



IGLTA

TRAVEL · LEARN · CONNECT

2022 38TH GLOBAL
CONVENTION
MILAN, ITALY
26-29 October

SPONSORSHIP FULFILLMENT REPORT

ABOUT THE 2022 IGLTA GLOBAL CONVENTION



The International LGBTQ+ Travel Association's 38th Global Convention, 26-29 October at the UNAHotels Expo Fiera Milano, was **IGLTA's largest convention outside of the United States to date, with 555 delegates representing 42 countries and territories from around the world.** The convention, the premier educational and networking event for LGBTQ+ tourism, was the association's first European convention since Madrid in 2014. The event was originally set for 2020, but had to be rescheduled due to the pandemic, making it a cause for even greater celebration. The convention promotional activities generated almost **4 million impressions for the sponsors.**

555 Attendees

42 countries & territories represented

35 LGBTQ+ welcoming convention sponsors

31 Exhibitors in our 2-day Tourism Expo

14 Community partners



Hanns Ebensten Hall of Fame Award

Peter Jordan (He/Him), Founder of Gen C Traveller

IGLTA Honors [Watch videos](#)



Pathfinder Award



Aisha Shaibu-Lenoir (She/Her) Moonlight Experiences

The Buyer/Supplier Marketplace

was the most successful to date, generating 1,330 appointments with buyers that conduct over US\$110 million in LGBTQ+ business annually.



Mariana Radisic Koliren (She/Her) Lunfarda Travel



The IGLTA Foundation Fundraiser drew a sold-out crowd of 250 attendees & raised over US\$50,000 for IGLTAF initiatives.



[Read more](#)

David Martin Small Business Fellowship Recipients



Danny Guerrero (He/Him) The Culturist Group

IGLTAF Think Tank

united 20 global tourism leaders to discuss how the tourism industry can support LGBTQ+ travel in emerging markets facing cultural, governmental or infrastructure challenges.



[Watch video](#)



Relive the Milano Memories

[Click here](#) to view all the photos by @markmorinii from #IGLTA2022! Tag a friend!



2022 38th GLOBAL CONVENTION MILAN, ITALY 26-29 October

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More information and early registration for 2023 [click here](#)

igltta.org
iglttaconvention.org
iglttafoundation.org

SPECIAL THANKS TO OUR INSTITUTIONAL PRESENTING SPONSORS

The 38th IGLTA Global Convention was made possible through the generous support of the four Institutional Presenting Sponsors: the Italian National Tourist Board, a valued IGLTA Global Partner since 2017, Comune di Milano, Yes Milano, and AITGL, the Italian LGBTQ+ Tourism Association.



LOGO VISIBILITY REGISTRATION AREA

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.

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.

Please see all digital meter boards on the next page.



DIGITAL METER BOARDS CONVENTION REGISTRATION AREA

**2022 ANNUAL GLOBAL CONVENTION
MILAN, ITALY
26-29 October**

INSTITUTIONAL PRESENTING SPONSORS

- ENIT ITALIAN NATIONAL TOURIST BOARD
- Comune di Milano
- YESMILANO
- AITGL

PRESENTING SPONSORS

- Puerto Rico
- Government of Canada / Gouvernement du Canada
- OSAKA
- VLC
- Sevilla.

OFFICIAL SPONSORS

- AMERICAN EXPRESS TRAVEL
- cap Booking.com
- COLOMBIA GO
- DELTA
- Hilton
- VISIT LAUDERDALE
- JIMG

OFFICIAL SPONSORS

- ISRAEL Land of Creation
- Key West
- Malta
- simpleview
- STARHOTELS
- TOSCANA
- VISITUSCANY.COM
- TREADLIGHT
- VISIT PHILADELPHIA
- West Hollywood

CONFERENCE SPONSORS

- AIG
- cvent
- FIDENZA VILLAGE
- Google
- Perù
- Seychelles
- SKM MEDIA
- greater palm springs

BREAKOUT SESSIONS SPONSORED BY

- PUERTO VALLARTA
- wetravel

COMMUNITY PARTNERS

- ALLUMÉUSE
- ARCIGAY
- CMI Community Marketing & Insights
- EDGE
- mantra
- nebe
- PARKS
- PINK
- SEA

LGBTQ+ TOURISM EXPO EXHIBITORS

- BRAZIL
- Booking.com
- DELTA
- JIMG
- nebe
- TRAVEL

PLATINUM GLOBAL PARTNERS

- ACCOR
- AMERICAN EXPRESS
- DELTA
- Disney DESTINATIONS
- Hilton
- Marriott INTERNATIONAL

GOLD GLOBAL PARTNERS

- BELMOND
- CARNIVAL CORPORATION & P&O
- HYATT
- Royal Caribbean Group

SILVER GLOBAL PARTNERS

- airbnb
- ATLANTIC
- DC
- ENIT
- KIMPTON
- MCM RESORTS
- QANTAS
- CTVISIT
- WHEELS UP

MEDIA PARTNERS

- antivirus
- blu
- equalpride
- travelweekly
- OutThere
- PANROTAS
- PASSPORT
- PINK
- WITECK
- Xtra*

MARKETING PARTNERS

- Expedia
- tripadvisor

ORGANIZATIONAL PARTNERS

- ETOA
- galta
- nglcc
- nlja
- PATA
- UAW/TO
- VIKTUOSO

ORGANIZATIONAL PARTNERS

- Braztea
- cgicc
- CLIK
- DESTINATIONS

EVENT PARTNERS

- EQUAL AFRICA
- Gay
- GIW
- LGBT+ TURISMO EXPO
- TRAVEL

EXHIBITORS AT THE CONVENTION REGISTRATION AREA



The Convention Registration Area featured exhibitor tables and roll-up banners, including: the Italian National Tourist Board, Comune di Milano, YesMilano, AITGL, Sonders & Beach, Discover Puerto Rico, CAP Travel Assistance by FocusPoint International, and Delta Air Lines. Exhibitors promoted their products and services in the highest visibility area of the convention where attendees gathered between sessions.

DELEGATE WELCOME BAGS



Delegate Welcome Bags sponsored by The Seychelles Islands were provided to all registered convention attendees.



Convention Sponsors, Global Partners, and IGLTA Members provided a total of 19 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 AIG were distributed to all convention delegates, maximizing brand exposure for the sponsor throughout the entire convention.



HOTEL KEYCARD SLEEVES



The Osaka Convention & Tourism Bureau sponsored the 2022 keycard sleeves. Attendees staying at the host hotel were provided with Osaka Convention & Tourism Bureau-branded keycard sleeves, optimising brand association with IGLTA and logo visibility to all convention attendees. The QR code on the key card sleeves allowed attendees to obtain special information from Osaka Convention & Tourism Bureau.

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 more than **55% of attendees (307) downloading and using the app prior to and during the convention.**

The mobile app was also a great tool for convention organizers to send alerts and reminders to convention attendees to keep them informed and aware of all the different events that were held during the convention. Attendees were also able to connect with one another via the app.



Visit Malta - App Sponsor



Love Malta: More to Explore
@ youtube.com

In addition, all convention Sponsors and Global Partners received logo visibility in the app via a "Sponsors" button that directed attendees to a each Sponsor's and a Global Partner's dedicated profile page.



IGLTA ASSOCIATION & FOUNDATION BOARD MEETINGS AND LUNCH



Visit Greater Palm Springs sponsored the IGLTA and IGLTA Foundation board meetings and lunch, presenting to both boards. The sponsorship included hosting lunch and offering branded goodies to the board members, provided by Visit Greater Palm Springs. Branding opportunities included signage and on-site logo visibility.

Scott White (He/Him), CEO & President of Visit Greater Palm Springs, and Rob Hampton (He/Him), General Manager of the Palm Springs Convention Center, presented what the destination has to offer, including a video featuring Palm Springs Mayor Lisa Middleton (She/Her), the first transgender person to serve as a Mayor in the State of California and only the third transgender mayor in the US.



