



IGLTA

TRAVEL • LEARN • CONNECT

2021 ANNUAL GLOBAL
CONVENTION

ATLANTA

8 - 11 September

**SPONSORSHIP
FULFILLMENT REPORT**



ABOUT THE 2021 IGLTA GLOBAL CONVENTION

The 37th IGLTA Global Convention was a resounding success, with 400 LGBTQ+ and allied travel professionals representing 27 countries coming together in Atlanta for several days of education, inspiration, networking and reunion. Despite the myriad logistical hurdles created by the COVID-19 global pandemic, the convention proved to be an extremely **welcome return** to some degree of normalcy for the attendees, offering them the chance to share with one another their inspiring stories of professional endurance, as well as their bold ideas for innovation, safety and inclusion within the **LGBTQ+ tourism sector** in the months and years ahead.





2021 ANNUAL GLOBAL CONVENTION
ATLANTA
 8 - 11 September

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ATTENDEES
400
 50% Executive Level

TOTAL ECONOMIC IMPACT
US\$700K

BUYER/SUPPLIER MARKETPLACE
474
appointments
 with buyers that sell
US\$25.5 MM
 in LGBTQ+ travel annually.

27
 COUNTRIES REPRESENTED

28 LGBTQ+ WELCOMING CONVENTION SPONSORS

36
 Global Journalists & Influencers

Top Reasons Our Members Attend



1,000+
 social media posts generated almost
6MM impressions
 with a reach of
1.6MM

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igлта.org
igлтаconvention.org
igлтаfoundation.org

Find us on



IGLTA and the IGLTA Foundation worked closely with Atlanta city officials and the host hotel on health and safety protocols to ensure that attendees felt comfortable attending and networking. Our team followed Centers for Disease Control and Prevention (CDC) guidelines for large gatherings.

- **IGLTA required proof of full vaccination OR a negative COVID-19 test taken within 72 hours of check-in at the convention** in order for attendees to collect their badge.
- There was also a **temperature check** at the registration desk.
- **Masks were required** at all IGLTA events, regardless of vaccination status, and were allowed to be removed only for eating and drinking.
- Free masks were provided to attendees by **Simpleview**.
- IGLTA and Inspire Diagnostics worked together to provide convenient **zero out-of-pocket-cost* at-home COVID viral testing** for our registered attendees.
- Inspire Diagnostics offered **on-site vaccination**.
- Socially distanced expo tables and seating were provided for networking and educational sessions.
- Hand sanitizing stations were abundant in all public spaces at the host hotel.
- Our enhanced mobile app replaced the journal this year to reduce contact with printed materials.
- Badge markers were available at the registration desk to indicate comfort levels regarding personal space.
- IGLTA partnered with FocusPoint International to offer the **CAP Medical and Security Travel Assist Plan**, a FocusPoint International Service, to all IGLTA Global Convention attendees at no additional cost.

COVID-19 SAFETY PROTOCOLS





OUTDOOR SIGNAGE



The 37th IGLTA Global Convention was made possible through the generous support of the Atlanta CVB, an IGLTA Global Partner. The Atlanta CVB promoted the Convention with signage at the Atlanta International Airport and on the streets adjacent to the host hotel.



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.

Convention Sponsors, TLC Showcase Exhibitors, and Global Partners were also featured in the 2021 IGLTA Sponsor Recognition Video shown throughout the convention at the opening/closing of the plenary sessions. To view the 2021 IGLTA Sponsorship Recognition Video, [click here](#).

Digital Meter Boards featuring the logos of sponsors & partners were displayed in the main registration area, a high traffic location, maximizing brand and logo visibility.

LOGO VISIBILITY REGISTRATION AREA



EXHIBITORS: CONVENTION REGISTRATION AREA

The Convention Registration Area featured exhibitor tables including **AIG**, the **Atlanta CVB**, **Delta Air Lines**, **CAP Medical & Security Travel Assist Plan** and **The Sweeney Zone**.

Exhibitors promoted their products and services in the highest visibility area of the convention where attendees gathered between sessions.



DIGITAL METER BOARDS CONVENTION REGISTRATION AREA

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PRESENTING SPONSORS

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CONFERENCE SPONSORS

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BREAKOUT SESSION SPONSORS

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TOURISM SHOWCASE LUNCH EXHIBITORS

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COMMUNITY PARTNERS

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EVENT PARTNERS



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PLATINUM GLOBAL PARTNERS

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GOLD GLOBAL PARTNERS

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MEDIA PARTNERS

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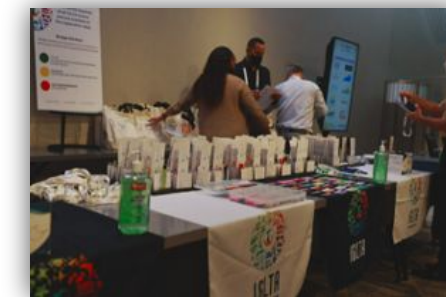
MEDIA PARTNERS

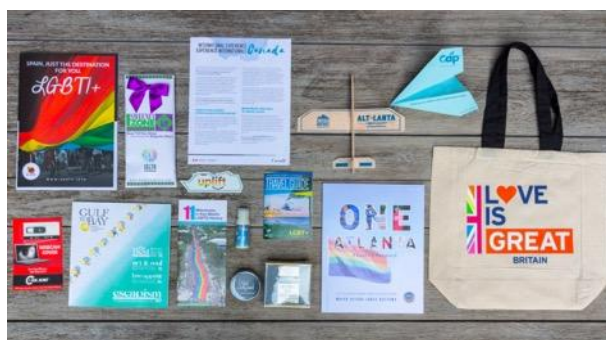
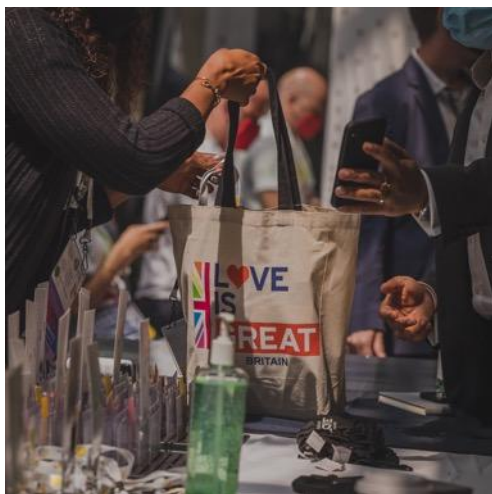
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ORGANIZATIONAL PARTNERS

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MARKETING PARTNERS





DELEGATE WELCOME BAGS

Delegate Welcome Bags furnished by **Visit Britain** were provided to all registered convention attendees.

Convention Sponsors, Global Partners and IGLTA Members provided a total of **14 goodies and promotional items** for the Delegate Welcome Bags.

The bags, which will be used long after the convention, help maintain brand visibility and awareness for years to come.





BADGE LANYARDS

Branded badge lanyards provided by Visit St Pete/Clearwater were distributed to all convention delegates, maximizing brand exposure for the sponsor throughout the convention.



**ST. PETE
CLEARWATER**





WI-FI SPONSOR

Free Wi-Fi for all registered delegates was provided by **Uplift** and featured a customized password giving attendees a memorable brand connection and user experience.

WHEELS UP



HOTEL KEY CARD SPONSORSHIP

Wheels Up was the 2021 Official Key Card Sponsor. Attendees staying at the host hotel were provided with Wheels Up-branded key cards, optimizing brand association with IGLTA and logo visibility to all convention attendees. The QR code allowed attendees to obtain additional information on special offers from Wheels Up available to IGLTA members.

