



IGLTA

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# Convention Sponsorship Fulfillment Report

IGLTA 36th Annual Global Convention -  
New York City, 24-27 April 2019

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**UNITE!**

TRAVEL • LEARN • CONNECT

**IGLTA 2019 • NEW YORK CITY**  
36TH ANNUAL GLOBAL CONVENTION

APRIL 24 - 27

# Convention Highlights

IGLTA'S Largest and Most Globally Diverse Convention to Date

THE IGLTA 36TH GLOBAL CONVENTION AT A GLANCE



- **Dates:** 24-27 April 2019
- **Location:** New York Hilton Midtown in New York City, USA
- **Attendance:** 700 delegates representing 49 countries and territories, making this our largest and most diverse convention to date.
- **Economic Impact:** The IGLTA 2019 Annual Global Convention generated an estimated **US\$2.1 million** of Economic Impact.
- The event generated **US\$91k** in local taxes.
- The event supports **443 jobs**, the full time **equivalent of 17 annual jobs**.
- **Support** from more than 28 convention sponsors, event hosts and promotional partners contributed to the success of the convention.
- **Geographic representation:** After the U.S. and Canada, the largest delegations came from Italy, Mexico, Brazil and United Kingdom.
- **Speakers** included Fred Dixon, President & CEO, NYC & Company; Perry Cantarutti, Senior Vice President, Alliances for Delta Air Lines; Mara Keisling, Founder/Executive Director, National Center for Transgender Equality; Amy Martin Ziegenfuss, Vice President of Global Brand Marketing; Hilton, Dougal McKenzie, Industry Head, Travel, Google; and Kimahli Powell, Executive Director, Rainbow Railroad.
- **The IGLTA Foundation** hosted 7 small business and student scholarship recipients. 1 from Nepal, 1 from Zimbabwe, 1 from Japan, and 4 from NYC, USA.
- **Suppliers and hosted buyers** from **31 countries** participated in **1,101 scheduled appointments** in IGLTA's Buyer/Supplier Marketplace.
- **Media: 65 media** outlets, freelance travel writers, and influencers from **10 countries** participated in the convention.
- **IGLTA Honors Awards** with support from **Visit Philadelphia®**:
  - Hanns Ebensten Hall of Fame Award: George Neary
  - Pioneer Award: Fabrice Houdart
  - Vanguard Award: ITB LGBTQ+ Travel Pavilion
- **IGLTA Foundation Humanitarian Award:**
  - Tony Award-winning playwright Terrence McNally & his husband, theater producer Tom Kirdahy.
- Second Annual IGLTA Foundation fundraiser, **Voyage** presented by Disney Destinations, raised nearly **US\$20,000** for the **IGLTA Foundation**.

# IGLTA 36th Annual Global Convention Review



TRAVEL • LEARN • CONNECT

IGLTA 2019 • NEW YORK CITY



Suppliers & hosted buyers from **31 countries** participated in 1,101 scheduled appointments in the Buyer/Supplier Marketplace

Nearly **700** attendees

**49** countries represented

**You Tube** View **Videos & Presentations**

More than **200** articles in global media outlets covered the NYC convention

**65** media outlet, freelance & influencer attendees from **10 countries**

**7.2MM** social media posts created with a reach of **2.8MM** people

Follow us!

**28** LGBTQ+ welcoming convention sponsors

## Thank you to our 2019 Sponsors



# On-Site Logo Visibility

Registration Area - New York Hilton Midtown

## CONVENTION SPONSORS, GLOBAL PARTNERS, ORGANIZATIONAL & MEDIA PARTNERS

IGLTA Convention Sponsors, Global Partners, Organizational Partners, Event Partners, Media Partners & Marketing Partners benefitted from on-site logo recognition in high visibility locations such as the registration area in the second-floor Promenade.

Convention Sponsors, TLC Showcase Exhibitors, and Global Partners were also featured in the 2019 IGLTA Sponsor Recognition Video shown throughout the convention at the opening/closing of the plenary sessions.

To view the 2019 IGLTA Sponsorship Recognition Video, click [here](#).

The 2019 IGLTA Official Convention Signage was placed in a high traffic location, maximizing brand and logo visibility. Meter board displays that included Convention Sponsors', Global Partners', Media Partners', and other partners' logos were located in the main registration area near the IGLTA registration desk on the second-floor Promenade of the New York Hilton Midtown.



# Mobile App



## MALTA TOURISM AUTHORITY BECOMES FIRST DESTINATION TO SPONSOR IGLTA CONVENTION MOBILE APP



For the sixth consecutive year, the IGLTA Annual Global Convention program included a digital version available for download onto Apple and Android smartphone platforms. The app proved once again to be very popular with convention delegates, with almost 53 percent of delegates, logging in before and during the convention.

In addition to being a useful networking and convention planning tool, the mobile app allowed convention organizers to make last-minute modifications to the program and add walk-in attendees so delegates had the most complete and up-to-the-minute information. The app also provided the opportunity for convention organizers to send reminders and alerts to delegates.



*Convention delegates enjoying the IGLTA Convention Mobile App*



*Official Convention Journal featuring an ad encouraging delegates to download the IGLTA Convention Mobile App sponsored by Malta Tourism Authority*

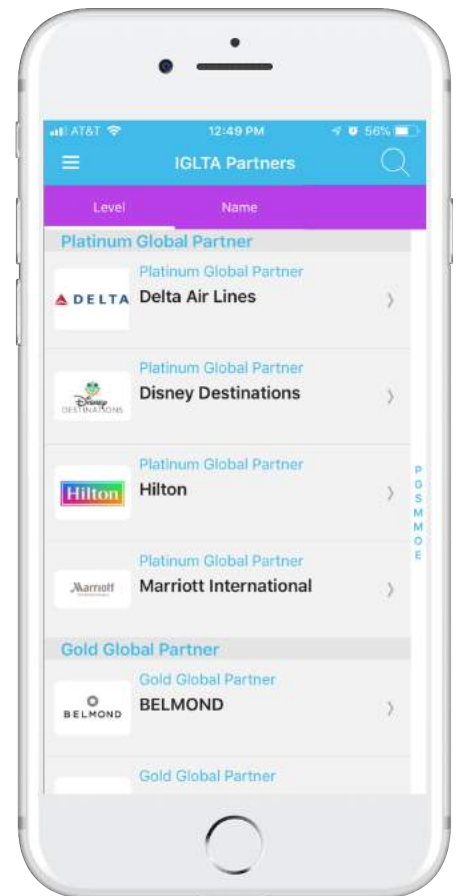
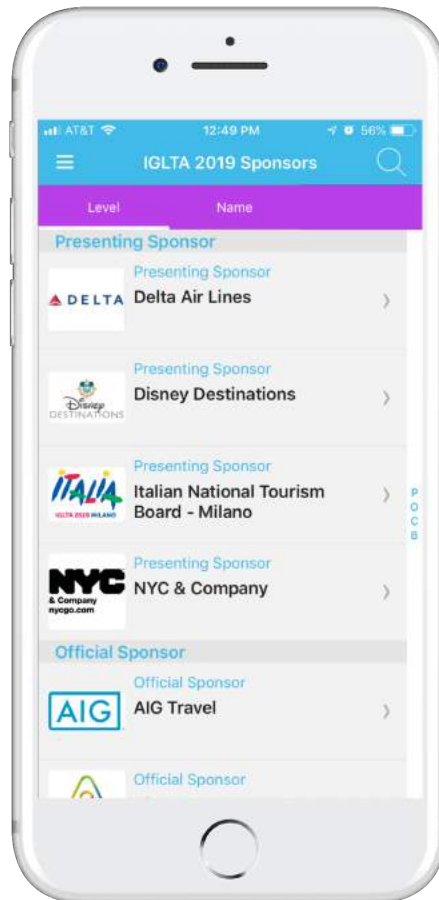


