



IGLTA[®]
ADVANCING
LGBTQ+ TRAVEL

IGLTA MEMBERSHIP AND MARKETING KIT



ANOTHER STEP IN SUPPORTING AND DRIVING INCLUSIVE TRAVEL FOR ALL

As a global player and major employer in the hospitality industry, **Accor recognizes the critical role it must take in setting and enforcing the standard for Diversity & Inclusion.** The challenges of the last few years have only reinforced the importance of community and the relevance of the Group's values: **inclusion, equity and care for others.** These core pillars are a great strength and driver of momentum throughout the Group, cultivating company-wide innovation and performance, and creating an inclusive environment for all to thrive in.

Our Group strives to continuously build upon and develop initiatives to ensure the LGBTQI+ community feels supported to travel and experience the world. Whether it is through implementing internal inclusion policies, promoting external messaging such as ibis' "We are Open" campaign, or sponsoring Pride marches, **Accor seeks to be a leader on LGBTQI+ topics and is proud to partner with IGLTA on this initiative.**

Together, Accor and IGLTA will work to ensure the hospitality industry is a safe and inclusive space for all, and will facilitate and drive equality within the travel sector.

This IGLTA Membership & Marketing Activation Kit has been prepared to **enable individual hotels within the Accor family of brands to activate their own IGLTA Membership and take advantage of IGLTA's numerous marketing & promotional channels, reaching LGBTQI+ travelers worldwide.**

TABLE OF CONTENTS

I. LGBTQI+ Travelers Overview.....4

LGBTQI+ Travelers.....	5
Global LGBTQI+ Spending Power.....	6
LGBTQI+ GDP Purchasing power and International travel & tourism.....	7
If the LGBTQI+ Community was a country.....	8
Industry report on LGBTQI+ Tourism.....	9

II. About IGLTA..... 10

IGLTA Overview.....	11
IGLTA Member Business.....	12

III. Accor & IGLTA..... 13

IGLTA Global Partnership.....	14
Accor Global Partnership.....	15
IGLTA Membership Offer for Accor.....	16- 17
IGLTA Membership Pillar Benefits.....	18
IGLTA Membership B2C Benefits.....	19

IV. IGLTA Membership for hotels.....20

Membership activation.....	21
Getting the most out of your IGLTA Membership.....	22
IGLTA New Member activation calls.....	23

V. Additional information from IGLTA.....24

About the IGLTA Foundation.....	25
IGLTA Global Convention Overview.....	26
IGLTA Member resources.....	27
IGLTA Marketing opportunities.....	28
IGLTA Consumer marketing and outreach.....	29
IGLTA Traveler resources.....	20

IGLTA Staff contacts.....	31
Accor Staff contacts.....	32



I. LGBTQI+ TRAVELERS OVERVIEW



IGLTA

IGLTA.ORG

LGBTQI+ TRAVELERS



IGLTA [IGLTA.ORG](https://www.iglta.org)

Lesbian
Gay
Bisexual
Transgender
Queer
Intersexual

+ those who are part of the community but for whom the acronym "LGBTQI" doesn't accurately capture or reflect their identity.

Resilient & Loyal: Studies have shown the LGBTQI+ community to be a resilient and loyal travel segment with a tendency to travel more often than their non-LGBTQI+ counterparts.

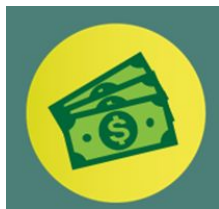
Community: The global LGBTQI+ community is growing rapidly, according to the UNWTO (United Nations World Tourism Organization), by 2030 there will be around **180 million LGBTQI+ travelers** worldwide.

Travel spending: The LGBTQI+ community **devotes a higher percentage of their disposable income to travel**, spending up to **33% more** on travel than non-LGBTQI+ travelers.

Luxury experiences: 20% of LGBTQI+ travelers say that having a luxury experience is an "important" or "very important" factor when selecting a vacation destination.



