



IGLTA

40<sup>TH</sup> ANNIVERSARY  
GLOBAL CONVENTION  
SAN JUAN, PUERTO RICO  
4-7 OCTOBER 2023

TRAVEL · LEARN · CONNECT

# 2023 IGLTA GLOBAL CONVENTION SPONSORSHIP FULFILLMENT REPORT

# THE 2023 IGLTA GLOBAL CONVENTION

The **International LGBTQ+ Travel Association (IGLTA)** hosted the largest convention in its 40-year history with **over 700 attendees** representing 430 businesses from 36 countries and territories. The **IGLTA Global Convention's return to the Caribbean** for the first time since 1985 was nothing short of historic. The event was a testament to the growing importance of LGBTQ+ tourism in the Caribbean, and it was a chance for attendees to learn about the latest trends in the industry and to network with LGBTQ+ welcoming travel professionals from around the globe



“IGLTA’s 40th Anniversary Global Convention was a resounding success, and a showcase for the resilience, creativity and diversity of the LGBTQ+ travel community,” said IGLTA President/CEO John Tanzella (he/him). “We could not be more proud of our return to the Caribbean to celebrate the importance of global LGBTQ+ travel and tourism.”



## Think Tank

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



## David Martin Small Business Fellowship Recipients

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



The IGLTA Foundation is thrilled to announce that this year

## Voyage

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



## Impact Award



IGLTA

TRAVEL • LEARN • CONNECT

# 40<sup>TH</sup> ANNIVERSARY GLOBAL CONVENTION

SAN JUAN, PUERTO RICO

4-7 OCTOBER 2023

# 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!



Tag yourself, tag a friend!

# 14

Community Partners

# 54

media outlets, freelancers & influencers



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

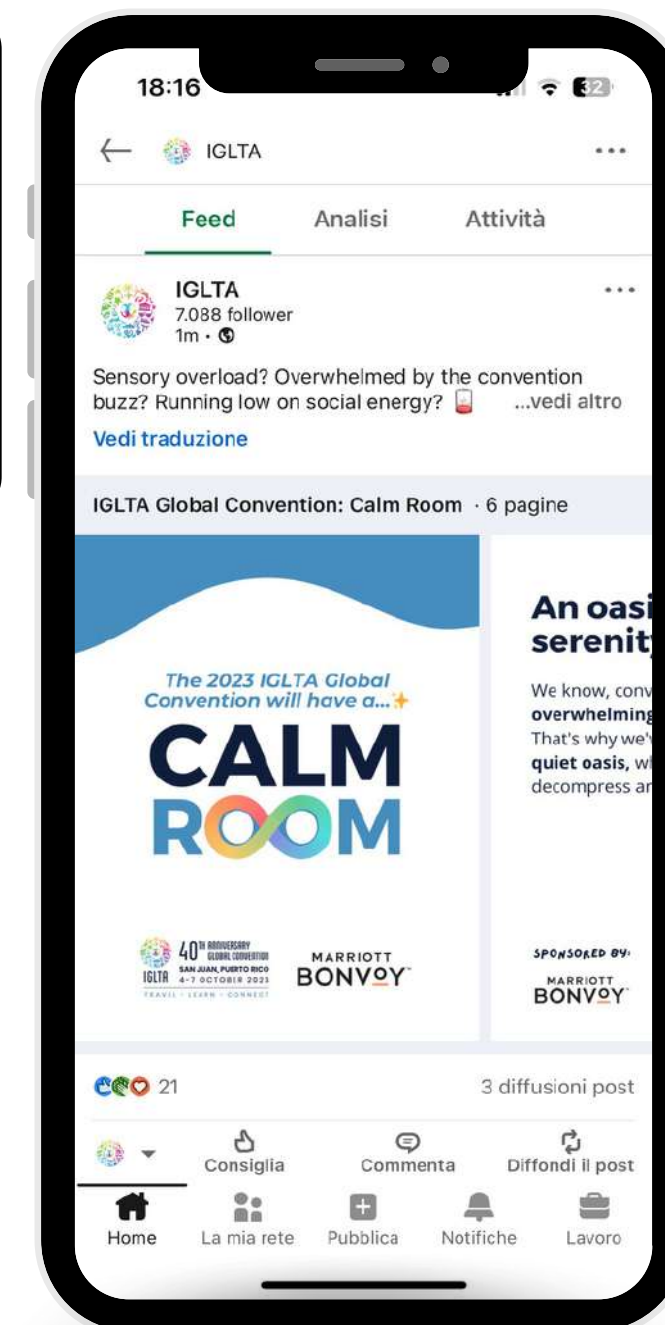
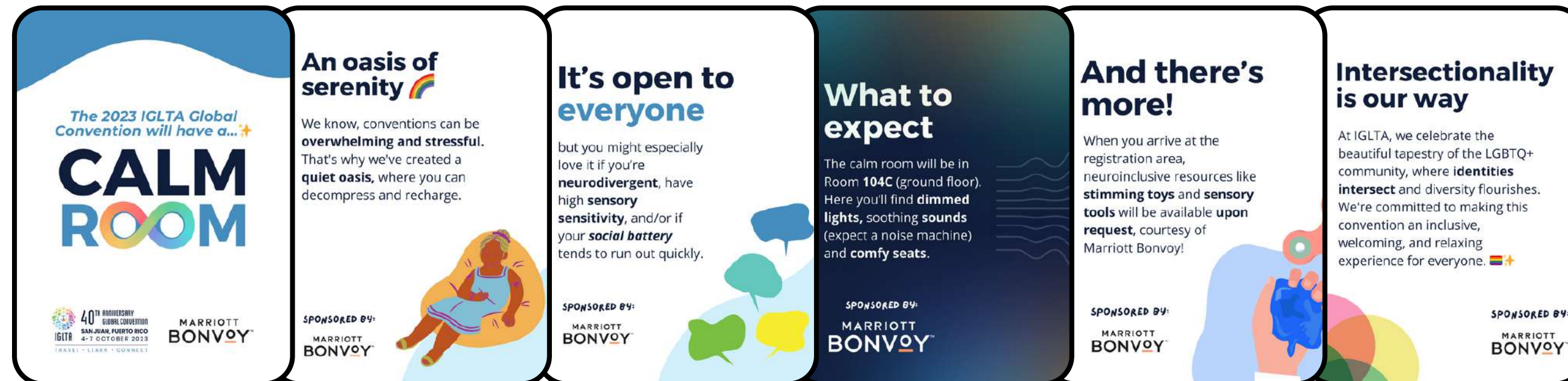


wavesahead.org

# COMMUNICATIONS, MARKETING & PROMOTIONS

Innovative marketing materials and social media campaigns were created to enhance the Convention's visibility. The informative, visually appealing content was promoted on IGLTA's social media channels, including Facebook, Twitter, Instagram, and LinkedIn, creating a buzz among the online audience, and generating more than **19 million impressions**.

Beginning 3 months prior to the Convention, this strategic approach engaged with the attendees and showcased the commitment of the IGLTA Global Convention sponsors to the LGBTQ+ travel community.

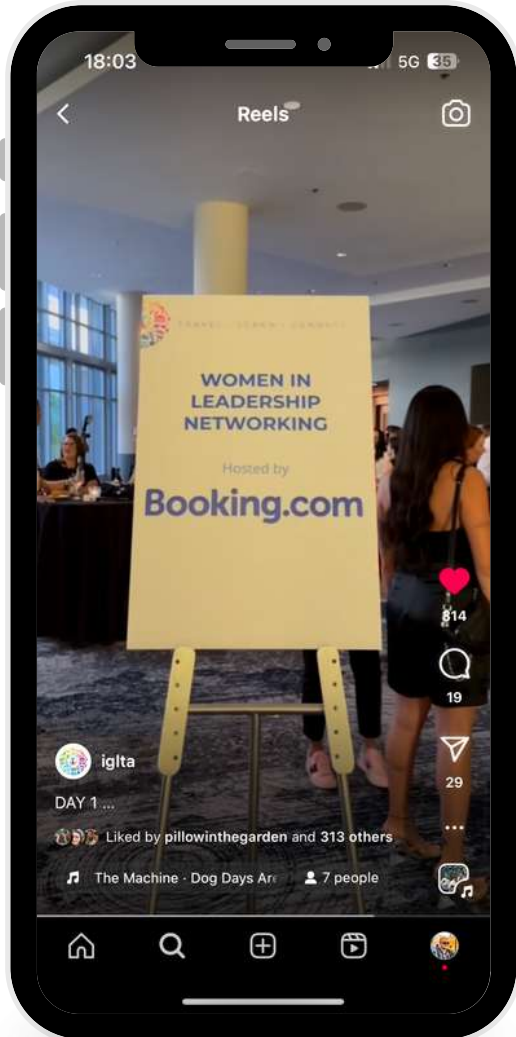


**Reach:** Compared to our average reach in the months preceding the Convention, our targeted efforts resulted in a substantial increase in engagement and visibility.

Facebook reach  
15,377,913 ↑ 424.3%

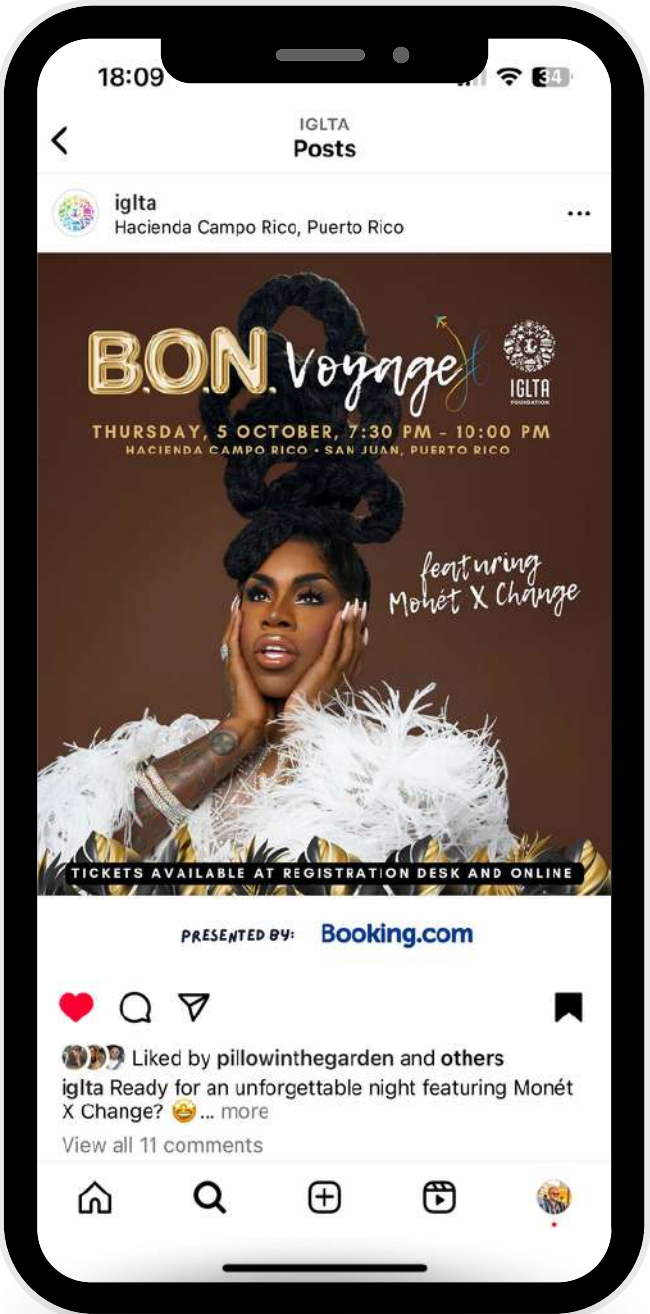
Instagram reach  
3,765,273 ↑ 793.4%

# ON-SITE COMMUNICATIONS, MARKETING, PROMOTION



reels

posts



Instagram Reels, Stories, and posts were also designed and posted during the IGLTA Global Convention, creatively capturing the event's essence. The campaigns showcased key moments, engaged the audience, and provided visibility to the IGLTA Global Convention Sponsors.