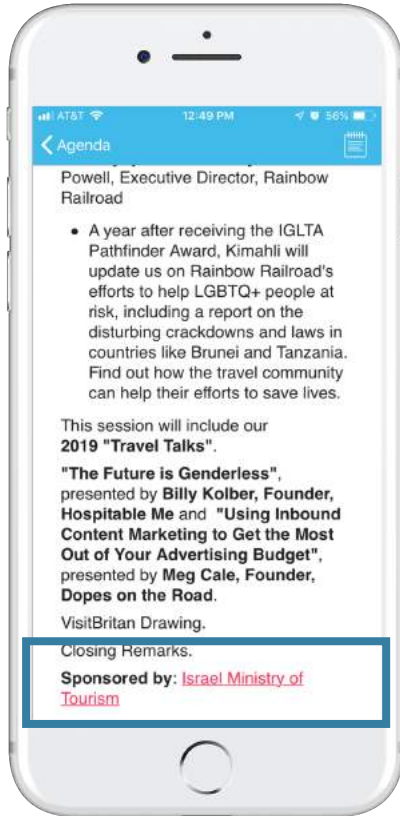
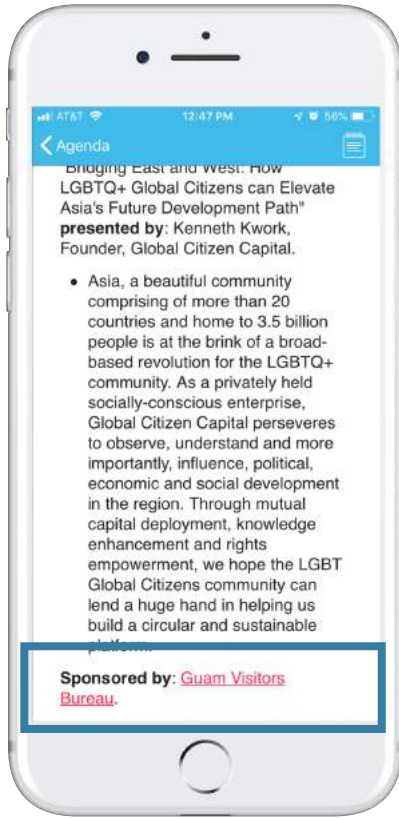
### Mobile App Banner

As part of the sponsorship package, Presenting Sponsors received additional visibility in the form of a rotating banner ad, visible on all pages of the mobile app. Banner ads linked to sponsors' websites where delegates were able to find additional information.

### Sponsor & Partner Visibility

The mobile app also provided excellent logo visibility and thorough company information on all Convention Sponsors, IGLTA Global Partners, Media & Organizational Partners. Sponsors and partners also benefitted from individualized presentation pages detailing company name, description, contact information and a web link. Presenting sponsors were also featured in rotating banner ads visible on all pages of the app.



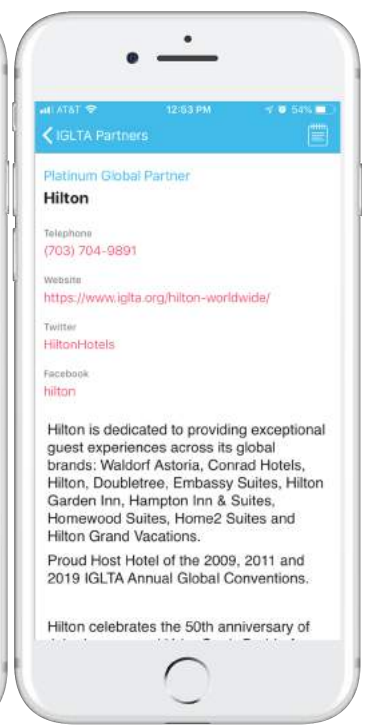
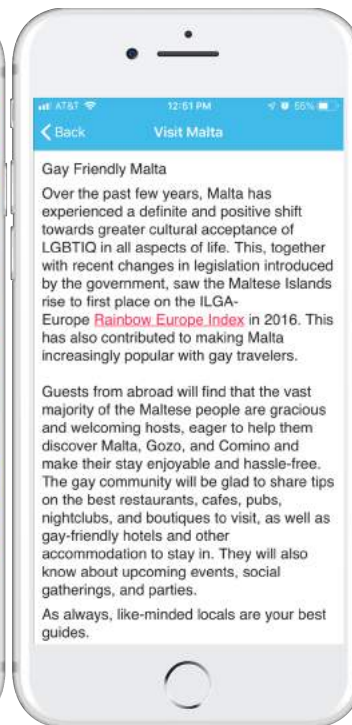
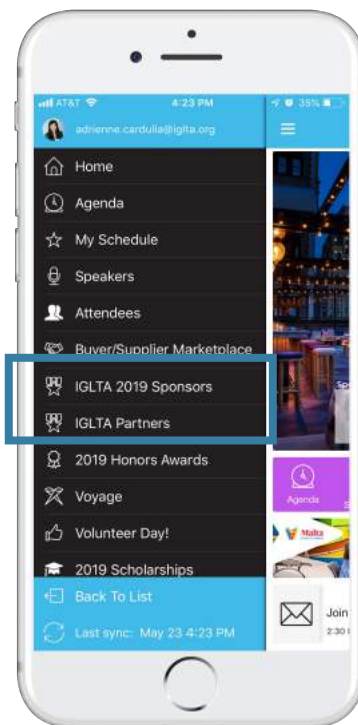


## Event Descriptions

All of the sponsored events included the sponsor name with a hyperlink to their profile in the app. In the profile, delegates could learn more about the sponsor and their current business initiatives.

## Sponsor & Partner App Profiles

All sponsors and Global Partners had individual profiles on the app under the sections "IGLTA 2019 Sponsors" and "IGLTA Partners." These profiles included information on the organization and links to videos or websites allowing the user to learn about the sponsors and partners.



# Convention Registration Area

## DISPLAYS & BROCHURE DISTRIBUTION

Delta Air Lines, an IGLTA Platinum Global Partner and 2019 Presenting Level Convention Sponsor, provided convention attendees with the opportunity to experience premium-class travel with a fully functional Delta One Suite in the registration area. Delta Brand Ambassadors, Sales Team members, and the President of the Delta Equal ERG were available throughout the convention to answer questions about Delta products and services.



(above)

left to right: Pedro J Thomas, Brand Ambassador - Delta Air Lines; Christopher Barnett, Brand Ambassador - Delta Air Lines; Kyle Van Alstine, Senior Sales Account Executive - Delta Air Lines; Ashton Therrel, President of Equal - Delta Air Lines





## Convention Registration Area (continued)

As the central meeting point of the IGLTA Annual Global Convention, the registration area also provides highly trafficked space for Convention Sponsors, Global Partners, IGLTA members and other tourism-related business and associations to distribute brochures and display materials. For attendees, the registration area is their first stop to receive their credentials. Throughout the convention, attendees pass through this area multiple times a day. This area also housed the membership support desk and the social media lounge.



# Promotional Opportunities

Promoting brands to LGBTQ+ Travel Professionals

PARTICIPANT WELCOME BAGS, BROCHURE DISTRIBUTION,  
REGISTRATION AREA

The IGLTA Annual Global Convention provided opportunities to sponsors, partners, members, destinations and media to highlight their brands through a number of promotional opportunities.

DELEGATE WELCOME BAG:

Sponsor: VisitBritain

Delegate Welcome Bags, sponsored by VisitBritain, and distributed to all participants, delivered brochures, goodies and other collateral items directly into the hands of convention attendees.



Above: IGLTA's Official Delegate Welcome Bags, sponsored by VisitBritain, lined up and waiting to be distributed to the nearly 700 delegates in attendance.



Left: Design proofs of the Delegate Welcome Bag.  
Below: Delegates in the registration area networking and picking up their Delegate Welcome Bag.