IGLTA ASSOCIATION & FOUNDATION BOARD RECEPTION



Hilton sponsored the Board of Directors' Reception at the US Consul General's residence in Milan.

As part of the sponsorship, Hilton received logo recognition on the official invitation sent out by the US Consulate General to all IGLTA & IGLTAF Board Members, as well as on-site logo visibility and the opportunity to address all attendees at the reception.



Amy Martin-Ziegenfuss (She/Her), Senior Vice President, Global Enterprise & Brand Marketing, Jack Green (He/Him), Senior Internal Auditor EMEA, and Jennifer Emerson (She/Her), Director, Association Group Sales, represented Hilton at the reception.

BUYER SUPPLIER MARKETPLACE



Tourist Board of Spain - Turespaña, Visit València, and Sevilla City Office were the headline sponsors of the 2022 Buyer/Supplier Marketplace.

Isabel Garaña (She/Her), the Tourism Counsellor of the Spanish Embassy to Italy and Deputy Consul of Spain to Milano addressed the 160 participants.

David Gómez (He/Him) and Amaya Ráez (She/Her) from **Visit València** led participants in the creation of a "human paella", explaining the origin of the traditional dish and providing a unique, fun, and memorable ice-breaking activity for the attendees.

Santiago García-Dils (He/Him), Head of Key International Markets & LGBTIQ+ Tourism Segments at the **Sevilla City Office** spoke about the destination and shared the **Secret Language of the Hand Fan**.

Turespaña, Visit València, and Sevilla City Office showed a promotional video as well.

BUYER SUPPLIER MARKETPLACE



The sponsorship package also included the **Buyer/Supplier Marketplace lunch**, which provided the sponsors with additional brand visibility, and gave attendees another opportunity for valuable networking.

80 pre-qualified buyers representing nearly **\$110 MM total** buying power met with **75 suppliers** in a total of **1,330 scheduled appointments**.



SOCIAL MEDIA VISIBILITY

IGLTA Convention Attendees shared social media posts using the hashtag **#IGLTA2022**

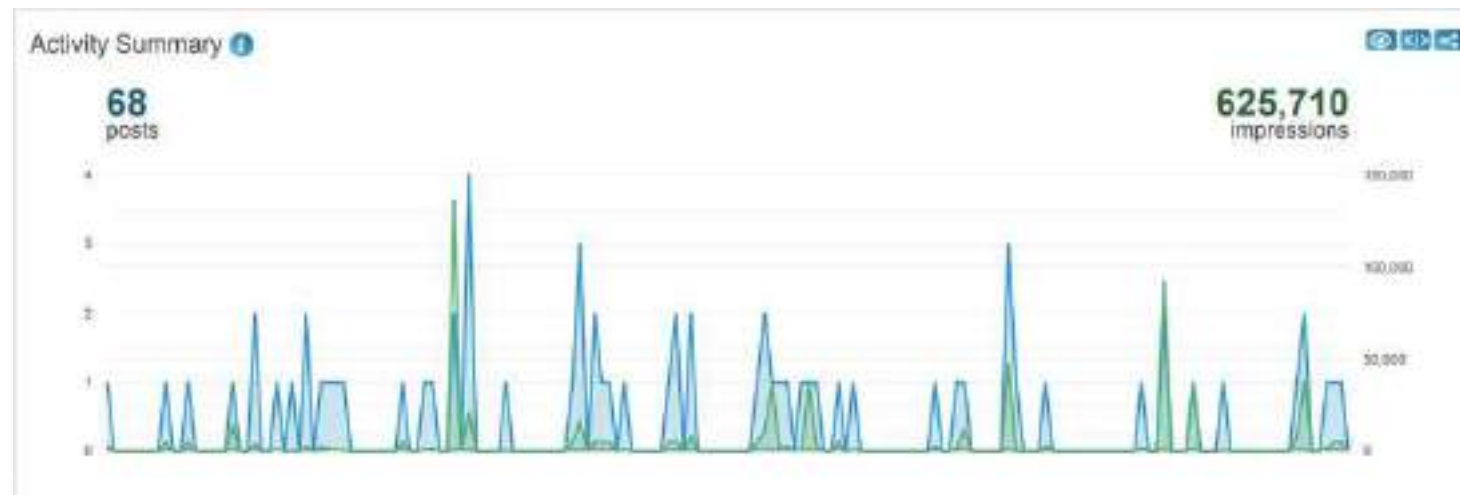
All posts were automatically displayed in real-time via the live feed located in the Social Media Lounge.

#IGLTA2022 generated **3.5 million impressions** and reached **1.2 million people** on social media, providing high visibility across digital platforms.

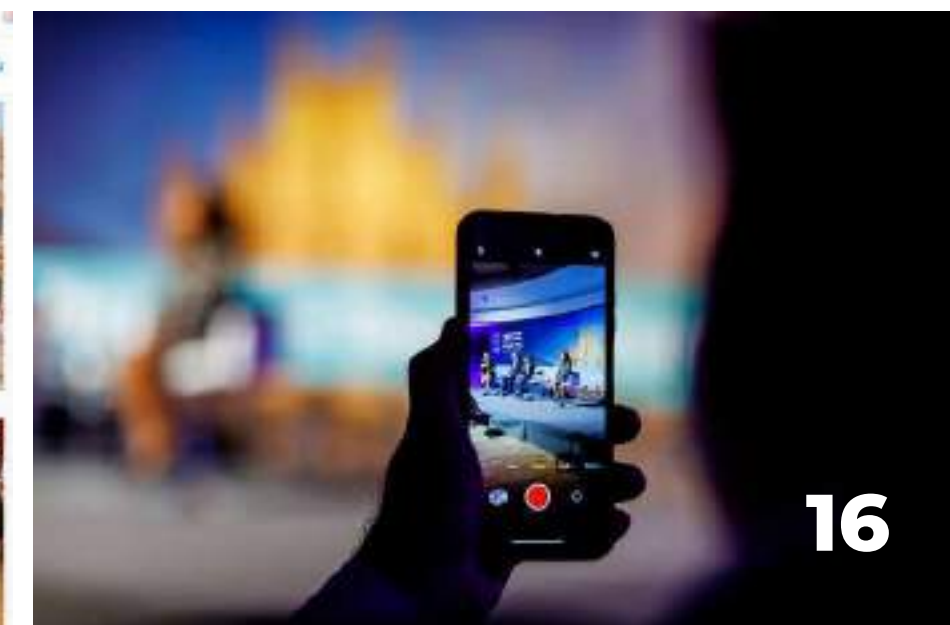
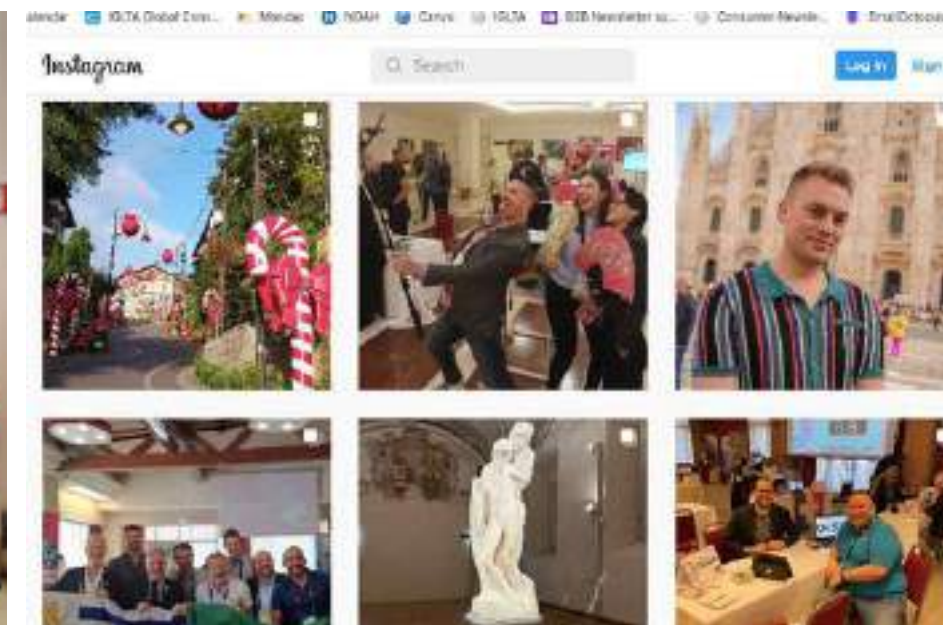
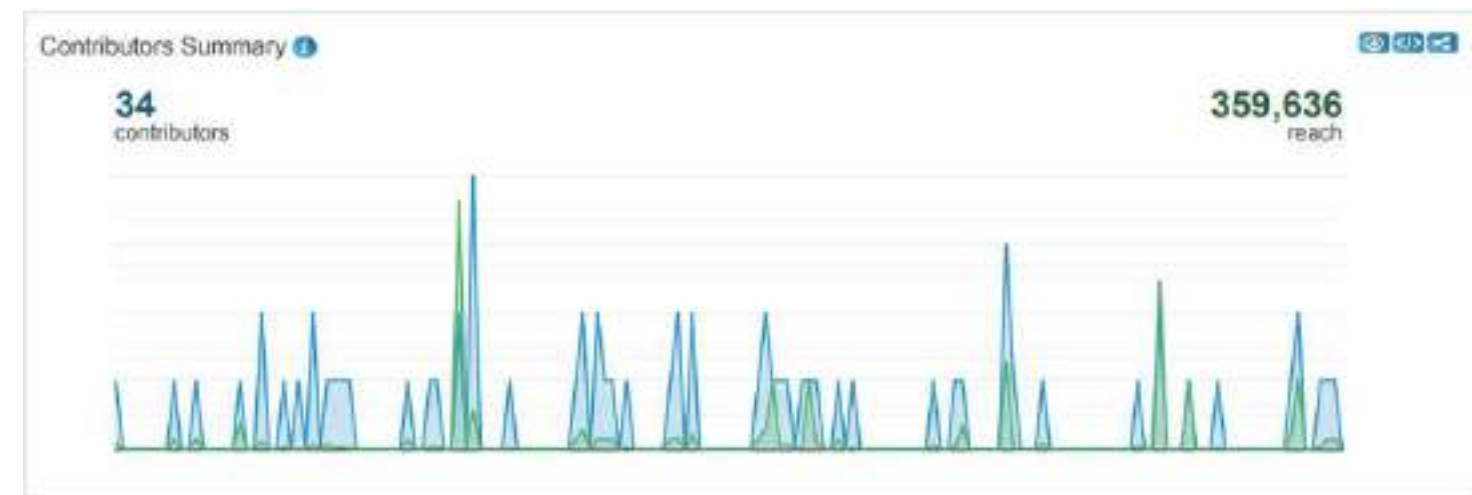
IGLTA Convention attendees are heavy users of social media. These numbers illustrate that sponsoring the event is a great opportunity for brand association with IGLTA and provides excellent visibility on digital platforms.



