



IGLTA Annual Global Convention

Tourism Board RFP Requirements 2027 RFP - North America (Canada, Caribbean, Mexico, USA) Preferred Month: October

Proposal Structure - The CVB/DMO will be solely 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. Convention Centers may also be submitted for consideration.

If you are interested in hosting the IGLTA Global Convention, please put forth your best offer to compete against other destinations. We realize not every destination can leverage its partners for every item listed.

The IGLTA 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, travel media, and thought leaders in tourism. Our 2023 convention in Puerto Rico brought together over 750 delegates from 35+ countries. And our most recent convention, held in Japan brought together over 550 attendees from 50+ countries.

As a member-based organization, only IGLTA-member CVB/DMO's and properties will be accepted for consideration. Priority will be given to IGLTA Global Partner brands and destinations. For the properties in the bid, they must agree to joining IGLTA (if not already a member) within 90 days upon being selected. 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 addition, the selected CVB/DMO and host hotels must be IGLTA Accredited. Information to become accredited can be found at <https://www.iglta.org/iglta-accredited/>.

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

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

2) SUPPORT LETTERS

- a. Please include letters of support from government officials, LGBTQ+ organizations in your area, as well as IGLTA partners/members or other tourism industry professional organizations.

3) ADVANCE MARKETING FUND

- a. 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 to your destination.
 - i. In addition to this, what resources does your office have locally, regionally, and globally to promote our conference to your

destination? ie- translations, press contacts, seminars to your tourism industry leadership, etc.

4) HOST THREE EVENTS AT THE CONVENTION - 2027

- a. Board of Directors Meeting and Reception
 - i. The board of directors meeting consists of approx 20 individuals. This is our decision making body that is excited to experience your destination. We are requesting a meeting room, including A/V connection, light breakfast and lunch be provided to this important group. Close proximity to the HQ hotel is preferred and a unique venue that you would like to showcase to the board of directors is desirable.
- b. Opening Reception at the 2027 convention: Bid must commit to hosting a reception for up to a maximum of 750 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, Hacienda Campo Rico/Puerto Rico, Landmark Square/Osaka.
- c. Leveraging your partner venues, secure a unique upscale space to host approximately 500 attendees for the annual IGLTA Foundation “Voyage” fundraiser. This themed event, focused on the work of the IGLTA Foundation, is a major highlight each year of the convention. 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 and how the venue's architecture, history, or setting can complement the evening's theme of inclusivity and progress.

- i. This must include complimentary venue rental, A/V, F&B, appropriate entertainment and transportation if necessary. This fundraiser is a ticketed event, also drawing leadership from the host community.
- ii. Past venues include: Sumiyoshi Taisha/Osaka, Casa Bacardi/Puerto Rico, Rosa Grand Milano/Milan, Delta Flight Museum/Atlanta.

5) **MEETING FACILITY** The Host Committee will secure and pay for all facility costs associated with the Convention, including:

- a. The Food and Beverage costs associated with lunches and coffee breaks during the convention: Staff Lunches, Expo Luncheons, and any F&B surrounding the convention for all delegates, the Buyer/Supplier Marketplace for the Marketplace delegates, but not including personal dining expenses;
If breakfast is not included in the hotel room rate, it must be provided by the meeting facility;
- b. One (1) complimentary wired internet connection at registration;
- c. One (1) complimentary wired internet connection in general session room;
- d. Complimentary Wi-Fi, with custom SSID, for all attendees in all meeting spaces;
- e. All A/V costs for all convention meetings held at the convention facility, based on needs determined by IGLTA;
- f. 24-hour holds for all rooms that are used for the Global Convention on consecutive days;
- g. Provide complimentary meeting space as outlined in the "Room Assignments" spreadsheet (times and meetings are subject to change)
- h. Waiver of any marketing/branding fees at the property/facility;

- i. Ten (10) complimentary overnight self-parking passes per host and/or convention center property;
- j. And, five (5) complimentary daytime self-parking passes per host and/or convention center property;

6) SITE INSPECTION / PRE-PLANNING

- a. 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 14 countries - be sure these air vouchers are valid from anywhere.
 - ii. Includes airport transfers and hotel nights at the host hotel or a nearby 4-5 star property.