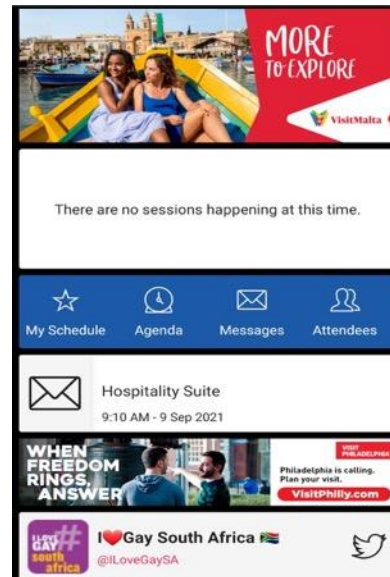
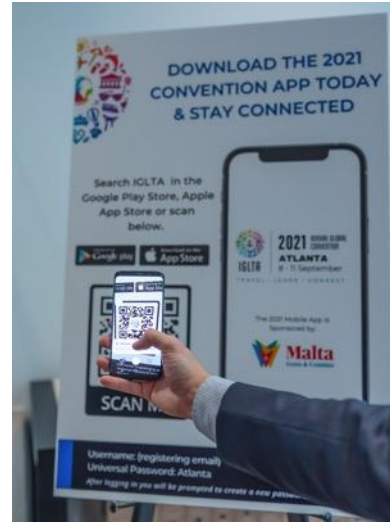
CONVENTION MOBILE APP

The IGLTA Global Convention mobile app, sponsored by the **Malta Tourism Authority**, proved once again to be very popular with convention delegates, with almost 50% of delegates (193), 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.

The mobile app featured complete profiles of all sponsors, partners and attendees. Banner advertising included: **Malta Tourism Authority, Go Latin, Discover Puerto Rico, Flytographer, Visit Philly, Visit Salt Lake** and a Voyage promotional banner highlighting sponsor logos.





IGLTA & IGLTA FOUNDATION BOARD MEETINGS

The Osaka Tourism Board sponsored the IGLTA and IGLTA Foundation board meetings, presenting to both boards. The sponsorship included hosting breakfast and lunch, providing branded chocolates and customized sugar cookies as treats. Branding opportunities included signage and on-site logo visibility.

Osaka CTB Director Hiroshi Mizohata sent a video greeting, and Osaka CTB representatives John Lucas and Eri Kimura, along with Shintaro Koizumi (Out Asia Travel) joined the boards for breakfast, presenting live in front of both groups and participating in all four days of the convention.



BUYER/SUPPLIER MARKETPLACE

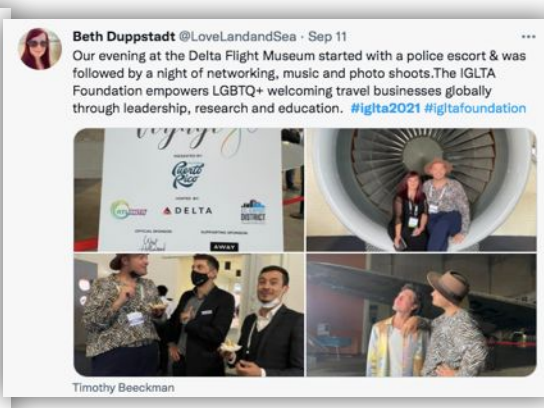
Turespaña was the headline sponsor of the 2021 Buyer/Supplier Marketplace. receiving high visibility during the event and recognition as the main sponsor. José Manuel, Consul for Tourism Affairs of Turespaña, addressed the participants and presented a promotional video.

The sponsorship package also included the Buyer/Supplier Marketplace lunch, which provided another networking opportunity to attendees and brand visibility to Turespaña alongside all the logo visibility on convention-related web properties, event signage, print material and the sponsor appreciation video.

28 pre-qualified buyers representing nearly **\$354 MM total buying power** met with 32 suppliers in a total of 474 scheduled appointments. 70% of buyers were LGBTQ+ owned businesses representing LGBTQ+ buying power of more than \$25MM.



SOCIAL MEDIA VISIBILITY

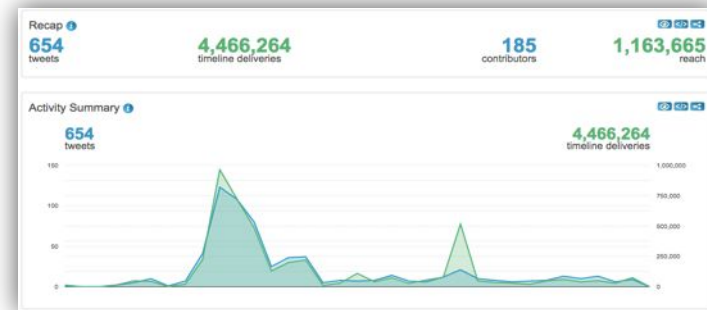
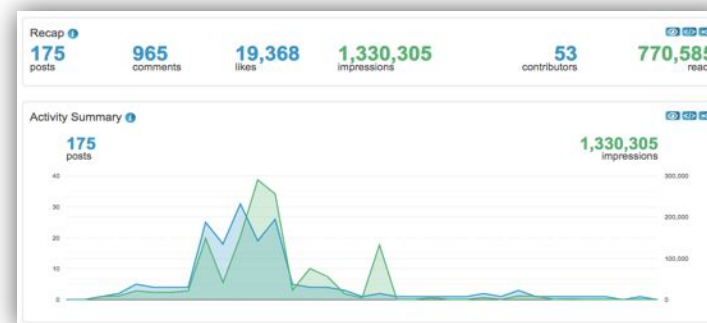


Attendees shared social media posts using the hashtag #IGLTA2021.

All posts were automatically displayed in real-time via the live feed located in the Social Media Lounge and displayed on the main stage screens.

#IGLTA2021 generated over **1,000 social media posts**, with almost **6 million impressions** and reached **1.6 million people** on social media, providing high visibility across digital platforms.

IGLTA Convention attendees are heavy users of social media. With almost 6 million impressions, it illustrates that sponsoring the event is a great opportunity for brand association with IGLTA and provides excellent visibility on digital platforms.



sxm MEDIA

SOCIAL MEDIA LOUNGE

SXM Media, the combined sales organization of Sirius XM Holdings, Inc., which includes Sirius XM, Pandora and Stitcher audio entertainment platforms, sponsored the Social Media Lounge at the 37th IGLTA Global Convention in Atlanta.

Located in the main registration area, at the entrance to the main ballroom where the general plenary sessions and networking events were held, the Social Media Lounge was in the heart of the convention's activity hub.

The social media lounge provided a comfortable meeting space for attendees to engage with SXM Media. The live social media feed, powered by Pink Media and featuring SXM Media ad screens, highlighted tweets and social media activity posted by attendees throughout the convention.

SXM Media dressed up the lounge with a branded step & repeat and a roll-up banner, providing great brand visibility in a strategically situated location.





MEDIA NETWORKING RECEPTION

This year's Media Networking Reception was hosted by Visit Lauderdale and held at Bellyard Hotel. Approximately 40 travel writers and influencers from 8 countries attended the networking reception.



flytographer

MODERN HEADSHOTS PROVIDED BY FLYTOGRAPHER

IGLTA Member Flytographer provided convention attendees with the opportunity to tell their story and show the world who they are with a fun, hassle-free Modern Headshot. The 10-minute mini-shoot sessions gave attendees that took advantage of this offer a set of headshots that can be used on their own websites, social media channels or in press releases.





2021 IGLTA FOUNDATION THINK TANK

IGLTA Foundation's second Leadership Think Tank was held in conjunction with the 37th IGLTA Global Convention, presented by Simpleview and hosted by King & Spalding.

Forty participants enjoyed a continental breakfast, then split into two groups to discuss the intersection of LGBTQ+ tourism with overall equity, diversity and inclusion initiatives and how we can come back as a stronger, more welcoming industry.





BELMOND HOSTED BREAKFAST

Elio Lopez, Director of LGBTQ+ Sales for **Belmond**, hosted a breakfast for travel advisors, providing an update and the latest information on Belmond products. Elio was joined by Julian Cotignola, Key Accounts Manager USA & Canada for **LATAM**, and Ylan Chrem, Sales – Specialty Markets for **Coltur Peru**, to highlight Belmond’s offerings in Peru and throughout Latin America.





International Experience Canada (IEC) hosted a workshop to explore possibilities for post-pandemic growth in the underdeveloped LGBTQ+ youth working holiday sector.

The workshop presented trends in the youth travel space from past recoveries, the trends for travel among LGBTQ+ Canadian youth, and explored the unique challenges that LGBTQ+ youth encounter when on a working holiday experience.

IEC WORKSHOP

INTERNATIONAL
EXPERIENCE CANADA
EXPERIENCE
INTERNATIONALE CANADA

OPENING PLENARY SESSION

9 SEPTEMBER 2021

In front of an audience of 400 attendees, IGLTA President & CEO John Tanzella kicked off the opening session of the 37th IGLTA Global Convention with the “State of the Association” presentation.

