



The International Gay and Lesbian Travel Association
ANNUAL REPORT 2017





ANNUAL REPORT 2017

TABLE OF CONTENTS

About IGLTA	3
President/CEO Letter	4
2017 Association Highlights	5
Global Partnership Overview	8
34th Annual Global Convention Highlights	10
IGLTA Honors	12
Consumer Outreach & Marketing	13
Membership Update	15
IGLTA Operations Team	17
IGLTA Board of Directors	18
Global Ambassadors	19
2017 Financial Overview	21
Partners	22
IGLTA Foundation	26
Toronto 2018	32



Mission

The mission of IGLTA is to provide information and resources for LGBTQ travelers and expand LGBTQ tourism globally by demonstrating its significant social and economic impact.

Upcoming Convention Locations

2018 – Toronto, Canada

2019 – New York, USA

2020 – Milan, Italy

About IGLTA

The leading member-based global organization dedicated to LGBTQ tourism.

We are the only LGBTQ organization that is an Affiliate Member of the United Nations World Tourism Organization. In 2013, we signed on to ECPAT's Tourism Child Protection Code of Conduct to prevent child exploitation. The membership includes LGBTQ and LGBTQ-friendly accommodations, service providers, travel agents, tour operators, events, and travel media in approximately 70 countries.

Travel, Learn, Connect with IGLTA.



In 2017, we hosted our most globally diverse convention to date, with participants representing 36 countries traveling to St. Petersburg, Florida for education on the evolving world of LGBTQ tourism and the opportunity to network with our industry's leaders. When U.S. Travel Association President/CEO Roger Dow asked how many attendees were in our host city for the first time, a majority of the audience raised their hands. It was a brief moment, but it gives me great pride that IGLTA can help amplify awareness for welcoming, deserving destinations like St. Pete.

The convention also served as the debut for the *Second Global Report on LGBT Tourism*, a collaboration of UNWTO, IGLTA and the IGLTA Foundation. (iglta.org/research) The IGLTA Foundation will continue to partner with leading organizations around the world to produce research that will keep our members informed and provide the industry at large with greater understanding of LGBTQ travelers' needs. Foundation fundraising efforts received a big boost in 2017 thanks to Destination DC, which organized the inaugural LGBTQ party at IPW and named our Foundation as the beneficiary.

There also were many association highlights that happened behind the scenes, with benefits that will be felt throughout 2018 and beyond. We started development of a CRM system that will allow IGLTA and its members to better connect. We hired a full-time Consumer Marketing Manager who has worked alongside R&R Partners on a marketing plan for IGLTA brand awareness among LGBTQ travelers, and by extension, greater visibility for all of our members. The launch of our consumer newsletter and re-launch of our blog were key steps in this new consumer program, which will grow in exciting ways this year.

As we stride forward in 2018, I want to extend a warm thank you to all of our global tourism business members. Your generosity, creativity and desire to make the world more welcoming inspire the IGLTA team every day. We hope to see you soon in Toronto for our 35th Anniversary Global Convention (9-12 May).

Thank you again for your commitment to IGLTA and LGBTQ tourism.

John Tanzella
President/CEO

A handwritten signature in blue ink that reads "John R. Tanzella". The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

2017 Association HIGHLIGHTS

IGLTA at FITUR

On 18 January, IGLTA was honored as part of the Diversity Consulting International - Fitur Gay (LGBT) Tourism Awards. The award, for Institutional Cooperation, was shared with the United Nations World Tourism Organization (UNWTO). The presentation occurred during FITUR, the international travel trade fair held at Feria de Madrid in Madrid.

IGLTA at IMTM

A special thank you to Russell Lord, Kenes Tours, IGLTA Ambassador for Israel, and IGLTA member Nadav Peretz, OUTstanding Travel, for their contributions to our first stand at the International Mediterranean Tourism Market (IMTM). IGLTA members played a key role in the inaugural Pink Pavilion for LGBTQ travel at the trade show, which was held 7-8 February at the Tel Aviv Convention Center.

Facebook Business Page launched!



2017 Association HIGHLIGHTS

IGLTA partners with Latin American trade outlets



We are proud to announce media partnerships with Ladevi and Panrotas, travel trade publication leaders in Latin America. Both companies will begin producing special LGBTQ sections across their various platforms, which will include IGLTA branding and help to raise the association's profile throughout their regions.