## Delegate Welcome Bag Inserts:

Sponsors had the option to include a gift or promotional item in the Delegate Welcome Bags and members had the option to purchase a delegate bag insert. Delegate Welcome Bags were sponsored by **VisitBritain**, providing brand visibility to all convention attendees. Approximately 18 promotional items and brochures were provided to convention participants in each Delegate Welcome Bag.



## Delegate Welcome Bag Prize Drawing

On Saturday, April 27, delegates had the opportunity to enter their business card in a prize drawing. VisitBritain worked with Delta Air Lines and Belmond to provide a trip to London for two, including airfare by Delta Air Lines and a two-night stay at The Belmond Cadogan Hotel.



*Above & Below: Prize winner, Guisella Leon with Panamazing, accepts the prize with VisitBritain and Delta Air Lines representatives.*



*Above: Delta Equal President, Ashton Therrel; VisitBritain representative, Paul Gauger; Delta Air Lines representative, Kyle Van Alstine; Delta Brand Ambassador, Frederick Charles Day; Belmond representative, Elio Lopez; with IGLTA Convention emcees Sandi Robinson and Kenny Porpora on the main stage during the Saturday, 27 April closing session preparing for the VisitBritain Delegate Welcome Bag Prize Drawing.*



## VOLUNTEER POLO PROVIDER

SPONSOR: ENIT Italian National Tourist Board - Milano



The official IGLTA Volunteer Polo provides a unique opportunity to not only support the IGLTA Annual Global Convention volunteers but also capitalize on logo and brand visibility throughout the entire convention and volunteer attended/staffed programming. The official Volunteer Polo is worn by registration desk volunteers, staff, and participants in the IGLTA Foundation Voluntourism/Educational Events.

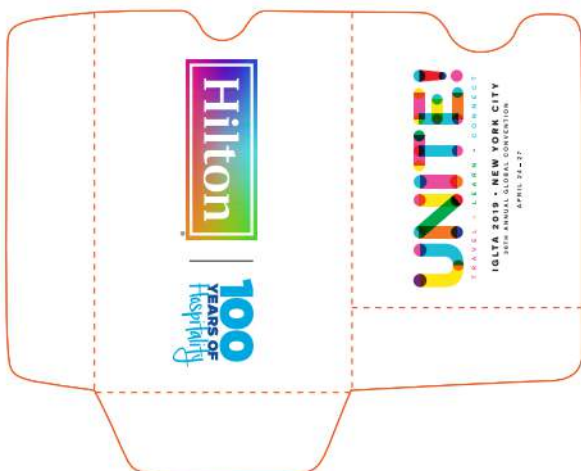


# OFFICIAL HOTEL KEY CARD AND SLEEVE



SPONSOR: Hilton

Hilton was the 2019 Official Room Key Card Provider. All guests attending the IGLTA Annual Global Convention and staying at the host hotel, the New York Hilton Midtown, were welcomed and provided with Hilton-branded room key cards and co-branded key card sleeves, optimizing brand and logo visibility to all convention attendees.



FOLD ON DOTTED LINE FOR CARD PROTECTION



Branded hotel card sleeves and key cards of IGLTA's 36th Convention.

## BRANDED BADGE LANYARDS

SPONSOR: Visit St Pete/Clearwater



Branded badge lanyards provided by Visit St Pete/Clearwater were distributed to all convention delegates at the registration desk on the second-floor Promenade at the New York Hilton Midtown.



*Delegates throughout the convention wearing their Visit St Pete/Clearwater branded badge lanyards*

# Communications

Promoting the IGLTA Annual Global Convention worldwide

ADVERTISING, WEBSITE, AND SOCIAL MEDIA



Global communication to promote the 36th Annual IGLTA Convention included a series of 4"x 6" post cards. A few thousand of these printed postcards were distributed throughout various industry events across multiple continents to encourage participation at the convention.



Reverse side of convention postcard with host city logo and Platinum-level IGLTA Global Partner logos. Gold-level IGLTA Global Partners received text recognition.

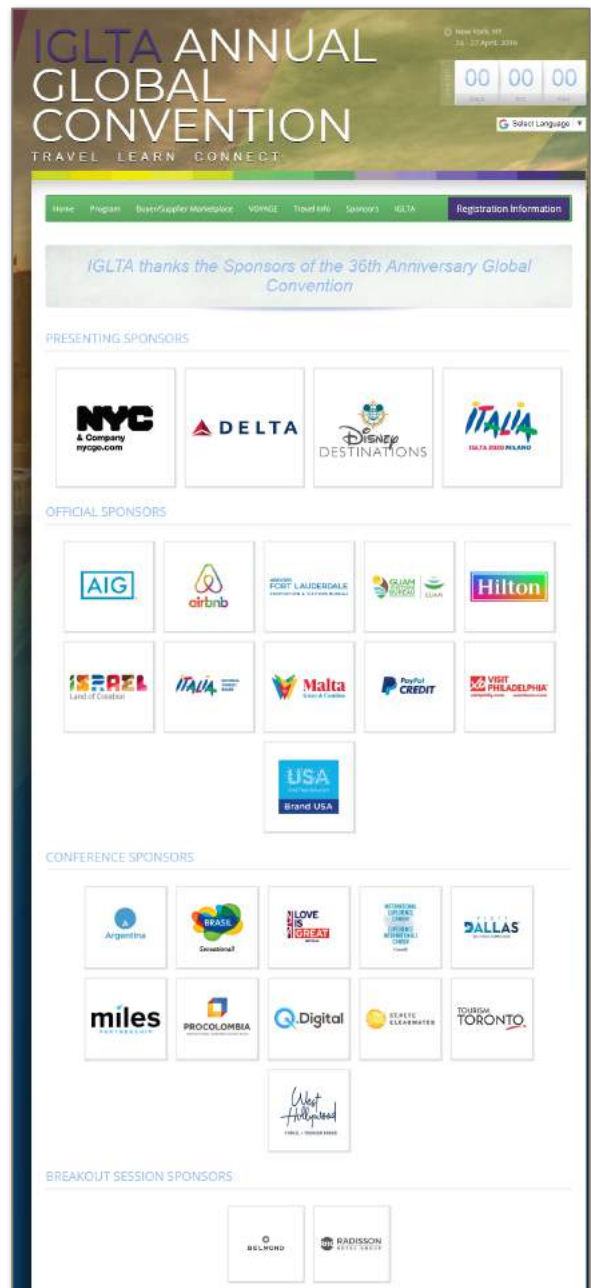
CONVENTION WEBSITE:  
[www.igltaconvention.org](http://www.igltaconvention.org)

The go-to source for registration, news, travel information and programming for the Annual Global Convention, the IGLTA convention website featured sponsor logos, both on the home page and on a dedicated sponsor recognition page.

The convention website was consulted nearly 90,000 times leading up to and during the convention (June 2018 - May 2019).

Delegates visited the site to register for the convention and/or the Buyer/Supplier Marketplace, obtain updated program or travel information or inquire about pre/post trip itineraries.

Logos linked directly to sponsors' websites or dedicated LGBTQ+ landing pages.





**SOCIAL MEDIA LOUNGE:**

**SPONSOR:** Q.Digital

**DATE & TIME:** Duration of convention programming

**LOCATION:** Second-Floor Promenade, New York Hilton Midtown



Q.Digital sponsored the official Social Media Lounge at the 36th Annual Global Convention, providing a comfortable meeting space on the second-floor Promenade across from the registration desk. The sponsorship included free wifi for all registered delegates and customizing the daily login credentials for a memorable branded connection and user experience. Q.Digital also dressed the Social Media Lounge with a branded step & repeat, table runners and roll-up banners.