626K impressions
360K unique users reached



2.9MM impressions
846K unique users reached



SOCIAL MEDIA LOUNGE



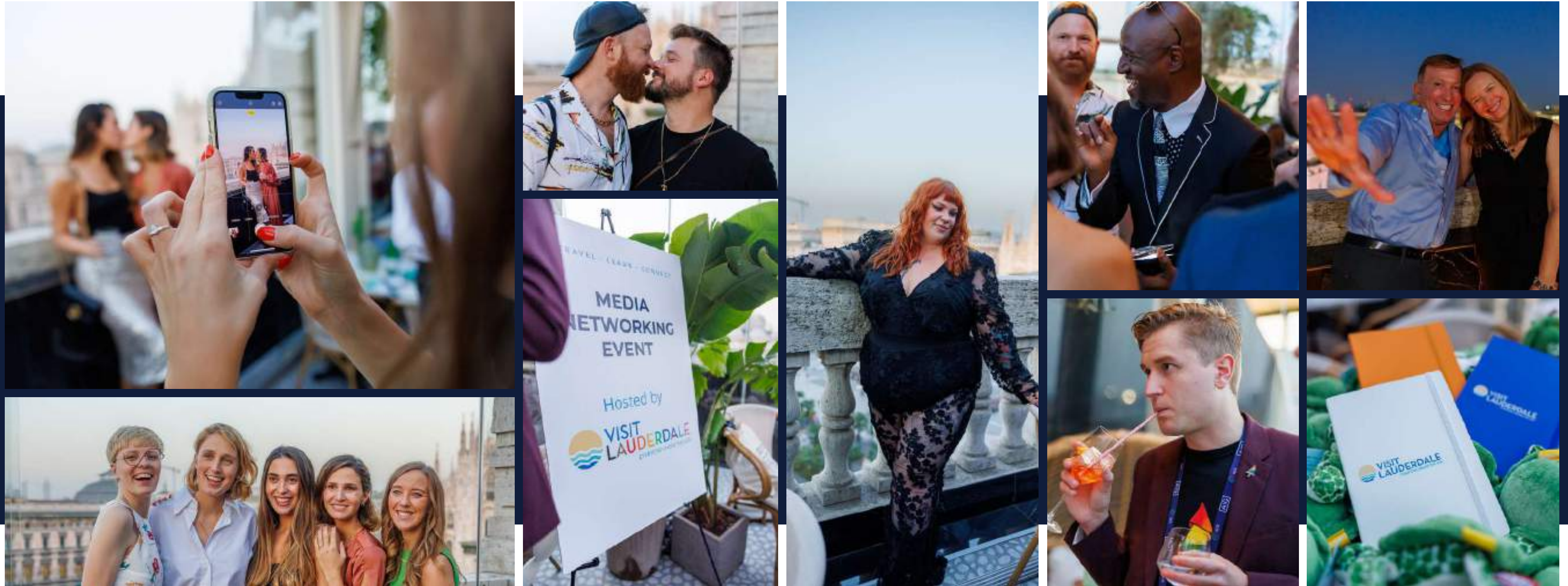
SXM Media, the combined sales organization of Sirius XM Holdings, Inc., which includes **Sirius XM, Pandora and Stitcher audio entertainment platforms**, sponsored the **Social Media Lounge** at the 38th IGLTA Global Convention.

Located in the main registration area, outside the entrance to the general plenary sessions and networking events, 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 featuring SXM Media promotional screens highlighted tweets and social media activity posted by attendees throughout the convention, providing great brand visibility in a strategically situated location.



MEDIA NETWORKING RECEPTION



Visit Lauderdale, a valued convention sponsor since 2010, was the Official Media Sponsor, which included hosting the invitation-only Media Reception and the Media Networking Event, open to all attendees. **The Media Networking Reception brought 50 travel writers and content creators** from Europe, the U.K., Canada, the U.S. and Latin America to The Dome Milano to share their passion for travel and enjoy spectacular views of the Duomo, cocktails, hors d'oeuvres and special gifts from Visit Lauderdale.

THINK TANK



In conjunction with the 2022 IGLTA Global Convention, the IGLTA Foundation once again organized its leadership Think Tank with the generous support of **Simpleview**, hosted in the Milan offices of the IGLTA Foundation's long-time partner, **Google**.

Simpleview CEO Ryan George (He/Him) welcomed the 23 attendees with opening remarks. The Think Tank was moderated by IGLTA Foundation Coordinator Amine Gabbouj (He/Him) and IGLTA Board Member Sean Howell (He/Him), CEO of the LGBT Foundation, and Co-Founder Buffalo Market. The roundtable discussion united C-Suite and other thought leaders from LGBTQ+ welcoming travel businesses around the world to address key issues facing global tourism.

This year's topic was LGBTQ+ Tourism in destinations where the LGBTQ+ infrastructure is not properly established. A report of the findings will be published in January. The list of attendees can be found on the [IGLTA Think Tank landing page](#).