Gay Pride Calendar launched!

2018 International Gay Pride Calendar and Event Listing

The LGBTQ rights movement has made tremendous strides over the past few decades and much of the progress in visibility is thanks in part to gay pride parades and marches that have taken place in cities around the world. The global landscape for LGBTQ rights, protections and acceptance varies tremendously by location, with some destinations attracting millions of visitors to their events like Madrid Gay Pride, Sao Paulo Gay Pride or San Francisco Gay Pride, while more than 70 other countries have laws that allow discrimination or persecution of LGBTQ people.



Where are you celebrating 2018 pride? Stay up to date with Prides around the world by visiting [here](#)!

2017 Association HIGHLIGHTS



Consumer Marketing

IGLTA IN SPANISH & PORTUGUESE

iglta.org/Spanish



Spanish Presentation



Portuguese B2B Presentation



Convention Cards



Print-ready [trifolds](#) and [membership cards](#)

For the first time IGLTA provided two breakout sessions in Spanish for Spanish-speaking attendees at the 34th Annual Global Convention in St Petersburg, Florida.

GLOBAL PARTNER NEWS



Italian National Tourist Board (ENIT) has become a Silver Level Global Partner, placing them in an elite group of global brands that have committed to year-round support for the association and LGBTQ-welcoming travel. In conjunction with the partnership, they have also shown their support as an Official Level Sponsor for the 34th edition of the IGLTA Annual Global Convention in St. Petersburg, Florida, 4-6 May, and hosted an invitation-only event for travel agents, tour operators, meeting planners and media/press attending the convention.



Belmond has increased its Global Partnership with IGLTA to Gold Level for 2017, reflecting the company's strong, ongoing commitment to diversity and inclusion.



The Los Angeles Tourism & Convention Board, the city's official tourism marketing organization, is now a Silver-level Global Partner of IGLTA. "We are proud to partner with IGLTA to elevate our dedicated efforts in promoting Los Angeles as one of the most LGBTQ-friendly destinations in the world," said Don Skeoch, L.A. Tourism's chief marketing officer.



MGM Resorts International®, a proud IGLTA Global Partner since 2012. MGM Resorts International® elevated their Global Partnership from Silver to Gold for the 2017 contract year.



Disney Destinations has been designated as a Global Partner Corporate Member of IGLTA. Disney Destinations joins brands worldwide that have committed to year-round support of the association and LGBTQ-welcoming travel. "Disney enjoys a long history of supporting the LGBT community," said Carmen G. Strong, Senior Sales Manager for Disney Destinations and the Walt Disney World Resort in Orlando.



Silver Level Global Partner Marriott International has expanded its annual partnership with IGLTA. Marriott upgraded to the Platinum Level for 2018, reflecting the company's strong, ongoing commitment to diversity and inclusion for all.

GLOBAL PARTNER FULLFILMENT



12.4 million
total impressions



251 %
average ROI



\$1.1 million
promotional value



5.6 years
avg. longevity



Left to right: Timothy Evans, Luxor Hotel Las Vegas; Dawn Christensen, MGM Resorts International, Clark Massad, IGLTA; Jon Muñoz, Hilton; Jade Williams, Marriott International; LoAnn Halden, IGLTA; Theresa Belpulsi, Destination D.C.; John Tanzella, IGLTA; Josh Zorn, IGLTA.

Quarterly Global Partner Update

New for 2017, IGLTA activates the Quarterly Global Partner Newsletter. Distributed to contacts of IGLTA's Global Partner program and provides quarterly updates on information that is relative and important to the Global Partner program and to IGLTA.



34th Annual Global Convention HIGHLIGHTS

IGLTA 2017 • ST. PETE, FLORIDA

- 400 tourism professionals
- 36 countries represented -the largest number in IGLTA convention history.
- Economic impact of just over US\$1 million on the city of St. Petersburg.



"We're proud and honored to add St. Pete/Clearwater to the list of world capitals privileged to have hosted this event. We've been an up-and-coming gay-friendly destination for several years, but the global visibility that results from hosting 400 of the world's most influential LGBTQ tourism professionals puts us on a new map altogether. We simply couldn't be more pleased."