*The social media lounge was a place for attendees to meet, network, check out the social media feed, get the wifi code and get work done throughout the convention.*

## PRESS RELEASES:

IGLTA sent pre- and post-convention press releases to promote the conference. Distributed via TravelOutNewsWire, the IGLTA press service in partnership with Witeck Communications and NLGJA, the communiqués reached more than 350 media outlets, freelance journalists, and influencers worldwide.

A total of 5 convention-related press releases were sent out between September 2018 and May 2019 that contained convention sponsorship recognition.

Please visit the Media & News section of the IGLTA website for copies of all press releases:

Media Contact: LoAnn Halden  
VP-Communications  
+1 954.630.1637 x 714  
[loann.halden@igla.org](mailto:loann.halden@igla.org)

**IGLTA Hosts a Record-Breaking Annual Global Convention in New York City**  
*The International LGBTQ+ Travel Association's signature event attracted its largest and most globally diverse delegation in its 36-year history*

NEW YORK CITY (30 April 2019)—Nearly 700 delegates representing 49 countries and territories gathered at the New York Hilton Midtown 24-27 April for IGLTA's most successful convention to date. The International LGBTQ+ Travel Association's premier event united global thought leaders to discuss tourism trends, technology developments, workplace inclusion and human rights—wide-ranging topics connected through the lens of LGBTQ+ travel.

"We could not be more proud of our first New York City convention, from content to collaboration," said IGLTA President/CEO John Tanzella. "Thanks in large part to the support of our host, NYC & Company, we were able to engage far more tourism businesses than ever before and showcase the world of LGBTQ+ travel in all its diversity."

**Convention Highlights**

- IGLTA's Buyer/Supplier Marketplace, presented in partnership with the American Society of Travel Advisors (ASTA), sold out in record time, attracting buyers that sell approximately \$100M in LGBTQ+ travel annually.
- The IGLTA Foundation Leadership Think Tank, presented with support from Google and Miles Partnership, united 24 top executives from global CVBs/DMOs for an open dialogue about responsible tourism and LGBTQ+ travel.
- Opening Day: Roger Dow, President/CEO of the US Travel Association, discussed the importance of the LGBTQ+ travel community; Hong Kong's Kenneth Kwok, founder of Global Citizen Capital, provided insights on Asia's LGBTQ+ market; and Mara Keisling, Founder/Executive Director of the National Center for Transgender Equality, addressed the needs of transgender travelers.
- Day 2: Dougal McKenzie, Industry Head, Travel, Google and Ophelia Pastrana, a transgender Colombian economist and tech expert based in Mexico, shared their viewpoints on the digital world. Also on the main stage: a Travel & Tourism Leadership Panel discussion on workplace equality with Delta Air Lines, Hilton, and The Travel Corporation.
- Day 3: Kimahli Powell, Executive Director of Rainbow Railroad, closed the conference with the talk "Our Role in Helping Persecuted LGBTQ+ People Globally," which included a Skype interview with Malaysian transgender rights activist Nisha Ayub, founder of the community-run SEED Foundation.
- Playwright Terrence McNally and his husband, theater producer Tom Kirdahy, received the IGLTA Foundation Humanitarian Award at Voyage, the IGLTAF Benefit, on 26 April, just one day after it was announced that McNally will receive a 2019 Tony Award for Lifetime Achievement.
- Each evening event had special surprise performances: Lady Bunny as DJ and *Wicked* stars from Broadway at the NYC & Company opening night, Magic Hour Rooftop Bar and Lounge, Moxy Times Square; performance artist Amanda Lepore at Voyage, the IGLTAF Benefit; and opera at the Italy-hosted closing night at 10 Corso Como.
- The IGLTA Foundation supported convention scholarships for small businesses owners from Zimbabwe, Japan, and (in honor of Stonewall's 50th Anniversary) New York City. IGLTAF also brought in a hospitality student from Nepal in partnership with the Pacific Asia Travel Association (PATA), and local students from NYU's Jonathan M. Tisch Center for Hospitality.
- IGLTA shared a rainbow cake with delegates to celebrate the 100th anniversary of Hilton, a global partner of the association since 2010.

For high-res images, please contact [loann.halden@igla.org](mailto:loann.halden@igla.org). Videos of convention content and photo albums are available on the IGLTABusiness Facebook page.

IGLTA's 37th Annual Global Convention is set for 6-9 May 2020 in Milan, Italy.

The 36th Annual IGLTA Global Convention would not have been possible without the generous support of our convention sponsors. Presenting Level – NYC & Company, Delta Air Lines, Disney Destinations<sup>®</sup>; Italian National Tourist Board; Official Level – AIG Travel, Inc., Airbnb, Brand USA, Greater Fort Lauderdale Convention & Visitors Bureau, Guam Visitors Bureau, Hilton, Israel Ministry of Tourism, Italian National Tourist Board, Malta Tourism Authority, PayPal Credit, Visit Philadelphia<sup>®</sup>; Conference Level – Inprotrur Argentina, Brazilian Tourism Board, Visit Britain, VisitDallas, International Experience Canada/Government of Canada, Miles Partnership, ProColombia, Q.Digital, Visit St. Pete/Clearwater, Tourism Toronto, Visit West Hollywood.

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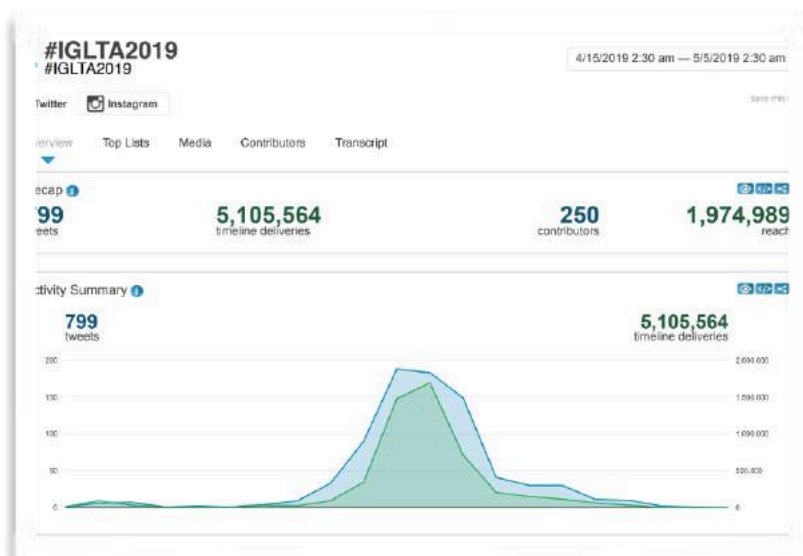
**About IGLTA and the IGLTA Foundation:** The International LGBTQ+ Travel Association is the global leader in advancing LGBTQ+ travel and a proud Affiliate Member of the United Nations World Tourism Organization. IGLTA's mission is to provide information and resources for LGBTQ+ travelers and expand LGBTQ+ tourism globally by demonstrating its significant social and economic impact. IGLTA membership includes LGBTQ+ welcoming accommodations, destinations, service providers, travel agents, tour operators, events and travel media in more than 80 countries. In 2012, the philanthropic IGLTA Foundation was launched to support the mission of the association and its membership through education, research and leadership development. For more information: [igla.org](http://igla.org), [iglaconvention.org](http://iglaconvention.org) or [igla.org/foundation](http://igla.org/foundation) and follow us on Facebook, Twitter and Instagram @igla or @IGLTABusiness and @IGLTAFoundation on Facebook.

## SOCIAL MEDIA:

Pink Banana Media furnished the digital dashboard that fed the Live Twitter Feed throughout the convention. The Social Media Lounge and Live Twitter Feed were sponsored by Q.Digital.

Throughout the IGLTA 2019 Annual Global Convention, delegates sent more than 799 tweets using the convention hashtag #IGLTA2019. Each tweet was automatically displayed in real-time via the feed located in the Social Media Lounge.