IEC ROUNDTABLE DISCUSSION



Government of Canada

Gouvernement du Canada

International Experience Canada

Expérience internationale Canada



International Experience Canada (IEC), the Government of Canada's youth mobility visa program, hosted a workshop at the 2022 IGLTA Global Convention.

The workshop was an opportunity for a group of invited participants to have an in-depth discussion on what makes young travelers such high value tourists and the challenges and opportunities to better serve LGBTQ+ youth traveling and working abroad.

A select group of tourism thought-leaders was invited to participate and provide their insight into the topic.

OPENING PLENARY SESSION

In front of an audience of 555 attendees, IGLTA Board Chair, Felipe Cardenas (He/Him), CEO at AdF Americas & CEO at The Diversity Chamber, welcomed attendees to the 2022 IGLTA Global Convention.

IGLTA President & CEO John Tanzella (He/Him) kicked off the opening session with the annual State of the Association presentation. Tanzella was joined on stage by several members of the IGLTA Global Staff who also participated in the State of the Association presentation.



IGLTA HONORS AWARDS PRESENTED WITH SUPPORT FROM AMERICAN EXPRESS TRAVEL



The **IGLTA Honors** were created to celebrate individuals, businesses, and organizations that have worked to improve the global landscape for LGBTQ+ travelers. They are selected by the IGLTA Board of Directors and presented each year in conjunction with the association's Global Convention. IGLTA Honors were presented with the generous support of **American Express Travel**, receiving logo visibility on the main stage, on the step & repeat, on the website, and in the mobile app.

Peter Jordan (He/Him) - Founder of Gen C Traveller and Head Strategist at Toposophy was the recipient of the **2022 Hanns Ebensten Hall of Fame Award**. **Arcigay** was the recipient of the **2022 Pathfinder Award**.

Sangeeta Naik (She/Her), Global Head, Strategic Partnerships and Marketing, American Express Travel, introduced the Pathfinder Award from the main stage.

IGLTA HONORS AWARDS PRESENTED WITH SUPPORT FROM AMERICAN EXPRESS TRAVEL

SOCIAL MEDIA AND PRESS COVERAGE

The IGLTA Honors Awards also provided brand visibility for the sponsor prior to, during, and after the Convention. The awards, highlighting the support of American Express Travel, were promoted via IGLTA social media channels, the IGLTA eNewsletter, IGLTA press releases, and media worldwide, generating over **141,000 impressions**.

2022 IGLTA HONORS AWARDS
MILAN, ITALY
30-31 October

Program | Awards | Networking | Travel | Sponsorship | Foundation

TRAVEL . LEARN . CONNECT.

IGLTA HONORS 2022

AMERICAN EXPRESS TRAVEL

Hanns Ebensten Hall of Fame Award

The IGLTA Honors are awarded to a lifetime IGLTA member who is a thought leader in LGBTQ+ tourism and has tirelessly endeavored to the profession. In addition to its mission to advance LGBTQ+ travel globally, the award takes its name from the man widely considered the father of LGBTQ+ travel, Hanns Ebensten, and is selected by the IGLTA Board of Directors from the association's members in 181 countries. This IGLTA award, presented with the generous support of American Express Travel, will take place on 27 October during IGLTA's Global Convention in Milan.

Peter Jordan | Gen C Traveller

Peter Jordan is a consultant, past editor-in-chief of Entrepreneur, the Entrepreneur's Life has achieved numerous reports on career insights of founder and LGBTQ+ inclusion for the last Award. He has also worked with IGLTA and its Board of Directors in collaboration with IGLTA and its Foundation. He also created a new report for the IGLTA Foundation, "Young Founders: How to Drive LGBTQ+ Travel" (available at [IGLTA.org](#)). He is currently engaged in several strategic projects aimed at helping national and local destination management organizations leverage past COVID-19 tourism recovery.

Peter has achieved multiple industry awards, including the 2019 Entrepreneur's "Gen C Traveller" award in Europe, Spain and Brazil for national top 100 organizations and national organizations in Europe, Asia, Africa and South America. He is currently engaged in several strategic projects aimed at helping national and local destination management organizations leverage past COVID-19 tourism recovery.

Pathfinder Award

This award is given to an individual or organization that has made significant positive impact on their destination, demonstrating the highest standard of warmth and hospitality to the LGBTQ+ community. This award is presented with the generous support of American Express Travel, and will take place on 28 October during IGLTA's Global Convention in Milan.

Arcigay

For almost 50 years, Arcigay has worked on the national and local level to build a more equitable and inclusive community throughout Italy for LGBTQ+ individuals. Arcigay consists of 12

IGLTA
6K followers
3w • 🌐

Congrats to the recipient of the 2022 Pathfinder Award, Arcigay! This Italian organization has consistently worked to promote a safe and inclusive environment for queer communities across Italy.... [...see more](#)

IGLTA HONORS AWARDS 2022

AMERICAN EXPRESS TRAVEL

Peter Jordan, Founder of Gen C Traveller and Head Strategist at Toposophy, is the recipient of the 2022 Hanns Ebensten Hall of Fame Award.

KEY TOURS
Live the authentic MEYDORA experience with our awarded tours

★★★★ RATING 4.5/5
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MILAN, ITALY - The International LGBTQ+ Travel Association has announced that Arcigay - a national non-profit organisation focused on promoting and protecting equal rights for the LGBTQ+ community in Italy - is the recipient of the 2022 Pathfinder Award. This award is given to an individual or organisation that has made a significant positive impact on their destination, demonstrating the highest standard of warmth and hospitality to the LGBTQ+ community. Arcigay will receive the Pathfinder Award, part of this year's IGLTA Honors presented with support from American Express Travel, on 28 October during IGLTA's Global Convention in Milan.

*Each year, IGLTA Honors recognize individuals and organisations that have shown a tireless commitment

IGLTA announces Arcigay as recipient of 2022 Pathfinder Award

MILAN, ITALY - The International LGBTQ+ Travel Association has announced that Arcigay - a national non-profit organisation focused on promoting and protecting equal rights for the LGBTQ+ community in Italy - is the recipient of the 2022 Pathfinder Award. This award is given to an individual or organisation that has made a significant positive impact on their destination, demonstrating the highest standard of warmth and hospitality to the LGBTQ+ community. Arcigay will receive the Pathfinder Award, part of this year's IGLTA Honors presented with support from American Express Travel, on 28 October during IGLTA's Global Convention in Milan.

IGLTA IMPACT AWARD PRESENTED WITH SUPPORT FROM



The IGLTA Foundation recognized **Dadamanga** with the 2022 **Impact Award** in recognition of their work in responsible tourism development.

The Impact Award, **presented in partnership with The TreadRight Foundation, the foundation created by The Travel Corporation's family of brands**, recognizes a business member of IGLTA whose initiatives encourage the responsible development of tourism in three key areas: environment, community, diversity & inclusion. The award encompasses a holistic approach to the matter of sustainability as it does and should affect us all.



SPONSORED PLENARY SESSIONS



Thursday 27, 2022

Plenary Session 11:00 am - 12:30 pm

During the plenary session sponsored by the Israel Ministry of Tourism, Kalanit Goren Perry (She/Her), Director, Israel Government tourist office in Italy at Israel Ministry of Tourism, addressed attendees from the main stage.

Fabrice Houdart (He/Him), Executive Director, Association of LGBTQ+ Corporate Directors moderated a panel on **ESG & Tourism: Myths and Opportunities** with Anne-Sophie Beraud (She/Her), SVP Diversity, Inclusion & Social Care, Accor; Luca Martinazolli (He/Him), General Manager, Milano&Partners; and Raj Tamang (He/Him), Chief Artisan of Boutique Adventures, Responsible Adventures as panelists.



Friday 28, 2022

Plenary Session 9:00 am - 10:30 am

During the plenary session sponsored by Visit Philadelphia, Andrew Lear (He/Him), Founder, Oscar Wilde Tours, moderated a panel on **LGBTQ+ History & Culture: The Next Frontier** with Shintaro Koizumi (He/Him), Founder, Out Asia Travel; Mariana Radisic Koliren (She/Her), Founder, Lunfarda Travel; and Dr. Finn Ballard (He/Him), LGBTQ+ Historian, as panelist.

