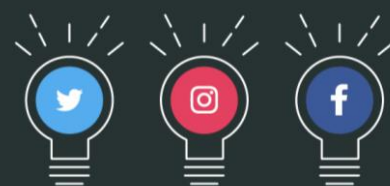
IGLTA's Buyer/Supplier Marketplace generated

720

appointments with buyers who sell

470.9

million USD in travel annually



1,700

social media posts creating

7.4MM

impressions

with a reach of 2.2MM people



26 LGBTQ-welcoming sponsors

54% returning sponsors

“



"This was my first conference & I was beyond impressed with the content, speakers & networking opportunities."

- Kelly Bigel, Director,
Business Development
| ASTA | NACTA



"This was the first conference that I have ever attended where I can honestly say I was awed by every session because I learned something new and substantial each time. I was also humbled by the young men and women I met who are doing amazing humanitarian work under dangerous conditions."

- Benjamin Cruz, Speaker
for the 34th Guam
Legislature



Click to view [2018 Convention Review](#)

IGLTA 2018 TORONTO
TOGETHER
35TH ANNUAL GLOBAL CONVENTION
TRAVEL. LEARN. CONNECT.

[35th Anniversary Convention Journal](#)

Testimonials



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 2018 Honors video here
www.youtube.com/user/IGLTAvideo/videos



From left to right: Kimahli Powell for Rainbow Railroad - Pathfinder Award; Dirk Baumgartl - Storyteller Award; Randy Boissonnault, representing The Right Honourable Justin Trudeau, Prime Minister of Canada - Pinnacle Award; Tanya Churchmuch - Hanns Ebensten Hall of Fame Award and Dean Nelson - Pioneer Award.

Consumer-focused Programs & Member Benefits

Travel Chatbot



IGLTA teamed up with the Paris-based startup company Hopstay to develop an LGBTQ travel chatbot in June 2018 to provide members with an additional mobile channel that will drive on-the-go LGBTQ travelers to their offerings, products and services, on the IGLTA website.



Distributed: bi-monthly
Reach: 47,000 subscribers
[Click to subscribe!](#)

Consumer promotions to **Buenos Aires, Iceland, Los Angeles, Paris, and LA Pride & One Magical Weekend** reached approximately **5.2 million impressions!**

million impressions!

Get social with us



You can access additional information on all of IGLTA's Consumer Outreach & Marketing Programs by [clicking here!](#)

3.4MM+
unique LGBTQ+ travelers reached

75% growth in consumer connections

1.1MM
webpage views

12.3MM+
total digital impressions

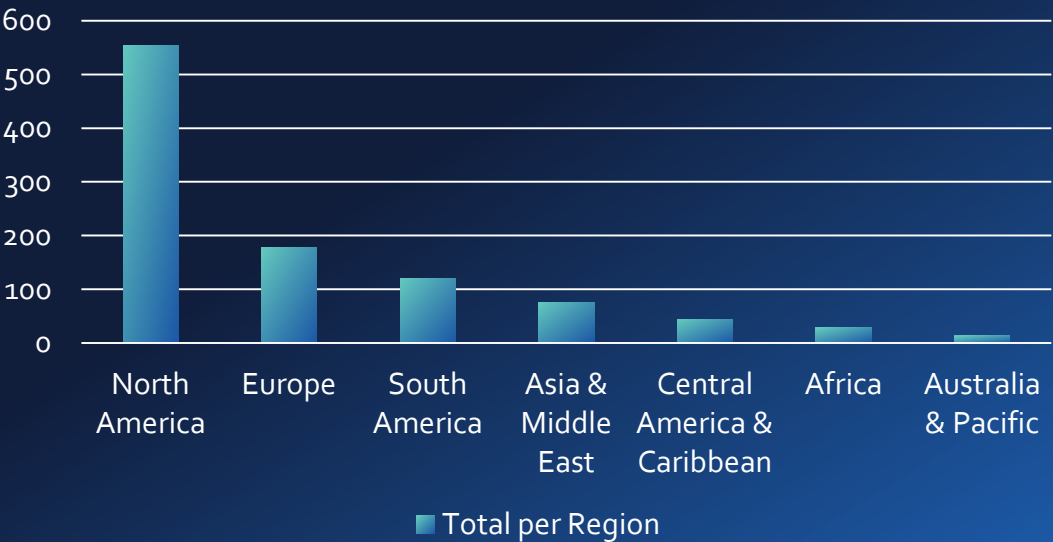
Published
30
travel blogs

[Click here to view the IGLTA Travel](#)

[Blog](#)

2018 MEMBERSHIP UPDATE

Top IGLTA Membership by Region



North America	Europe	South America	Asia & Middle East
United States	Italy	Brazil	Japan
Canada	Spain	Peru	India
Mexico	United Kingdom	Colombia	Thailand
	France	Argentina	Israel

Central America & Caribbean	Africa	Australia & Pacific	GLOBAL
Aruba	South Africa	Australia	United States
Costa Rica	Uganda	New Zealand	Brazil
Curaçao	Botswana	Guam	Canada
Puerto Rico	Zimbabwe		Spain
Panama			