## OPENING RECEPTION

The Official Opening Reception was held at the Distrito T-Mobile, an ideal venue for experiencing Puerto Rican art, flavors, rum culture, music, dance, adventure, and overall vibrancy. Hosted by **Discover Puerto Rico**, the reception featured Puerto Rican cuisine, music and traditional dancers, and of course Discover Puerto Rico rainbow fans.

SPONSORED BY:



# HOST CITY

San Juan, Puerto Rico, values diversity and enjoys similar rights to those in the mainland US, making it a top destination for LGBTQ+ people in the Caribbean. Lively events and interesting spots to visit all over the island underscore its commitment to inclusivity. It even proudly hosts *two* Pride parades!

IGLTA worked closely with **Discover Puerto Rico**, leveraging their exceptional support to host a successful IGLTA Global Convention that celebrated inclusive tourism, equality, and most importantly, love.





# WOMEN IN LEADERSHIP NETWORKING RECEPTION

Women and non-binary attendees were invited to make connections at the Women in Leadership Networking Reception, held at the Sheraton Puerto Rico Resort & Casino (host hotel). **Booking.com** hosted the event for the second year and its popularity demonstrated the importance of creating dedicated spaces for women and non-binary attendees to connect.

SPONSORED BY: **Booking.com**





# VOYAGE: THE IGLTA FOUNDATION FUNDRAISER

Thanks to the support of our generous sponsors, the 2023 edition of Voyage, the IGLTA Foundation Fundraiser, welcomed more than 220 guests and raised US\$118,000. These funds will support the Foundation's work to promote LGBTQ+ inclusive travel around the world through leadership, research and education initiatives.

The 2023 edition of Voyage boasted a vibrant, Caribbean theme: Blanco (White), Oro (Gold), y Negro (Black), and was presented by **Booking.com**, hosted by **Discover Puerto Rico** and **Hacienda Campo Rico**, with support from the **Spanish Tourism Institute (TURESPAÑA)** and **Delta Air Lines**.

The event featured a stellar performance by **Monét X Change** (she/her), the first double crown winner of RuPaul's Drag Race, thanks to the support of our generous presenting sponsor, **Booking.com**.

PRESENTED BY:  
**Booking.com**

HOSTED BY:  
**Discover Puerto Rico**  
**Hacienda Campo Rico**

IGLTA FOUNDATION  
FOUNDING PARTNER:  
**DELTA**

WITH  
SUPPORT  
FROM:  
**ESPAÑA**





# CLOSING RECEPTION

The Closing Reception, hosted by the **Osaka Convention & Tourism Bureau**, host of the 2024 IGLTA Global Convention, was a captivating evening that transported attendees to the heart of Japan.

Held at the **Fairmont El San Juan Hotel**, an **Accor** property, the reception featured engaging speeches, thrilling prize drawings, including trips to Japan, unique Japanese souvenirs, and complimentary registrations for the **2024 IGLTA Global Convention**.

This reception marked the end of a remarkable 40th Anniversary IGLTA Global Convention and provided a taste of what to expect at the 2024 IGLTA Global Convention in Osaka.

**SPONSORED BY:**



# IGLTA FOUNDATION THINK TANK

Thanks to the generous sponsorship of **Simpleview**, the IGLTA Foundation organised the 2023 Leadership Think Tank, held in conjunction with the IGLTA 40th Anniversary Global Convention. This gathering was strategically centered on addressing the evolving challenges of LGBTQ+ travel in the Caribbean, aiming to shed light on the increasing difficulties encountered by individuals within the region and offering strategic solutions. Below is a snapshot of the discussion, crafted by the **Ink Factory**.

The Think Tank, graciously hosted by **Casa BACARDÍ**, brought together 19 esteemed participants, each representing a diverse range of backgrounds and expertise. The sessions were expertly moderated by **Donnya Zi Piggott** (he/she/they), CEO of Pink Coconuts, and IGLTA Board Member **Maria Cuba** (she/her), Director of Community Partnerships at Airbnb, ensuring that the conversations were fruitful and insightful.





# IGLTA FOUNDATION THINK TANK

With a dedicated focus on the Caribbean region, the Think Tank delved into three major issues currently affecting the area. These discussions laid the foundation for collaborative efforts aimed at creating a more inclusive and welcoming environment that fully supports the LGBTQ+ community in the Caribbean. The IGLTA Foundation looks forward to releasing a comprehensive report, summarizing the findings and recommendations that emerged from this significant event.



PRESENTED BY:



HOSTED BY:



WITH SUPPORT FROM:



# BUYER SUPPLIER MARKETPLACE

Experience Kissimmee, Visit Miami, Visit Tampa Bay and Visit Orlando were the headline sponsors of the 2023 Buyer/Supplier Marketplace.

**Alessandra Ueno** (she/her), International & Domestic Sales Manager-Tour & Travel at Experience Kissimmee; **Dan Rios** (he/him), Director LGBTQ+ Marketing at Visit Miami; **Santiago C. Corrada** (he/him), President & CEO at Visit Tampa Bay and **Leo Salazar** (he/him), Public Relations Senior Manager LATAM at Visit Orlando, joined in welcoming the 168 participants at the opening of the Marketplace.

Produced in cooperation with **Jacobs Media Group**, the Marketplace welcomed **88 pre-qualified buyers** representing nearly **US\$686.5 million total buying power** and **US\$183.5 million LGTBQ+ Travel Buying Power**, met with **80 suppliers** in a total of **1,760 scheduled appointments**.

Throughout the day, sponsors created interactive, directed networking activities for all Marketplace attendees. Experience Kissimmee hosted a Tree Gifting networking experience; Visit Miami organized a Salsa dance competition featuring Miami Drag Queen Karla Croqueta; Visit Tampa Bay introduced attendees to the art of cigar rolling and Visit Orlando featured a Wheel of Fortune quiz game.

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.

## SPONSORED BY:



# LGBTQ+ TOURISM EXPO HEADLINE SPONSORS

The LGBTQ+ Tourism Expo networking lunches were open to all IGLTA Global Convention attendees, providing an opportunity for prime access to meet with travel industry leaders and decision makers from around the globe. The Expo featured more than 45 exhibitors and activations, including destinations, local businesses & Pride organisations in addition to global IGLTA Member businesses.

The LGBTQ+ Tourism Expo Headline Sponsors, **The Florida Keys & Key West**, **International LifeLine**, and **ProColombia**, enjoyed premium table placement, on-site logo visibility, and promotional videos played on the main screen throughout the duration of the networking lunches on both Thursday & Friday.



# LGBTQ+ TOURISM EXPO EXHIBITORS

**47 exhibitors** participated in the LGBTQ+ Tourism Expo, including Destination Marketing Organizations (DMOs), local accommodations and global hotel chains, tourism boards, educational institutions, and LGBTQ+ Pride and event organizations from all over the world.

Over two days, convention attendees were able to experience the LGBTQ+ Tourism Expo, immersing themselves in a vibrant atmosphere, and interacting with a diverse number of exhibitors.

Creating cultural bridges and connections, the LGBTQ+ Tourism Expo highlighted headline sponsors and welcomed a wide variety of exhibitors, creating a hub of innovation and inclusivity.



# IGLTA BOARD OF DIRECTORS MEETING & HOSTED LUNCH

Visit Greater Palm Springs and the Palm Springs Bureau of Tourism sponsored the IGLTA Board of Directors' meeting & lunch, held prior to the start of the 2023 Global Convention.

Representing Palm Springs were **Mayor Grace Garner** (she/her), the first Latina Mayor in the history of Palm Springs, who was joined by **Todd Burke** (he/him), VP of Communications, Visit Greater Palm Springs; **Kimber Foster** (she/her), Director of Tourism, Palm Springs Bureau of Tourism; and **Rob Hampton** (he/him), General Manager of the Palm Springs Convention Center. Together they showcased the destination's offerings and shared an enticing destination video.

The sponsorship included hosting the Board of Directors' lunch and providing exclusive branded items for Board members, generously offered by **Visit Greater Palm Springs** and **Palm Springs Bureau of Tourism**. Prominent signage and on-site logo visibility completed the package.

**Palm Springs** has been selected as the host destination for the **2025 IGLTA Global Convention**.

## SPONSORED BY:





# IGLTA BOARD VIP RECEPTION

Following the Board of Directors meeting, all IGLTA Board members, former Board members, and IGLTA Staff joined a reception at the Palacio Provincial Hotel for refreshments and appetizers on the eve of the official start of the 2023 Convention.

**SPONSORED BY:**



# IEC ROUNDTABLE DISCUSSION

**International Experience Canada (IEC)**, the Government of Canada's youth mobility visa program, hosted a successful Roundtable Discussion session for the third year in a row at the IGLTA Global Convention.

This exclusive workshop gathered a select group of tourism thought-leaders, exploring the complexities of young travelers as high-value tourists. The focus was on understanding the unique challenges and opportunities in serving LGBTQ+ youth traveling and working abroad.

Invited participants engaged in an in-depth discussion, seeking solutions for labor shortages and enhancing support for the LGBTQ+ community.

## SPONSORED BY:



Government  
of Canada  
  
International  
Experience  
Canada

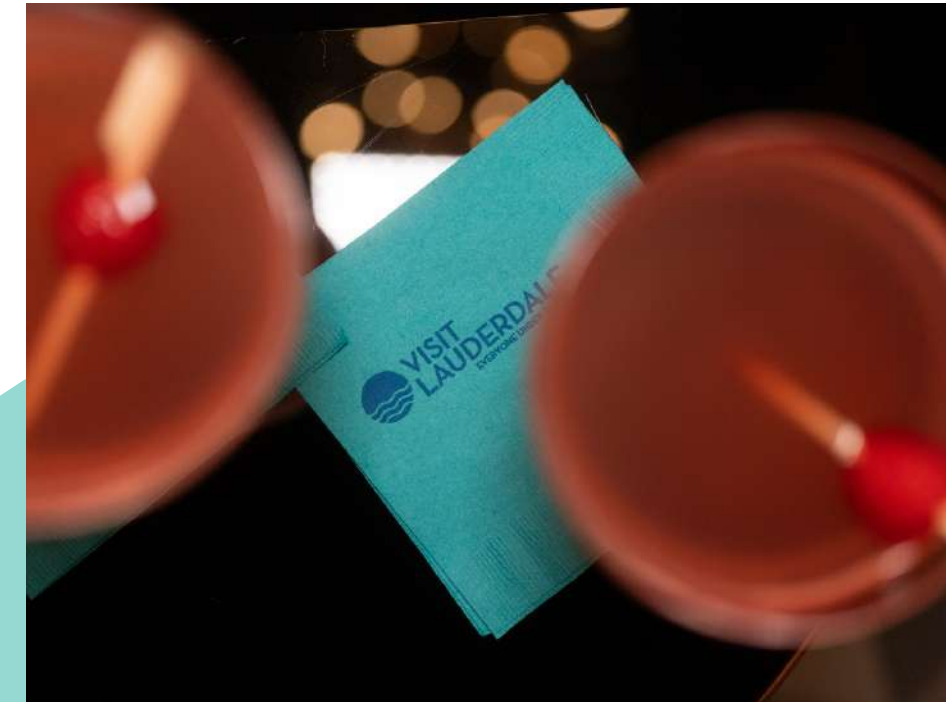
Gouvernement  
du Canada  
  
Expérience  
internationale  
Canada



# MEDIA NETWORKING RECEPTION

**Visit Lauderdale**, a valued sponsor of the IGLTA Global Convention since 2010, continued its support as the Official Media Sponsor. Visit Lauderdale hosted the exclusive Media Reception, a gathering of influential travel writers and content creators from across the globe. This intimate reception provided networking for 50 esteemed journalists and influencers from Europe, the U.K., Canada, the U.S., and Latin America at the Don Rafa Boutique Hotel and showcased the welcoming spirit of Greater Fort Lauderdale, where they embrace Everyone Under the Sun.