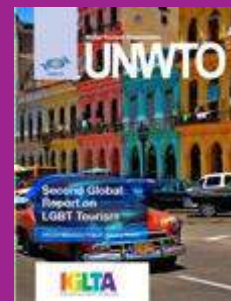
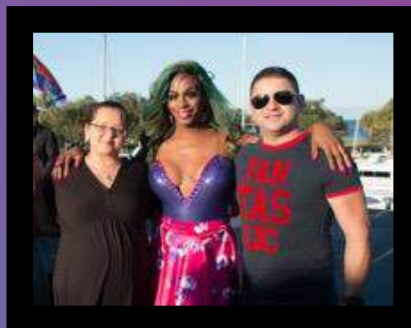
David Downing, President & CEO, Visit St. Pete/Clearwater

"At a time when the news is filled with talk of travel bans and closed borders, our LGBTQ travel community united to show its support for diversity and a more welcoming world. Our speakers from all tourism segments sent a clear message that our industry has a responsibility to promote inclusiveness. It was especially meaningful to debut the Second UNWTO Global Report on LGBT Tourism at this event."

John Tanzella, IGLTA President/CEO



IGLTA 2017 • ST. PETE, FLORIDA



Conference delegates received a copy of the *Second Global Report on LGBT Tourism*, created in a partnership between UNWTO, IGLTA and the IGLTA Foundation

The full report is available for download at iglta.org/unwto-report/



Click here to view [2017 Convention Review](#)



Corporate Leadership Award:
George A. Kalogridis, President
Walt Disney World Resort



Community Award:
Barbara Poma onePULSE Foundation



Hanns Ebensten Hall of Fame:
Christina Guggenberger

IGLTA Honors are chosen by the association's board of directors and presented during each year's Annual Global Convention to individuals or businesses that have improved the global landscape for LGBTQ travelers.

Watch 2017 Honors video here
www.youtube.com/user/IGLTAvideo/videos



Pioneer in Destination Marketing:
Tourism Authority of Thailand



IGLTA Ambassador of the Year:
Russell Lord, Kenes Tours

Welcome to Our Newest Staff Member



Auston Matta is now IGLTA's Consumer Marketing Manager. He grew up in Arizona and in 2012 sold his belongings and embarked on a one year, round-the-world trip with his husband. As part of the journey he started the travel site Two Bad Tourists, an online blog and travel resource featuring international gay-friendly destinations, gay city guides, festivals and events. He later founded the company Outfluential providing content creation, social media and influencer outreach to help brands, destinations and travel industry professionals promote their offering to the LGBTQ community.



Auston is responsible for all aspects of consumer marketing both online and off as well as maintaining IGLTA's digital consumer channels, including the website, blog, consumer marketing newsletter and social media channels. Auston also manages the influencer program, developing partnerships between IGLTA and travel bloggers/digital influencers. Auston coordinates with all IGLTA members to ensure their business, products and services receive promotion to LGBTQ travelers around the globe. In addition to maintaining all the digital channels, one of Auston's key roles is to ensure these channels are continuously growing and increasing in reach through more web visits, increased social media followers and email subscriber.

Launched: 29 Sept, 2017
Distributed: bi-monthly
Reach: 24,000 subscribers

[Click here](#) to subscribe to the travel newsletter.

Get Social
with us



In response to our members' desire to have more opportunities to reach consumers directly, we will launched a series of consumer-focused programs and member benefits.



• 110,000 Total Consumer Connections



• 550K+ Website Views



• 10% Social Media Follower Growth



• 1.3MM+ Actual Social Media Impressions

Consumer Outreach & Marketing Programs

- Website Profile
- Events, Tours & Specials
- Social Media Channels
- Consumer Newsletter
- IGLTA Logo
- Consumer Marketing Tools
- Consumer Promotions & Giveaways
- Travel Blog

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

Consumer promotions to Amsterdam, Rio de Janeiro, Brazil and Curaçao reached nearly **2.8 million impressions!**

2017 MEMBERSHIP UPDATE

Top IGLTA Membership by Region

CENTRAL AMERICA & CARIBBEAN

- Costa Rica
- Curaçao
- Cuba
- Dominican Republic

SOUTH AMERICA

- Brazil
- Peru
- Argentina
- Columbia

EUROPE

- Spain
- United Kingdom
- Italy
- France

ASIA

- Japan
- Thailand
- India
- Vietnam

Global

- United States
- Brazil
- Canada
- Spain



IGLTA partnered in 2017 with
TripAdvisor to enable live review feed
for IGLTA online profiles.