7) PRE/POST FAMILIARIZATION (FAM) TRIPS

- a. 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 options. To be successful, it is highly recommended there not be a fee for media or travel advisors to attend, and a discounted rate for all other participants. 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.
- b. IGLTA will promote the FAM tours on its convention website, but reservations, payments and questions are to be handled by the destination hosts offering the FAM trips, not IGLTA. The more diverse options offered will help grow attendance to the conference while highlighting the destination's offering to international tourism advocates.

- c. If selected, the CVB/DMO must commit to providing these options to IGLTA for posting on its website 12 months in advance of the convention.

8) HOSTED TRAVEL MEDIA TO THE CONVENTION

- a. 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. Up to 25 complimentary sleeping rooms during the convention, as well as airfare to/from any airport globally.
At minimum, the host city destination agrees to host an international FAM that covers airfare and hotel for 25 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. The host city will secure additional hotel rooms/media rates at area properties for those who are not part of the media hosting program.
 - iii. The host destination will provide all attending media with activity/attraction/transit passes to maximize their destination coverage/experience.

9) SIGNAGE & PRINTING ON-SITE (can be lessened if digital signage is available)

- a. The host city agrees to cover the costs of the following conference signage to be displayed, including welcome sign in registration area, meeting rooms, registration desk, transportation information, evening events, etc.:
 - i. Four (4) stand-alone meter boards
 - ii. Approximately thirty-five (35), 24" x 36" (61 x 91 cm) informational & directional easel signs, printed on foam core or other similar, sustainable, recyclable materials. Easels should be provided by the host CVB/DMO, the convention center or venue, or the host hotel.
 - iii. Three (3) step & repeats (approximately 8' x 8')
- b. Design to be created by IGLTA and to include host city logo and other sponsors where applicable. All signage materials, formats and placement to be approved by IGLTA.
- c. Please note if the host hotel or venues can provide a comparable digital option for signage; this is preferred in the interest of sustainability.
- d. 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.)

10) AIRPORT TRANSFERS DURING CONVENTION WEEK

- a. Airport transfers at the convention for the association board of directors (approximately 15-20), plus IGLTA staff (approximately 30), as well as up to 5 additional VIPs attending. These should be noted in your bid as roundtrip airport transfers during the convention week.

11) HOTEL PORTION OF BID

- a. 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.
- b. 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?
- c. The hotel and venues must have completed the IGLTA Accredited Program prior to our convention. Details are available at www.IGLTA.org/Accredited
- d. Up to 30 complimentary staff sleeping rooms per night for IGLTA staff. (to include Saturday and Sunday nights post convention)
- e. Up to 10 complimentary suites for the duration of contracted dates. (to include Saturday and Sunday nights post convention)
- f. Up to 100 complimentary sleeping rooms for the five nights of the Buyer/Supplier Marketplace.
- g. Up to 25 complimentary sleeping rooms during the convention as noted in the “Media” section. These can be spread among multiple hotels in the destination.
- h. 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?
- i. The hotel must offer media rates (as noted in the media section)
- j. 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?
- k. Any sleeping room hotel agreements, including those made between hotel and the Host Committee, must incorporate a 10% sleeping room commission to be paid to IGLTA’s Event Planner, Q&A Events
- l. Details for the property meeting space specifics are defined on a separate attached document provided to share with your hotel

partners.

12) HOSTING BUYERS

- a. 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 five room nights expense of this group's stay or offer a very reduced room rate that will attract the best in the industry? Typically we have 100 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.