#IGLTA2019 generated 7.2 million timeline deliveries with a reach of 2.8 million.



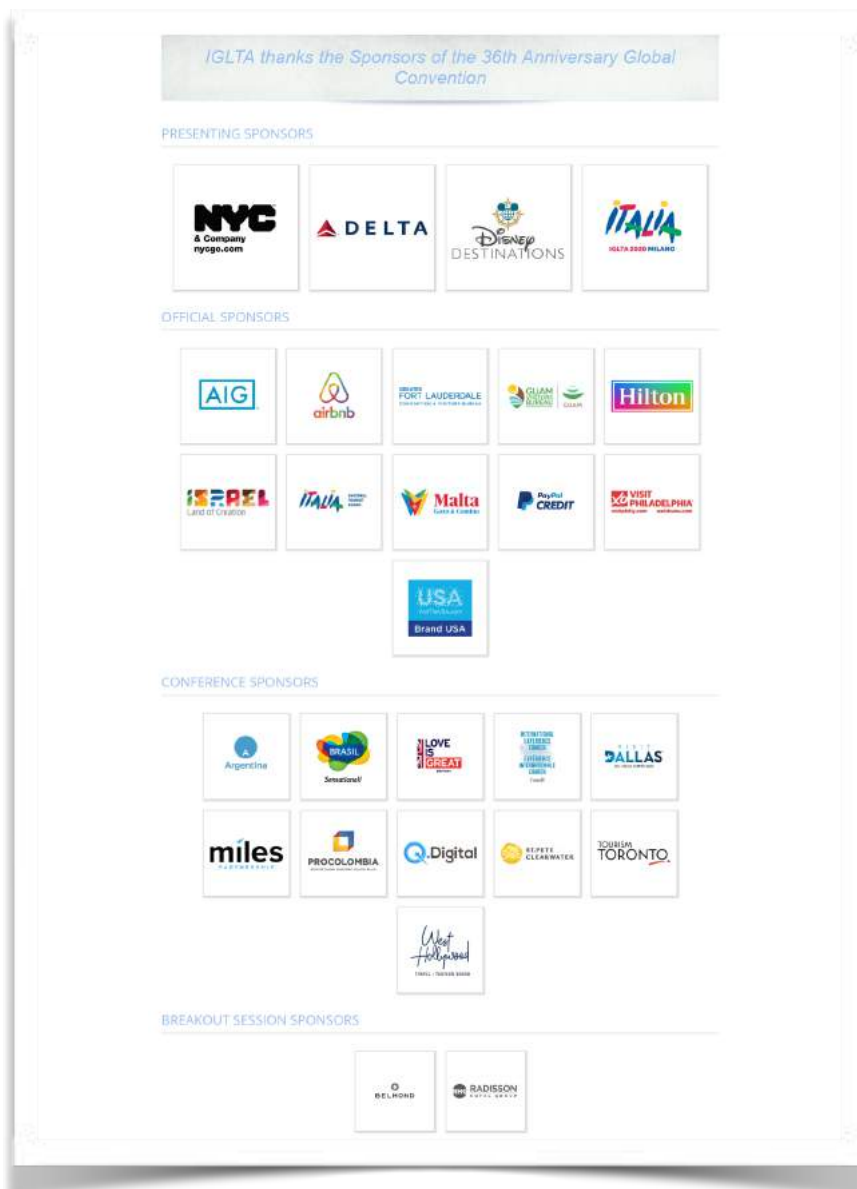
# Sponsored Events

Breakfasts, Lunches, Receptions, Educational Sessions  
Sponsors make the convention possible

Sponsors supported the IGLTA 36th Annual Global Convention by hosting plenary sessions, networking breakfasts & lunches, receptions and parties.

More than 28 convention sponsors, event hosts and promotional partners took advantage of the opportunities available at the world's premier educational and networking event for LGBTQ+ tourism professionals to highlight their brands, feature a destination, announce new product lines or launch LGBTQ+ advertising campaigns.

The following pages recap, in chronological order, the various events hosted by IGLTA Convention Sponsors.



## IGLTA AND IGLTAF BOARD OF DIRECTORS MEETINGS

SPONSOR: VisitDallas

DATE & TIME: Wednesday,  
24 April, 8:30 am - 5 pm

LOCATION: Bryant & Morgan rooms, New York Hilton Midtown



IGLTA Global Partner VisitDallas sponsored the day-long IGLTA & IGLTA Foundation Board of Directors Meetings, including a networking breakfast and working lunch. This provided Gary Sanchez, Director of Public Affairs, VisitDallas and John McGill, VisitDallas associate, the opportunity to speak to both boards, present the latest VisitDallas LGBTQ+ video and take questions from the board.



Buyer Supplier Marketplace  
IN PARTNERSHIP WITH American Society of Travel  
Advisors (ASTA)

DATE & TIME: Wednesday 24 April 2019,

LOCATION: Rhinelander Gallery, New York Hilton Midtown



IGLTA once again incorporated its successful Buyer/Supplier Marketplace, in partnership with American Society of Travel Advisors (ASTA), into the convention programming. 48 Pre-qualified buyers met with participating suppliers at an appointment-driven marketplace during the first day of the conference, 24 April, 2019.

The 2019 event generated 1,101 appointments with buyers that sell US\$100 million in annual LGBTQ+ travel.

New this year, Suppliers had the option to attend the entire convention and the Buyer/Supplier Marketplace, or to register only for the Buyer/Supplier Marketplace. Suppliers completed their convention registration and paid the appropriate supplemental fee for the Marketplace at the time of registration.



BUYER SUPPLIER MARKETPLACE LUNCHEON  
SPONSOR: PayPal Credit  
DATE & TIME: Wednesday 24 April 2019,  
1:00 PM -2:15 PM  
LOCATION: Gramercy Room, New York Hilton Midtown



This year PayPal Credit sponsored the Buyer/Supplier Marketplace Luncheon. 2019 marked the first year for the IGLTA Annual Global Convention to include a sponsor from the financial services sector, providing a unique opportunity for attendees of the Buyer/Supplier Marketplace to learn more about products and services that can benefit the travel sector. Branded napkins and wireless Qi device chargers offered a lasting impression for participants. In addition to a speaking opportunity with the attentive audience, PayPal Credit took advantage of brochure distribution in the registration area.



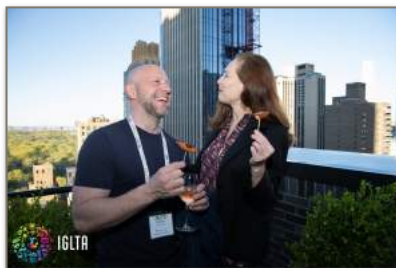
**MEDIA RECEPTION**

**SPONSOR:** Greater Fort Lauderdale CVB

**DATE & TIME:** Wednesday, 24 April 2019, 6:00 - 8:00 PM

**LOCATION:** The Roof, Viceroy at Central Park

The Greater Fort Lauderdale CVB hosted the Official IGLTA Annual Global Convention Media Reception at The Roof, Viceroy at Central Park on Wednesday, 24 April. The intimate invite-only event drew more than 50 writers, editors and influencers representing media outlets in North America, Europe, and Latin America, plus some VIPs of travel. The group enjoyed Lauderdale-themed cocktails, hors d'oeuvres and networking with views of NYC's Central Park and received updates on the inaugural Pride of the Americas, set for April 2020 in Fort Lauderdale.





2019 IGLTA FOUNDATION'S LEADERSHIP THINK TANK  
SPONSOR: Miles Partnership, Google

DATE & TIME: Thursday 25 April 2019, 8:30 AM

LOCATION: Google, New York



IGLTA Foundation's Leadership Think Tank was held in conjunction with the IGLTA 36th Annual Global Convention and presented with support from Miles Partnership and Google. This year's invitation-only roundtable discussion brought together C-Suite thought leaders from LGBTQ+ welcoming destinations around the globe and focused on responsible tourism—specifically, how the LGBTQ+ travel segment can help address key issues facing so many city centers. A white paper from the session is available for free download at [igлта.org/research](http://igлта.org/research).