GLOBAL LGBTQI+ SPENDING POWER



US\$4.5 trillion

Global LGBTQI+ spending power

*LGBT Capital**



US\$99.6 billion

Global LGBTQI+ International travel spending

*LGBT Capital**

*Nominal US\$ - 2019. Inbound Travel & Tourism only. Source: LGBT Capital (2020) 

LGBTQI+ PURCHASING POWER

INTERNATIONAL TRAVEL & TOURISM









Country/Region	Total LGBTQI+ Purchasing Power*	Estimated LGBTQI+ Purchasing Power* International Travel & Tourism
Asia - Pacific	\$1.256 trillion	\$25.1 billion
Europe & United Kingdom	\$1.781 trillion	\$41.8 billion
North America	\$1.256 trillion	\$30.2 billion
South America	\$166 billion	\$2.5 billion
TOTAL	\$4.459 trillion	\$99.6 billion

*2019 (US\$). Source: LGBT Capital

IF THE LGBTQI+ COMMUNITY WAS A COUNTRY



If the LGBTQI+ community was a country, it would be ranked #4 in terms of GDP/Purchasing power.

Rank	Country	GDP* (US\$ Trillion)
1	United States 	\$20.9
2	China 	\$14.7
3	Japan 	\$5.0
4	LGBTQI+ Community** 	\$3.9
5	Germany 	\$3.8
6	United Kingdom 	\$2.7
7	France 	\$2.6
8	India 	\$2.6

The GDP of the global LGBTQI+ community also exceeds that of the entire MENA (Middle East & North Africa) region, which is equivalent to US\$3.0 Trillion

* World Bank national accounts data, and OECD National Accounts data files.

**Nominal US\$ 2019. Source: LGBT Capital (2020)

INDUSTRY REPORT ON LGBTQI+ TOURISM

Since 2019, IGLTA & the IGLTA Foundation have curated a Think Tank with tourism-industry thought leaders from around the world.

The findings from the Think Tanks are published in reports available on the IGLTA website:

<https://www.iglta.org/research>

<https://www.iglta.org/Blog/Business-Blog>





II. ABOUT IGLTA



IGLTA IGLTA.ORG

IGLTA OVERVIEW



IGLTA [IGLTA.ORG](https://www.iglta.org)

THE WORLD'S LEADING NETWORK OF LGBTQI+ WELCOMING TOURISM BUSINESSES

IGLTA provides free travel resources and information while continuously working to promote equality and safety within LGBTQI+ tourism worldwide.

Founded in 1983 with 25 members, IGLTA has a truly **global presence** with a network of 12,000+ business professionals in approximately 80 countries.

IGLTA global members cover a wide range of LGBTQI+ friendly travel-related services, including: accommodations, transportation, destination management organizations, financial services, travel advisors, tour operators, events and travel media.

Learn more here: <https://www.iglta.org/About-IGLTA>



IGLTA MEMBER BUSINESSES

GLOBAL NETWORK OF 11,000 TOURISM PROFESSIONALS IN 80 COUNTRIES



Accommodations



Airlines



Destinations



Travel Media



Financial Services



Tour Operators, DMCs
& Travel Advisors



Cruise Lines



III. ACCOR & IGLTA

IGLTA GLOBAL PARTNERSHIP























IGLTA IGLTA.ORG

The IGLTA Global Partnership program provides leading global travel brands with the **context, vocabulary and research** to build a platform supporting LGBTQI+ travel.

IGLTA forges strong brand alliances, enabling both the partner and IGLTA to elevate each other's voices.

By demonstrating best practices and sharing accomplishments with peers and consumers, IGLTA and its valued portfolio of Global Partners **represent the true leadership of global travel brands supporting the LGBTQI+ travel community.**

PLATINUM										
										
GOLD										
SILVER										



ACCOR, A PLATINUM-LEVEL IGLTA GLOBAL PARTNER SINCE 2021

Accor became a valued IGLTA Global Partner in June 2021. **Global Partnership** with IGLTA is a relationship at the corporate level between **IGLTA** and the **Accor (corporate headquarters)**. The Partnership demonstrates Accor's commitment to **welcoming LGBTQI+ travelers, valuing LGBTQI+ team members & communities, and supporting the advancement of LGBTQI+ tourism on a global scale.**

The **IGLTA Global Partner program** provides Accor with **heightened recognition and visibility to LGBTQI+ travelers**, enabling year-round access to **enhanced marketing** and **communication opportunities** throughout the association's worldwide network. Accor receives a **[dedicated Global Partner profile page](#)** on the IGLTA website.

As part of the IGLTA Global Partnership with Accor, individual properties within the Accor family of brands that become a member of IGLTA receives numerous **[IGLTA member benefits](#)** including a dedicated profile page on IGLTA website

IGLTA GLOBAL MEMBERSHIP OFFER FOR ACCOR



IGLTA IGLTA.ORG

On a global scale, consumers use IGLTA as a **resource to find businesses that welcome LGBTQI+ travelers.**

By joining IGLTA, individual accommodations properties within the Accor family of brands will become **part of a global community of LGBTQI+ welcoming tourism businesses.**

Accor family of brands have the opportunity to join IGLTA at a **discounted membership rate.** Please [click here](#) for information.