Meg Ten Eyck (She/Her), Content Creator-Consultant, EveryQueer & IGLTA Board Member, moderated a panel on **Building Tourism Engagement through LGBTQ+ Events** with Roberto Muzzetta (He/Him), VP, CIG ArciGay Milano; Isabel Garaña Corces (She/Her), Deputy Consul of Spain to Milano, Turespaña; and Vivian Perez (She/Her), Chief Travel Architect, Ladies Touch Events & Travel, as panelists.



Friday 28, 2022

Plenary Session 11:00 am - 12:30 pm

During the plenary session sponsored by the International Medical Group, Grant Hayes (He/Him), Director International Sales, addressed the attendees from the main stage. Afterwards, Aisha Shaibu-Lenoir (She/Her), Founder, Moonlight Experiences, talked about **Intersectionality in Queer Travel**.

Gabrielle Claiborne (She/Her), Co-Founder & CEO, Transformation Journeys Worldwide; Dr. Elijah Nicholas (He/Him) Author, Actor, Speaker, Advocate; and Max Slack (They/He), Trans Content Creator, Speaker, Activist, Trans & Traveling, discussed **Creating Welcoming Spaces for Transgender and Non-binary Employees and Travelers** And, Martina Francesca Donna, (She/Her/Hers), Writer, Blogger, Activist, talked about her story and accessibility, **A Girl, A Wheelchair, A Love & An Adventure**

HOSTED COFFEE BREAK



PromPeru hosted a coffee break for all attendees, highlighting the PromPeru brand during the Main Plenary General Session that immediately preceded the coffee break. A promotional video of PromPeru was shown prior to the beginning of the coffee break, introduced by IGTA staff member Antonella Benedetti (She/Her). Jennifer Pizarro (She/Her), Deputy Director of Incoming Tourism of PromPeru provided remarks and invited attendees to join PromPeru for coffee in the convention registration area, following the Plenary Session.



WOMEN'S LEADERSHIP NETWORKING

Booking.com

Jennifer Brown (She/Her) Award-winning Entrepreneur, Diversity & Inclusion Consultant, Speaker and Author, was the main stage keynote speaker for the Women's Leadership session.

The women of IGLTA had the opportunity to make connections at the conference this year through the Women's Leadership Reception, at a typical "Milano aperitivo" held in the Lobby Bar of the host hotel.

This new spin on an established event was hosted by Booking.com and proved so popular that it's already on the agenda for 2023!

OSAKA HOSPITALITY SUITE



Osaka Convention & Tourism Bureau, Fukuoka Convention & Visitors Bureau, Bellustar Tokyo, OutAsia Travel and Hotel Groove Shinjuku hosted a hospitality suite, inviting selected attendees to network with representatives from Osaka and to learn more about everything the destination has to offer LGBTQ+ travelers.

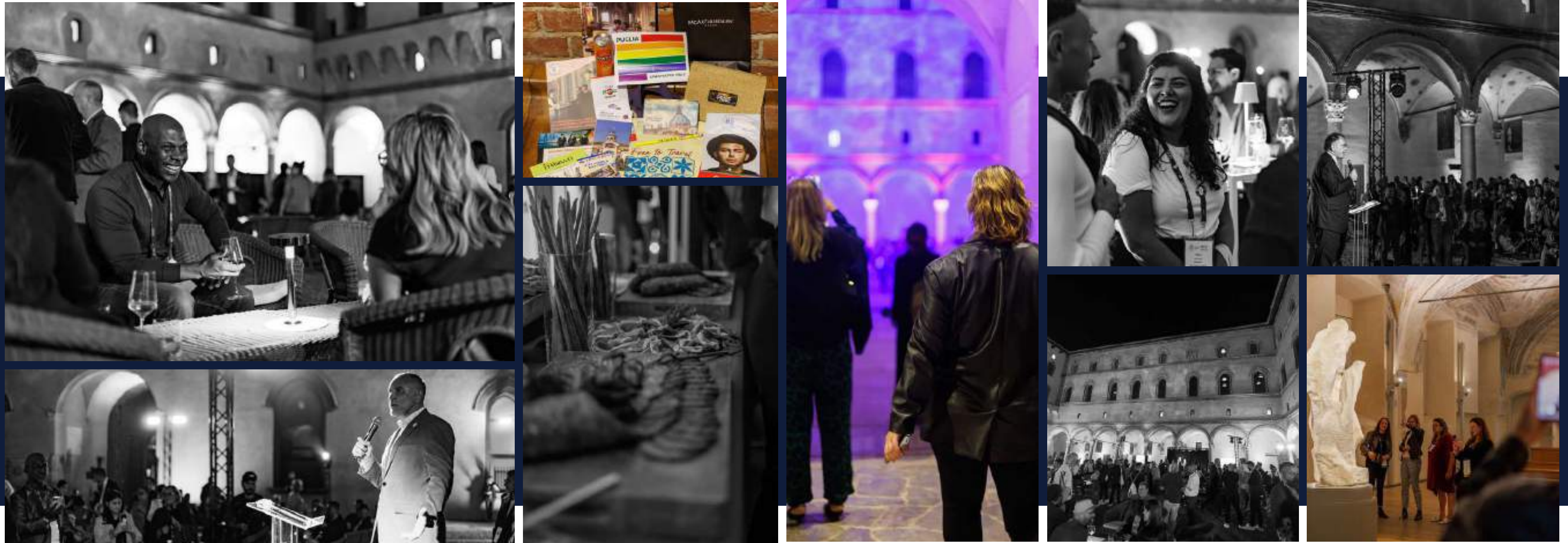
Guests enjoyed traditional Japanese culinary delights, including sushi, sake and Japanese beers.



OPENING RECEPTION



YESMILANO



The Official Opening Reception was held at the Sforza Castle, one of Milan's well-known historical sites. Hosted by Comune di Milano, AITGL, YesMilano, and the organizer and main sponsor Sonders and Beach, the reception featured a buffet with Italian specialties prepared by Barilla and a buvette serving red & white wines. The entire Sforza Castle, a medieval fortification built in the 15th century by Francesco Sforza, Duke of Milan, was reserved exclusively for the IGLTA Convention attendees. Entertainment included music from the award-winning electric violinist Andrea Casta (He/Him), the revolutionary harpist Kety Fusco (She/Her) and the famous LGBTQ+ choir Checcoro. Guests were also treated to a private guided tour of Michelangelo's Pietà Rondanini.

LGBTQ+ TOURISM EXPO HEADLINE SPONSORS



The LGBTQ+ Tourism Expo provided an opportunity for attendees to grab lunch and mix and mingle while having prime access to meet with travel industry leaders and decision-makers from around the globe. Exhibitors were able to showcase their brands, distribute goodies and promotional materials, and interact with attendees to demonstrate how they support advancing LGBTQ+ Tourism.

Headline Sponsors were: **The Florida Keys & Key West**, **Toscana Promozione Turistica** and **ProColombia**. 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.

LGBTQ+ TOURISM EXPO EXHIBITORS



31 exhibitors participated in the LGBTQ+ Tourism Expo.

This year, Convention attendees had **two days to mix and mingle** over lunch while networking with a wide variety of exhibitors including DMOs, national tourist boards, accommodations, and LGBTQ+ Pride and event organizations.





BREAKOUT SESSIONS

weTravel

Sponsored by WeTravel:

The LGBTQ+ Traveler Experience in Italy & the Importance of Inclusivity (presented in Italian), presented by Igor Šuran (He/Him), Marianna di Salle (She/Her), and Giovanna Ceccherini (She/Her).

Travel Advisor Roundtable, presented by Aurelio Giordano (He/Him).



PUERTO VALLARTA

Sponsored by Puerto Vallarta:

Insights into European LGBTQ+ Travelers, presented by Philippe De Wulf (He/Him) and Alfonso Llopart Basterra (He/Him).