Emcee Daniela Wagner (Jacobs Media Group) kept the show on pace. Welcome remarks were provided by Atlanta Mayor Keisha Lance Bottoms, Atlanta CVB President & CEO William Pate and IGLTA Board Member Albert Herrera.



IGLTA HONORS AWARDS



IGLTA Honors are chosen by the association's board and presented during the convention to individuals or businesses that have improved the global landscape for LGBTQ+ travelers.

The 2021 Honors were presented with the generous support of **Visit Philadelphia®**.

- **Hanns Ebensten Hall of Fame Award:** Matt Skallerud, Pink Media
- **Pathfinder Award:** Rachel Ferguson, Visit Philly, presented this award to Atlanta Black Pride; Avian Watson accepted for the organization
- **Ally Award:** Annette Kishon-Pines, Belmond
- **Chair Award:** Honored the legacy of Arne Sorenson, late president and CEO of Marriott International; Apoorva Gandhi accepted
- **Pinnacle Award:** Atlanta Mayor, Keisha Lance Bottoms; accepted by her Director of LGBTQ Affairs, Malik Brown

PANELS AND SPEECHES

The “DEI Policies as a Formula for Business Success” panel provided a lot of learning for the LGBTQ+ community. The discussion was rated as a tremendous success by the attendees in the post-Convention survey.

Greg DeShields shared highlights of the finding from the IGLTA Foundation Think Tank and introduced the panel.

The panel participants included:

- Ard van der Vorst, Consul General for the Kingdom of the Netherlands
- Stephanie Chung, Chief Growth Officer, Wheels Up
- Greg DeShields, Executive Director, Tourism Diversity Matters & PHL Diversity, Philadelphia CVB
- Gabrielle Claiborne, Co-Founder/CEO, Transformation Journeys Worldwide
- Moderator: Krishna Omkar, Senior Associate, Corporate, Finance and Investments, King & Spalding

Following the panel, Google’s Matthew Pritchard shared a presentation on “The Importance of Inclusive Marketing”.



WOMEN IN BUSINESS

- Pamela Stuart from Coca-Cola was the main stage keynote speaker for the Women in Business session.
- Women in Business continued after the session with networking over wine & cheese and a selection of soft drinks.
- **The Los Angeles Tourism & Convention Board** was recognized as the sponsor for this popular networking event, which gives the women of IGLTA their own space to connect.





OPENING RECEPTION HOSTED BY THE GEORGIA AQUARIUM

The Opening Reception was hosted by the Georgia Aquarium, a scientific institution and nonprofit organization that entertains and educates, features exhibits and programs of the highest standards, and offers engaging and exciting guest experiences that promote the conservation of aquatic biodiversity throughout the world. Convention attendees were able to visit the aquarium exhibits and were treated to a delicious buffet provided by Wolfgang Puck Catering. Entertainment included a live DJ and performances by drag queens.

Will Ramsey, Vice President of Sales for the Georgia Aquarium, and William Pate, President and CEO of the Atlanta Convention & Visitors Bureau (ACVB), officially welcomed the attendees to the Opening Reception.



OPENING RECEPTION HOSTED BY THE GEORGIA AQUARIUM

Catering provided by Wolfgang Puck, cocktails, a live DJ and drag queen performances enhanced the experience for attendees at the opening reception, hosted by the Georgia Aquarium.



FRIDAY MORNING GENERAL SESSION 10 SEPTEMBER 2021

Leah Chandler, CMO for Discover Puerto Rico, a Voyage Presenting Sponsor, presented a new campaign video of the destination as a sponsorship activation.

The panel **“Beyond 2021: Trends for LGBTQ+ Travel”** had **Ranjan Goswami, SVP-Customer Experience, Delta Air Lines, a Platinum IGLTA Global Partner**, and **Miguel Sanz Castedo, General Director of the Instituto de Turismo de España – Turespaña (Spanish national tourism organization – a Presenting IGLTA Convention Sponsor)** as the main participants, along with Jody Cole, Founder, Wild Rainbow African Safaris, Rick Stiffler SVP, Global Sales-Leisure, Preferred Hotels & Resorts, and moderator, Uwern Jong, Experientialist (Editor)-in-Chief, Outthere Publishing and IGLTA Board Member.

There was also the key panel **Stop Guessing: A Conversation about Identity in Hospitality**. Meg Ten Eyck from EveryQueer, who is a new IGLTA board member, was the moderator, alongside Glo Ross from Arcus Foundation, **Jamie Anne Harrell from Emory University** and **Gabrielle Claiborne from Transformation Journeys Worldwide** as the participants (both Emory University and Transformation Journeys were exhibitors at the Tourism Showcase Lunch).





TOURISM SHOWCASE NETWORKING LUNCH

The TLC Tourism Showcase Networking Lunch brought together all IGLTA convention attendees for two hours of networking, creating a prime opportunity to meet with travel industry leaders and decision makers from around the globe.

Headline Sponsors were AIG, The Florida Keys & Key West and Kentucky Tourism. Exhibitors included IGLTA Unique Destinations, local businesses & Pride organizations in addition to IGLTA member businesses.

Headline sponsors enjoyed premium table placement, on-site logo visibility, and promotional videos played on the main screen throughout the duration of the networking lunch.

TOURISM SHOWCASE NETWORKING LUNCH EXHIBITORS

19 exhibitors participated in the Tourism Showcase Networking Lunch.

Convention attendees had two hours to grab a bite to eat and enjoy networking with a wide variety of exhibitors including DMOs, national tourist boards, accommodations, and LGBTQ+ Pride and event organizations.



TOURISM SHOWCASE LUNCH EXHIBITORS



The World's
Leading
Travel Trade
Show*



EMORY

GOIZUETA
BUSINESS
SCHOOL



GAY GAMES 11
HONG KONG 2022
UNITY IN DIVERSITY
在多元中團結



GEORGIA AQUARIUM



HIGH END JOURNEYS



OUT
ON
FILM
Atlanta's LGBTQ
Film Festival



Shop 'Till You Drop
in partnership with Shop the Mart



TRANS HOUSING COALITION



ATLANTA, INC.



TRANSFORMATION
JOURNEYS WORLDWIDE
Transgender-Focused Inclusion Training



IGLTA

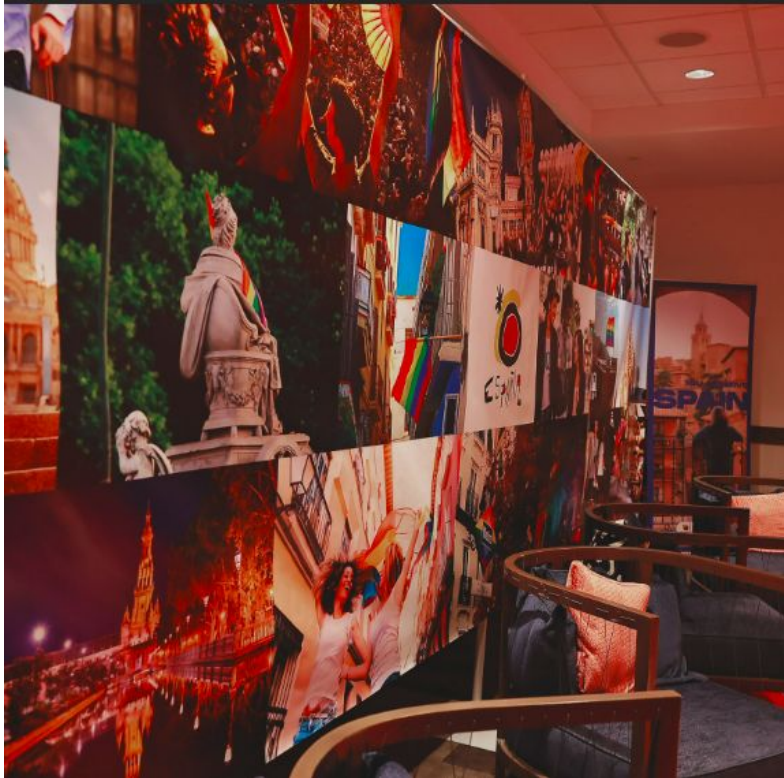


MEDIA NETWORKING

The Media Networking Event, sponsored by **Visit Lauderdale**, is a way for media partners and members to directly connect with other attendees, creating an excellent networking opportunity for any member looking to promote their business. Travel writers, publications, websites, influencers, etc. either had a table or worked the room to discuss FAM trips, editorial placement, advertising, and marketing opportunities. 36 media outlets, freelancers and influencers from the US/Canada, LATAM, UK, Europe and Africa participated in this year's event.