IGLTA HONORS PRESENTED WITH SUPPORT FROM  
 Visit Philadelphia®  
 SPONSOR: Visit Philadelphia®



DATE & TIME: Thursday 25 April 2019, 2:00PM - 2:45PM  
 LOCATION: Sutton Complex, New York Hilton Midtown

The IGLTA Honors, presented with the support of Visit Philadelphia®, celebrate those who have improved the global landscape of LGBTQ+ tourism. The IGLTA & IGLTAF boards of directors select the Honors recipients, and present them at the IGLTA Annual Global Convention. In 2019 Jeff Guaracino, President & CEO, Visit Philadelphia® opened the awards ceremony with a heartfelt speech on the importance of recognizing these individuals.



(left)  
 Hanns Ebensten Hall of Fame Award -  
 George Neary  
 Photo: Juan P. Juliá Blanch, Immediate Past  
 Chair - IGLTA; John Tanzella, President &  
 CEO - IGLTA; George Neary, Associate  
 Vice President of Cultural Tourism - Greater  
 Miami CVB from 1998 to 2018; and Jeff  
 Guaracino, President & CEO, Visit  
 Philadelphia®

(right)  
 Pioneer Award - Fabrice Houdart  
 Photo: Jon Muñoz, Chair - IGLTA BOD;  
 Fabrice Houdart, Human Rights Officer -  
 United Nations; John Tanzella, President  
 & CEO - IGLTA; and Jeff Guaracino,  
 President & CEO, Visit Philadelphia®



(left)  
 Vanguard Award -  
 ITB LGBT+ Travel Pavilion  
 Photo: Jeff Guaracino, President & CEO, Visit  
 Philadelphia®; Shiho Ikeuchi, IGLTA BOD  
 Secretary; award recipients Thomas Bömkes of  
 ITB partner Diversity Tourism and Rika Jean-  
 François, Commissioner ITB Corporate Social  
 Responsibility, ITB Berlin; and John Tanzella,  
 President & CEO IGLTA.

**OPENING PLENARY SESSION**

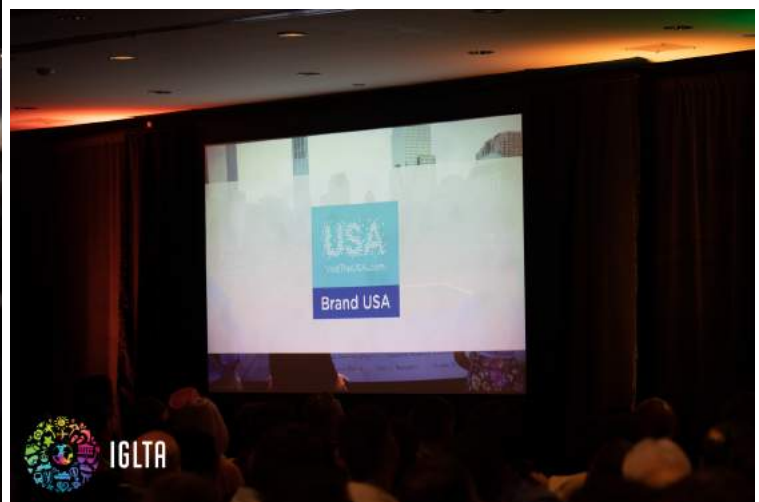
**SPONSOR: Brand USA**

**DATE & TIME: Thursday 25 April 2019, 1:00 PM - 2:45 PM**

**LOCATION: Sutton Complex, New York Hilton Midtown**



Brand USA was the 2019 sponsor of the first half of the opening general session of the 36th IGLTA Annual Global Convention. This provided a prime speaking opportunity for Don Richardson, Chief Financial Officer, Brand USA to address the delegates and show a Brand USA video. The Welcome Plenary Session is one of the most attended sessions within the general programming.



DAY 1: COFFEE BREAK  
SPONSOR: ENIT Italian National Tourist Board



DATE & TIME: Thursday 25 April 2019,  
3:35 PM - 4:00 PM

LOCATION: Second-Floor Promenade / East Corridor, New York Hilton  
Midtown

In addition to their support as the Official Volunteer Polo Provider, IGLTA Silver Global Partner ENIT, the Italian National Tourist Board, was the official sponsor for the Thursday afternoon coffee break. The Italian National Tourist Board took advantage of a unique branding opportunity available to sponsors with customized cupcakes featuring their logo.



Photo (left):  
Catarina Orlando, ENIT - Italian National Tourist Board; Marzia Bortolin, ENIT - Italian National Tourist Board; Francesco Brazzini, ENIT - Italian National Tourist Board; Josh Zorn, IGLTA; Clark Massad, IGLTA; Adrienne Cardulla, IGLTA; welcome conference participants to the Thursday afternoon coffee break.



General Session

SPONSOR: Guam Visitors Bureau

DATE & TIME: Thursday 25 April 2019, 2:45 PM - 3:35 PM

LOCATION: Sutton Complex, New York Hilton Midtown



Guam Visitors Bureau was the official sponsor of the second portion of the opening general session during the 36th IGLTA Annual Global Convention. The Honorable Lieutenant Governor of Guam, Joshua Tenoria, spoke during the session and introduced Guam Visitors Bureau's new video "InstaGuam," which was played twice to convention delegates. Tenoria is the first openly gay Lt. Governor of Guam.



**OPENING RECEPTION**

**SPONSOR:** NYC & Company, along with Marriott Marquis, and the Sheraton Times Square.

**DATE & TIME:** Thursday, 25 April 2019,

7:00 PM-10:00 PM

**LOCATION:** Magic Hour at the Moxy Times Square.



The IGLTA 2019 Annual Global Convention kicked off at Magic Hour at the Moxy Times Square, a playfully posh rooftop bar and lounge in the bustling heart of Midtown. Headlined by the legendary Lady Bunny, with performances from Broadway's Be More Chill, Mean Girls and Wicked, it kept its promise to be a fabulous affair. The event was hosted by NYC & Company in partnership with the Marriott Marquis New York and the Sheraton New York Times Square Hotel.

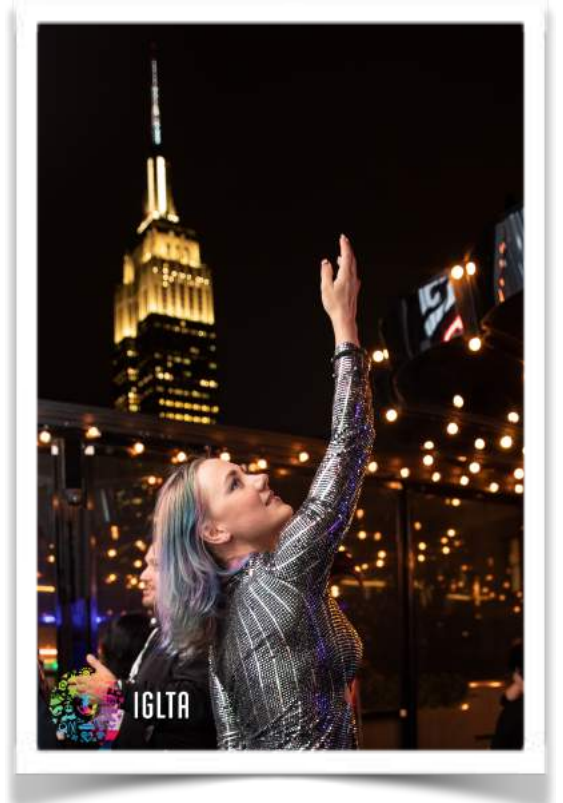


OPENING RECEPTION - CONTINUED



(above) Performance by the the legendary Lady Bunny

(right) The Magic Hour at the Moxy Times Square put all attendees in an Empire State of Mind.