IGLTA Membership: Benefits and Beyond!, presented by Santiago Aguirre (They/Them) and Auston Matta (He/Him).

HOSPITALITY SUITE TURESPAÑA | VALENCIA | SEVILLA



Turespaña, the Tourist Board of Spain, Visit València and Sevilla City Office hosted a hospitality suite to bring a “taste of Spain” to Milan. Travel advisors and media representatives were welcomed to meet with Turespaña, Visit València and Sevilla representatives 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 (He/Him). 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 THE IGLTA FOUNDATION FUNDRAISER



Voyage, the IGLTA Foundation Fundraiser, held each year in conjunction with the IGLTA Global Convention, was presented by the **Osaka Convention & Tourism Bureau**, with support from **West Hollywood Travel + Tourism** and **Delta Air Lines**, and hosted by **StarHotels**.

As part of their presenting sponsorship, the Osaka CTB performed "Kagami-biraki", a traditional Japanese ceremony performed at celebratory events in which the lid of the sake barrel is broken open by a wooden mallet and the sake is served to all attendees.

Voyage drew a sold-out crowd of 250 attendees and raised over US\$50,000 for IGLTA Foundation initiatives. The funds support global LGBTQ+ education, research, and the next generation of industry leaders.



HOSPITALITY SUITE VISIT MALTA



Visit Malta hosted one of the hospitality suites during the 2022 IGLTA Convention.

During their Hospitality Suite, **Visit Malta** officially announced **Euro Pride Valletta 2023, 7-17 September, 2023** to convention attendees. They also hosted a **Malta Fiesta Reception** where attendees joined to celebrate Malta with music, traditional food and Malta's best energy.

MEDIA NETWORKING EVENT



The Media Networking Event, sponsored by Visit Lauderdale, is an opportunity for media members to directly connect with all convention attendees and not IGLTA members and build connections that will amplify LGBTQ+ welcoming brands globally.

A global group of 36 travel writers, publications, websites, and influencers exhibited at this year's event.



DESTINATIONS INTERNATIONAL ROUND TABLE DISCUSSION

Jane Cunningham (She/Her), Director of European Engagement at Destinations International, and Fred Dixon (He/Him), President & CEO of NYC & Company, explored the wonderful world of creating welcoming, inclusive destinations.

Topics included:

- Why inclusion is important and the positive impact it has on society
- What does belonging mean when it comes to a destination
- How to embrace diverse travelers

The attendees left with a greater understanding of the tools available and were hopefully inspired to make changes that matter when creating social sustainability in communities.



CLOSING RECEPTION



Discover Puerto Rico hosted the Closing Reception on Friday evening, giving attendees a “taste of Puerto Rico” and a glimpse of what’s to come during the 2023 Convention in San Juan.

Hors d’œuvres, signature cocktails, a live DJ and a festive photo booth made for a memorable evening, building excitement for IGLTA's 40th Anniversary Convention in 2023.



SPONSORSHIP APPRECIATION VIDEO



The sponsor appreciation video was shown on the main screen at the beginning and end of all the general sessions, highlighting the convention Sponsors, Global Partners and Italy as the host destination.

View the video here: <http://ow.ly/HPg550LJWXv>

CONVENTION PRESS RELEASE

Shared recognition for sponsors in the convention press releases by IGLTA

Four (4) Press Releases were sent out to 375+ media outlets worldwide via TravelOutNewsWire® giving visibility to all IGLTA Convention Sponsors.