IGLTA membership is valid FOR ONE YEAR FROM THE DATE OF JOINING.

Member hotels will have their **own personalized landing page** on the IGLTA website featuring a customized description, up to 30 photos, a locator map, social media links and the ability for travelers to book directly with the property.

The screenshot shows the IGLTA website interface. At the top, there is a navigation bar with links for 'IGLTA Annual Global Convention', 'Learn More', 'Win a Free Registration', and 'Member Resources'. Below this, there are links for 'Are you a business?', 'Login', and 'My Cart'. A search bar with the text 'Seleccionar idioma' is also visible. The main navigation menu includes 'Plan Your Trip', 'Events', 'Tours', 'Specials', 'Partners', 'Travel Guides', and 'Blog'. The central content area features the IGLTA logo and the text 'Membership Offer For ACCOR'. Below this, a list of Accor brands is displayed: RAFFLES \ ORIENT EXPRESS \ FAENA \ BANYAN TREE \ DELANO \ SOFITEL LEGEND \ FAIRMONT \ SLS \ SO \ SOFITEL \ THE HOUSE OF ORIGINALS \ RIXOS \ ONEFINESTAY \ MANTIS \ MGALLERY \ 21C \ ART SERIES \ MONDRIAN \ PULLMAN \ SWISSOTEL \ ANGSANA \ 25HOURS \ HYDE \ MOVENPICK \ GRAND MERCURE \ PEPPERS \ THE SEBEL \ MANTRA \ NOVOTEL \ MERCURE \ ADAGIO \ MAMA SHELTER \ TRIBE \ BREAKFREE \ IBIS \ IBIS STYLES \ GREET \ IBIS BUDGET \ JOJOE \ HOTELFI. The section is titled 'IGLTA MEMBERSHIP OFFER'. Below the title, there are three paragraphs of text: 'accor has partnered with iglta to provide discounted iglta membership rates. to take advantage of this exclusive offer, follow the application instructions and link below. iglta membership is valid for one year from the date of joining.', 'about iglta: on a global scale, lgbtq+ travelers are using iglta as a resource to find businesses that welcome them into the world of travel, make it easy for them to find you. join us to be part of a global lgbtq+ friendly tourism community that includes major corporations, as well as many local businesses and organizations.', and 'membership is open to any accommodation brand in the accor portfolio.' At the bottom, a quote reads: 'it's a big market and this is a big world. together we can help lgbtq+ travelers see more of it.'

ACCOR SPECIAL MEMBERSHIP RATES

GENERAL RATES

1-50 Employees	51-100 Employees	101-300 Employees	301+ Employees
GENERAL RATE	GENERAL RATE	GENERAL RATE	GENERAL RATE
\$350 _{USD}	\$1,025 _{USD}	\$2,000 _{USD}	\$7,000 _{USD}
DISCOUNTED RATE (20%)	DISCOUNTED RATE (20%)	DISCOUNTED RATE (20%)	DISCOUNTED RATE (20%)
\$280_{USD}	\$820_{USD}	\$1,600_{USD}	\$5,600_{USD}

CARIBBEAN, LATIN AMERICA, AFRICA & ASIA

1-100 Employees	101-300 Employees	301+ Employees
GENERAL RATE	GENERAL RATE	GENERAL RATE
\$255 _{USD}	\$475 _{USD}	\$785 _{USD}
DISCOUNTED RATE (20%)	DISCOUNTED RATE (20%)	DISCOUNTED RATE (20%)
\$204_{USD}	\$380_{USD}	\$628_{USD}

member rates include all admin fees, please note that iglta, inc. and its board of directors do not endorse or accept responsibility for any individual members, product or service.

Discount offer for Accor hotels:

The discount is offered to any individual properties in the Accor family of brands and is available thanks to the IGLTA Global Partnership program.

- **New and returning Members**
20% discount on regular IGLTA annual membership rates: **ACCORPART%**
- **New Members**
Waived Admin fee: (\$50-\$100, depending on region): **ACCORPART\$**

To join, please visit:

<https://www.iglta.org/join-iglta/membership-offers/membership-offer-for-accor/>



Joining IGLTA Membership is joining a community that:

Connects

with all B2B initiatives like, IGLTA Global Convention, networking events, virtual and in person Marketplaces.