HOSTED BREAKFAST  
SPONSOR: Airbnb, Inc.

DATE & TIME:

Friday, 26 April 2019 8:00 AM - 9:15AM

LOCATION: Rhinelander South, New York Hilton Midtown



A hosted breakfast, sponsored by Airbnb, provided the setting for destinations and tour operators to learn more about Airbnb Experiences, an opportunity for anyone to share their hobbies, skills, or expertise with the world, without having to host guests in their home. Participants heard first-hand accounts from the NYC host community, as they shared their stories, passions, and perspectives. The audience also learned the ways in which Airbnb is partnering with destinations to become the world's most inclusive travel brand.





**MORNING COFFEE  
SPONSOR: Hilton**

**DATE & TIME: Friday 26 April 2019,  
8:30 AM - 9:45 AM**

**LOCATION: Second-Floor Promenade/ East Corridor,  
New York Hilton Midtown**



In addition to being the host hotel, IGLTA Platinum Global Partner Hilton sponsored the Friday morning coffee service that greeted guests as they arrived for day two of the convention. The sponsor signs included a lovely quote by Conrad Hilton on the importance of coffee and its impact on human relationships, as well as a rainbow version of the Hilton logo.



*"When we opened in Turkey, the first thing they do over there is give you a cup of coffee and if you drink that cup of coffee with them they say this commits you for 30 years of friendship. So if we can just keep on drinking that proverbial cup of coffee around the world, we think we are helping out in the struggle for world peace." — Conrad Hilton*



FRIDAY AM GENERAL SESSION

SPONSOR: AIG Travel, Inc.

DATE & TIME: Friday 26 April 2019,  
9:00 AM - 11:00 AM

LOCATION: Sutton Complex, New York Hilton Midtown



The Friday morning General Session, sponsored by AIG Travel, Inc. included an interactive speech from Jeff Rutledge, AIG Travel President & CEO. As an Official Level Sponsor of a Plenary General Session, AIG Travel took the opportunity to engage all attendees of the session on the importance of travel insurance.



COFFEE BREAK:  
SPONSOR: INPROTUR Argentina  
DATE & TIME: Friday 26 April 2019,  
11:00 AM - 11:20 AM  
LOCATION: Second-Floor Promenade / East Corridor,  
New York Hilton Midtown



Friday morning's coffee break was sponsored by INPROTUR Argentina. Prior to the break, Gustavo Noguera, Vice President of the Comercio Gay & Lesbica Argentina and Co-Founder of Gnetwork360, presented a video welcoming the audience to Argentina.

In addition to coffee, tea and refreshments, the Friday morning coffee break sponsored by INPROTUR Argentina included colorful cupcakes branded with the "Amor" Argentina logo on edible chocolate discs.



**TRAVEL & TOURISM EXECUTIVE LEADERSHIP PANEL**  
**GENERAL SESSION: Results from NYU & IGLTA Foundation LGBTQ+ Research Project**  
**DATE & TIME** Friday, 26 April 2019, 11:20 AM - 1:00PM  
**LOCATION:** Sutton Complex, New York Hilton Midtown Manhattan

Results of an LGBTQ+ travel trend research project between NYU and the IGLTAF were presented by Nicolas Graf, PhD., Associate Dean, NYU School of Professional Studies, Jonathan M. Trish Center of Hospitality. This general session also included the Host Hotel Welcome by Amy Martin Ziegenfuss, Vice President of Global Brand Marketing at Hilton. Three executives from IGLTA GLocal Partners: Hilton, Delta Air Lines and The Travel Corporation, participated in the Travel & Tourism Executive Leadership Panel: Perry Cantarutti, Senior Vice President, Alliances for Delta Air Lines; Amy Martin Ziegenfuss, Vice President of Global Brand Marketing, Hilton; and Willie Montano, Vice President of Marketing, Insight Vacations and Luxury Gold, two brands of The Travel Corporation.



*(left)*  
*From left to right: John Tanzella, President & CEO, IGLTA; Jon Muñoz, Vice President, Global Diversity and Inclusion, Hilton; panel moderator Aisha Moodie-Mills, Political Strategist & Social Impact Advisor, The Moodie-Mills Agency; Amy Martin Ziegenfuss, Vice President, Global Brand Marketing, Hilton; Perry Cantarutti, Senior Vice President, Alliances for Delta Air Lines; Willie Montano, Vice President, Marketing, Insight Vacations & Luxury Gold.*



IGLTA Celebrates 100 Years of Hilton Hospitality  
DATE & TIME: Friday, 26 April 2019, 11:20 AM - 1:00PM



IGLTA congratulated Hilton, an IGLTA Global Partner for the last nine years, on their 100th Anniversary. To celebrate, IGLTA presented Amy Martin Ziegenfuss, Vice President of Global Brand Marketing, Hilton and Jon Muñoz, Vice President of Global Diversity & Inclusion, Hilton, with an award and rainbow birthday cake. The award was inscribed: *In recognition of 100 years of hospitality, including Hilton's support of LGBTQ+ travelers as an IGLTA Global Partner since 2010.* The cake was then featured, along with other rainbow-themed desserts, at the TLC Networking Showcase Lunch, immediately following the award and cake presentation in the general session.



## TLC SHOWCASE NETWORKING LUNCH

DATE & TIME: Friday 26 April 2019,  
1:00 PM - 2:30 PM

LOCATION: Frontenac Ballroom, New York Hilton Midtown



**IGLTA**  
ADVANCING  
LGBTQ+ TRAVEL

IGLTA launched its inaugural TLC (Travel•Lunch•Connect) Showcase Networking Lunch at the 36th Annual Convention. Open to all registered conference participants, the luncheon provided attendees with an additional networking opportunity. A reception-style lunch was served from several stations located around the room, so guests could network with fellow delegates and easily circulate and interact with the various exhibitors at their showcase tables. The New York Hilton Midtown added additional flair with rainbow-themed desserts.



## T.L.C. SHOWCASE NETWORKING LUNCH: CONTINUED



Embratur, the Brazil Tourism Authority, transformed their TLC Showcase Exhibitor space into a virtual reality experience, allowing participants to "fly" above some of Brazil's most popular destinations.



Media Networking Event

SPONSOR: Greater Fort Lauderdale CVB

DATE & TIME: Friday 26 April 2019,  
2:30 PM - 4:00 PM

LOCATION: Gramercy Room, New York Hilton Midtown

The Media Networking Event welcomed all convention attendees to pitch their brand to global media outlets/freelancers. Participants were encouraged to exchange as many business cards as they could and were automatically entered into a drawing for a marketing package from all participating media outlets valued at more than US\$70,000. The winner, Rene Larios, Co-Owner and Founder of the new business [Gaycabo.com](http://Gaycabo.com) in Cabo SanLucas, Mexico. was selected during the Closing General Session on Friday, 26 April.





# IGLTA FOUNDATION FUNDRAISER

VOYAGE: presented by Disney Destinations®

SPONSORS:

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IGLTA Foundation Founding Partner - Delta Air Lines

Voyage Cocktail Sponsor - Visit West Hollywood



SUPPORTING SPONSORS: Academy Bus and Las Vegas Convention and Visitors Authority

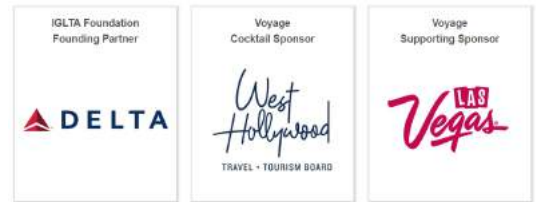
DATE & TIME: Friday 26 April 2019, 6:00PM - 11:00PM

LOCATION: The Lighthouse at Chelsea Piers

The 2019 IGLTA Foundation fundraising event, **Voyage**, a cocktail reception and networking dinner presented by **Disney Destinations®** at New York City's The Lighthouse at Chelsea Piers raised nearly US\$20,000. Convention attendees mingled with local professionals and special guests, including transgender activist Lucky Michaels. The evening also featured a surprise performance by Amanda Lepore and an interview with Tony Award-winning playwright Terrence McNally and theatre producer Tom Kirdahy, who received the IGLTAF Humanitarian Award.



