



IGLTA ACCREDITED™ PROGRAM OVERVIEW



BACKGROUND

IGLTA Accredited™ was developed by the International LGBTQ+ Travel Association (IGLTA) through a global panel of industry leaders with extensive experience in tourism, hospitality and DEI education.

IGLTA and the accreditation program are united in the effort to advance LGBTQ+ travel, but IGLTA Accredited™ is managed separately from IGLTA membership, using an independent auditing organization to process the applications.





OVERVIEW

IGLTA Accredited™ helps LGBTQ+ travelers find the feeling of a welcoming home away from home, no matter how far they go.

The program is based on an **8-criteria assessment** focused on the LGBTQ+ inclusivity efforts of travel brands. The accreditation is an all or nothing approval, so organizations must meet all 8 criteria each year to continue to claim they are IGLTA Accredited™.

IGLTA Accredited™ is **NOT** a training or education program on *how* to be LGBTQ+ inclusive. Rather, it is an **audit process** and **declaration that the inclusivity efforts are in place.**

IGLTA can provide travel brands with a list of recommended organizations who provide the necessary inclusivity training in order to become accredited. While applying for accreditation itself is relatively simple, the steps necessary to be inclusive and become eligible as an accredited business are rigorous.

BRAND PILLARS

IGLTA Accredited™ is based on eight brand pillars that encompass the 8-criteria assessment:

- | | |
|----------------------|-----------------------|
| 1 Diversity | 5 Community |
| 2 Equity | 6 Advocacy |
| 3 Inclusivity | 7 Transparency |
| 4 Policy | 8 Sensitivity |



These brand pillars are highlighted in the IGLTA Accredited™ logo.



THE ASSESSMENT CRITERIA

IGLTA Accredited™ status is achieved on evidence of satisfying the 8-criteria assessment:

- 1** Publicly displayed non-discrimination policy or customer charter
- 2** Staff LGBTQ+ sexual orientation and non-discrimination HR policy
- 3** Complaints, whistleblowing and watchdog procedures
- 4** Dedicated LGBTQ+ customer champion
- 5** LGBTQ+ community support program & marketing strategy
- 6** LGBTQ+ inclusive marketing & communications
- 7** Third-party references
- 8** Completed diversity and sensitivity training



ELIGIBILITY & PRICING

The program is available worldwide to hotels, guesthouses, B&Bs and any other individual properties offering accommodations for travelers.

Any individual property worldwide can apply for accreditation. Membership in the IGLTA business network is not required. For hotel chains, individual properties may apply for accreditation; however, only that property (not the entire hotel chain) will be IGLTA Accredited™.

Businesses will pay an annual fee to accredit their property and must reapply each year to maintain the status. The first year application will also incur a one-time admin fee.

The associated admin and annual fees cover the cost of the audit and is not a payment for the accreditation itself. Payment does not guarantee a property will become accredited, but the auditor will work with applicants to ensure they understand how to successfully complete all the necessary steps within the 8-point system.



LAUNCH AND ADDITIONAL INFORMATION

IGLTA Accredited™ will be soft-launched in the summer of 2022 in preparation for a full announcement of the program at the IGLTA Global Convention in Milan (October 2022).

For more information and to register your interest, please visit:
<https://www.igлта.org/accredited>

