



IGLTA
ADVANCING
LGBTQ+ TRAVEL

IGLTA FAM Trip Solutions – Travel Advisors / Tour Operators

Did you know that the spending power of the LGBTQ+ community is estimated at more than US\$4.6 trillion annually?* If you're not trying to reach LGBTQ+ travelers, you're missing out on a powerful, loyal market segment.

Hosting an LGBTQ+ FAM trip with established travel advisors and/or tour operators results in elevated visibility with this influential segment. It provides buyers with the tools needed to raise your profile among their LGBTQ+ clients and solidifies your reputation as a welcoming destination or travel business. A favorable impression on a travel advisor or tour operator can result in a steady flow of travelers for years to come.

How do you decide who should participate?

Not all travel advisors and tour operators are created equal. IGLTA will help you select vetted professionals with experience working with LGBTQ+ travelers, based on your target markets and preferred formats.

What makes a good FAM trip?

Although planning an LGBTQ+ FAM trip has many components in common with a mainstream trip, many destinations fall short with LGBTQ+ groups by not personalizing the itineraries to their individual needs.

The IGLTA Program: Attendee Selection & Best Practices

Cost: US\$999 (members) US\$1,599 (non-members)

Provide introductions to LGBTQ+ travel advisors and/or tour operators and assist in the selection process, based on your needs:

- *Agency size, reputation, brand alignment, annual production*
- *Geo-targeting*
- *Size of FAM trip*

Personalized consultations (up to 3 hrs) with IGLTA staff to review the following info:

- *Invite & planning process*
- *Final trip itinerary*

Background

As the global authority in advancing LGBTQ+ travel, IGLTA has built strong relationships with buyers and suppliers worldwide. Tapping into our network and our team's years of experience, we've created a program to help put your destination on the LGBTQ+ map.

For more information, please contact membership@iglta.org

*lgbt-capital.com