HOSPITALITY SUITE HOSTED BY Turespaña



Turespaña, the Tourist Board of Spain, hosted a hospitality suite to bring a "taste of Spain" to Atlanta.

Turespaña took advantage of the Hospitality Suite to welcome travel advisors and media representatives to meet with Turespaña during the convention.

The hospitality suite also served as the perfect location for private, one-on-one media interviews with Turespaña General Director, Miguel Sanz.

A cocktail reception was also held in the hospitality suite, giving the hosts an opportunity to highlight all Spain has to offer to LGBTQ+ travelers.





Voyage

Voyage, the IGLTA Foundation Fundraiser, was presented by Discover Puerto Rico, hosted by Delta Air Lines, the Atlanta CVB and the ATL Airport District CVB, with support from Visit West Hollywood and Away.

The 2021 edition was the most successful to date, drawing more than 200 attendees and raising US\$70,000 to support the mission of the IGLTA Foundation.

A SPECIAL THANK YOU TO OUR VOYAGE SPONSORS!

PRESENTED BY:



HOSTED BY:



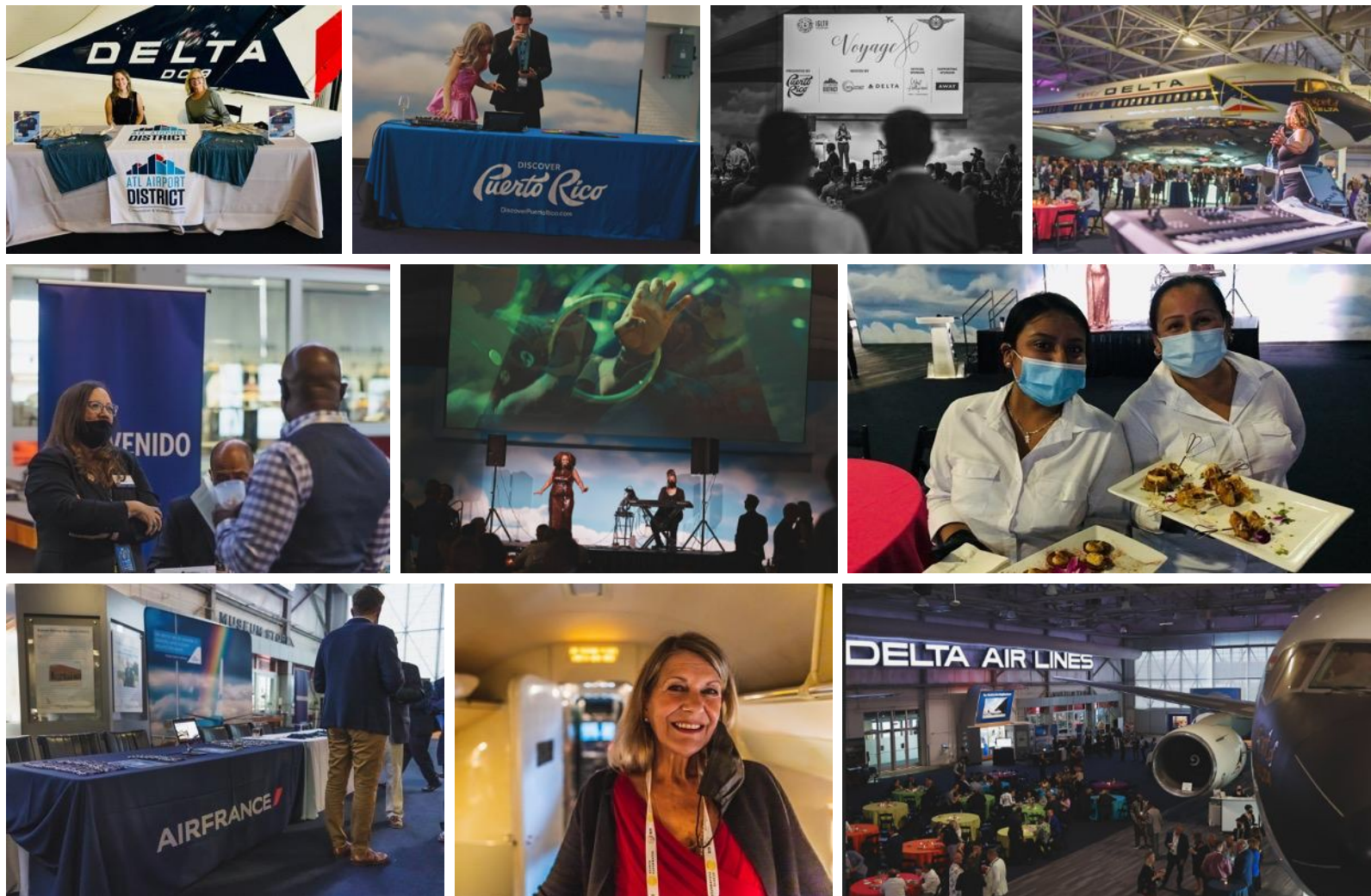
VOYAGE OFFICIAL SPONSOR:



VOYAGE SUPPORTING SPONSOR:



Voyage



IGLTA Platinum-level Global Partner **Delta Air Lines** made the incredible Delta Flight Museum available for the event.

Catering was provided by the **ATL Airport District CVB**; the bar was hosted by the **Atlanta CVB**.

Welcome remarks were given by Cookie Smoak, President - ATL Airport District CVB and Jessica Anderson, General Manager - Global Diversity, Equity and Inclusion - Delta Air Lines.

Delta Ship 41, a DC-3 aircraft restored by Delta employees, was open for First Class ticket holders and **Discover Puerto Rico** hosted a rum lounge in the L-1011 fuselage.

Delta Air Lines, along with other Skyteam and joint-venture partners including **AeroMéxico, Air France/KLM, Delta Air Lines, LATAM, Virgin Atlantic** and **Wheels Up** exhibited their flight products to attendees.

Entertainment was provided by jazz vocalist Alfreda Gerald and DJ Jean Zuniga Luna from Discover Puerto Rico.



PRIZE DRAWINGS

Partners and sponsors generously provided the following prizes which were given away to attendees via an on-site raffle drawing presented by IGLTA Foundation Board Member Dougal McKenzie (Industry Head - Travel at Google) and Leah Chandler, Chief Marketing Officer - Discover Puerto Rico.

- KLM Economy class tickets for two; LATAM Economy Class tickets for two.
- Wheels-Up Annual Connect Membership.
- Virgin Atlantic Premium Economy tickets.
- AeroMéxico Economy Class Tickets plus a 2-night stay at the Caribe Hilton in Puerto Rico.
- Two-night hotel stay for two people in San Juan, Puerto Rico, provided by the Sheraton Convention Center & Casino and Discover Puerto Rico, with Round-trip first-class air travel to Puerto Rico Provided by Delta Air Lines.





FIRST CLASS RUM LOUNGE HOSTED BY DISCOVER PUERTO RICO

The First Class Rum Lounge, an exclusive activation organized by Discover Puerto Rico, welcomed Chris Cabrera, activist, educator, and LGBTQ+ Portfolio Ambassador for Bacardi and Nathan Reffell, Bacardi Multicultural Portfolio Ambassador. They were the two Bacardi Brand Ambassadors on hand to talk about the Premium Bacardi Rums and offer tastings to guests.

Discover Puerto Rico decorated the cabin windows of the L-1011 fuselage with scenes of the destination, while a promotional video played in a continuous loop on the main cabin screen.

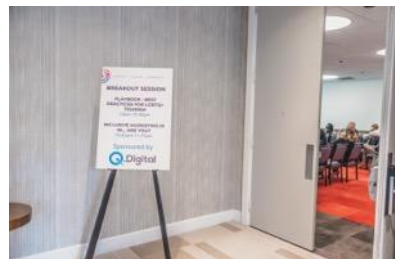
BREAKOUT SESSIONS

Sponsored by Q.Digital:

- **Playbook: Best Practices for LGBTQ+ Tourism** presented by José Arana, Marketing and Special Events Manager, Discover Puerto Rico
- **Inclusive Marketing is in... Are You?** presented by Dustin Woehrmann, CEO/Creative Director, Communify

Sponsored by The Godfrey Hotel Chicago:

- **Cultural Competency - The Business Impact** presented by Seema Jain, Founder, Seva Global
- **LGBTQ Tourism & Hospitality 101** presented by Thomas Roth & David Paisley, Community Marketing, Inc.