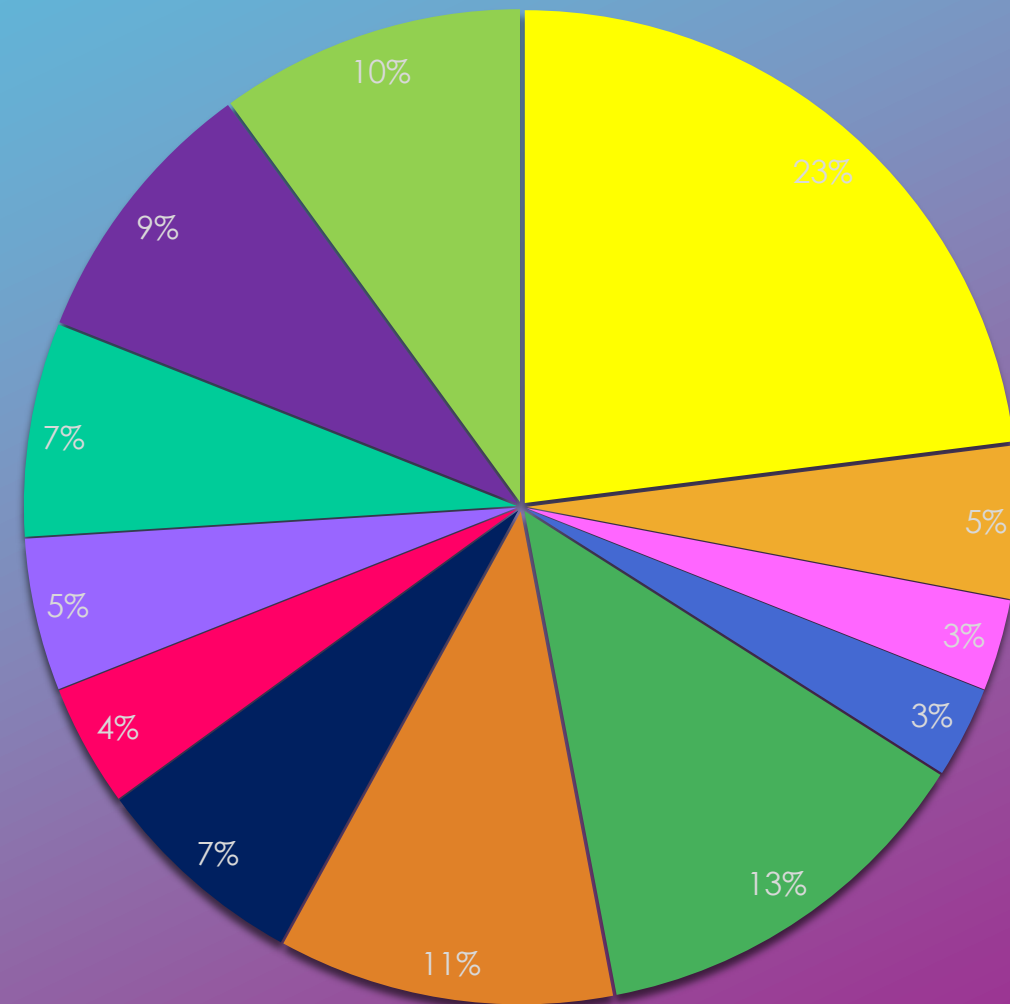
Distributed: Weekly
Subscribers: 5,550
Open rate: 40.8%

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

2017 MEMBERSHIP UPDATE

IGLTA Membership Types

- 1- 50 Employees
- 51- 100 Employees
- 101- 200 Employees
- 201+ Employees
- Travel Agents
- Africa, Asia, and Latin America 1 - 50
- Africa, Asia, and Latin America 50+
- CVB Tourist Bureaus 1 - 10 Employees
- CVB Tourist Bureaus 11+ Employees
- Associate
- Media
- Global/ Organizational Partners