**SPONSORED BY:**





# MEDIA NETWORKING EVENT

The Media Networking Event, sponsored by Visit Lauderdale, is an important moment for media professionals and convention attendees to create direct connections. The event welcomed 39 travel writers, media outlets, and influencers from around the world who specialize in amplifying LGBTQ+ welcoming brands on a global scale. This not only contributes to the visibility of IGLTA's valued media members, but also provides a direct opportunity for our attendees to elevate their inclusive messages worldwide.

**SPONSORED BY:**



# MEDIA PRIZE DRAWING

IGLTA Vice President of Communications, LoAnn Halden (she/her), and Communications Coordinator, Allison Mazzeo (she/her), drew the winner of the Media Networking Prize from the main stage. Dan Braun (he/him) from Pride Air Group took home a marketing package donated by Media Networking Event participants **valued at more than US\$72,000!**



## BLACK TRAVEL LEADERS AT IGLTA

The **Black Travel Leaders** breakfast at the IGLTA Global Convention hosted by **IGLTA** was one more opportunity to celebrate diversity and inclusion.

This was a dedicated space for attendees from **Black, Indigenous, and People of Color (BIPOC)** backgrounds to come together, and have a sense of community and support.

The Black Travel Leaders meeting encouraged open discussions to share experiences about unique challenges faced by BIPOC travelers, while also offering networking opportunities. It empowered attendees, highlighting the Convention's commitment to diversity and inclusion and the importance of **intersectionality**. Alliance gatherings for other special interest groups will be organized at future IGLTA Global Conventions.





## OPENING PLENARY SESSION

In front of an audience of 714 attendees, IGLTA Board Chair, **Felipe Cardenas** (he/him), CEO at AdF Americas & CEO at The Colombian Diversity Chamber, along with **Maria Cuba** (she/her), Director of Community Partnerships at Airbnb, welcomed attendees to the 2023 IGLTA Global Convention.

**Brian King** (he/him), President of Marriott's International Caribbean and Latin America (CALA) region, was the keynote speaker at the session and shared important data from a recent survey conducted by Marriott International to better understand the behaviors of LGBTQ+ travelers in the CALA region as well as all the effort and support Marriott International has provided the LGBTQ+ community.

IGLTA President & CEO **John Tanzella** (he/him) flew into the opening session (you had to be there!) to start the annual State of the Association presentation. Tanzella was joined on stage by several members of the IGLTA Global Team.



# SPONSORED PLENARY SESSIONS



**IMG - Travel Insurance** sponsored one of the main plenary sessions: "Marketing LGBTQ+ Travel in Challenging Times." **Grant Hayes** (he/him), Director of International Sales at IMG - Travel Insurance, captivated the audience with a compelling promotional video and insightful remarks.

The panel discussion, sponsored by IMG, was moderated by **Amine Gabbouj** (he/him), IGLTA Foundation Coordinator, and featured panelists **Burcu Kisakurek** (she/her), Unison Turkey Travel & Events; **Amy Martin-Ziegenfuss** (she/her), Carnival Cruise Line; **Gary Sanchez** (he/him), Visit Dallas; and **D. Miguel Sanz Castedo** (he/him), Spanish Tourism Institute, TURESPANA.

**Airbnb** sponsored a pivotal plenary session: "Nobody is Just One Thing: The Intersection of Identity and Travel."

The session, expertly moderated by **Kenny Porpora** (he/him) from HospitableMe, featured insightful discussions with panelists: **Jamari Douglas** (he/him), Bermuda Tourism Authority; **Danny Guerrero** (he/him), The Culturist Group; and **Mariana Radisic Koliren** (she/her), Lunfarda Travel.

**Airbnb** gained further visibility from the main stage with Maria Cuba's participation in the "Meet the CEO" conversation with **Frankie Miranda** (he/him) from the Hispanic Federation.





The IGLTA Honors celebrate individuals and businesses transforming the global landscape for LGBTQ+ travelers and were presented with the generous support of **American Express Travel**. Recipients are chosen by the IGLTA Board of Directors.

### 2023 Pioneer Award Recipient: Keshav Suri

IGLTA proudly presented the 2023 Pioneer Award to Keshav Suri (he/him) of The Lalit Suri Hospitality Group and Keshav Suri Foundation. Suri, an entrepreneur and advocate, has played a pivotal role in advancing LGBTQ+ travel. His innovations, from inclusive nightclubs to educational initiatives, have reshaped travel experiences in India and beyond.

### 2023 Pathfinder Award Recipients: True Self Foundation and Waves Ahead Corp

These organizations have made a profound impact in Puerto Rico, supporting LGBTQ+ communities with exceptional warmth and hospitality. The awards were presented by **Dana Fischer** (she/her), Director, Head of US Marketing at **American Express Travel**.



**SPONSORED BY:** AMERICAN EXPRESS  
**TRAVEL**

# IGLTA FOUNDATION IMPACT AWARD

## About the Impact Award

The Impact Award recognizes initiatives fostering sustainable and responsible tourism. Embracing a holistic approach, it honors smaller IGLTA LGBTQ+ owned business members excelling in three key pillars: environment, community, diversity & inclusion. Awarded annually at the IGLTA Global Convention, it acknowledges efforts shaping our shared future.

## 2023 Impact Award Winner: Lunfarda Travel

**Lunfarda Travel**, a pioneer in Argentina's travel industry, champions responsible tourism, emphasizing diversity and inclusion. Through unique experiences and community partnerships, Lunfarda Travel embodies the spirit of impactful, sustainable travel.

Special thanks to the Impact Award Judging Committee: Maria Cuba (she/her), Airbnb, Shannon Guihan (she/her), The TreadRight Foundation, Rika Jean-Francois (she/her), ITB Berlin, Raj Kumamoto Tamang (he/him), Responsible Adventures, and Brett Massoud (he/him), Dadamanga, 2022 recipient of the Impact Award.



# BREAKOUT SESSIONS



**SPONSORED BY:** 

## **Data, Data, Data!**

Two sessions in one: New Airbnb research presented by Carlos Olivos (he/him), Head of Corporate Communications LATAM, Airbnb and NYU data from Vanja Bogicevic (she/her), Clinical Associate Professor at NYU and Ed Salvato (he/him), Professor at NYU



**SPONSORED BY:**  PUERTO VALLARTA

## **Level Up Your Social Media: The Future is Vertical Video**

Presented by Ravi Roth (they/he), Queer Travel Host at Ravi Round The World



**SPONSORED BY:** 

## **Inclusive Marketing in an Age of Absolute Insanity**

Presented by Dustin Woehrmann (he/him), Creative Director at Boombox

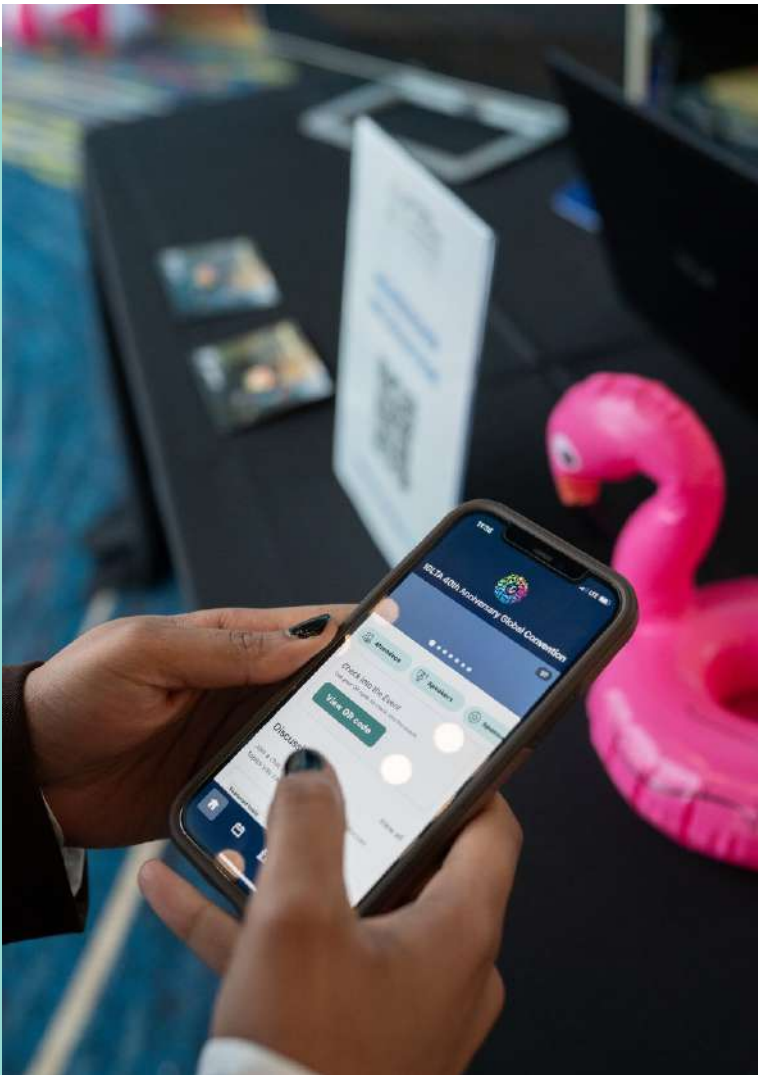
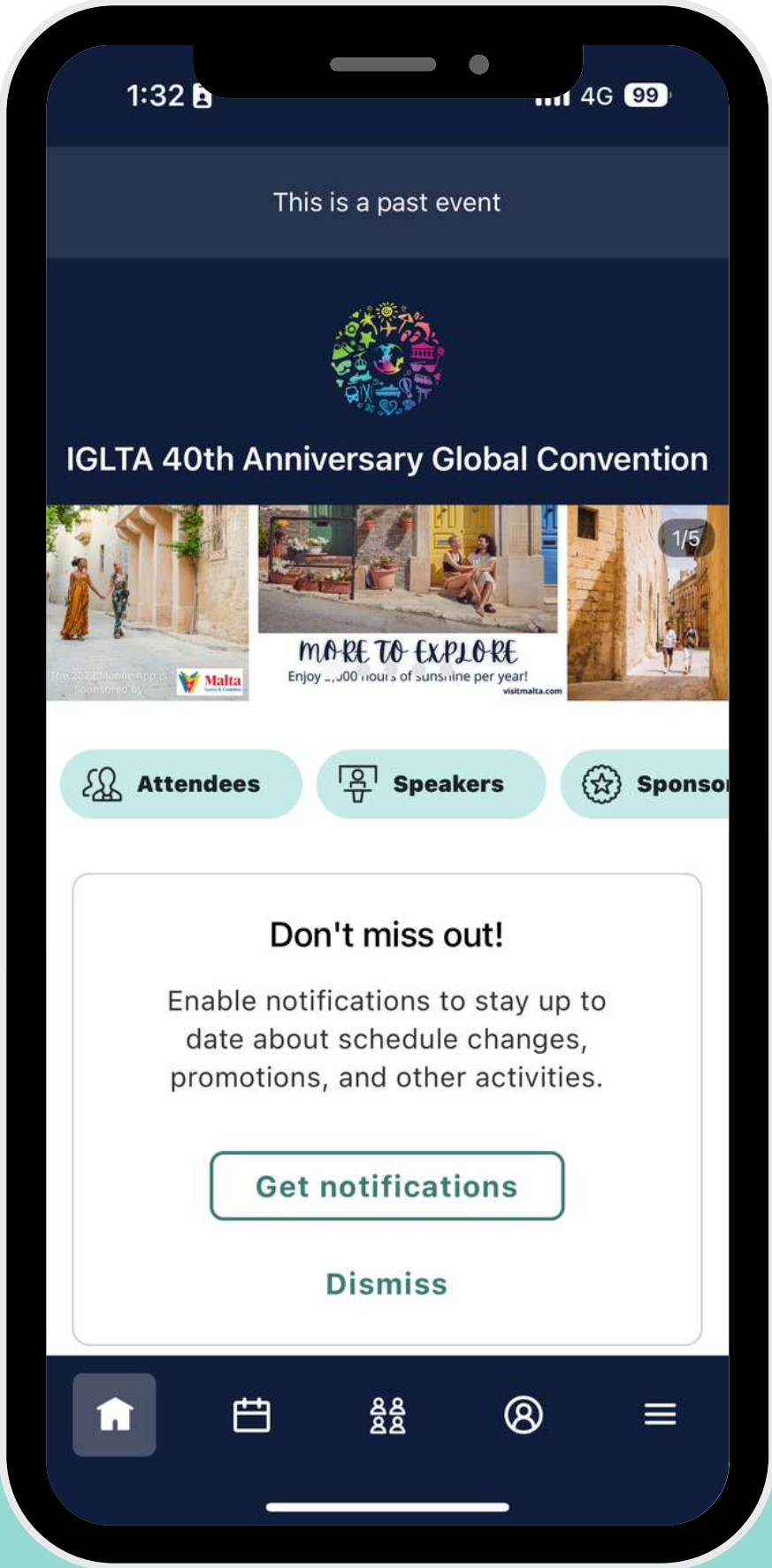
# MOBILE APP