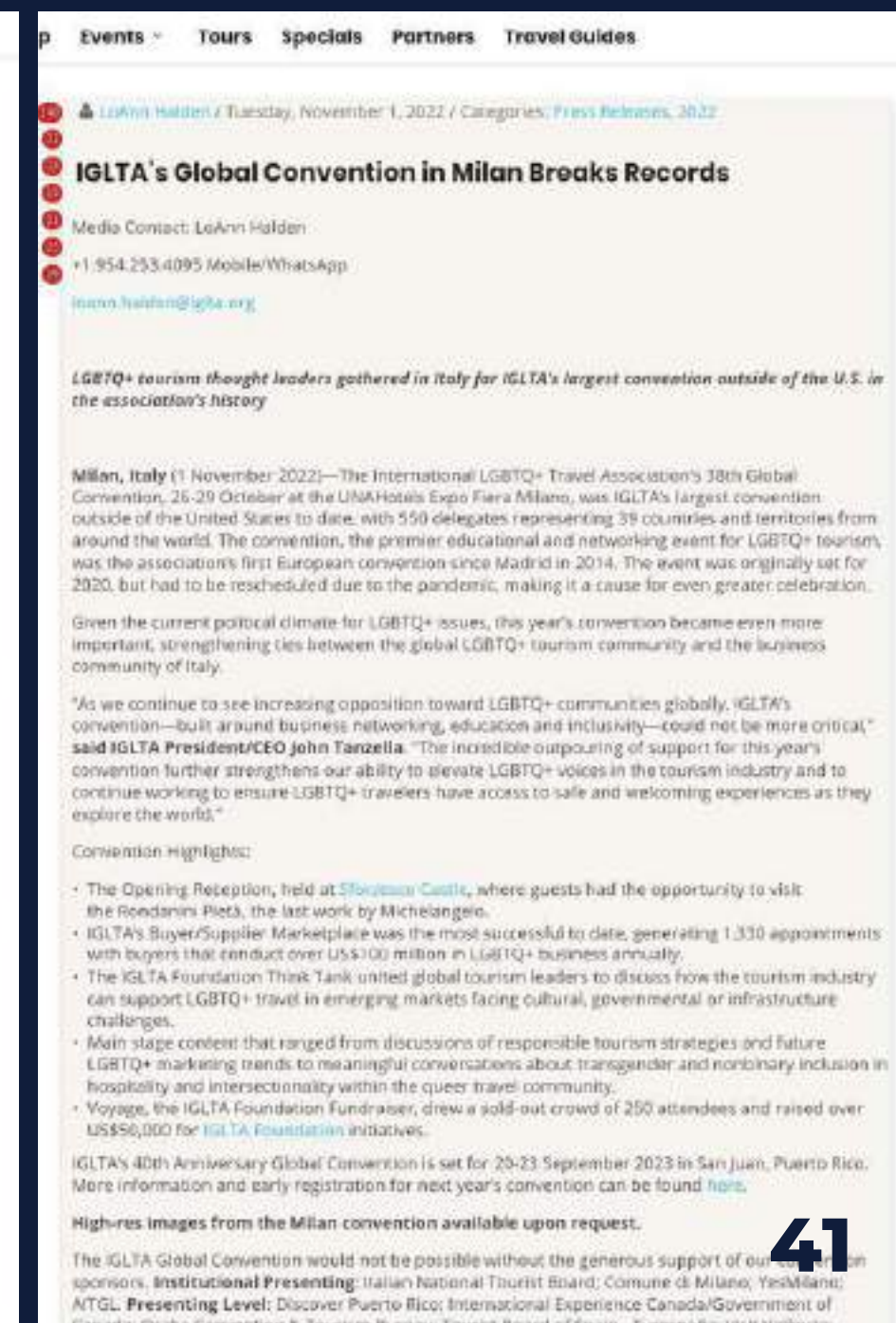
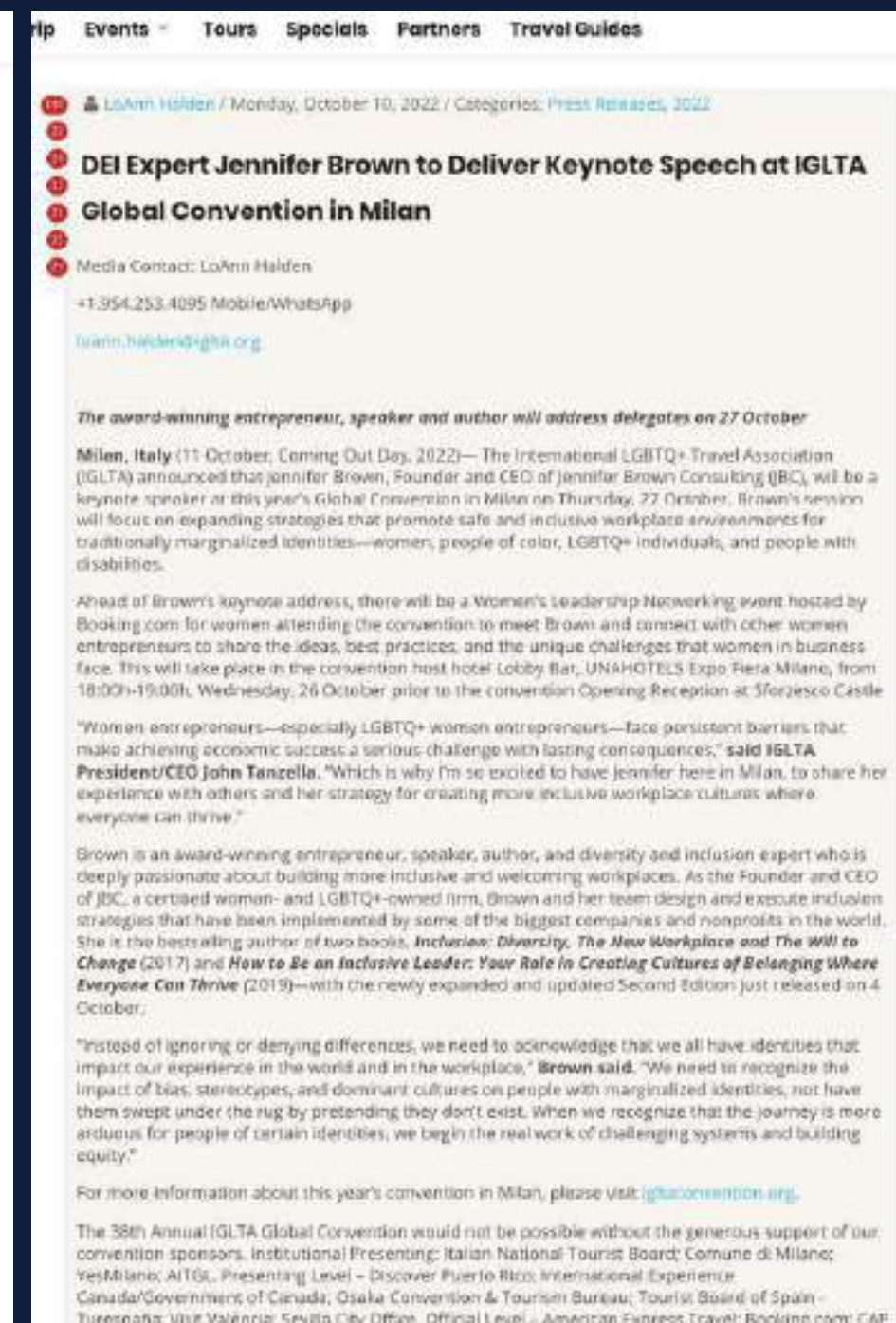
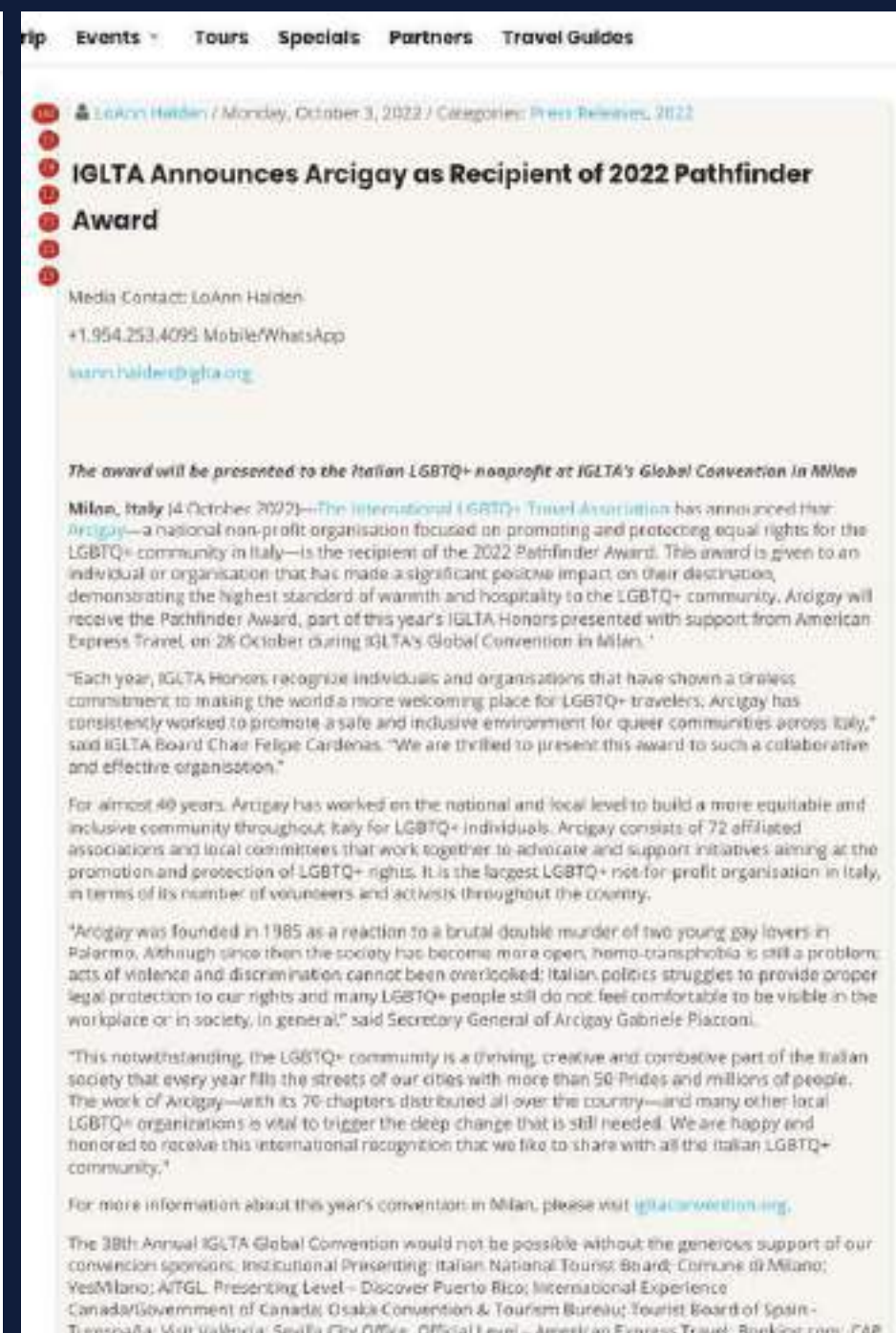
Press Releases sent on:

03-Oct, 2022

10-Oct, 2022

03-Oct, 2022

01-Nov, 2022



PRESS COVERAGE

The IGLTA Global Convention generated more than **460 national and international press articles** mentioning the success and importance of the event in the travel industry and for the community. This included **209 articles in Italy, 162 in the United States, 21 in Brazil** and **8 in Mexico**. Articles were promoted in another **21 countries**.

Below are four of the many positive articles published by **TravelPulse (USA), PANROTAS (Brazil), Libero, and Il Giornale Del Turismo (both from Italy)**.

IGLTA Global Convention Reaches New Heights in Milan
LGBTQ+ | PAUL HENEY | NOVEMBER 10, 2022

The 2022 IGLTA Convention in Milan was the largest ever outside of the U.S.

The IGLTA's 38th Global Convention in Milan, Italy was a long time coming. Originally scheduled for 2020 but delayed two years due to the COVID-19 pandemic (the 2021 Convention took place in Atlanta), this year's event included attendees from 39 countries. The four-day Convention ended up being the organization's largest ever outside of the United States.