13) IGLTA FOUNDATION THINK TANK

- a. 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. If there is not an appropriate Google office in your destination, we ask for your assistance 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 and transportation. The event is typically 3 hours in length and a report-out is produced. The venue should symbolize progress and innovation, such as institutions tied to diversity, sustainability, or tech hubs. We also need to ensure venues offer advanced A/V technology suitable for interactive presentations.

Examples of our recent [Think Tank report "Caribbean Kaleidoscope"](#) can be viewed [here](#).

14) AIR LIFT

- a. IGLTA's attendance success is one that provides the greatest ease for its global membership, arriving from over 50+ 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.

15) LGBTQ+ EQUALITY

- a. Please provide details of legal rights and advances in your location relevant to our community.
- b. Does your office have a diverse supply chain, including support of LGBTQ+ businesses?
- c. Please share details if your organization has completed an LGBTQ+ training program.

16) DESIGNATE A HOST COMMITTEE

- a. 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.
- b. 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.
- c. The host committee's purpose is to help promote the convention locally and connect IGLTA with various suppliers, LGBTQ organizations, etc. The committee does not directly control any portion of the convention nor its content.

17) STRATEGIC PLANNING MEETING

- a. Each year, the global staff convenes for planning the conference strategy, budgets and other objectives for the year. We hold the planning meeting approximately the second week of January the year of the convention in your destination. Will your office be able to ensure the following:
 - i. An appropriate 4-star hotel (preferably the convention host hotel but not mandatory) for IGLTA staff (approximately 25) for 5-7 nights accommodations per person
 - ii. Airport transfers
 - iii. Daily breakfast/lunch
 - iv. Wifi
 - v. Tour of applicable venues
 - vi. A group dinner or reception with local leaders in tourism

- b. Another option would be to host just the staff executive team (approximately 5 persons) plus the meeting planners (3 persons). For this smaller group, will your office be able to ensure the following:
 - i. An appropriate 4-star hotel (for 8 persons, preferably the convention host hotel but not mandatory) 5-7 nights accommodations per person
 - ii. All airfare is covered for the approximate 8 persons
 - iii. All meals
 - iv. All airport transfers
 - v. Local transport needs
 - vi. Wifi
 - vii. Tour of applicable venues
 - viii. A group dinner or reception with local leaders in tourism

18) SUSTAINABILITY

- a. 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.

19) UNIVERSITY CONNECTIONS

- a. Does your office have relationships with tourism/hospitality 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), Bocconi University (Milan) and Ryukoku University, Ritsumeikan University, Osaka University and Kyoto University (Japan)

20) CREATIVITY IS IMPORTANT

- a. 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?
- b. How can you promote our convention registration to local tourism/hospitality professionals?
- c. How can you promote our convention to local/regional LGBTQ+ organizations?

IN CONCLUSION:

Your bid should address each of the 20 items above, clearly expressing your capacity for each and 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.

How your destination will benefit:

Hosting an IGLTA global convention certainly raises the awareness of your destination to the 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 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 the attendees.
- To help promote the destination, a complimentary table will be provided in the registration area at the convention prior, as well as the hosting year. Two complimentary convention registrations for the following year are also provided 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, and banner ad on convention App.
- Logo recognition as a Presenting Sponsor at the prior convention.
- 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 encouraging 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 (13K+ opt-in subscribers)

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

2024 - Osaka, Japan ([Convention Review](#))

2023 - San Juan, Puerto Rico ([Convention Review](#))

2022 - Milan, Italy ([Convention Review](#))

2021 - Atlanta, USA ([Convention Review](#))

For questions and to submit interest, please contact

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2027 RFP TIMELINE:

December 2024 - IGLTA RFP released to DMO members within North America.

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

February 12, 2025 - Bids for the 2027 submission due to IGLTA

March 1, 2025 - IGLTA Board of Directors choose host destination

March 4-6, 2025 - IGLTA announces "IGLTA 2027 Convention" host city at ITB Berlin with coordinated press announcement released either at ITB or after.

Updated: Nov 2024