The IGLTA Global Convention mobile app, sponsored by the **Malta Tourism Authority**, proved once again to be very popular with convention delegates, with nearly two out of every three attendees (**63%**) 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.

Special banner visibility for all Presenting sponsors in the mobile app





# TRIPADVISOR HEADSHOT PHOTO LOUNGE

The IGLTA Global Convention featured the Tripadvisor Headshot Photo Lounge, strategically located in the main registration area. This exclusive lounge provided attendees with a unique opportunity to elevate their professional profiles by offering complimentary, high-quality headshots.

In addition to the professional photography services, the Tripadvisor Headshot Photo Lounge featured the presence of a makeup artist, elevating the attendees' experience.

Sponsored by **Tripadvisor**, this initiative showcased the Convention's commitment to enhance attendees' professional development, personal branding and facilitated networking opportunities.

**SPONSORED BY:**  **Tripadvisor**

# NEUROINCLUSIVE RESOURCES AND CALM ROOM

IGLTA celebrates the tapestry of the entire LGBTQ+ community, where identities intersect and diversity flourishes. As part of IGLTA's commitment to make the Global Convention an inclusive, welcoming, and relaxing experience for everyone, and with the support of Marriott Bonvoy, we created a quiet space where attendees could decompress and recharge.

Additionally, **Marriott Bonvoy** provided neuroinclusive resources like fidget toys and sensory tools to address the needs of attendees that are part of the neurodivergent community. Slime was the star of the show: the tactile sensation of playing with slime can help to calm and focus the mind, making it a great tool for neurodiverse individuals.

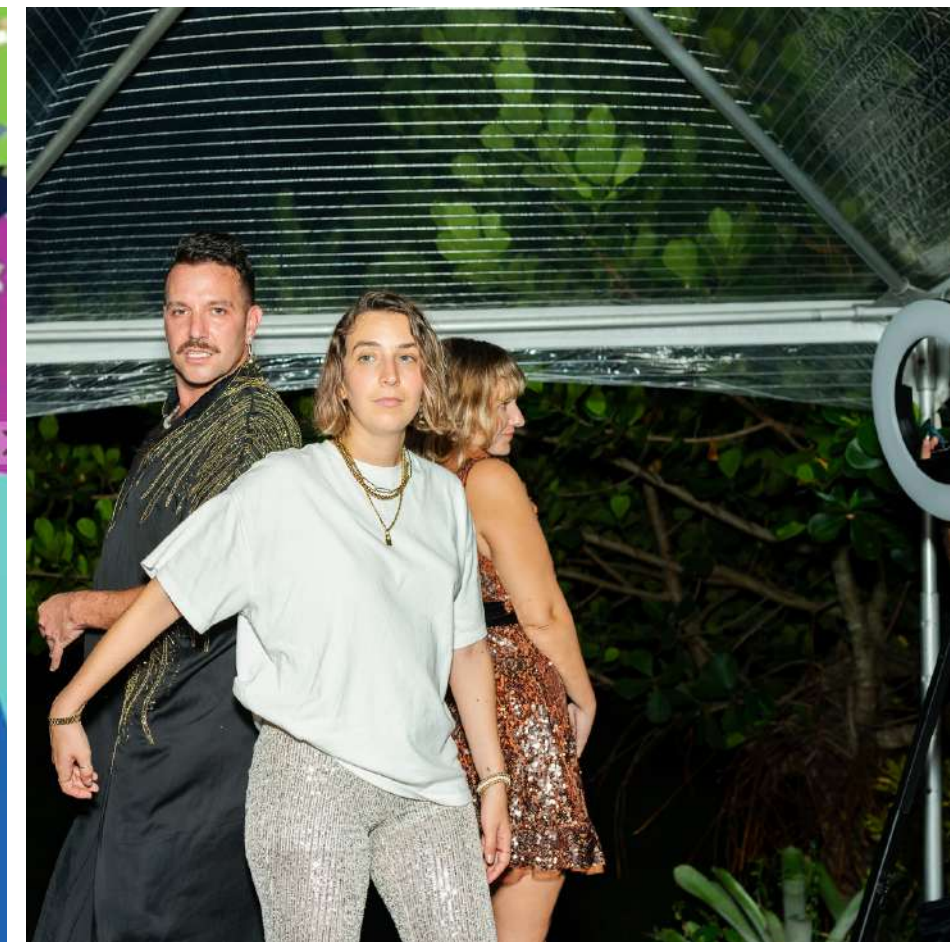
**SPONSORED BY:**



# 360° PHOTOHOOTH

As part of its 40th Anniversary Celebration, IGLTA provided a 360° photo booth experience for Convention attendees during the LGBTQ+ Tourism Expo and at Voyage. All convention attendees had the opportunity to take memorable videos during two of the main events at the Convention.

Attendees were encouraged to capture fun moments and share them on social media platforms, using the **#IGLTA40** hashtag, further amplifying the convention's reach, engaging with a wider audience and creating more visibility for the Convention Sponsors.



# FIRST-TIME ATTENDEES MEET & GREET RECEPTION

The Meet & Greet Reception for First-Time Attendees offered an exclusive platform for newcomers to connect with IGLTA staff and board members. Attendees had the opportunity to network, ask questions, and gain valuable insights about the IGLTA Global Convention and LGBTQ+ travel industry trends. As a result, this opportunity enabled first-timers to feel even more included in the supportive IGLTA Global Convention network, ensuring they entered the event fully prepared, and ready to maximize their experience. Not surprisingly, 38% of the First-Timers were from the CALA (Caribbean and Latin American) region.





# PRIDE PARTY

The **IGLTA Pride Party at Tryst Beachfront Hotel** united the IGLTA Global Convention attendees with the local LGBTQ+ Boricua community, celebrating diversity and acceptance with a stunning Puerto Rican beach as the backdrop.

This event, which marked the conclusion of the IGLTA Global Convention, demonstrated support for the local LGBTQ+ community and benefitted the **True Self Foundation** and **Waves Ahead Corp**, recipients of the **2023 Pathfinder Award**.

The event was made possible thanks to the generous support of attendees and its sponsors, including: **Discover Puerto Rico, The Tryst Hotel, The Crown + Anchor Hotel, MISTR, Delta Air Lines**, and the **IGLTA Foundation**.

The Pride Party symbolized the spirit of the IGLTA Global Convention: a positive impact of a united community celebrating diversity while supporting meaningful social causes.

**SPONSORED BY:**



# ACCOR DEI BRUNCH

In conjunction with the IGLTA Global Convention, **Accor**, a valued IGLTA Platinum-level Global Partner, hosted a Diversity, Equity, and Inclusion (DEI) Session Brunch on Saturday, 7 October, at the **Fairmont El San Juan Hotel**.

The event highlighted Accor's commitment to DEI and its efforts to create inclusive spaces for the LGBTQ+ community and began with a welcome coffee, followed by opening speeches from **Anne-Sophie Beraud** (she/her), SVP Group Diversity Inclusion and Social Care, **José Padin** (he/him), General Manager of the Fairmont El San Juan Hotel, and **John Tanzella** (he/him), President & CEO of IGLTA, emphasizing the importance of DEI initiatives in the hospitality industry.

**Anne-Sophie Beraud** presented Accor's DEI commitment, focusing specifically on LGBTQ+ inclusion. **Clark Massad** (he/him), Vice President of Global Partnerships and Convention Sponsorships, highlighted Accor's partnership with IGLTA, followed by inspiring examples from the Americas shared by **Antonietta Varlese** (she/her), SVP of Sustainability, Communications & Institutional Relations Americas.

The team from the **Swisshotel Osaka** also presented their property, which will be the host hotel for **IGLTA 2024 Global Convention**. Representatives from Accor properties showcased their LGBTQ+ inclusive initiatives, emphasizing efforts to create welcoming environments. The brunch concluded with a Q&A session and the distribution of over 20 Accor prizes, including room nights at Accor properties worldwide.





## DELEGATE WELCOME BAGS

Delegate Welcome Bags sponsored by **Royal Caribbean International** were provided to all registered convention attendees.

Convention Sponsors, Global Partners, and IGLTA Members provided a total of 16 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.

**SPONSORED BY:**



## BADGE LANYARDS

For the third year in a row, convention badge lanyards were sponsored by **AIG**, ensuring brand visibility across the entire event.

Distributed to every delegate, the branded lanyards made a significant impact and enhanced the sponsor's visibility at the convention.

SPONSORED BY:



# SUSTAINABILITY SPONSORSHIP: ECO-FRIENDLY REUSABLE WATER BOTTLES

**Mato Grosso do Sul**, the iconic Brazilian destination known for its natural wonders Bonito and Pantanal, as well as its commitment to sustainability and the LGBTQ+ community, sponsored the eco-friendly reusable water bottles. This inaugural initiative promoted sustainability and provided attendees with a lasting co-branded souvenir, ensuring extended brand visibility.

**Mato Grosso do Sul** also had the opportunity to present a promotional video from the main stage, reaching all attendees and showcasing the beauty and attractions of the region.



**SPONSORED BY:**



# EXHIBITORS AT THE CONVENTION REGISTRATION AREA

The Convention Registration Area featured exhibitor tables and roll-up banners, including: The Tryst Hotel, Osaka, Discover Puerto Rico, Marriott Bonvoy and Casa Bacardí.

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



# LOGO VISIBILITY & SIGNAGE

IGLTA Global 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.

Additional signage was shown during plenary sessions, lunches and at the doors of events, along with signage around the Puerto Rico Convention Center and the San Juan Airport.

Please see all digital signage and digital logo visibility boards on the next page.



