



IGLTA
ADVANCING
LGBTQ+ TRAVEL

IGLTA Annual Global Convention

Tourism Board RFP Requirements

2025 RFP - North America (Canada, Caribbean, Mexico, USA)

Preferred Month: October

Proposal Structure - The DMO/CVB will be responsible for creating and submitting the proposal for the destination and include up to 5 hotel options, including a main conference hotel as well as a nearby budget option.

The IGLTA Annual Global Convention is a collaboration with the host city/region/country to both promote LGBTQ+ tourism as well as showcase the destination to a global audience of tourism professionals, media, and thought leaders in travel. Our 2019 convention in New York City brought together over 700 delegates from 40+ countries. Our 2022 convention in Milano attracted more than 550 attendees from 40+ countries.

As a member-based organization, only IGLTA-member DMO's and properties will be accepted for consideration. For the properties in the bid, they must agree to joining IGLTA (if not already a member) upon winning the bid, within 90 days. Membership with IGLTA provides year-round tourism marketing to the LGBTQ+ segment we represent. Information about IGLTA membership is available at www.iglta.org/join.

In your bid, please address EACH item below in full detail with your proposal. Due to the large interest in hosting our convention, please address each item with your level of commitment. Each item will be weighed out individually by the IGLTA board of directors.

1) CVB/DMO LETTER

- IGLTA requires an official letter of bid interest signed by the CVB/DMO President, guaranteeing the contents of the bid.

2) SUPPORT LETTERS

- The IGLTA Convention engages the local community from governmental and local LGBTQ+ non-profits and tourism industry groups. Please include letters of support from government officials, LGBTQ+ organizations in your area that you support, as well as IGLTA partners/members or other tourism industry professional organizations.

3) ADVANCE MARKETING FUND

- If awarded the bid, the host city agrees to provide IGLTA with a payment of US \$50,000 twelve (12) months in advance of hosting the convention. The fee will be used by IGLTA for creating and launching marketing for the convention.
 - i. In addition to this, what resources does your office have locally, regionally, and globally to promote our conference in your destination? Translations, press contacts, seminars, etc.?

4) HOST THREE EVENTS

- Closing reception of IGLTA's 2024 convention (please note, the 2024 location will be held outside North America). Bid must commit to hosting a reception for up to 550 delegates.

- i. Must cover all costs, including reception-style food/beverage, entertainment, any A/V costs, and transportation if hosting off-site from the host hotel.
- Opening Reception in 2025: Bid must commit to hosting a reception for up to 700 delegates.
 - i. Must cover all costs, including reception-style food/beverage (with heavy appetizers or more), entertainment, A/V costs, on-site signage, and transportation if necessary. This may be accomplished with local sponsorship from your partners. Their recognition however will be limited to the Opening Reception.
 - ii. Past venues include the Getty Museum/Los Angeles, The Dali Museum/St Petersburg FL, City Hall/Madrid, Casa Loma/Toronto, Georgia Aquarium/Atlanta, Castle Sforzesco/Milano.
- Leveraging your partner venues, secure a unique upscale space for the annual IGLTA Foundation “Voyage” fundraiser. This event is a major highlight each year of the convention, focused on the work of the IGLTA Foundation. It raises funds for research, educational programs, and leadership development of the next generation of LGBTQ+ tourism professionals. See www.iglta.org/foundation for more information. Put forth your best options to highlight your unique destination. You must include complimentary venue rental, A/V, F&B, transportation and appropriate entertainment. This fundraiser is a ticketed event, also drawing leadership from the host community.

5) SITE INSPECTION / PRE-PLANNING

- Eight (8) round-trip flights to be used by IGLTA staff/board/meeting planners for convention planning and strategy meetings in advance of the convention.
 - i. IGLTA staff currently reside in 9 countries - be sure these flights are valid from anywhere.

- ii. Includes airport transfers and hotel nights at the host hotel or 4-5 star property nearby. Please coordinate this with your bidding properties.

6) PRE/POST FAMILIARIZATION (FAM) TRIPS

- Include a rough draft proposal for potential pre/post fam trip options to your destination/region. These can include any/all – media fam, travel advisors/meeting planner fam, all other participant fam options. To be successful, it is highly recommended there not be a fee for media or travel advisors to attend. These fam trips can include regional destinations/partners and, if possible, should highlight any IGLTA members in your area.
 - i. Given the nature of who attends our convention, many are potential clients to sell the options you offer.
- IGLTA will promote the FAM tours on its convention website, but reservations and questions are to be handled by the destination hosts, not IGLTA. The more diverse options offered will help grow attendance to the conference while highlighting the destination's offering to international tourists.
- If selected, can the CVB/DMO commit to providing these options to IGLTA for posting on its website at least 12 months in advance of the convention? If not when?