Sessions covered everything from insights into European LGBTQ travelers to intersectionality and allyship. There were special events that included a buyer/supplier marketplace, a women's leadership networking reception, an

IGLTA realizou maior convenção fora dos EUA em outubro
03/11/2022 @ 11:25 | Victor Fernandes

John Tanzella, presidente e CEO da IGLTA

A 38ª Convenção Global da International LGBTQ+ Travel Association, de 26 a 29 de outubro na UNAHotels Expo Fiera Milano, foi a maior convenção da IGLTA fora dos Estados Unidos até hoje, com 550 delegados representando 39 países e territórios de em todo o mundo. A convenção, o principal evento educacional e de networking para o turismo LGBTQ+, foi a primeira convenção europeia da associação desde Madri em 2014. O evento estava originalmente marcado para 2020, mas teve que ser remarcado devido à pandemia.

Dado o atual clima político para questões LGBTQ+, a convenção deste ano se tornou ainda mais importante, fortalecendo os laços entre a comunidade global de Turismo LGBTQ+ e a comunidade empresarial da Itália.

A Milano Iglta 2022, convention mondiale turismo Lgbtq+
25 ottobre 2022 | 10:08
LETTURA: 4 minuti

Da domani fino al 29/10 la 38esima edizione per la prima volta in Italia. Sala: "Occasione importante per crescita città"

Ascolta questo articolo ora...

Arriva per la prima volta in Italia la convention Iglta 2022, il più grande evento internazionale sul turismo Lgbtq+, giunto alla 38esima edizione, che si terrà a Milano da domani al 29 ottobre prossimo. La convention parte con gli 11 più grandi brand del turismo internazionale che hanno lanciato nel segno una tournée LGBTQ+.

Convention IGLTA a Milano: prima volta in Italia per il grande evento sul turismo LGBTQ+
16 MARZO 2023

Scriviti alla nostra newsletter

42

IGLTA NEWSLETTER

Shared recognition in convention-related articles in the IGLTA B2B eNewsletter, published weekly on Wednesday, and distributed to **more than 11,500 opt-in subscribers worldwide.**

The IGLTA 2022 Global Convention was mentioned in 21 B2B eNewsletters, generating **241,500 total impressions.**

2021

[10/06](#) [11/17](#) [11/24](#)

2022

[01/19](#) [02/16](#) [03/16](#) [04/27](#) [05/18](#) [08/3](#) [08/10](#) [08/17](#) [08/24](#) [08/31](#) [09/14](#) [09/21](#) [09/28](#) [10/05](#) [10/12](#) [10/26](#) [11/02](#) [11/09](#)

Saluting Our Convention Sponsors
IGLTA

OUR PROUD 2022 CONVENTION SPONSORS: THANK YOU FOR YOUR SUPPORT!

The IGLTA Global Convention would not be possible without the generous support of our convention sponsors, pictured here.

[READ MORE](#)

DISCOVER YOUR NEW HAPPY PLACE AND YOUR NEW FAVOURITE RED
[EXPLORE MORE!](#)

INDUSTRY NEWS

How destinations can help travelers live their values
PhocusWorld

Travelers are no longer willing to compromise their beliefs, which means destinations must prioritize diversity and

October 12, 2022

IGLTA NEWS

IGLTA's Global Convention in Milan is Sold Out!
IGLTA

With two weeks to go, our Global Convention is SOLD OUT! The year's convention brings our diverse network of travel and tourism professionals—from more than 30 different countries—to Italy for the first time. We could not be more thrilled with the turnout, not only for the convention, but also for the Buyer/Supplier Marketplace and our annual fundraiser Voyage, which supports IGLTA Foundation initiatives. Both of these events are sold out as well.

If you missed the window to register, and would still like to participate, please email convention@igla.org to ask about space on the waiting lists. Friendly reminder: for those who are not able to attend this year's convention, you can always become a member of IGLTA's global community to enjoy year-round benefits to elevate your tourism business. Be sure to follow our social media in the coming weeks for highlights from convention content and networking events. #IGLTA2022 (Photo credit: Alice Pradaoli, Milano Phyla)

[READ MORE](#)

Thanks for the Magic, Milano!
IGLTA

Our 38th Global Convention, 26-29 October at the UNAHotels Expo Fiera Milano, was IGLTA's largest convention outside of the United States, with over 650 delegates representing approximately 40 countries and territories from around the world. To relive all of the incredible moments from the main stage, from our most successful Buyer/Supplier Marketplace to date, and from the many receptions that felt like a mix of business networking and family reunion, please visit [@IGLTABusiness](#) on Facebook.

[“Building Tourism Engagement Through LGBTQ+ Events”, panelists pictured left to right, Meg Ten Eyck, EveryQueer; Roberto Muzzetta, Arqgray; Isabel García Correa, Turispaña; Vivian Perez, Ladies Touch Events & Travel. Photo credit: Mark Momi@markmomi/travelmomi.com]

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New IGLTA Foundation Report Available
IGLTA

The IGLTA Foundation has released a new report authored by Peter Jordan—one of the world's leading specialists on LGBTQ+ travel—outlining best practices for businesses and travel companies to remain competitive in the wake of the global COVID-19 pandemic.

Five steps for positive action to make travel transformational

The report, which was featured at the IGLTA Global

Members Connect: Milan Convention Edition
IGLTA

Join us on 10 August to learn more about IGLTA's 2022 Global Convention and you also could win one of three exciting giveaways: a free convention registration, a discounted registration, or a free ticket to our annual IGLTA Foundation fundraiser, Voyage.

The IGLTA team will lead this Members Connect session at 11am ET on Zoom to provide an overview of the convention, from the enhanced Buyer/Supplier Marketplace to the new two-day LGBTQ+ Tourism Expo, including tips on how to make the most of your experience. Bring your questions!

[RSVP TODAY](#)

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Congrats to our Small Business Fellowship Recipients
IGLTA

2022 DAVID MARTIN SMALL BUSINESS FELLOWSHIP RECIPIENTS

Aisha Shaibu: Moonlight Experiences (United Kingdom)
Danny Guerrero: The Culturist Group (United States)
Mariana Radisic Koliren: Lunfarda Travel (Argentina)

The IGLTA Foundation has announced the recipients of this year's David Martin Small Business Fellowship, who will be hosted to attend IGLTA's Global Convention in Milan, Italy, 26-29 October. IGLTA Fellowships were created to support

IGLTA EBLAST

Shared sponsor recognition in Convention eBlast to IGLTA Members & Convention Delegates in over 15 communications, generating more than **180,000 impressions**.

IGLTA ADVANCING LGBTQ+ TRAVEL

WILL YOU JOIN US IN MILAN, ITALY?

WATCH THE VIDEO

IGLTA ADVANCING LGBTQ+ TRAVEL

WHAT'S WAITING FOR YOU IN MILAN?

BUYER/SUPPLIER MARKETPLACE

IGLTA ADVANCING LGBTQ+ TRAVEL

2022 36th ANNUAL CONVENTION MILAN, ITALY 26-29 October

Be a part of the world's leading LGBTQ+ travel network.

DID YOU MISS OUR MILAN 2022 VIRTUAL INFO SESSION?

WATCH THE VIDEO

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INSTITUTIONAL PRESENTING

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You received this email because you subscribed to our list. You can [unsubscribe](#) at any time.

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Call Us : +1.954.630.1637

44

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IGLTA thanks its Convention Sponsors, Global Partners and members for their generous support and participation in the 2022 IGLTA Global Convention.

This Sponsorship Fulfillment Report, its content, photos and texts ©2022 IGLTA.
Photos by @MARKMORINii/ markmorinii.com/IGLTA

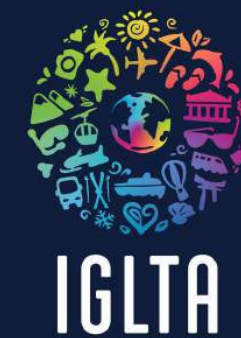
Please visit our websites and follow us on social media for further information:



iglta.org igltaconvention.org



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



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