# SOCIAL MEDIA VISIBILITY

IGLTA Global Convention attendees engaged on social media with the hashtag #IGLTA40, resulting in over 6.5 million impressions on various social media platforms, with significant digital exposure. The data reflects the attendees' extensive use of social media, demonstrating the IGLTA Global Convention also as an advantageous platform for sponsors, as aligning with IGLTA through event sponsorship offers remarkable brand visibility on online platforms

**Sense of Africa, South Africa's Post**  
 tz.linkedin.com · 22 Oct, 3:25 PM  
 We have been proud members of IGLTA for many years, and we value our clients and friends who are part of IGLTA. #IGLTA40 #IGLTA #IGLTACONVENTION #IGLTA2023 #PuertoRico #MoreThanJustAJourney 4



[https://tz.linkedin.com/posts/senseofafricasa\\_tourism-workshop-hospitality-activity-7064903307881901056-7...](https://tz.linkedin.com/posts/senseofafricasa_tourism-workshop-hospitality-activity-7064903307881901056-7...)

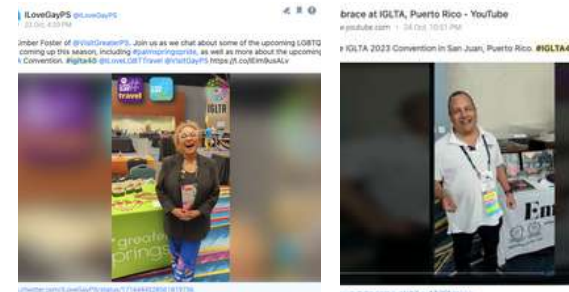
**Liz Hong-Farrell**  
 Another wonderful and valuable time meeting new, and reconnecting with, movers and shakers at #IGLTA40. A prime reason we are proud convention sponsors. IEC always comes away with new perspectives, new potential collaborations, and (best of all) new/renewed friends! Thank you Clark Massad and Leandro Aragonez! Your team always great to work with!



**karapinter123** @ And my first IGLTA Global Conference is complete! Thank you to the team at IGLTA for all of your hard work in putting such a wonderful event together. It was fantastic to see all of my amazing fellow LGBTQ+ travel colleagues and cannot wait to create some new travel magic with all of your cheers to seeing the world together!



**thenonbinarynomad** · Seguir  
 San Juan, Puerto Rico  
 Touching down in Puerto Rico for the first time and hitting up @igita for the third round!  
 San Juan's rhythm is all about joy and queerness, and I'm ready to soak up the local vibes, dive into the magic of this island, and splash around in my most fabulous bikinis!  
 Let's do this, Puerto Rico!  
 @discoverpuertorico  
 #igita40 #igita #liveboricua #discoverpuertorico #queertravel #igbttravel #puertorico #sanjuan #igbt



**LoveGayPS**  
 Join us as we chat about some of the upcoming LGBTQ+ coming up this season, including #queertraveltips, as well as more about the upcoming IGLTA 40th Anniversary Global Convention. #igita40 #igita #liveboricua #discoverpuertorico #queertravel #igbttravel #puertorico #sanjuan #igbt



**27travels** · Seguir  
 San Juan, Puerto Rico  
 It's our first time here together, I we can already see how amazing and welcoming this island is! We are here for the annual @igita40 #igita40convention and over the next few days we will be learning about how welcoming Puerto Rico is for its LGBTQ+ locals and visitors!

**Itzabane** · Seguir  
 San Juan, Puerto Rico  
 Reflecting on an amazing week in @igita40convention where I had the privilege of attending the 40th anniversary global convention - the largest LGBTQ+ travel conference in the world! I engage with industry leaders, fellow content creators, and representatives from diverse tourism boards and businesses globally, all with the mutual goal of creating a safe and inclusive space for LGBTQ+ travel. Spending the week on this beautiful island and learning all about its culture and industry of our queer community, was a fantastic experience in and of itself. I can't wait to return here with some one!

**michaelandmatt** · Seguir  
 Caguas, Puerto Rico  
 I'm trying to find the best way to get Michael back to the States for the babies, but I'm so excited to see Puerto Rico Bill for the first time! I'm considering this a coming home trip to find the best way to get Michael back to the States!

**Anne-Sophie Beraud**  
 SVP Global Lead Diversity, Inclusion & Social Care at Accor  
 3w · Edited  
 From October 3rd and until tomorrow, we're gathering an amazing Accor team (from corporate offices to hotels worldwide) in Puerto Rico for the annual IGLTA convention celebrating 40 years! 🌈🌟

Since 1983, IGLTA network provides free travel resources and information while continuously working to promote equality and safety within LGBTQ+ tourism worldwide. 🌈

This year's convention is packed with conferences, panels and meet-ups; all oriented concretely towards implementing solutions and exchanging best practices.

I had the privilege to take part in IGLTA's "annual Think Tank" at Casa Bacardi with other #Clevelers on the challenges faced by the #LGBTQ+ community in the Caribbean whether it's due to a lack of representation, legal specificity, or issues as simple as the improper use of pronouns. By addressing these topics, identifying areas of improvements, we can play an active role in properly welcoming the members of the community.

>> Next up are the LGBTQ+ Tourism Expo and Accor's DEI Session Brunch organized by Accor in Fairmont El San Juan Hotel with +70 travel experts. I will be presenting our Group's #DiversityEquityInclusion commitments and how we support the LGBTQ+ pillar, alongside super colleagues and #IGLTA. 🌈🌟

Stay tuned! 🌟  
 #Accor #IGLTA40 #DEI  
 Steven Daines, Iliane Dumas, Laura Rodriguez Fernandez Nicolas GODARD, Mariangela S., Teruki Fujimoto, Antonietta Varlese, Raul Almeida, Shannon Vidal-Soto, Clark Massad, John Tanzella, Leandro Aragonez, Antonella Benedetti Becerra, Clovis Casemiro, Mohamed Amine Gabbouj





# DIGITAL SIGNAGE AND DIGITAL LOGO VISIBILITY

Digital Meter Boards highlighted sponsor and partner logos in the registration area.

The image displays 15 digital meter boards for the IGLTA 40th Anniversary Global Convention, organized into two rows. Each board features the event title and dates (San Juan, Puerto Rico, 4-7 October 2023) and a specific category of sponsors or partners. The logos are arranged in a grid-like fashion on each board.

- Row 1:**
  - PRESENTING SPONSORS:** Discover Puerto Rico, Government of Canada, International Experience Canada, OSAKA DOWNTOWN of Japan, Booking.com.
  - OFFICIAL SPONSORS:** Airbnb, American Express TRAVEL, DELTA, IMG, Kissimmee Florida, Malta Gozo & Comino.
  - OFFICIAL SPONSORS:** Miami Greater Miami & Miami Beach, Simpleview, Tampa Bay Florida, Visit Lauderdale, Visit Orlando.
  - CONFERENCE SPONSORS:** AIG, Colombia GO, Key West International LifeLine, jetBlue, Marriott Bonvoy.
  - CONFERENCE SPONSORS:** Mistr, Tripadvisor, The Trust, Royal Caribbean International, Greater Palm Springs.
  - BREAKOUT SESSIONS SPONSORED BY:** Airbnb, Puerto Vallarta, WeTravel.
  - COMMUNITY PARTNERS:** EPOA, LGBT+ Turismo Expo, my@work, PINK, Sagrado, World Food Travel Association.
  - LGBTQ+ TOURISM EXPO EXHIBITORS:** Key West International LifeLine, Colombia GO, Booking.com, Fairmont, IPW, Accor, Cruise Airlines, jetBlue, PINK, Sagrado, ITB Berlin, South Africa, WeTravel.
- Row 2:**
  - PLATINUM GLOBAL PARTNERS:** Accor, American Express, Booking.com, Delta, Disney Destinations, Hilton, Marriott International.
  - GOLD GLOBAL PARTNERS:** Belmond, Carnival Corporation PLC, Hyatt, Royal Caribbean Group.
  - SILVER GLOBAL PARTNERS:** Airbnb, ATLANTA, MGM Resorts International, Washington DC, New York City, Miami, IRISEE NATURELLEMENT, Visit Dallas, West Hollywood.
  - MEDIA PARTNERS:** Blu, EqualPride, OutThere, Passport, Q.Digital, Travel Weekly, Witeck.
  - MARKETING PARTNERS:** Expedia, TripAdvisor.
  - ORGANIZATIONAL PARTNERS:** AITA, AITGL, Braztea, CenterLink, CMI Community Marketing & Insights, Destinations International, European Travel Commission, Galta, InterPride, nljja, PATA, UNWTO.
  - EVENT PARTNERS:** Equal Africa, LGBT+, GIW Girls in Wonderland, ITB Berlin, LGBT+ Turismo Expo, MO.

**40<sup>TH</sup> ANNIVERSARY GLOBAL CONVENTION**  
**IGLTA**  
 SAN JUAN, PUERTO RICO  
 4-7 OCTOBER 2023  
 TRAVEL · LEARN · CONNECT

**WELCOME TO THE 40TH ANNIVERSARY IGLTA GLOBAL CONVENTION**



**THE IGLTA 40TH ANNIVERSARY MOBILE APP**

Download the IGLTA Convention Mobile App and receive important updates and notifications during the convention!




Sponsored by:




**40<sup>TH</sup> ANNIVERSARY GLOBAL CONVENTION**  
**IGLTA**  
 SAN JUAN, PUERTO RICO  
 4-7 OCTOBER 2023  
 TRAVEL · LEARN · CONNECT

**LGBTQ+ TOURISM EXPO**

Sponsored by



**International LifeLine**  
 Your lifeline in today's world.



**40<sup>TH</sup> ANNIVERSARY GLOBAL CONVENTION**  
**IGLTA**  
 SAN JUAN, PUERTO RICO  
 4-7 OCTOBER 2023  
 TRAVEL · LEARN · CONNECT

**JOIN US AT THE LGBTQ+ TOURISM EXPO**

Location  
 Puerto Rico Convention Center Ballroom A

Hour  
 12:00pm - 1:30pm

Day  
 Thursday, 5 Oct.  
 Friday, 6 Oct.

Sponsored by





**40<sup>TH</sup> ANNIVERSARY GLOBAL CONVENTION**  
**IGLTA**  
 SAN JUAN, PUERTO RICO  
 4-7 OCTOBER 2023  
 TRAVEL · LEARN · CONNECT

**BUYER SUPPLIER MARKETPLACE**

Sponsored by






**40<sup>TH</sup> ANNIVERSARY GLOBAL CONVENTION**  
**IGLTA**  
 SAN JUAN, PUERTO RICO  
 4-7 OCTOBER 2023  
 TRAVEL · LEARN · CONNECT

**BUYER SUPPLIER MARKETPLACE INFORMATION**

Location  
 Puerto Rico Convention Center Ballroom A

Hours  
 9:00 am - 5:30 pm

Date  
 Wednesday, 4 Oct.