7) HOSTED TRAVEL MEDIA TO THE CONVENTION

- Hosting international travel media provides many benefits to the tourism organization and the destination. Various CVB/DMO's have developed visiting journalist programs to entice the media to visit a destination and maximize the publicity that can be gained. In order to increase the chosen conference destination's visibility to the LGBTQ+ travel community, IGLTA annually invites more than 50 pre-qualified travel writers/influencers to attend our annual conference. Through the support of the local tourism bureau and their partners, these travel

writers are hosted locally to pre or post FAM trips, complimentary hotel accommodations during the conference, and airfare. IGLTA provides all approved travel writers with free registration to the conference, and will consult with the destination throughout the selection process.

- i. At minimum, the host city destination agrees to host an international FAM that covers air/hotel for 15 writers for the dates of the convention. FAM programming must not conflict with any scheduled IGLTA convention activities, but pre/post activities are encouraged. Please advise your plan for this.
- ii. Will your office be able to secure hotel rooms for 15 additional media for the duration of the conference (airfare not required) from other hotel partners in your destination?
- iii. The host city will secure media rates at area properties for those who are not part of the media hosting program.
- iv. The host destination will provide all attending media with activity/attraction/transit passes to maximize their destination coverage/experience.

8) SIGNAGE & PRINTING ON-SITE

- The host city agrees to cover the costs of conference signage to be displayed, including welcome sign in registration area, meeting rooms, registration desk, transportation information, evening events, etc. In total approximately 35 signs will be needed; design to be done by IGLTA and to include host city logo and other sponsors where applicable. Please note if the host hotel or venues can provide a comparable digital option for signage; this is preferred in the interest of sustainability.
- The host city agrees to create a visible welcome sign to the delegation outside the host hotel or in the surrounding neighborhood. (Examples of past street signage can be provided.)

9) AIRPORT TRANSFERS DURING CONVENTION WEEK

- The bid commits to airport transfers at the convention for the association board of directors (approximately 15-20), plus IGLTA staff (approximately 20), as well as up to 5 VIPs attending.
 - i. These should be noted in your bid as 'roundtrip' transfers.
 - ii. Please note, this is in addition to to item #5 above.

10) HOTEL PORTION OF BID

- Your bid should offer 3-5 host hotel options, with room rate and any/all other pertinent financial details. IGLTA will strongly consider its Global Partner property brands (www.iglta.org/partners) over other brands. Including an additional small block (40 rooms per night) at a lower priced property nearby is also encouraged.
- Given our conference changes countries each year, what can your destination do to assist with room attrition being waived to ensure we maximize exposure of your destination without being penalized?
- Details for the property meeting space specifics are defined on a separate attached document provided to share with your hotel partners.
- The hotel and venues must have completed the IGLTA Accredited Program prior to our convention. Details are available at www.IGLTA.org/Accredited
- Staff rooms (approximately 17 sleeping rooms per night) shall be at no charge to IGLTA.
- Hotel A/V costs can be a reason to choose or not choose a destination. What percentage of the overall A/V costs would be able to be underwritten?
- The hotel must offer media rates (as referenced in section 7.iii)
- How can the property and destination engage the global brand for promoting the conference and having a larger presence from their other properties in the brand?

11) HOSTING BUYERS

- The IGLTA understands that bringing qualified/vetted buyers (travel advisors & tour operators) is very important to your destination and your stakeholders.. Is your destination able to cover the room night expense of this group's stay or offer a very reduced room rate that will attract the best in the industry? Typically we have 80 rooms per night for buyers, so it is important for the group to also be hosted as a familiarization trip, including a welcome amenity, pre/post fam options, hotel site inspections, etc.

12) IGLTA FOUNDATION THINK TANK

- The IGLTA Foundation hosts an annual invite-only Think Tank with thought leaders and CEO's. In the recent past, this has been held at Google offices. Would your destination be able to provide a high tech/unique venue for this event? The venue should be one that would attract CEOs in tourism, seating for 25, including lunch. The event is typically 3 hours in length and a report-out is produced. Examples of our recent Think Tank reports can be viewed:

<http://www.iglta.org/think-tank>

13) AIR LIFT

- IGLTA's attendance success is one that provides the greatest ease for its global membership, arriving from over 40 countries.
 - i. Please include what NONSTOP destinations globally your local airport has access to and which airlines serve those routes.
 - ii. Which airlines do you currently possess a strong partnership with? Do you have the ability to leverage them to engage with IGLTA at the convention? If so, please share your ideas.

14) LGBTQ+ EQUALITY

- Please provide details of legal rights and advances in your location relevant to our community.

- Does your office have a diverse supply chain, including support of LGBTQ+ businesses?

15) DESIGNATE A HOST COMMITTEE

- Develop your host committee by engaging your local LGBTQ+ community leaders and tourism professionals and a representative of the local CVB/DMO. Include the list of people with affiliation in your bid. The Host Committee is a volunteer group to assist with providing connections, logistics and miscellaneous projects.
 - i. Another option is for the CVB/DMO to volunteer its team as the host committee if preferred. NYC in 2019 successfully chose this option.
- IGLTA will NOT choose a host city which plans to assign our convention planning to a third party/contractor outside of their office. Based on experience, our team must have open lines of communication and planning with the CVB/DMO leadership team for a mutually successful event.