CLOSING GENERAL SESSION 11 SEPTEMBER 2021

The closing session began with a 9/11 remembrance video followed by a minute of silence to mark the 20th anniversary of those lost in the 2001 terrorist attacks on New York City's World Trade Center.

Following the 9/11 tribute, the IGLTA Foundation granted **OUT in Colombia** the 2021 **Impact Award** to honor responsible tourism development. The award was launched this year in partnership with The **TreadRight Foundation**, a nonprofit organization created by The Travel Corporation's family of brands

Gary Murakami, Teneo Hospitality Group and IGLTA Foundation Board Member, introduced **David Martin Small Business Fellowship** recipient, Donnya Piggott, CEO and Co-Founder of **Pink Coconuts**.

IGLTA Vice President – Communications LoAnn Halden along with her wife, Daniela Wagner, drew the winner of the Media Prize, a media package valued at more than US\$45,000 and won by Scott Wismont of **Rainbow Getaways**.

Stephen Anderson, CAP+ Medical Assistance, also drew prizes, awarding a pair of AirPod Pros and a MacBook Air to three lucky winners.

Francesco Branzini, Marketing Manager of **ENIT**, gave highlights and previews of the 2022 IGLTA Global Convention, which will be held in Milan, Italy. He shared a promotional video and invited the attendees to join him for the Closing Reception that evening.

THE IGLTA FOUNDATION IMPACT AWARD PRESENTED IN PARTNERSHIP WITH THE TREADRIGHT FOUNDATION



The **IGLTA Foundation** recognized **OUT in Colombia** with the **2021 Impact Award** to honor responsible tourism development.

The award was launched at the 2021 Convention in partnership with **The TreadRight Foundation**, a non-profit organization created by **The Travel Corporation's** family of brands, to recognize a smaller business member of IGLTA whose initiatives encourage sustainable tourism in three key areas: environment, community, and diversity & inclusion.

Shannon Guihan, Chief TreadRight & Sustainability Officer, delivered a video message played from the main stage during the Closing General Session on Saturday, 11 September.



IGLTA FOUNDATION VOLUNTOURISM

IGLTA Convention attendees had the opportunity to give back to the local host community through a voluntourism event organized on Saturday afternoon.

Patrick Pickens, IGLTA Board Member and Manager - MICE at Delta Air Lines, spoke to the Convention attendees about volunteer opportunities with AID Atlanta.

Imara Canady, National Director, Aids Healthcare Foundation, welcomed volunteers, thanking them for their contribution of time and speaking about the ongoing work of AHF.





**NATIONAL
TOURIST
BOARD**



CLOSING RECEPTION

ENIT, the Italian National Tourist Board, hosted the Closing Reception on Saturday evening, giving attendees a “taste of Italia” and a glimpse of what’s to come during the long-awaited 2022 Convention in Milano.

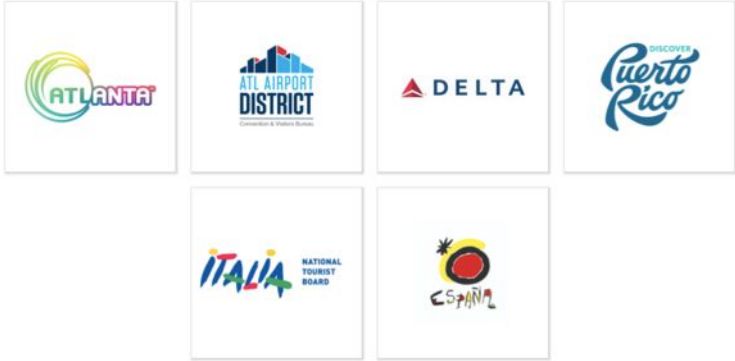
IGLTA Board Chair Felipe Cardenas and ENIT Marketing Manager Francesco Branzini addressed attendees at the Closing Party.

Hors d’œuvres, a signature cocktail, a live DJ and a festive photo booth made for a memorable evening, building excitement for Milano, IGLTA’s 38th Global Convention..

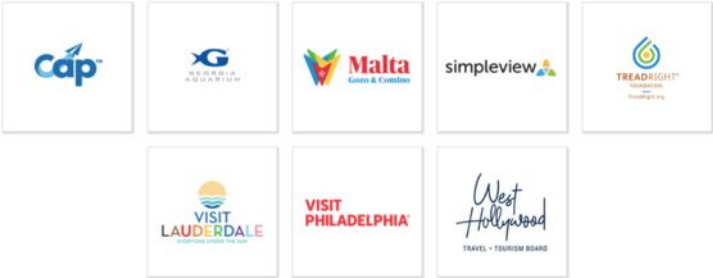
LOGO RECOGNITION – IGLTA CONVENTION WEBSITE

IGLTA thanks the Sponsors of the IGLTA 37th Annual Global Convention

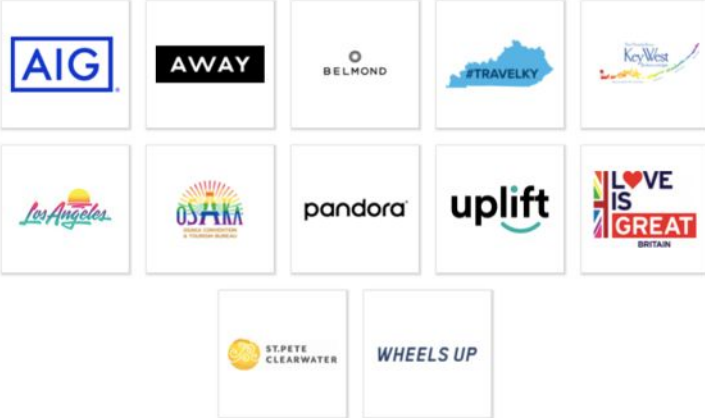
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OFFICIAL SPONSORS