Sponsored by






**BREAKOUT SESSIONS**

Rooms  
 208 & 209

Presented by:



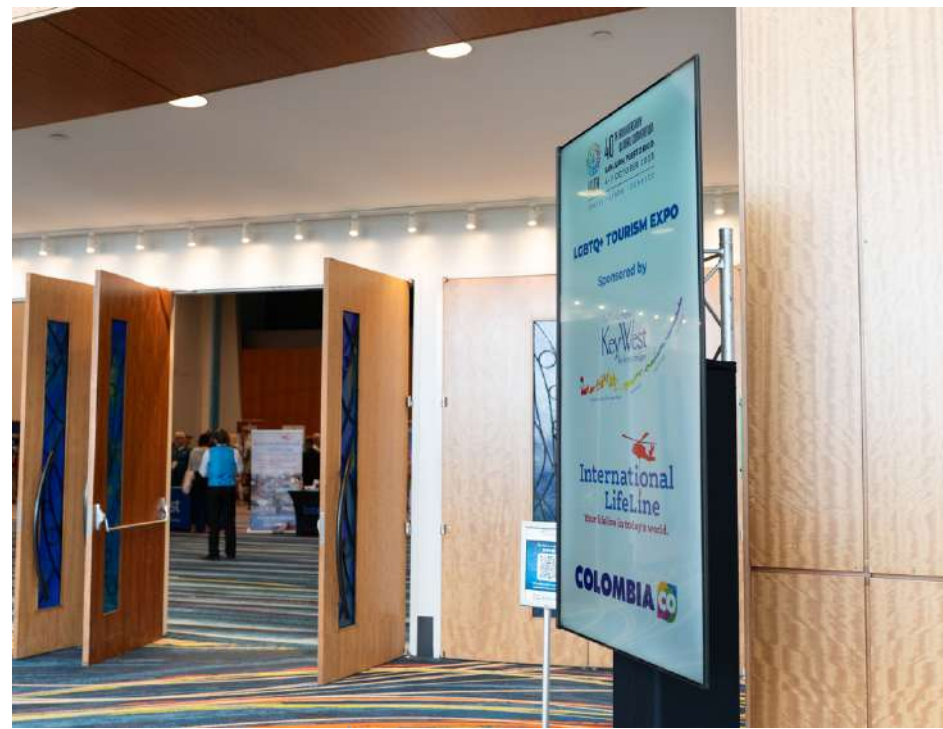



**BREAKOUT SESSIONS**  
 FRIDAY 6

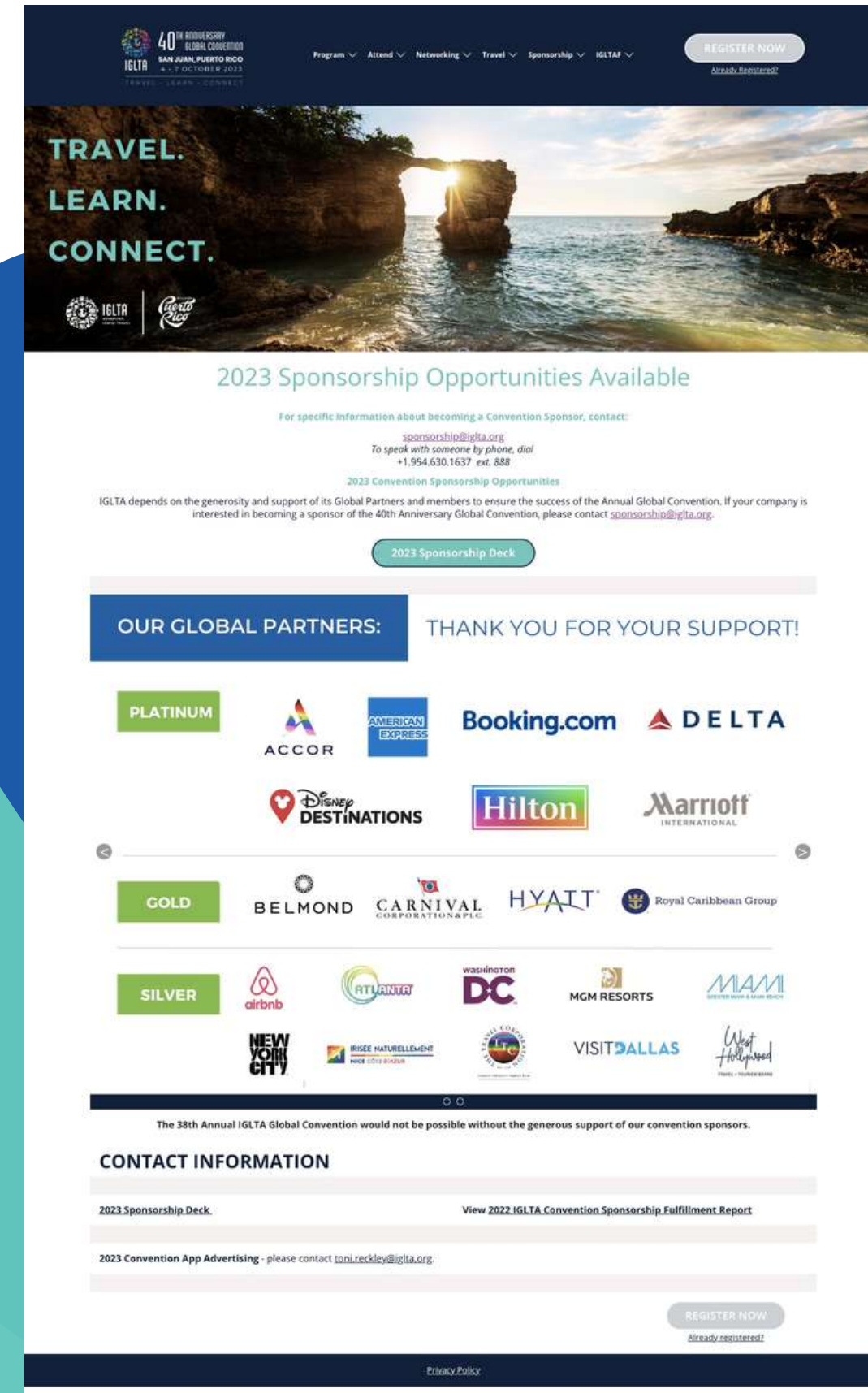
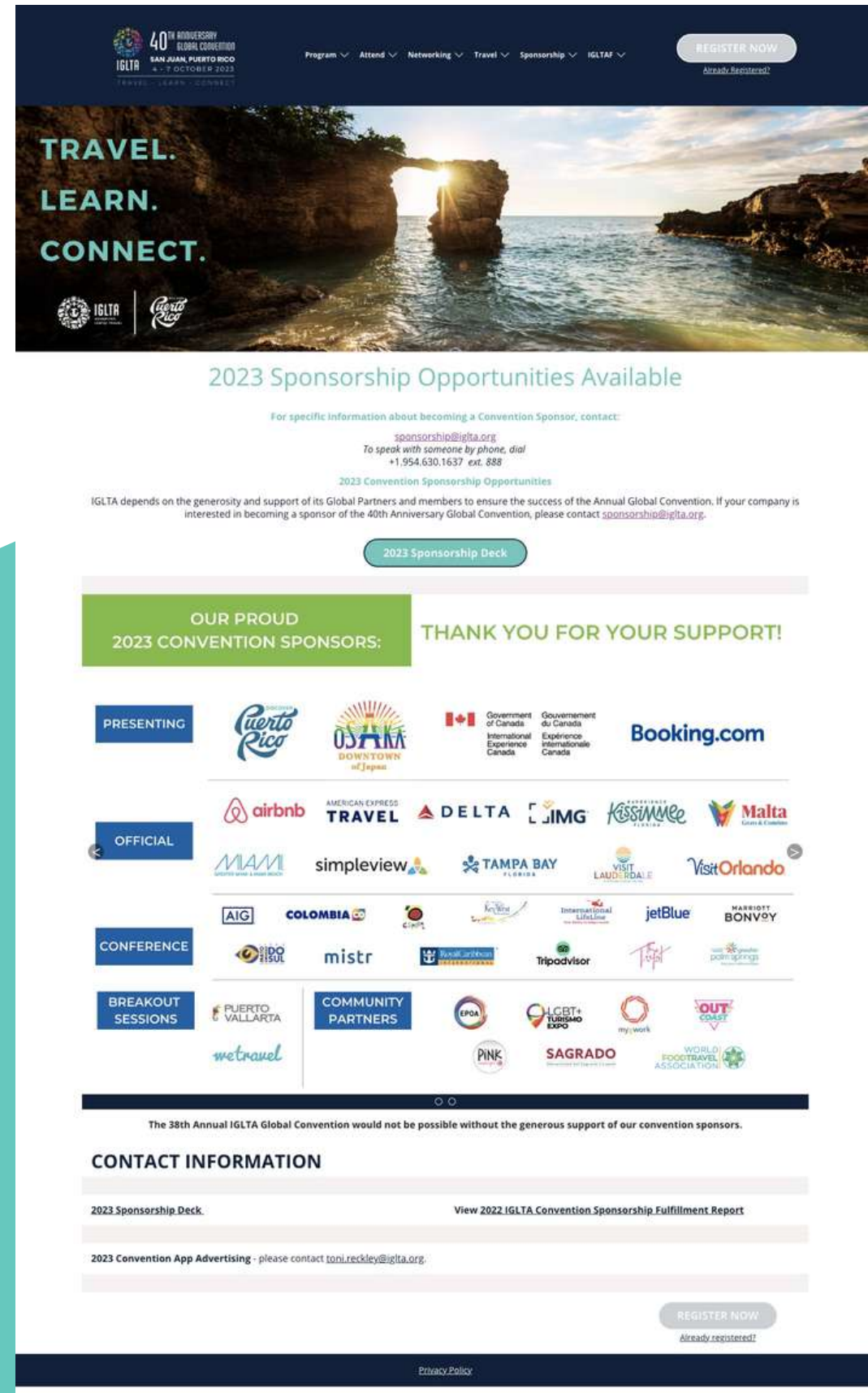
10:45 am - 11:45 am

|   |  |
|---|--|
| <b>208</b><br>Session: Managing Legal Risk in Your Business<br>With: Thomas Carpenter<br>Presented by: IGLTA                        | <b>209</b><br>Session: Inclusive Marketing in an Age of Absolute Insanity<br>With: Dustin Woehmann<br>Sponsored by: wetravel |
| <b>208</b><br>Session: Level Up Your Social Media: The Future is Vertical Video<br>With: Ravi Roth<br>Sponsored by: PUERTO VALLARTA | <b>209</b><br>Session: Data, data, data!<br>With: Carlos Obois<br>Sponsored by: airbnb                                       |

All digital signage was shown on a constant loop in several monitors in the convention registration area and other monitors located around the Puerto Rico Convention Center. Signage was created to provide convention attendees with more information about different events and locations and to give added visibility to all convention sponsors.



# LOGO RECOGNITION – IGLTA GLOBAL CONVENTION WEBSITE



# IGLTA GLOBAL CONVENTION PRESS RELEASES

4 Press Releases were distributed to over 375 media outlets globally through TravelOutNewsWire®, providing exposure for sponsors of the IGLTA Global Convention, including shared recognition for sponsors and announcements of the Awards presented at the Convention.



## IGLTA Celebrates 40th Anniversary Global Convention in San Juan with Record Attendance

Oct. 10, 2023

### Discover Puerto Rico Helps Convention Shine

**SAN JUAN, Puerto Rico** (10 October 2023)—The International LGBTQ+ Travel Association (IGLTA) wrapped up its largest convention in its 40-year history with over 700 attendees from 36 countries and territories. The IGLTA Global Convention's return to the Caribbean for the first time since 1985 was nothing short of historic. The event was a testament to the growing importance of LGBTQ+ tourism in the Caribbean, and it was a chance for attendees to learn about the latest trends in the industry and network with professionals from around the globe.

**Discover Puerto Rico** was a key partner in the success of the 40th Anniversary Global Convention. Their generous support and expertise helped create a truly memorable event for our attendees.

"IGLTA's 40th Anniversary Global Convention was a resounding success, and a showcase for the resilience, creativity and diversity of the LGBTQ+ travel community," said **IGLTA President/CEO John Tanzella (he/him)**. "We could not be more proud of our return to the Caribbean to celebrate the importance of global LGBTQ+ travel and tourism."