# IGLTA FOUNDATION FUNDRAISER VOYAGE: CONTINUED

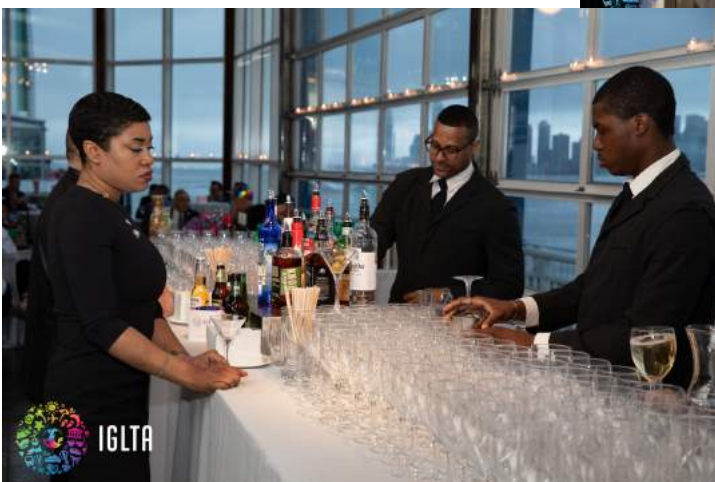


(right)  
Lucky Michaels, trans  
activist and guest speaker



(left) Amanda Lepore delivers a surprise  
performance of "Champagne."

(right)  
Tony Award-winning playwright  
Terrence McNally (center) & his  
husband, theater producer Tom  
Kirdahy (right), received the IGLTA  
Foundation Humanitarian Award  
from IGLTAF Chair Reginald  
Charlot.



(left)  
Attendees had the opportunity to  
enjoy a full open bar provided by  
Voyage Cocktail Sponsor, Visit West  
Hollywood.

## IGLTA FOUNDATION FUNDRAISER: VOYAGE GIFT BAG

### SPONSORS:

Disney Destinations®, Delta Air Lines, Visit West Hollywood,  
Las Vegas Convention and Visitors Authority

DATE & TIME: Friday 26 April 2019, 6:00PM - 11:00PM

LOCATION: The Lighthouse at Chelsea Piers



### DISNEY VIP GIFT BAGS:

Liberty Partner, Empire Patron and Stonewall Donor ticket holders received a gift bag from participating Voyage sponsors and IGLTA Foundation supporters.

Gift items included an exclusive wine and cheese picnic tote with numerous branded items by Adventures by Disney, courtesy of Disney Destinations®, flight voucher courtesy of Delta Air Lines, a collector's edition vinyl album titled Universal Love courtesy of MGM Resorts International, a glass water bottle courtesy of AirBnB, card case and toiletry bag courtesy of Guam Visitors Bureau, gift certificate courtesy of Macy's, FAB - a photo journal courtesy of Wesgro and a split of Moët & Chandon champagne from Finn Partners.



### SILENT AUCTION DONORS:

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***Thank you for your support and generosity!***

## IGLTA FOUNDATION: SCHOLARSHIP RECIPIENTS

SPONSOR: Delta Air Lines

DATE & TIME: Friday 11 May 2018, 6:30PM - 10:30PM

LOCATION: New York Hilton Midtown; and Lighthouse at Chelsea Piers



IGLTA Platinum Level Global Partner and IGLTAF Scholarship Founding Partner Delta Air Lines sponsored the 2019 David Martin Small Business Scholarship and supported the Building Bridges Scholarship. (The David Martin Small Business Scholarship was renamed in 2018 to honor the late IGLTA ambassador for Spain, David Martin, a dedicated supporter of LGBTQ+ business.) By providing roundtrip airfares to the scholarship recipients, Delta Air Lines allows IGLTAF to impact the professional lives of tourism students and businesspeople around the globe.



The **Building Bridges Scholarship** offered in collaboration with the Pacific Asia Travel Association is open to students that are attending educational institutions that are PATA international members. Our 2019 recipient is **Kim Parina Thakuri of Nepal**.



### **David Martin Small Business Scholarships**

2019 recipients: **Lipian Mtandabari (left) of Ntsako Travel Africa, from Chinhoyi, Zimbabwe** and **Shoichi Yamaguchi (right) of ELLY, from Ise-city, Japan**. In honor of Stonewall's 50th Anniversary, the IGLTA Foundation awarded an additional scholarship to a New York City LGBTQ+ small business: **Michael Venturiello of Christopher Street Tours (center)**.



### **Building Bridges Scholarships**

Awarded to LGBTQ+ and ally tourism/hospitality students in our convention host city (or surrounding area). Our 2019 recipients all attend NYU's Jonathan M. Tisch Center of Hospitality: **Gianpaolo Russo (left), Guillaume Prost (center), and Sergio Pimentel (right)**.

## CLOSING GENERAL SESSION & REMARKS

SPONSOR: Israel Ministry of Tourism

DATE & TIME: Saturday 27 April 2019 11:30 AM - 1:00 PM

LOCATION: Sutton Complex, New York Hilton Midtown



The Closing General Session included the 2019 Travel Talks, "The Future is Genderless," presented by Billy Kolber, Hospitable Me; and "Using Inbound Content Marketing to Get the Most Out of Your Advertising Budget," presented by Meg Cale, Dopes on the Road.

The VisitBritain prize drawing for a trip to London, with support from Belmond and Delta Air Lines, and the Media Networking Event prize drawing also took place during this session.

Kimhali Powell, Executive Director, Rainbow Railroad, presented "Our Role in Helping Persecuted LGBTQ+ People Globally." This presentation included a guest appearance from Nisha Ayub, Co-Founder, SEED Foundation, who video chatted from Malaysia to provide real-time insights on the issues the transgender community faces in her country.

The Closing General Session is one of the most attended at the convention, providing the perfect opportunity for sponsor remarks from Yael Golan, Director of the Southern Region USA, Israel Ministry of Tourism. The Israel Ministry of Tourism has been a longtime supporter of IGLTA's Annual Global Convention and also sponsored the 2018 Annual Global Convention's Closing General Session.



**CLOSING RECEPTION: 2020 HOST CITY MILANO**  
**SPONSOR:** Italian National Tourism Board  
**DATE & TIME:** Saturday 27 April 2019, 7:00-10:00PM  
**LOCATION:** 10 Corso Como



Convention participants were invited to attend the closing reception at the beautiful 10 Corso Como, hosted by IGLTA's 2020 host city, Milano. 10 Corso Como, in NYC's South Street Seaport, blends fashion, food, art music and design into a unique retail experience. Delegates were greeted with signature cocktails, wine and hors d'oeuvres. Francesco Brazzini with the Italian National Tourism Board welcomed convention attendees and informed them of all the wonderful things Milan and Italy have to offer. After being regaled with a live opera performance, delegates danced the night away.



(above) Francesco Brazzini, Italian National Tourism Board, highlights the beauty of Milan and Italy at the Official Closing Reception at 10 Corso Como.



(above) Roberta Guaineri, Deputy Mayor for Sport, Tourism, and Life Quality - City of Milan, speaks at the closing General Session



CLOSING RECEPTION: CONTINUED



## CREDITS & CONTACT INFORMATION

IGLTA thanks its Convention Sponsors, Global Partners and members for their generous support and participation in the 36th Annual IGLTA Global Convention.

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