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BREAKOUT SESSION SPONSORS




COMMUNITY PARTNERS




PLATINUM ANNUAL GLOBAL PARTNERS



GOLD ANNUAL GLOBAL PARTNERS



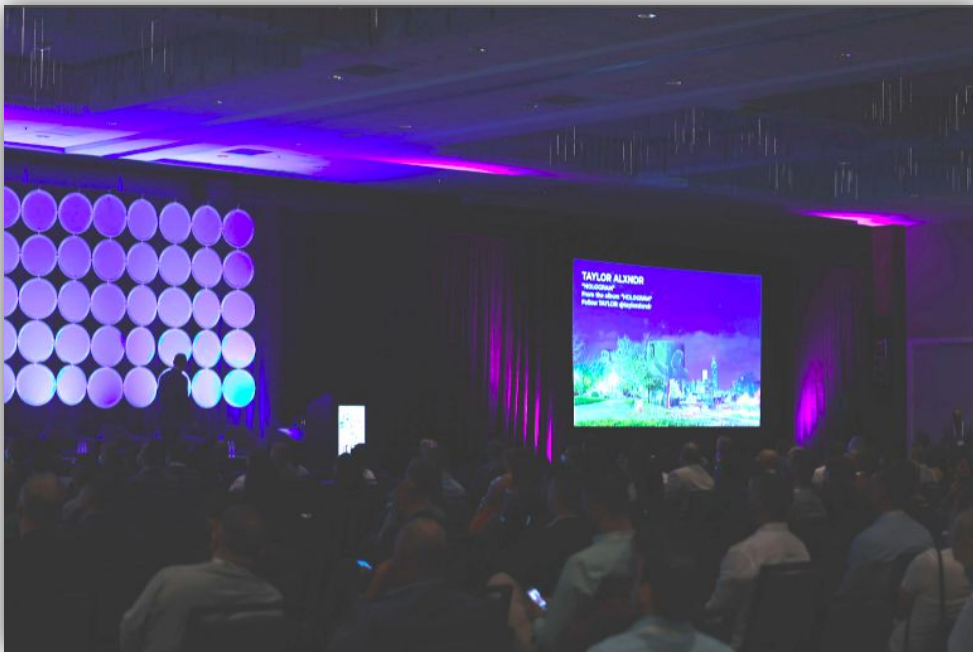
SILVER ANNUAL GLOBAL PARTNERS



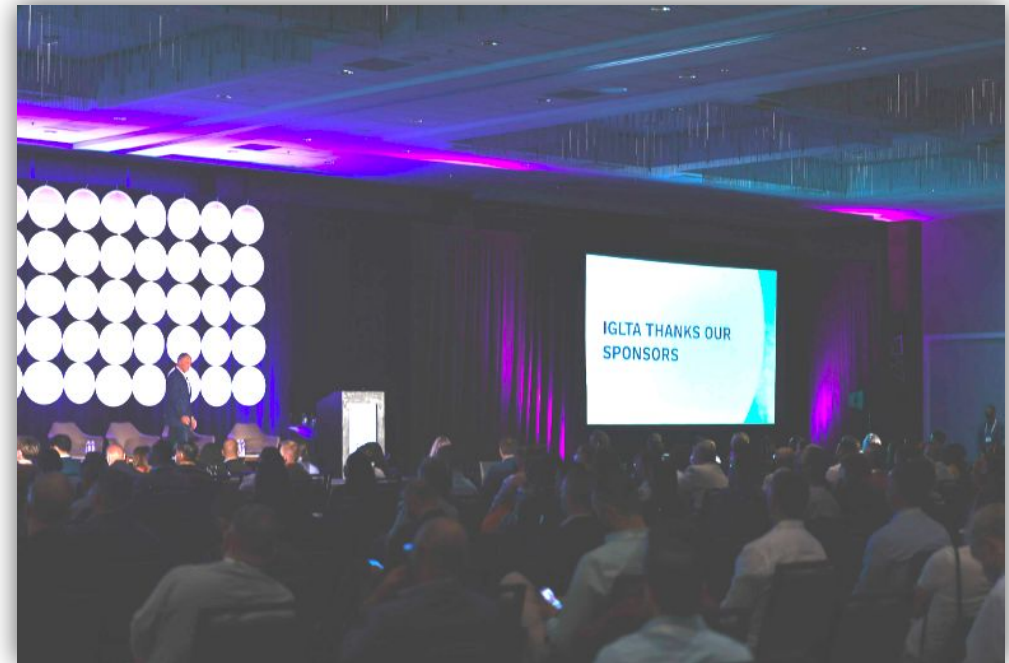
* Disney artwork, logos, & properties: ©Disney



SPONSOR APPRECIATION VIDEO



Sponsor Appreciation Video



Sponsor Appreciation video

The sponsor appreciation video was shown on the main screen at the beginning and end of general sessions and during the Tourism Showcase Networking Lunch on Friday, highlighting the Conference Sponsors and Global Partners. To view the 2021 IGLTA Sponsorship Recognition Video, [click here](#).

CONVENTION PRESS RELEASES

Shared recognition for
sponsors in the convention
press releases
by IGLTA

- The Press Releases were sent out to 375+ media outlets worldwide via TravelOutNewsWire®
- Press Releases sent on 11-August 2021 and 16-September 2021
- Links:
<https://www.igлта.org/Press-Room/ArtMID/9207/ArticleID/2202/IGLTA-Successfully-Brings-its-Global-Convention-Back-to-the-Live-Stage> &
<https://www.igлта.org/Press-Room/ArtMID/9207/ArticleID/2007/The-IGLTA-Foundation-Partners-with-The-TreadRight-Foundation-for-Impact-Award>

LoAnn Halden / Thursday, September 16, 2021 / Categories: Press Releases, 2021

IGLTA Successfully Brings its Global Convention Back to the Live Stage

Media Contact: LoAnn Halden
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IGLTA+ tourism thought leaders convened in Atlanta for a 'family reunion' built around business networking, education and inclusivity

ATLANTA (16 September 2021)—The 37th IGLTA Global Convention was a resounding success, with more than 400 LGBTQ+ and allied travel professionals representing 27 countries coming together in Atlanta for a Buyer/Supplier Marketplace, several days of education, inspiration and networking, and the IGLTA Foundation fundraiser, Voyage.

Proof of full vaccination or a negative COVID-19 test were required for admission to all IGLTA convention events, and the result was an extremely welcome return to some degree of normalcy for the attendees, who shared with one another their inspiring stories of professional endurance, as well as their bold ideas for innovation, safety and inclusion within the LGBTQ+ tourism sector.

"We always say the IGLTA global network feels like family, because the business connections become so personal over the years," said IGLTA President/CEO John Tanzella. "But this reunion was truly special after 18 months apart. You could feel the passion for LGBTQ+ tourism in every session, and it energized every business meeting on site. We're so proud to lead the way in the rebuilding of our industry."

Among the many highlights:

- The opening party at the Georgia Aquarium, where the guests socialized as whale sharks, rays and sea turtles glided behind them in a 6.3 million-gallon (23.8 million-liter) tank.
- The IGLTA Foundation Think Tank at King & Spalding that united leaders from all sectors of the tourism industry and LGBTQ+ organizations; the discussion focused on the intersection of LGBTQ+ tourism with overall equity, diversity and inclusion initiatives, and how to come back as a stronger, more welcoming industry. A session report is forthcoming.
- Main stage content at the host hotel that ranged from discussions of DEI strategies and future LGBTQ+ travel trends to a meaningful conversation about transgender and nonbinary inclusion in hospitality. Also featured: a Google talk on the importance of inclusive marketing; Asia LGBTQ+ data from Community Marketing & Insights; and a look at the needs of LGBTQ+ refugees through the lens of Safe Place International. Pamela Stewart, President, West Operations for the North America Operating Unit, The Coca-Cola Company, wowed everyone with her Women in Business talk, "Finding the Power Within."
- The Pinnacle Award went to Atlanta Mayor Keisha Lance Bottoms. Selected by the Chair of the IGLTA board of directors, the Pinnacle Award is given to an individual, business or organization that has truly made a heroic journey in advancing LGBTQ+ travel worldwide. A special Chair's Award also was presented to posthumously honor Marriott International CEO Arne Sorenson, a travel industry leader whose support of LGBTQ+ rights led the travel community toward a more inclusive world. The IGLTA Honors are presented with the generous support of Visit Philadelphia.
- Voyage, the IGLTA Foundation Fundraiser, had its most successful year to date. The event, presented by Discover Puerto Rico and hosted by Delta Air Lines, the Atlanta CVB and the Atlanta Airport District CVB, unfolded against a backdrop of aviation history at the Delta Flight Museum, drew more than 200 attendees and raised over US\$70,000 for IGLTA Foundation initiatives.

For photos from the convention, please visit @IGLTABusiness on Facebook or email loann.halden@igлта.org with specific requests, and be sure to mark your calendars for 26-29 October, 2022 for the IGLTA's 38th Global Convention in Milan! igлтаconvention.org

The 37th Annual IGLTA Global Convention would not have been possible without the generous support of our convention sponsors. Presenting Level – Atlanta CVB; ATL Airport District CVB; Delta Air Lines; Discover Puerto Rico; Italian National Tourist Board; Tourist Board of Spain - Turespaña. Official Level – FocusPoint International (CAP Plan); Georgia Aquarium; Malta Tourism Authority; Simpleview; Treadright Foundation; Visit Lauderdale; Visit Philadelphia®; West Hollywood Travel + Tourism Board. Conference Level – AIG Travel; Away; Belmont; The Florida Keys & Key West; Kentucky Tourism; Los Angeles Tourism; Osaka Convention & Tourism Bureau; Pandora; Uplift; VisitBritain; Visit St. Pete/Clearwater; Wheels Up. Breakout Session Sponsors – Q.Digital, The Godfrey Hotel. Community Partners – Atlanta Black Pride Weekend; Community Marketing & Insights; Flytographer; Mantra Communications; OUTCOAST; Out Georgia; Pink Media.

LoAnn Halden / Wednesday, August 11, 2021 / Categories: Press Releases, 2021

IGLTA Announces 2021 Honors

Media Contact: LoAnn Halden
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LGBTQ+ tourism champion Matt Skallerud, renowned LGBTQ+ travel ally Annette Kishon-Pines and Atlanta Black Pride Weekend will be honored during IGLTA's 37th Global Convention

ATLANTA (12 August 2021)—Three pillars of LGBTQ+ tourism, marketing and empowerment—Pink Media's Matt Skallerud, Belmont's Annette Kishon-Pines and Atlanta Black Pride Weekend—will receive this year's IGLTA Honors. Selected by the association's board of directors, these awards are given to individuals or businesses committed to improving the global landscape for LGBTQ+ travelers. The IGLTA Honors will be presented with the generous support of Visit Philadelphia at IGLTA's 37th Global Convention, set for the Hotel Midtown, Atlanta, 8-11 September.