"Discover Puerto Rico alongside our on-island partners were honored to host the prestigious IGLTA convention here on our beautiful island. Inclusivity has been a strategic pillar of our DMO since its inception in 2018, and celebrating IGLTA's 40th anniversary convention in Puerto Rico is a testament to our values in action. The team at Discover Puerto Rico has worked for more than two years to bring this extraordinary event to life, and we are thrilled to have helped IGLTA surpass record attendance at this year's conference," said **Leah Chandler (she/her)**, **Discover Puerto Rico's Chief Marketing Officer**.

#### Convention Highlights:

- **The Opening Reception** held at the T-Mobile DISTRICTO and hosted by Discover Puerto Rico.
- **IGLTA's Buyer/Supplier Marketplace** presented with the support of **Experience Xisimnee, Visit Miami, Visit Orlando and Visit Tampa Bay** included buyers representing US\$68.5 million in annual business, a 65 percent increase over 2022.
- **IGLTA Foundation Think Tank at Casa Bacardi**, where global C-Suite thought leaders discussed the future of LGBTQ+ travel and hospitality in the Caribbean.
- **Women in Leadership Networking Reception**: Prior to the Opening Reception the women and nonbinary attendees of the convention gathered for their largest event yet to network and connect, hosted by Booking.com.
- **IGLTA Foundation's Voyage Fundraiser** raised over US\$100,000 to support the foundation's work in promoting LGBTQ+ inclusive travel. The funds will be used to support research, education, and leadership initiatives.
- **The IGLTA Pride Party** celebrated the LGBTQ+ community in our host destination, with proceeds from the event supporting



## IGLTA Announces Keshav Suri as Recipient of the 2023 Pioneer Award

Aug. 07, 2023

*Hotelier sets a global example with his approach to DEI and support for LGBTQ+ issues in India*



Keshav Suri

**NEW DELHI, India** (7 August 2023)—The International LGBTQ+ Travel Association (IGLTA) is delighted to announce that Keshav Suri (he/him), from The Lalit Suri Hospitality Group and Keshav Suri Foundation, has been selected as the recipient of the 2023 Pioneer Award. This honor recognizes individuals, businesses, or organizations whose innovative spirit and actions have played a pivotal role in advancing LGBTQ+ travel.

The Pioneer Award will be presented to Keshav Suri during IGLTA's 40th Anniversary Global Convention in San Juan, Puerto Rico, 4-7 October. In addition to receiving the award, Suri will also speak on the main stage at the convention, where he will share his insights and experiences with industry professionals, LGBTQ+ travelers, and advocates from around the world. The Pioneer Award is part of this year's IGLTA Honors, presented with support from American Express Travel. The IGLTA Honors were created to celebrate individuals, businesses and organizations that have tirelessly worked to improve the global landscape for LGBTQ+ travelers. They are selected by the IGLTA Board of Directors. [Click here to view a list of former Pioneer Award recipients and other Honors Awards recipients.](#)

"Keshav Suri's tireless advocacy has been instrumental in promoting LGBTQ+ inclusivity within the travel industry, as well as



## IGLTA Presents 2023 Pathfinder Awards to The True Self Foundation and Waves Ahead Corp

Sep. 08, 2023

*Recognizing Outstanding Contributions to the LGBTQ+ Community in Puerto Rico*

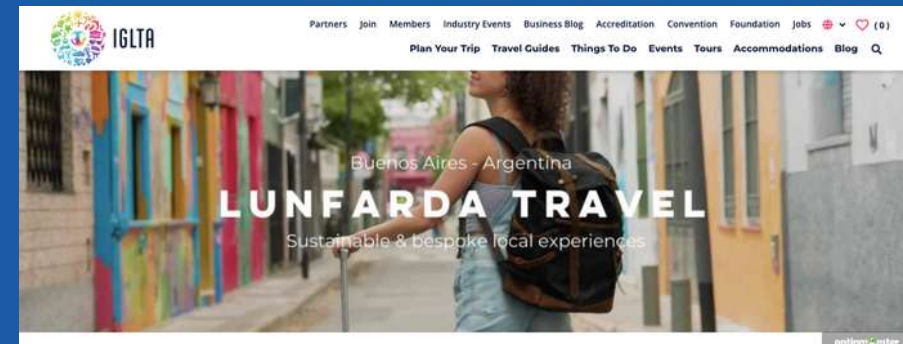
*Proceeds from the IGLTA Pride Party to Benefit Award Recipients*

**SAN JUAN, Puerto Rico** (8 September 2023)—The International LGBTQ+ Travel Association is proud to announce two recipients for the 2023 Pathfinder Award: the True Self Foundation and Waves Ahead Corp Puerto Rico. These two organizations have demonstrated an unwavering commitment to improving the lives of LGBTQ+ individuals in Puerto Rico.

The Pathfinder Award, selected by the IGLTA Board of Directors, is presented to individuals or organizations that have made a significant positive impact in their destination while demonstrating exceptional warmth and hospitality to the LGBTQ+ community. These awardees will be recognized as part of this year's IGLTA Honors with support from American Express Travel, on 6 October during IGLTA's 40th Anniversary Global Convention in San Juan. [Click here for a list of former Pathfinder Award recipients and other Honors Awards recipients.](#)

"The True Self Foundation and Waves Ahead exemplify the values of inclusivity, empowerment, and community support that IGLTA stands for," said **IGLTA President/CEO John Tanzella (he/him)**. "These awards highlight the outstanding efforts of both organizations in promoting LGBTQ+ inclusivity and supporting the community in Puerto Rico."

"We are honored to receive this award, as it highlights our work and our community in Puerto Rico. Being an LGBTQ+ organization in the Caribbean is not easy, but with partners like IGLTA, our voices can be maximized, and our needs can be heard. Our communities deserve the chance not only to survive, but to thrive," said **Dr. Miguel Vázquez Rivera (he/him)**, **Interim**



## Argentina Tour Operator Lunfarda Travel Wins IGLTA Foundation's 2023 Impact Award

Aug. 02, 2023

*The award recognizes small LGBTQ+ businesses committed to responsible tourism*



Photo credit: MARK MORINI.

*Mariana Radacic Koliren, Founder of Lunfarda Travel, at IGLTA's 38th Global Convention in Milan*

**BUENOS AIRES, Argentina** (2 August 2023)—The International LGBTQ+ Travel Association Foundation has announced that Lunfarda Travel, a Buenos Aires-based travel company, is the recipient of the 2023 Impact Award, which honors responsible tourism development. The award will be presented at IGLTA's 40th Anniversary Global Convention in San Juan, Puerto Rico set for 4-7 October. The founder of Lunfarda, Mariana Radacic Koliren, was a recipient of the 2022 **David Martin Small Business Fellowship**, an IGLTA Foundation fellowship program.

As one of the first female, queer-owned travel companies in Argentina, Lunfarda Travel sets a remarkable example of responsible tourism, emphasizing diversity and inclusion. Their unique experiences, such as the Black History and Queer History tours, not only forge meaningful connections with clients but also shed light on often overlooked aspects of Argentina's heritage. Lunfarda's support for the LGBTQ+ community further extends through their partnership with Mocha Ceils, an NGO operating a school for trans and non-binary students. They also actively participate in reforestation efforts through their partnership with an NGO that

# IGLTA GLOBAL CONVENTION PRESS COVERAGE

The IGLTA Global Convention received extensive media coverage, with over **840 articles** from various national and international outlets mentioning and emphasizing the event's achievements and its importance in the travel industry and for the LGBTQ+ community.

The majority of these articles originated from the United States, United Kingdom, Canada, India, Brazil, and Spain. Notable positive coverage came from reputable sources such as Associated Press, Yahoo! Finance, Veja Rio (Brazil), PANROTAS (Brazil), and MSN.

Beira-Mar  
**IGLTA leva sua convenção para mercados**  
Principal entidade do turismo LGBTQIA+ no mundo busca ampliar a mercados onde o tema ainda é sensível  
Por [otavio\\_furtado](#)  
Atualizado em 13 out 2023, 17h08 - Publicado em 16 out 2023, 07h29



(Ghost Edits/Divulgação)

Transformar o mundo através da força do turismo. Essa foi a principal mensagem da Convenção Global da IGLTA, que aconteceu entre os dias 04 e 07 de outubro, em Porto Rico. A escolha do local para sediar o evento não foi por acaso já que a principal entidade do turismo LGBTQIA+ no mundo está empenhada em levar o debate para novos mercados.

No ano em que o evento de negócios e conhecimento mais forte deste segmento turístico chegou ao seu 40º aniversário a IGLTA mostrou especial empenho em começar a promover o turismo LGBTQIA+ em mercados aonde precisa ser ampliado. Para isso, além de uma série de eventos menores e ações específicas, está levando sua convenção para regiões do mundo onde ainda há resistência aos direitos da comunidade.



Lifestyle News Destinations Feature

Joey Amato · Oct 12 · 1 min read

## IGLTA Celebrates 40th Anniversary Global Convention in San Juan with Record Attendance



HOME DESTINATIONS PEOPLE EXPERIENCES TRAVEL NEWS TRAVEL ADVICE TRAVEL TYPE CHECK YOUR LISTINGS  
**The IGLTA Convention's 40th Anniversary in San Juan Breaks Record**  
Posted by Vacationer Staff | Oct 13, 2023 | Events, Puerto Rico, Travel News | 0



The International LGBTQ+ Travel Association (IGLTA) celebrated its 40th Anniversary and breaks a record! (Photo Credit: Ghost Edits / @ghosteditpr)

The International LGBTQ+ Travel Association (IGLTA) wrapped up its largest convention in its 40-year history with over 700 attendees from 36 countries and territories. The IGLTA Global Convention's return to the Caribbean for the first time since 1983 was nothing short of historic. The event was a testament to the growing importance of LGBTQ+ tourism in the Caribbean, and it was a chance for attendees to learn about the latest trends in the industry and network with professionals from around the globe.

Discover Puerto Rico was a key partner in the success of the 40th Anniversary Global Convention. Their generous support and expertise helped create a truly memorable event for our attendees.



"IGLTA's 40th Anniversary Global Convention was a resounding success, and a showcase for the resilience, creativity, and diversity of the LGBTQ+ travel community," said IGLTA President/CEO John Tanzella (@johntanzella). "We could not be more proud of our return to the Caribbean to celebrate the importance of global LGBTQ+ travel and tourism."

HOSTELSUR.com  
TURISMO EMPRESAS GASTRONOMÍA OPINIÓN EDICIÓN IMPRESA  
Inicio Promoción Andalucía participa en el principal encuentro mundial del segmento de turismo LGTB  
**Andalucía participa en el principal segmento de turismo LGTB**  
La comunidad promociona su oferta como destino en el congreso de IGLTA en Puerto Rico  
Por J.P. octubre 3, 2023



La Consejería de Turismo, Cultura y Deporte promocionará la oferta de Andalucía mundial de este segmento, el congreso de la asociación IGLTA que este año se celebra del 4 al 7 de octubre.



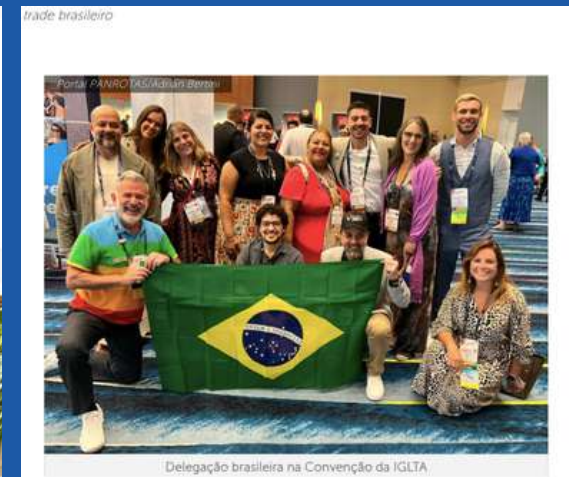
## DISCOVER PUERTO RICO CELEBRATES 40TH ANNIVERSARY GLOBAL CONVENTION IN SAN JUAN WITH RECORD ATTENDANCE

The International LGBTQ+ Travel Association (IGLTA) wrapped up its largest convention in its 40-year history with over 700 attendees from 36 countries and territories. The IGLTA Global Convention's return to the Caribbean for the first time since 1983 was nothing short of historic. The event was a testament to the growing importance of LGBTQ+ tourism in the Caribbean, and it was a chance for attendees to learn about the latest trends in the industry and network with professionals from around the globe.