IGLTA[®] OPERATIONS TEAM



John Tanzella,
President/CEO



LoAnn Halden
Vice President
- Communications



Clark Massad
Vice President
- Global Partnerships



Tony Warner,
Controller



Keith Hickman,
Office Manager



Auston Matta,
Consumer Marketing Manager



Toni Reckley,
Social Media
& Marketing
Coordinator



Josh Zorn,
Fulfillment Coordinator



Sarah Bond,
Membership Support



Clovis Casemiro,
Membership Coordinator



BOARD OF DIRECTORS



Juan Juliá,
Chair



Jon Muñoz,
Vice Chair



Felipe Cardenas,
Treasurer



Don Skeoch,
Secretary



Dan Melesurgo,
Past Chair



Earl Fowlkes,
Board Member



Richard Gray,
Board Member



Shiho Ikeuchi,
Board Member



Uwern Jong,
Board Member



Richard Kreiger,
Board Member



Steven Larkin,
Board Member

Welcome to our New Ambassadors



IGLTA Ambassadors represent our association in local communities. They help market LGBTQ travel, hold events and connect our organization with LGBTQ travel businesses and travelers around the world. Contact our for more information about IGLTA.

Interested in becoming an IGLTA Ambassador? To review the Ambassador Volunteer Agreement, [click here](#).



Iris Serbanescu
Bannikin Travel &
Tourism,
Toronto Canada



John Bridge
TravelBeat,
London, United Kingdom



Christian Beckmann
ARCOTEL Hotels & Resorts,
Vienna, Austria



Giannis Papagiannopoulos
Antivirus Magazine,
Athens, Greece



Julio César Calvo
Cámara de Comercio Diversa,
Costa Rica,
San José, Costa Rica



CCGLAR
Cámara de Comercio Gay
Lésbica Argentina
Buenos Aires, Argentina



Debbie Clarke
New Zealand Awaits,
Morrinsville, New
Zealand



IGLTA[®]

AMBASSADORS

IGLTA Ambassadors represent our association in your local communities. They help market LGBTQ travel, hold events and connect our organization with LGBTQ travel businesses and travelers around the world. [Contact our ambassadors](#) for more information about IGLTA.

•Argentina

•Asia

•Austria

•Canada

•Caribbean

•Central America

•Colombia

•Czech Republic

•France

•Germany

•Greece

•Iceland

•India

•Israel

•Italy

•Latin America

•Lebanon

•Mexico

•New Zealand

•South Africa

•Turkey

•United Kingdom

•United States

•Western Japan



2017 Financial Overview

IGLTA continues to adhere to U.S. federal tax laws for non-profit professional organizations (501c6 status). An annual audit by an outside firm is conducted to ensure the office accounting is adhering to the laws for non-profits as well as any new initiatives. Our three largest streams of revenue continue to be the annual global convention, membership, and our global partnership program. Below are the financial results for calendar year 2017.

Total Revenue	\$1,239,033.51
---------------	-----------------------

Total Expenses*	\$1,299,488.26
-----------------	-----------------------

*The 2017 expenses reflect payments toward major membership-enhancing projects launching in 2018, including our first-ever CRM system, a new website to better promote our member businesses, and branding initiatives to grow our consumer outreach.

GLOBAL PARTNERS



MEDIA PARTNERS

antivirus



MARKETING PARTNERS



EVENT PARTNERS



ORGANIZATIONAL PARTNERS





2017 Foundation Board Meeting hosted by
Dallas Convention & Visitors Bureau

foundation MISSION

The IGLTA Foundation supports the mission of IGLTA and its members through education, research and leadership development that benefit the global LGBTQ tourism industry.

PRIMARY AREAS OF ACTIVITY

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

LEADERSHIP

The IGLTA Foundation educates governments and tourism industry leaders on the importance of making LGBTQ travelers feel safe and welcome.

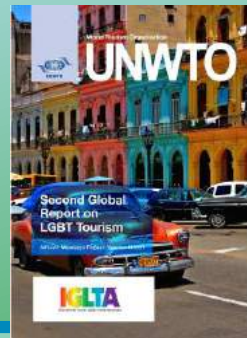
RESEARCH

The IGLTA Foundation funds research to promote understanding of LGBTQ travel within the global tourism industry.