Longtime champion of LGBTQ+ tourism Matt Skallerud will receive the Hanns Ebensten Hall of Fame Award, named from the man widely considered the father of gay travel, and whose namesake honor is bestowed each year to an exceptional IGLTA member. Skallerud, the president of Pink Media, is widely known and revered for his tireless work in both the travel and marketing industries, and is one of the world's foremost specialists in LGBTQ+ tourism marketing. For more than 20 years, Skallerud has helped companies of all sizes to reach LGBTQ+ online consumers and is now focused on cutting-edge global innovations in programmatic ad buying, social networking and Web 2.0 technologies. A former IGLTA board chair, he is a familiar force at the group's Annual Global Conventions, having conducted many social media marketing presentations for attendees. He also created the first media networking event within an IGLTA convention in 2008 in Las Vegas.

A legend in tourism and a fervent LGBTQ+ ally, Annette Kishon-Pines will receive IGLTA's first Ally Award. This Honor is given to an individual, business or organization that, while not LGBTQ+, has demonstrated a long-term commitment to championing inclusive travel, helping to improve the experiences of LGBTQ+ travelers worldwide. Kishon-Pines spent nearly four decades at the illustrious Belmont luxury travel group, serving as its operations manager and then its director of global sales for the Americas. In 2015 she appointed Belmont's first dedicated director of LGBTQ sales, and a year later oversaw the creation of its LGBTQ Advisory Board, the first of its kind in the industry. Throughout her years at Belmont, Kishon-Pines offered background support to countless LGBTQ+ travel organizers, human rights organizations and charities, serving as a beacon of allyship within the global tourism industry.

Atlanta Black Pride Weekend—one of the world's largest Black Pride celebrations—will receive IGLTA's 2021 Pathfinder Award, presented to an individual, business, or organization making a significant positive impact on their destination, and demonstrating the highest standard of warmth and hospitality to the LGBTQ+ community. The crown jewel of the event is the nonprofit Pure Heat Community Festival, which provides an outdoor free-admission event filled with music, entertainment, food and fun, aiming to foster communication, provide positive role models, empower all people, and oppose prejudice within the LGBTQ+ and allied communities. IGLTA is supporting the Pure Heat Community Festival this year, in conjunction with its convention.

IGLTA's 37th Annual Global Convention takes place 8-11 September, this year happening for the first time in Atlanta, Georgia. For general IGLTA convention information, please visit igлтаconvention.org or email convention@igлта.org.

The 37th Annual IGLTA Global Convention would not be possible without the generous support of our convention sponsors. Presenting Level – Atlanta CVB; ATL Airport District CVB; Delta Air Lines; Discover Puerto Rico; International Experience Canada/Government of Canada; Italian National Tourist Board; Tourist Board of Spain - Turespaña. Official Level – FocusPoint International (CAP Plan); Malta Tourism Authority; Simpleview; Treadright Foundation; Visit Lauderdale; Visit Philadelphia®; West Hollywood Travel + Tourism Board. Conference Level – AIG Travel; Away; Belmont; The Florida Keys & Key West; Kentucky Tourism; Los Angeles Tourism; Osaka Convention & Tourism Bureau; Pandora; Uplift; Visit Britain; Visit St. Pete/Clearwater; Wheels Up. Breakout Sponsors – Q.Digital; The Godfrey Hotel. Community Partners – Atlanta Black Pride Weekend; Community Marketing & Insights; Flytographer; Mantra Communications; Out Coast; Out Georgia; Pink Media.

PRESS COVERAGE

More than 200 articles about the IGLTA Global Convention

The IGLTA Global Convention had over 200 national and international articles, mentioning the success and the importance of the event in the travel industry and for the community.

Three of the many great articles were published by:

- Out Traveler - <https://www.outtraveler.com/travel-tips/2021/11/04/lgbtq-travel-trends-experts-say-will-dominate-2022>
- Panrotas (Brazil): https://www.panrotas.com.br/destinos/eventos/2021/09/37-ordf-convencao-global-da-iglta-reune-mais-de-400-pessoas_184128.html
- Travel Pulse: <https://www.travelpulse.com/news/lgbtq/highlights-from-iglta-annual-global-convention.html>



IGLTA

The LGBTQ+ Travel Trends Experts Say Will Dominate 2022



National Parks were big in 2021, but before you ask Santa for a hiking boots, you might want to read what's coming in the new year.

BY PAUL J. HENEY
NOVEMBER 04 2021 4:50 PM EDT

3 SHARES



The recent Annual Global Convention of the IGLTA, an international LGBTQ+ travel association, provided some insights into what travel will look like in the coming years. Here's some of what was covered at the convention, which was held in Atlanta for the very first time this year.

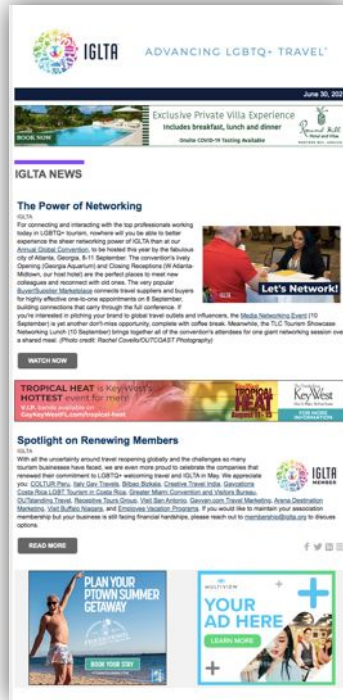
John Tanzella, President & CEO of the IGLTA, led off by stressing to hospitality companies in attendance that they must start paying closer attention to queer travelers and their needs, and not merely give them lip service.

"You can't come around in June and slap a Pride flag on things and then forget us in July. LGBTQ travelers are loyal — and savvy — travelers," he said.

What is the market?

IGLTA NEWSLETTER

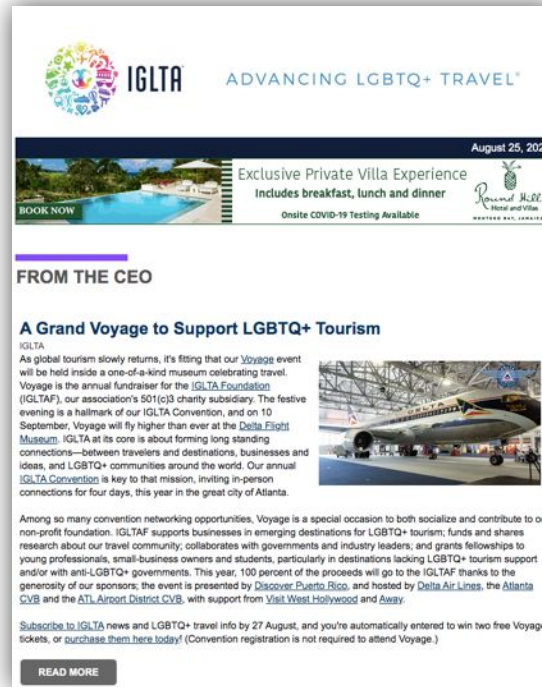
Shared recognition in convention-related articles in the IGLTA B2B eNewsletter
Total impressions: over 70k impressions



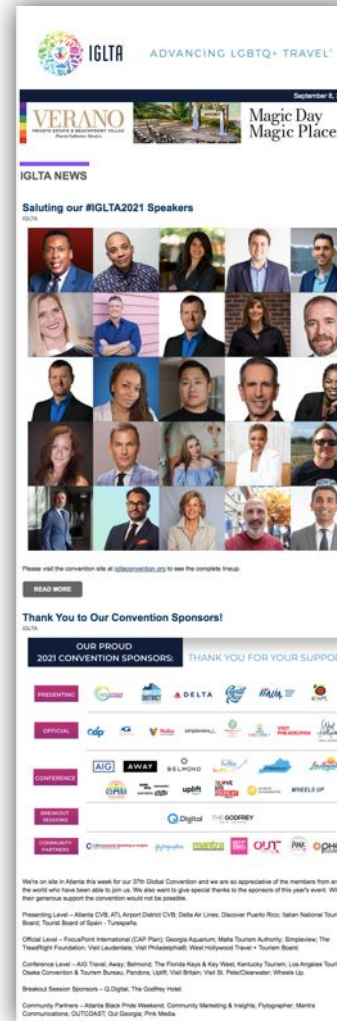
eNewsletter sent on 30-June 2021
Link: <https://multibriefs.com/briefs/IGLTA/IGLTA063021.php>



eNewsletter sent on 25-Aug 2021
<https://multibriefs.com/briefs/IGLTA/IGLTA082521.php>



eNewsletter sent on 8-September 2021
Link: <https://multibriefs.com/briefs/IGLTA/IGLTA090821.php>