Discover Puerto Rico was a key partner in the success of the 40th Anniversary Global Convention. Their generous support and expertise helped create a truly memorable event for our attendees.

"IGLTA's 40th Anniversary Global Convention was a resounding success, and a showcase for the resilience, creativity and diversity of the LGBTQ+ travel community," said IGLTA President/CEO John Tanzella (@johntanzella). "We could not be more proud of our return to the Caribbean to celebrate the importance of global LGBTQ+ travel and tourism."

"Discover Puerto Rico alongside our on-island partners was honored to host the prestigious IGLTA convention here on our beautiful island. Industry has been a strategic pillar of our DMO since its inception in 2016, and celebrating IGLTA's 40th anniversary convention in Puerto Rico is a testament to our values in action. The team at Discover Puerto Rico has worked for more than two decades to bring the extraordinary event to life, and we are proud to have helped IGLTA sustain record attendance at this year's convention," said Leah Chandler (@leahc), Discover Puerto Rico's Chief Marketing Officer.



Delegação brasileira na Convenção da IGLTA

A América Latina é de extrema importância para a IGLTA. Nosso segundo maior número de membros é do Brasil e sabemos do potencial da região em ser um destino propício para viajantes LGBTQ+ e para negócios da indústria. San Juan, por si só, é um destino extremamente aberto e acolhedor. Nesta Convenção, conseguimos promover conexões, capacitações e networking para compradores e fornecedores", afirmou o CEO da IGLTA, John Tanzella.

Para o gerente de Marketing do Discover Porto Rico, José Arana, receber a Convenção da IGLTA é uma oportunidade de promover os atrativos LGBTQ+ do destino, incluindo o clima, as pessoas, a gastronomia, as músicas, as praias e a conectividade aérea.



O Brasil esteve presente no evento com uma delegação de 12 profissionais, entre elas Clovis Casemiro, da IGLTA no Brasil, Antonietta Varlese, da Accor, Bianca Dias

# IGLTA GLOBAL CONVENTION NEWSLETTERS

Sponsor recognition in articles related to the convention was promoted through the IGLTA B2B eNewsletter, published every Wednesday and distributed to more than 13,000 opt-in subscribers worldwide.

The IGLTA 2023 Global Convention was featured in over 30 editions of the B2B eNewsletter, resulting in a total of **1 million impressions**.



## IGLTA NEWS

### IGLTA Celebrates 40th Anniversary Global Convention in San Juan with Record Attendance

IGLTA  
Last week, we held our largest convention in IGLTA's 40-year history in San Juan, Puerto Rico, with over 700 attendees from 36 countries and territories. The event was a testament to the growing importance of LGBTQ+ tourism in the Caribbean and IGLTA's commitment to promoting LGBTQ+ inclusive tourism globally. Discover Puerto Rico was a key partner in the success of the convention, providing generous support and expertise.

[Read More](#)



### Explore Puerto Rico's Vibrant Experience After the IGLTA Global Convention!

IGLTA



We're partnering with local businesses to offer exclusive experiences for convention attendees. From sailing and snorkeling in the Caribbean to exploring the colorful streets of Old San Juan, there's something for everyone to enjoy.

- Casa BACARDI Distillery: Take a mixology class, or try the famous rum with a chocolate pairing!
- Catamaran Sail & Snorkel Day Trip: Soak up the sun and sea on a 47' catamaran.
- Rico-Sun Tours' Sunset Harbor Ride: Experience breathtaking views of San Juan Bay on a guided horseback riding tour.

Book your experiences now and make the most of your time in Puerto Rico!

[Book Here](#)

### IGLTA Global Convention 2023: Puerto Rico!

IGLTA  
From March 23: We are taking our premier educational and networking event to the Caribbean for the first time since 1985! IGLTA will present its 2023 Global Convention in San Juan, Puerto Rico, a destination that stands out in the Caribbean for its lively LGBTQ+ scene and commitment to inclusion. [View the announcement video on our YouTube channel.](#)

"Puerto Rico is a destination with diversity in its DNA, offering a unique blend of Spanish, Taino, and African heritages, which are reflected in its vibrant arts, music, and cuisine," said IGLTA Board Chair Felipe Cardenas. "Holding our Global Convention there provides the great potential of making a strong, positive impact not only on their local LGBTQ+ communities, but on LGBTQ+ tourism throughout the Caribbean."

[READ MORE](#)

#### PRODUCT SHOWCASE



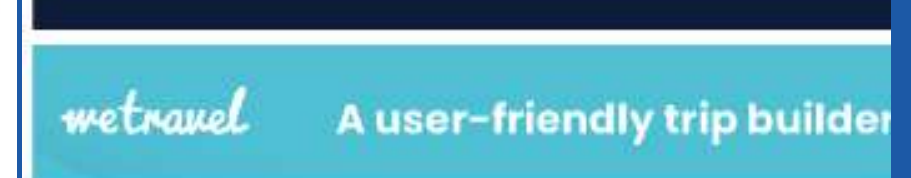
#### ICONIC COCKTAIL DEN

An icon returns. Experience the golden age in cocktail culture and discover the martini as a masterpiece. Join us today.

[LEARN MORE](#)

### Can LGBTQ+ Tourism Thrive in Emerging Destinations?

IGLTA  
From May 25:



## IGLTA NEWS

### Registration for IGLTA's Global Convention in Puerto Rico

IGLTA  
Great news! This week we officially opened registration for the IGLTA 40th Anniversary Global Convention in Puerto Rico! This convention is the biggest LGBTQ+ travel event of the year, and offers an incredible opportunity to connect with industry leaders, gain valuable insights, and of course, explore the beautiful island of Puerto Rico. Registration also includes the ability to add on our popular [Buyer/Supplier Marketplace](#) on 4 one scheduled meetings to drive business success.

[Register today](#) to secure your spot and take advantage of our early discounted pricing. We can't wait to see you in Puerto Rico!



# IGLTA GLOBAL CONVENTION EBLASTS

Recognition for sponsors was shared through Convention eBlasts sent to IGLTA Members and convention attendees in more than 20 communications, resulting in over **375,000 impressions**.

 **IGLTA** ADVANCING LGBTQ+ TRAVEL



**ENJOY PUERTO RICO WITH A TOUR YOU'LL NEVER FORGET**

[VIEW PRE & POST EXPERIENCES →](#)

Have you firmed up your travel plans for the upcoming IGLTA Convention in San Juan, Puerto Rico? We just wanted to send a quick reminder about flights, hotel, plus pre and post experiences.

We're proud to partner with Delta Air Lines and Copa Airlines for air travel. You can find discounts on many fares booked via the link and code found [here](#).

Our host hotel, the Sheraton Puerto Rico Hotel & Casino, is offering special convention rates until 18 September 2023 (or until the room block is sold out) via [this dedicated link](#).

Arrive early or stay on afterward to discover the best of Puerto Rico's history, food, beaches, and more. [Pre/Post Experiences](#) are conducted by professional tourism hosts and can be reserved directly with them. If you see an experience you love, book now, as spaces are limited.

For more information and tips about this year's convention, [visit the IGLTA Convention website](#).

[VISIT PRE & POST EXPERIENCES →](#)

 **IGLTA** ADVANCING LGBTQ+ TRAVEL



**PLAN YOUR TRIP TO SAN JUAN, PUERTO RICO**

[VIEW AIRLINE DISCOUNTS →](#)



If you haven't already firmed up your travel plans for the upcoming IGLTA Convention in Puerto Rico, now is the time to book your flights, hotel and ground transportation—and why not lock in some great deals at the same time? Delta Air Lines, an IGLTA Platinum-Level Global Partner, is offering discounts on many fares booked via the link and code found [here](#). You can also find discounted flights from Copa Airlines.

The convention's host hotel, the Sheraton Puerto Rico Hotel & Casino, is meanwhile offering special convention rates until 18 September (or until the room block is sold out) via [this dedicated link](#).

[BOOK HOTEL →](#)

 **IGLTA** ADVANCING LGBTQ+ TRAVEL



**THANKS FOR REGISTERING!**

[VIEW THE AGENDA →](#)



Thank you for registering for the 40th Anniversary IGLTA Global Convention in Puerto Rico—and congratulations! Soon you'll be part of the most exciting and enlightening annual gathering of the world's top LGBTQ+ tourism industry professionals, taking place for the second time in our association's history, in Puerto Rico's capital city of San Juan.

This year's convention—spanning 4 to 7 October—will feature an [exciting agenda](#) of receptions, roundtables, networking events, educational sessions and marketplaces, and a [dynamic array of speakers](#) to fill you in on the hottest developments and destinations in the LGBTQ+ travel market. A special thanks also goes out to [our amazing sponsors](#), without whom none of this would be possible.



 **IGLTA** ADVANCING LGBTQ+ TRAVEL



**TAKE ADVANTAGE OF ADDITIONAL OPPORTUNITIES**

[JOIN BUYER / SUPPLIER MARKETPLACE →](#)



Naturally you and your organization want to get the very most out of your experience at the IGLTA Global Convention in Puerto Rico this October—and several excellent add-on opportunities are available to help you do just that.

The [Buyer/Supplier Marketplace](#) is a perennial IGLTA Convention favorite, delivered in collaboration with Jacobs Media Group. The last Buyer/Supplier Marketplace at the 2022 IGLTA Convention in Milan generated more than 1,330 scheduled appointments with buyers that conduct over US\$110 million in LGBTQ+ business annually.



 **IGLTA** ADVANCING LGBTQ+ TRAVEL



**GET READY FOR AN INCREDIBLE VOYAGE**

[ENTER GIVEAWAY →](#)



**WIN TWO FREE VOYAGE TICKETS + A US\$500 FLIGHT CREDIT**

This annual fundraising event, known as the Voyage, held each year in conjunction with the IGLTA Global Convention, is coming to San Juan, Puerto Rico on 5 October 2023. By attending you will help raise funds to support global LGBTQ+ education, research and the next generation of industry leaders. Your ticket includes admission, entertainment, open bar and heavy hors d'oeuvres.

## SPONSORSHIP APPRECIATION VIDEO



The sponsor appreciation video was featured prominently, playing both at the start and conclusion of all general sessions. This video spotlighted the convention sponsors, Global Partners, and Puerto Rico as the host destination. The video can be viewed by clicking on the following link: <https://www.youtube.com/watch?v=83KfuFfrZV4&feature=youtu.be>



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2023 CONVENTION SPONSORS:

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# OUR GLOBAL PARTNERS:

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## PLATINUM



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# IGLTA Global Convention SPONSORSHIP TEAM



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40<sup>TH</sup> ANNIVERSARY  
GLOBAL CONVENTION  
SAN JUAN, PUERTO RICO  
4-7 OCTOBER 2023

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**2024** GLOBAL  
CONVENTION  
**OSAKA, JAPAN**  
23-26 OCTOBER

**SEE YOU IN OSAKA!**



2024 GLOBAL  
CONVENTION  
OSAKA, JAPAN  
23-26 OCTOBER