Shares and learns

with all educational benefits like Members Connect Calls, webinars, reports, surveys, among others.

Elevates

with all B2C benefits, see the next page for more information.

IGLTA MEMBERSHIP B2C BENEFITS INCLUDE:



IGLTA IGLTA.ORG



ONLINE PROFILE

Create your own dynamic profile on the IGLTA website including a description of your business, up to 30 photos, social media channels and links to your website/booking page.



tripadvisor

TRIPADVISOR TRAVELER RATINGS & REVIEWS

IGLTA is now featuring traveler reviews from TripAdvisor. Opt-in to display reviews on member profile and link to TripAdvisor profile.



LGBTQ+ CONSUMER OUTREACH

Through its website, digital marketing and social media channels, IGLTA reaches more than **4 million LGBTQ+ travelers worldwide** on an annual basis.



IGLTA USE OF THE IGLTA LOGO

Use of the IGLTA logo in your LGBTQ+ marketing materials, recognized globally by LGBTQ+ travelers.

For all IGLTA Membership Benefits, please [click here](#)



IV. IGLTA MEMBERSHIP FOR HOTELS ACTIVATION



MEMBERSHIP ACTIVATION



IGLTA [IGLTA.ORG](https://www.iglta.org)

To activate your membership please follow the **[STEP BY STEP GUIDE YOU WILL FIND HERE](#)**

For more information about the IGLTA Member Portal please, review this [video](#)

If you have any issues creating your IGLTA account and public listing, please contact the membership team at membership@iglta.org



Update Listing How-To- Guide

1. Go to: <https://www.iglta.org/members/>

Click "Member Portal Login"

MEMBERS



Member Portal Login

2. Sign into your IGLTA Account.

Sign In
SIGN IN BELOW IF YOU ALREADY HAVE AN IGLTA MEMBERSHIP ACCOUNT.

username

PLEASE ENTER YOUR USERNAME.



password

PLEASE ENTER YOUR PASSWORD.

Sign In

CAN'T ACCESS YOUR ACCOUNT?

If you do not know your login credentials you will need to reset your account by clicking the "CAN'T ACCESS YOUR ACCOUNT?" hyperlink featured above.

GETTING THE MOST OUT OF YOUR IGLTA MEMBERSHIP



IGLTA [IGLTA.ORG](https://www.iglta.org)

TIP#1

POST INFORMATION ABOUT EVENTS, TOURS AND SPECIALS

- Your events, tours and specials will be included on our website & travel guides
- Newsletter exposure to 35K+ opt-in consumer subscribers
- Social media sharing

How to add new Events, Tours and Specials, please [click here](#)

TIP#2

CREATE AN ENGAGING AND HIGH QUALITY PROFILE

- Interesting Profile with a robust business description, focused on the LGBTQI+ travel community
- Use imagery that depicts LGBTQI+ travelers
- Sell your business to LGBTQI+ consumers
- Be included in our website & travel guides

TIP#3

FOLLOW & SUBSCRIBE

- Opt-in to receive the IGLTA B2B eNewsletter [here](#)
- Follow our B2B channels on [Facebook](#) & [LinkedIn](#)
- Follow the IGLTA Social Media Consumer Channels:
 - [Facebook](#)
 - [Instagram](#)
 - [Twitter](#)
- Opt-in to receive the IGLTA B2C eNewsletter [click here](#)

IGLTA NEW MEMBER ACTIVATION CALLS

IGLTA and the **Accor Global Diversity & Inclusion team** will host **virtual meetings** to explain the benefits of IGLTA membership and to help individual properties get the most out of their IGLTA memberships.

The **IGLTA New Member Activation Calls** will be dedicated to Accor employees and anyone from the property is welcome to join the call.

For more information about the calls, please visit <https://www.iglta.org/join-iglta/membership-offers/membership-offer-for-accor/>





V. ADDITIONAL INFORMATION



IGLTA

IGLTA.ORG

ABOUT THE IGLTA FOUNDATION



IGLTA [IGLTA.ORG](https://www.igлта.org)

The IGLTA Foundation, the public charity subsidiary of IGLTA, empowers LGBTQI+ welcoming travel businesses globally through **leadership, research** and **education**.



INDIA INITIATIVE

The **IGLTA Foundation** is expanding its support of strategic emerging destinations as LGBTQI+ leaders in tourism, like India.

