



## **IGLTA FEATURED DESTINATION MEMBERSHIP PACKAGE**

INCLUDES THE FOLLOWING MARKETING BENEFITS

- 1 annual IGLTA membership with a dynamic profile on the website including:
  - Enhanced listing upgrade (moves listing to the top of search results)
  - **Featured Destination** banner on profile
- 1 Registration for the IGLTA Global Convention
- 2 eBlasts (business or consumer)
- 2 IGLTA eNewsletter sponsorships (business or consumer)
- TravelOutNewsWire® press release distribution or Press FAM consulting package
- Destination specific cover photo postings on IGLTA Facebook page
  - Up to three per year
- Social media integration using dedicated posts
  - 6x posts: Facebook, Twitter or LinkedIn
- Featured Destinations also receive a discount code for 10% off IGLTA membership to share with tourism/hospitality businesses in their area

*Total value: \$12,500 + social media value*

**IGLTA Featured Destination Package: \$7,995**

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### **ANNUAL IGLTA MEMBERSHIP WITH DYNAMIC PROFILE ON IGLTA WEBSITE**

Contact: [membership@iglta.org](mailto:membership@iglta.org)

#### **DETAILS INCLUDED ON YOUR COMPANY LISTING:**

- Business Name (30 characters maximum)
- Address on listing
- Short description (300 characters maximum)
- Long description (2,000 characters maximum)
- Website link
- Social Media links
- Ability to activate TripAdvisor rating on listing
- Ability to feature up to 30 photos on membership profile  
**IMAGE FORMAT:** JPG, **QTY:** 30, **MAX FILE SIZE:** 800 px wide x 600 px tall
- Ability to create Events, Tours & Specials linked to profile

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## DEDICATED E-BLAST TO IGLTA B2B OR B2C DATABASE

Contact (B2B): [toni.reckley@iglta.org](mailto:toni.reckley@iglta.org)

Contact (B2C): [auston.matta@iglta.org](mailto:auston.matta@iglta.org)

This email blast is distributed to our entire database of either travel professionals (+11,000 opt-in contacts) or LGBTQ+ consumers (37,000 opt-ins) worldwide. A previous example of an eBlast can be found [here \(B2B\)](#) and [here \(B2C\)](#).

**QTY AVAILABLE:** 2, your choice of either B2B or B2C

**DEADLINE:** Due two weeks prior to the distribution date.

### SPECIFICATIONS:

Please provide content in the form of an HTML file that has all necessary coding within the <body> tag, **MAX 600 pixels wide** or less and houses all images on a set -public server (so all <img> tags must use the http:// part of the address - IGLTA cannot host images on our server).

**ALTERNATE SPECIFICATIONS:** .jpeg image, 800 x 800 pixels

Please provide a redirect URL. (Please note: this option is less dynamic than the html option.)

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## IGLTA E-NEWSLETTER BANNER AD (OR) FEATURED ARTICLE IN B2B OR B2C E NEWSLETTER

Contact (B2B): [loann.halden@iglta.org](mailto:loann.halden@iglta.org)

Contact (B2C): [auston.matta@iglta.org](mailto:auston.matta@iglta.org)

This is in the IGLTA business or consumer newsletter emailed to more than 11,000+ tourism business contacts or 37,000 consumers worldwide. You have the option of providing a banner ad sponsorship [\(A\)](#) OR doing a featured article [\(B\)](#). An example of the newsletter can be found [here \(B2B\)](#) and [here \(B2C\)](#).



**QTY AVAILABLE:** 2

**DEADLINE:** Newsletters are sent each Wednesday (B2B) or every other Friday (B2C); content is due no later than the Friday prior to each distribution.

### SPECIFICATIONS:

**(A) BANNER DIMENSIONS:**

468 PIXELS x 60 PIXELS + URL

**(A) FILE FORMAT:** JPG or GIF; max 40kb

**(B) TEXT:** Up to 100 words + URL

**(B) IMAGE:** Landscape; max 600 pixels wide

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## TRAVELOUTNEWSWIRE PRESS RELEASE DISTRIBUTION OR PRESS FAM CONSULTING

Contact: [loann.halden@iglta.org](mailto:loann.halden@iglta.org)

Take advantage of IGLTA's connections with LGBTQ+ travel media worldwide. Distribute your press release via our database of 400+ opt-in media outlets or request consulting to host your own LGBTQ+ media press FAM.