16) STAFF RETREAT/STRATEGIC PLANNING MEETING

- Each year, the global staff convenes for planning the conference strategy, budgets and other objectives for the year. We hold the staff retreat approximately the second week of January. Will your office be able to ensure an appropriate 4-star hotel (preferably the convention host hotel) to host the IGLTA staff (approximately 18) the year of hosting our convention for this purpose? (this is completely separate from number 5 above)
 - i. This requires 4-6 nights accommodations per person, airport transfers, daily breakfast/lunch, Wifi, tour of applicable venues and a group dinner or reception with local leaders in tourism and the LGBTQ+ community.

- ii. Another option would be to host just the staff executive team (4 persons) plus the meeting planners (2 persons). For this smaller group, all meals, airport transfers, and any local transport needs must be committed to being covered.

17) SUSTAINABILITY

IGLTA and its members have a focus on sustainable/responsible tourism. Please share your ideas on how hosting our convention can be done in the most sustainable way possible, and please do include the hotels interested in hosting the convention so they can share their specific best practices in this area.

18) UNIVERSITY CONNECTIONS

- Does your office have relationships with tourism departments at local universities? The IGLTA Foundation aligns with universities to promote convention fellowships, and a potential research project leading up to the convention each year, as well as volunteer opportunities for students. Past universities include highly acclaimed NYU (New York University), Emory University (Atlanta), and Bocconi University (Milan).

19) CREATIVITY IS IMPORTANT

- Include ideas of how your destination would be a draw for attendance globally. What are aspects that would entice a global audience of LGBTQ+ tourism & media professionals to want to come to your city? Are there unique aspects of your city/region that can be leveraged? Are there interesting speakers in your reach you can help secure that would draw registrations?
- How can you promote our convention registration to local tourism/hospitality professionals?
- How can you promote our convention to local/regional LGBTQ+ organizations?

IN CONCLUSION:

Your bid should address each of the 19 items above, clearly expressing your capacity for each/every item. The responses will be compared with the other bidding destinations for levels of commitment as well as creativity and ideas offered outside the RFP.

A sample of benefits to the host destination:

Hosting an IGLTA global convention certainly raises the awareness of your destination to the global LGBTQ+ industry as well as travelers. It's a unique opportunity to align yourself with the global leader in advancing LGBTQ+ travel and amplify your message of support for diversity and inclusion around the world.

Listed below are activations in addition to the overall exposure received from our members attending the convention:

- IGLTA will recognize the host city on all applicable marketing collateral and social media one year prior to hosting the convention.
- The host CVB/DMO will be provided 10 complimentary registrations for its full-time staff to attend the conference at no cost, apart from the 'Voyage' fundraiser event. Attending the convention enables the host CVB/DMO to personally engage with all attendees.
- To help promote the destination, a complimentary table will be provided in the registration area at the convention in the prior year, as well as the hosting year. Two complimentary convention registrations for the following year to provide continuity and exposure of your destination.
- Premier-tier logo visibility on all convention-related items; including but not limited to our website, e-blasts, event signage, print material & sponsor appreciation video, banner ad on convention App.
- Opportunity for the CVB/DMO President to provide welcome remarks from the main stage at the opening general session (5 minutes) & a representative from the CVB/DMO to address delegates (5 minutes) in the

closing session of the convention prior to encourage them to travel to their city.

- Participation in Buyer/Supplier Marketplace, one sales representative from the CVB/DMO to meet with travel advisors/tour operators
- Dedicated eBlast to IGLTA members & registered Convention Participants
- Promotional item inserted in Convention Delegate Welcome Bag (if there is one provided to attendees)
- Recognition in the following convention-related communications:
 - Convention press releases (375+ media outlets)
 - Convention articles in IGLTA B2B eNewsletter (12K+ opt-in subscribers)

To view a sample of exposure for host city from previous conventions:

<https://custom.cvent.com/A430BC772D794CE7A39E37DC26B96ED1/files/3a6fde30287c42019e49bdc6a8b1feff.pdf>

For questions and to submit interest, please contact

Kristin.Gershengorn@IGLTA.org, Executive Assistant to the CEO, IGLTA.

TIMELINE:

November 21 , 2022 - IGLTA RFP released to DMO members within North America

Please advise IGLTA if you are interested in exploring the possibility of hosting IGLTA. Our team will answer any questions you may have and keep you informed in the process.

February 10, 2023 - Bids due to IGLTA

March 01, 2023 - IGLTA Board of Directors choose host destination

March 7-9, 2023 - IGLTA announces 2025 host cities during ITB/Berlin

Updated: November 2022