SUPPORTING TRANSGENDER TRAVELERS

The **IGLTA Foundation** works with tourism businesses and transgender community leaders to develop a plan for making tourism more welcoming for transgender travelers.

Learn more at: [igлта.org/foundation](https://www.igлта.org/foundation) & <https://www.igлта.org/research>

IGLTA GLOBAL CONVENTION OVERVIEW

The IGLTA Global Convention is **the world's premier educational and networking event for LGBTQI+ tourism professionals.**

The conference connects LGBTQI+ travel and tourism businesses through its Buyer & Supplier Marketplace program, educational workshops and networking events.

Discover tips, trends and marketing strategies for reaching LGBTQI+ travelers in a variety of educational sessions with industry leaders.

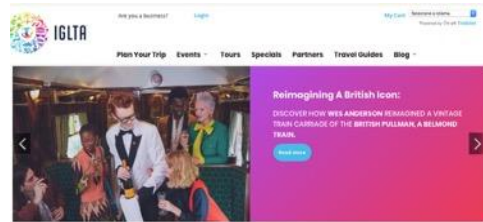
Learn more about the next IGLTA Global Convention at: <https://www.igltaconvention.org/>



IGLTA offers a wide range of member resources at no additional cost, including news, research and events related to the LGBTQI+ travel industry. **Click below for more information.**



Research



Marketing Tools

Travel Blog

Welcome to Inside Our Travel, a blog about LGBTQI+ travel written by LGBTQI+ tourism professionals. Travel the globe and gain insight into the tourism industry (with a gay twist) brought to you by the International Gay & Lesbian Travel Association.



PUBLISHED 15 JAN 2022



PUBLISHED 19 JAN 2022

Business Blog

Welcome to the IGLTA Business Blog. We're excited this B2B blog to engage with IGLTA members and tourism professionals to share interesting insights, travel news and trends, member features, industry events and information related to the IGLTA and LGBTQI+ tourism community.



PUBLISHED 22 FEB 2022

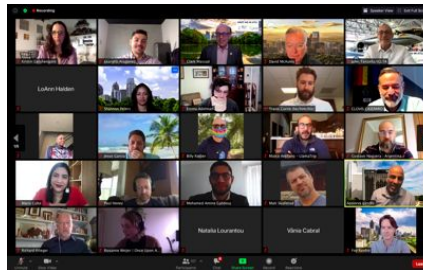


PUBLISHED 15 DEC 2021

Business Blog



Industry Events Calendar



Members Connect Calls

IGLTA ADVANCING LGBTQ+ TRAVEL

VERANO PRIVATE BEACH & RESORTS VILLAS

Magic Day Magic Place...

IGLTA NEWS

IGLTA Buyer/Supplier Marketplace Soars

As the industry evolves toward more events with direct connections, the IGLTA Buyer/Supplier Marketplace has become an integral piece of the association's Global Convention and a must-do for travel suppliers that want to place their businesses and destinations in front of leading LGBTQI+ buyers. The first on-person marketplace since the pandemic, held in September in Atlanta, generated 474 appointments with buyers that will generate \$25.5 million in LGBTQI+ travel annually, an impressive result at a time when many events were still virtual.

2021 BUYER / SUPPLIER MARKETPLACE

474 appointments with buyers that will

US\$25.5 MM in LGBTQI+ travel annually

IGLTA NEWS

I made great contacts at the Buyer/Supplier Marketplace. I've already passed some along to co-build group departures to Malta, Turkey and Egypt! — Bob Geller, February/Chicago & Adventures

Save the date for IGLTA's Buyer/Supplier Marketplace in Milan, 26 October 2022, presented with support from Jacobs Media Group. For an enhanced marketplace experience, Suppliers can reserve a spot in Milan now with just a US\$150 deposit and secure early discounted convention registration until 30 June 2022 and lock in 20% off supplier marketplace registration or get a free 2nd marketplace participant.

READ MORE

LGBTQ+ Travel Pavilion at ITB Berlin 2022

IGLTA ITB Berlin will be back as a live and virtual show 9-13 March 2022, and once again, IGLTA members have the opportunity to join the traditional LGBTQI+ Travel Pavilion. Book your own pre-fixed 8 square-meter booth in this position, participate in the exclusive LGBTQI+ media brunch or take part in the LGBTQI+ educational sessions during the ITB Convention and the special LGBTQI+ stage program. And don't forget to join IGLTA for the Global LGBTQI+ Leadership Summit followed by the ITB Diversity Gala supporting the IGLTA Foundation at the Ritz Carlton on Saturday, 12 March.