### QTY AVAILABLE: 1

IGLTA Press FAM consulting package [Click HERE](#)

TravelOutNewsWire [Click HERE](#)

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## IGLTA B2B OR B2C FACEBOOK COVER PHOTO FOR 1WEEK

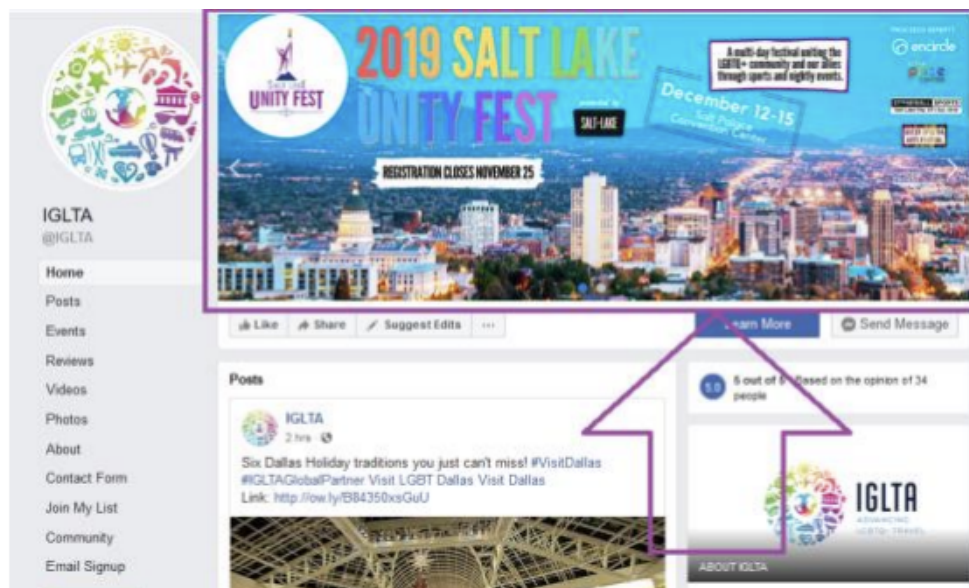
Contact: [toni.reckley@iglta.org](mailto:toni.reckley@iglta.org)

### QTY AVAILABLE: 3

**FILE FORMAT:** JPG, GIF, and SW

**MAX FILE SIZE:** 851 pixels wide & 315 pixels tall – **Desktop applicable**

- Optional text for photo
- Destination/Business-specific cover photo postings on IGLTA Facebook page (up to three per year)



## SOCIAL MEDIA B2B OR B2C CHANNELS

Contact: [toni.reckley@iglta.org](mailto:toni.reckley@iglta.org)

**QTY AVAILABLE:** 6

**FILE FORMAT:** jpg or png

- Image ratio: 9:16 to 16:9
- Recommended resolution: Upload the highest resolution image available. • Images that consist of more than 20% text may experience reduced delivery. [Learn more about text in images.](#)
- Text in post: 125 characters
- Images cropped to 1.91:1
- Recommended resolution: at least 1,200 x 628px
- Headline: 25 characters
- Link Description: 30 characters



## IGLTA GLOBAL CONVENTION REGISTRATION

Contact: [convention@iglta.org](mailto:convention@iglta.org)

**QTY AVAILABLE:** 1

Each year, IGLTA has hosted a Global Convention attracting hundreds of tourism professionals. Since 1984, it has been the world's premier educational and networking event for LGBTQ+ tourism. Each edition of the conference connects LGBTQ+ and LGBTQ+ welcoming travel and tourism suppliers and buyers through a hosted buyer and scheduled appointment program, numerous educational workshops, and networking receptions.



**Think Tank**

United 19 global tourism leaders to address the evolving challenges faced by LGBTQ+ travelers in the Caribbean.



**40TH ANNIVERSARY GLOBAL CONVENTION**  
**SAN JUAN, PUERTO RICO**  
**4-7 OCTOBER 2023**  
TRAVEL • LEARN • CONNECT



**David Martin Small Business Fellowship Recipients**

The 10 recipients represented LGBTQ+ small businesses from Guyana, Mexico, Jamaica, Ecuador, Brazil, and Puerto Rico.



**Voyage**

our annual fundraiser raised US\$118,000 with 283 tickets sold.



**Impact Award**

LUNFARDA TRAVEL



**Total Economic Impact US\$725K+**



**700+**  
attendees



**36**  
countries & territories represented



**37**  
LGBTQ+ welcoming convention sponsors



**47**  
Exhibitors in our 2-day Tourism Expo



**Relive the Puerto Rico Memories**

Check out our FB albums to view all the photos by @ghostedits from #IGLTA40!



**14**  
Community Partners



**54**  
media outlets, freelancers & influencers



Tag yourself, tag a friend!



Subscribe to our YouTube channel to watch recaps of #IGLTA40



**Buyer/Supplier Marketplace**

Produced in cooperation with the Jacobs Media Group, 88 pre-qualified buyers representing nearly US\$686.5 million total buying power and US\$183.5 million LGBTQ+ Travel Buying Power, met with suppliers in a total of 1,760 scheduled appointments.



**Global Media Networking Prize Winner**

Dan Braun, Pride Air Group



**Pioneer Award**

Keshav Suri | Executive Director, The LaLIT Group of Hotels, Founder, Keshav Suri Foundation



**Pathfinder Award**

trueselffoundation.org wavesahead.org