PennState
College of Health and
Human Development

Survey Results: [Click Here](#)



The UNWTO/IGLTA Second Global Report on LGBT Tourism

The full report is available for download
at iglta.org/unwto-report

EDUCATION

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

2017 BUILDING BRIDGES SCHOLARSHIPS



Pictured left to right) Michael Gladwin, Edenvale, South Africa; Katherine Vielman, Hollywood, Florida; Khari Grant, Orlando, Florida; Junqi "Vincent" Weng, Zhejiang, China; John Sakakini, Washington, D.C.

Each year, the IGLTA Foundation provides financial support for travel and accommodations for the IGLTA Annual Global Convention for up to four students as well as up to four small-business leaders who have a documented commitment to serving LGBT travelers, particularly in destinations lacking LGBT tourism support and/or destinations having anti-gay governments. Participation in the Annual Global Convention provides these students and small-business leaders with essential information & training, contacts with industry leaders, and professional networking opportunities that would otherwise be unavailable to them.

IGLTA Foundation & Universal Orlando



The IGLTA Foundation partnered with Universal Orlando Resort this year to provide convention scholarships to Katherine Vielman, Hollywood, Florida and Khari Grant, Orlando, Florida students from the University of Central Florida, Rosen College of Hospitality Management.

IGLTA Foundation & PATA



The IGLTA Foundation Partnered with the Pacific Asia Travel Association for the first time to provide a conference scholarship to Junqi "Vincent" Weng, Zhejiang, China a student in the Pacific Asia Region.



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



VOLUNTEER EVENTS 2017



The Foundation supported educational and volunteer activities in the St. Pete/Clearwater area on 6 May, during IGLTA's Annual Global Convention. This included the creation of an original LGBTQ mural along the Pinellas Bike Trail that is now a permanent part of the convention host city.





FUNDRAISERS



25,000.00 USD **Washington, DC**

IGLTA Global Partner Destination DC, NYC: The Official Guide and San Francisco | The Official Guide partnered on the first official LGBTQ event during U.S. Travel Association’s IPW on 5 June and raised \$25,000 for the IGLTA Foundation.



12,485.00 USD **St Petersburg, Florida**

The 4th annual IGLTA Foundation fundraising event, held at the Chihuly Collection, raised \$12,485 for education, research, and developing the next generation of LGBTQ travel professionals.



4,585.00 USD **Aspen, Colorado**

Aspen Gay Ski Week, held 15-22 January, 2018, celebrated their 40th Anniversary and donated \$4,585.00 to the IGLTA Foundation.



4,292.00 USD **Toronto, Canada**

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

IGLTA also raised funds for the Foundation at a number of smaller events throughout the year in New York, Las Vegas, London, Madrid and Berlin for a combined total of 7451.30 USD.

All funds raised support education, research and leadership development for the next generation of LGBTQ tourism professionals, and help to make the world a more welcoming place for LGBTQ travelers.

IGLTA Foundation Board



Gary Murakami, MGM Resorts International, Chair



Reginald Charlot, NYC & Company Vice Chair



Tanya Churchmuch, MuchPR, Secretary



Don Richardson, Brand USA, Treasurer



Rika Jean Francois, ITB Berlin, Board Member



Tom Nichols, Arcus Foundation, Board Member



Theresa Belpulsi, Destination DC, Board Member



Selisse Berry, Out and Equal, Board Member



Eddie Canaday, Visit Salt Lake, Board Member



Phil Sheldon, HE Travel, Board Member



Pamela Herr, Aspen Gay Ski Week, Board Member



Jim McMichael, Las Vegas Convention & Visitor Authority, Board Member



Steven Eidelberg, ACCOR Hotels, Board Member



Jay Marsh, Dallas Convention & Visitors Bureau, Board Member



Scott Seed, Universal Orlando, Board Member



Carmen Strong, Disney Destination, Board Member



Terry Dale, USTOA, Board Member



Tom Kiely, Visit West Hollywood Board Member

[REGISTER HERE!](#)

IGLTA 2018 TORONTO
TOGETHER
35TH ANNUAL GLOBAL CONVENTION