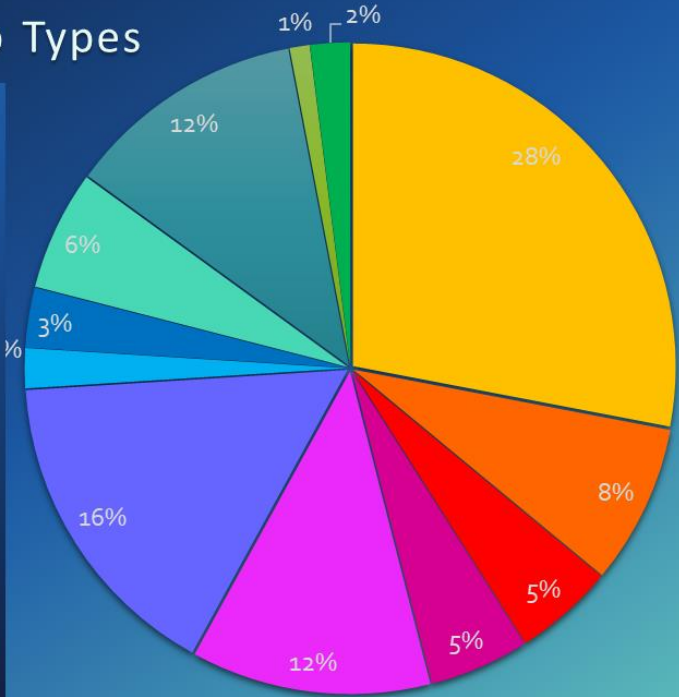


Distributed: Weekly

To subscribe to future editions of the IGLTA eNewsletter, please visit: [IGLTAEnewsletter](#)

IGLTA Membership Types

- 1- 50 Employees
- 51- 100 Employees
- 101- 200 Employees
- 201+ Employees
- Travel Agents
- Africa, Asia, and Latin America 1 - 100
- Africa, Asia, and Latin America 100+
- CVB Tourist Bureaus 1 - 10 Employees
- CVB Tourist Bureaus 11+ Employees





2018 Financial Overview

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 2018.

Total Revenue	\$1,548,754.01
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Total Expenses*	\$1,534,925.73
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*The 2018 expenses reflect payments toward major membership-enhancing projects launching in 2019, including our first-ever CRM system, a new website to better promote our member businesses, and branding initiatives to grow our consumer outreach.

GLOBAL PARTNERS



DELTA



Disney
DESTINATIONS



Marriott[®]
INTERNATIONAL

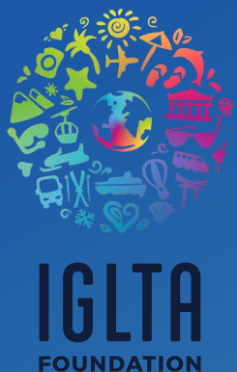


BELMOND

HYATT[®]



[Click here to view our MEDIA, MARKETING, ORGANIZATIONAL & EVENTS PARTNERS](#)



2018 Foundation Board Meeting at The 35th Annual Global Convention in Toronto, Canada

[Click here to view Foundation Board](#)

MISSION

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

For more information:
Visit: iglta.org/foundation
Follow: Facebook.com/IGLTAFoundation
Contact: Foundation@iglta.org

EDUCATION

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

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.

The European Travel Commission (ETC), in collaboration with the International Gay & Lesbian Travel Association Foundation (IGLTAF), has published its first study on the lesbian, gay, bisexual, transgender and queer travel segment. The aim of the Handbook on the LGBTQ Travel Segment, authored by Peter Jordan of Gen C Traveller, is to help European destinations to understand the potential of the LGBTQ travel market and how they can provide a more welcoming environment for LGBTQ travellers from all around the world, in order to improve Europe's overall competitiveness as a destination

DOWNLOAD [The ETC Handbook on the LGBTQ Travel Segment in Europe](#)





IGLTA
FOUNDATION

SCHOLARSHIPS

Building Bridges Scholarship



Pictured left to right: Thanakarn (Bella) Vongvisitsin, The Hong Kong Polytechnic University, sponsored in collaboration with the Pacific Asia Travel Association; Marco Briganti, Ryerson University; John Chervy Rosal, Centennial College; and Nicholas Tremblay, Ryerson University.

David Martin Small Business Scholarship



Pictured left to right: **IGLTAF Board Chair** Reginald Charlot, NYC & Company; Jarett Sprock, Pink Curacao; and Michael Kajubi, McBern Tours and Travel.



The IGLTA Foundation Partnered with the Pacific Asia Travel Association for the second time to provide a conference scholarship to: Thanakarn (Bella) Vongvisitsin (pictured).

The IGLTA Foundation thanks founding partner Delta Air Lines for their continued support.





VOLUNTEER EVENTS

Casey House – Facing the Future Together



519 - Space for Change



Village History Tour & CLGA Archives Talk



Not Just Tourists – Take a Suitcase, Change a Life!



The “Village” Park Experience





IGLTA
FOUNDATION

FUNDRAISERS



35,000.00 USD Washington, DC

IGLTA Global Partner Destination DC, NYC: The Official Guide and San Francisco | The Official Guide partnered on the first official LGBTQ event during U.S. Travel Association's IPW on 5 June and raised \$35,000 for the IGLTA Foundation.



IGLTA also raised funds for the Foundation at a number of smaller events throughout the year in New York, London, and Berlin for a combined total of 3298.59 USD.



104,816.00 USD Toronto, Canada

Voyage, the IGLTA Foundation benefit held at the Fairmont Royal York during the convention and presented by Disney Destinations, raised more than US\$40,000 for education, research, & developing the next generation of LGBTQ travel professionals.



3300.00 USD Aspen, Colorado

Aspen Gay Ski Week, held 15-22 January, 2018, celebrated their 40th Anniversary and donated \$3300.00 to the IGLTA Foundation.



4,325.00 USD Chicago, Illinois

Meet Minneapolis hosted the annual LGBT Event during ASAE on 14 August with all proceeds benefitting the IGLTA Foundation.

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.