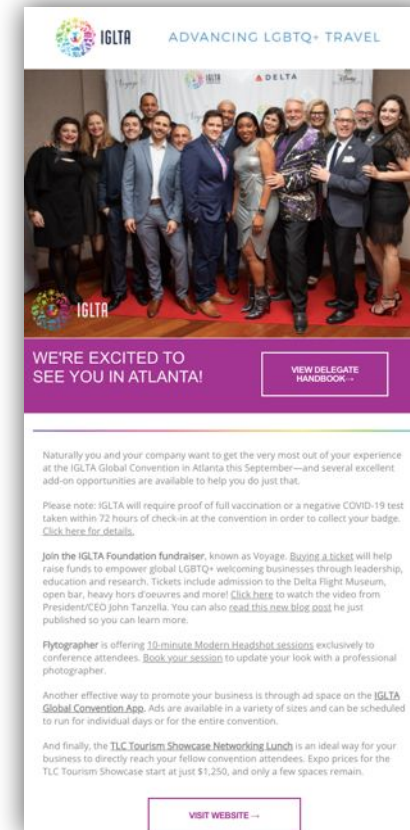
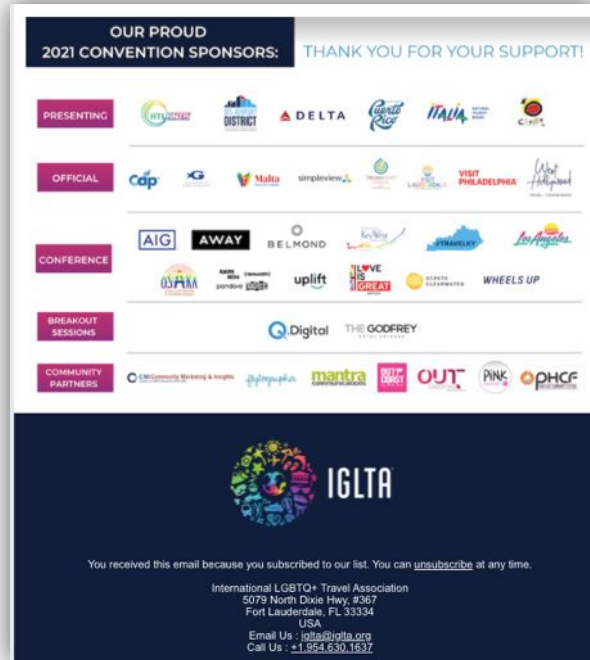
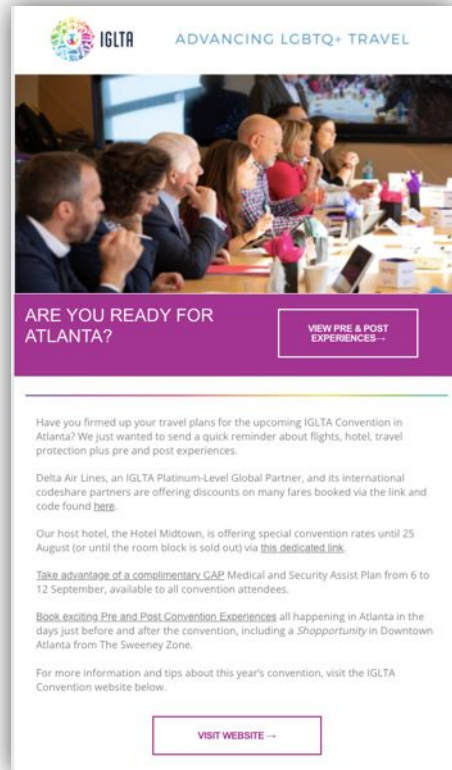


eNewsletter sent on 15-Sept 2021
<https://multibriefs.com/briefs/IGLTA/IGLTA091521.php>



IGLTA eBlast

Shared recognition in Convention eBlast to IGLTA Members & Convention Delegates
Over 52k impressions



eBlast sent on 3-September

Link: shorturl.at/bmK45

eBlast sent on 4-September

Link: shorturl.at/cgswH



IGLTA eBlast

Shared recognition in Convention eBlasts to IGLTA Members & Convention Delegates

Total impressions: over 52k impressions

Convention Registration Promotion eBlasts:

Welcome email

Sent immediately after a contact subscribed to Atlanta Convention Leads.
Link: shorturl.at/lrAHO

History and testimonials

Sent 3 days after a contact subscribed to Atlanta Convention Leads.
Link: shorturl.at/jmLZ8

Features & Benefits

Sent 7 days after a contact subscribed to Atlanta Convention Leads.
Link: shorturl.at/doqJR

Foundation & Voyage

Sent 10 days after a contact subscribed to Atlanta Convention Leads.
Link: shorturl.at/xHI79

Tourism is coming back! Enter to win a free convention registration & flight credit

Sent Jun 14. [Link: shorturl.at/qIX25](https://shorturl.at/qIX25)

We're ready to (safely) network in Atlanta. Find out what's in store!

Sent Jun 28. [Link: shorturl.at/ruwSZ](https://shorturl.at/ruwSZ)

Delegate Information & Updates eBlasts:

Welcome Email

Sent immediately after a contact subscribed to 2021 Convention Attendees.
Link: shorturl.at/chzG0

Voyage Promo

Sent 1 day after a contact subscribed to 2021 Convention Attendees.
Link: shorturl.at/xCNO1

Travel Info

Sent 1 day after a contact subscribed to 2021 Convention Attendees.
Link: shorturl.at/asOR4

Convention Add-Ons

Sent 2 days after a contact subscribed to 2021 Convention Attendees.
Link: shorturl.at/oyY79

First Reminder to Delegates - Pre/Post Experiences, Delta Flight Discount Code, Book Host Hotel & CAP

Sent 4 days after a contact subscribed to 2021 Convention Attendees.
Link: shorturl.at/fELOZ

Second Reminder to Delegates - TLC, App, Flytographer, Voyage, COVID & Handbook

Sent 2 days after a contact subscribed to 2021 Convention Attendees.
Link: shorturl.at/fiBHI

Set Up Strategic Meetings at Our Buyer/Supplier Marketplace

Sent Jul 12. [Link: shorturl.at/rC036](https://shorturl.at/rC036)

Win a Convention Registration & Flight + 3 Reasons to Attend

Sent Jul 27. [Link: shorturl.at/bwPV2](https://shorturl.at/bwPV2)

IGLTA Enhances Convention Safety Protocols

Sent Aug 31. [Link: shorturl.at/knsOT](https://shorturl.at/knsOT)

Covid Protocols - 2nd round

Sent Sep 2. [Link: shorturl.at/hqEX7](https://shorturl.at/hqEX7)

Celebrate World Tourism Day by Reserving Your Place for Milan 2022 Sent Sep 27. [Link: shorturl.at/fsDN7](https://shorturl.at/fsDN7)



OUR PROUD 2021 CONVENTION SPONSORS:

THANK YOU FOR YOUR SUPPORT!

PRESENTING



OFFICIAL



CONFERENCE



BREAKOUT SESSIONS



COMMUNITY PARTNERS





We appreciate your support and partnership! See you in Milan!

SAVE THE DATE



IGLTA

2022 ANNUAL GLOBAL
CONVENTION

MILAN, ITALY

26-29 October

TRAVEL • LEARN • CONNECT



CREDITS & CONTACT INFORMATION

IGLTA thanks its Convention Sponsors, Global Partners and members for their generous support and participation in the 37th Annual IGLTA Global Convention.

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CONVENTION SPONSORSHIPS

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Photos by [@MARKMORINii/](https://www.instagram.com/markmorinii/) markmorinii.com/IGLTA

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Please visit our websites and follow us on social media for further information:

iglta.org

iglta.org/partners

igltaconvention.org