ITB BERLIN The World's Leading Travel Fair

READ MORE

Sign up for our weekly **Business Newsletter** to receive travel news industry events and information related to IGLTA and LGBTQI+ tourism community.

IGLTA MARKETING OPPORTUNITIES



IGLTA IGLTA.ORG

IGLTA members have the ability to connect with LGBTQI+ tourism businesses, members and travelers around the world through our B2B and B2C networks. **We currently have over 11,000+ businesses contacts in 80+ countries and 120,000+ consumer connections.**

The plan is to not only increase this reach but also to develop new programs, initiatives and member benefits that will help the member businesses reach more LGBTQI+ travelers through the IGLTA network.

All consumer marketing opportunities are included with the cost of annual membership, unless described as "Enhanced".

IGLTA offers a selection of its most popular marketing packages, with a special bonus.

Please [click here](#) for more details and pricing.

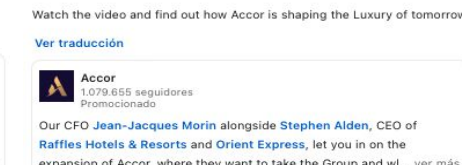
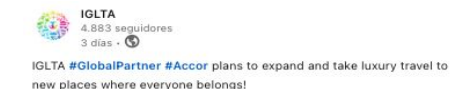
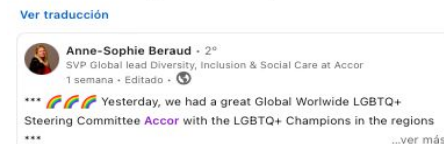
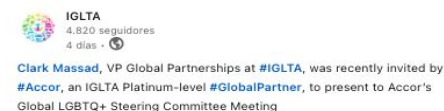


IGLTA CONSUMER MARKETING AND OUTREACH

IGLTA currently reaches many LGBTQI+ travelers via the digital platforms. Through the website, consumer email list and social media channels, IGLTA reaches more than 120,000 consumers on a monthly basis.

IGLTA publishes daily posts to several consumer-focused social media channels including [Facebook](#), [Twitter](#) and [Instagram](#). We use these platforms to share useful travel information as well as promote our members products and services.

For more information, please [click here](#).



IGLTA TRAVELER RESOURCES



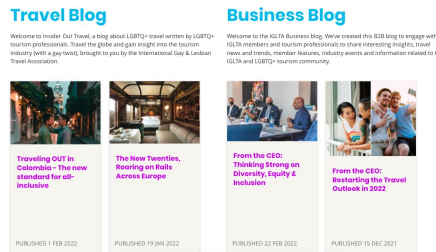
IGLTA IGLTA.ORG

IGLTA offers a wide range of member resources at no additional cost, including news, research and events related to the LGBTQI+ travel industry.
Click below for more information.

[Travel Guides](#)



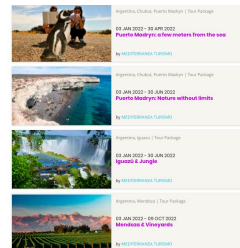
[Travel Blog](#)



[Pride & Festivals Calendars](#)



[Events, Tours, Specials](#)



[Newsletter & eblasts](#)

Sign up for our twice-monthly travel consumer e-newsletter to receive the latest LGBTQI+ travel news from IGLTA members and partners.



#YouAreIncluded is a powerful, all-encompassing statement that whatever your sexuality, gender identity, race, religion, appearance, economic status, nationality, refugee status, health, HIV status – or any other factor – You Are Included at Copenhagen 2021. Copenhagen 2021 is the joint celebration of WorldPride and EuroGames, taking place in Copenhagen and Malmö from 12-22 August 2021. As an LGBTQI+ person, they want to know 'included' you feel in your town, city or country. Do you feel included at home, at school or college, at work or just walking down the street? Your answers will be published on an interactive map on a website in August, and will be shared on social media.





IGLTA CONTACT

GLOBAL MEMBERSHIP TEAM

For any Membership related questions, please contact the membership team to:
membership@iglta.org

COMMUNICATIONS AND MARKETING TEAM

For any more information regarding the marketing opportunities, please contact the marketing team to:
marketing@iglta.org



IGLTA[®]
ADVANCING
LGBTQ+ TRAVEL



ACCOR CONTACT

GLOBAL DIVERSITY & INCLUSION TEAM

diversity.inclusion.communications@accor.com

