

Guidelines for Creating a Member Profile on the IGLTA Website

IGLTA members can create a business profile on the IGLTA website to inform travelers and other industry professionals about the products and services your business offers. Keep in mind that the IGLTA website provides information for both travelers as well as tourism and industry professionals. However, the design, layout and promotions done throughout the website are primarily consumer-focused. Once you create your member profile, you can also publish events, tours and specials associated with your business. The items below include a brief description of the various sections in your profile as well as guidelines to follow when submitting your content.

Business Name

A clear and brief title that describes your business. Recommended length is under 30 characters.

Short Description

Less than 100 words that describes your business along with your primary products and/or services. This text appears as the listing preview when displayed on the website or shared on social media.

Long Description

This is the full description of your business including a more detailed description about who you are and what products and/or services you provide to travelers. This text should communicate all important items that you would want a potential visitor/consumer/client to know about you to encourage them to contact you for bookings or additional questions. Recommended length is at least 100-300 words depending on the nature of your business. More words and content may be appropriate.

Please remember that IGLTA's audience is the global LGBTQ community so the text should be written with that audience in mind. If you have any specific content already created (e.g. landing pages, micro sites, imagery) or products and/or services geared to LGBTQ community this is where it should be mentioned. You may embed links and photos or videos in your profile.

Note: members profiles are accessed by both consumers (B2C) and the tourism community (B2B) however, your profile should be written primarily for the consumer traveler as the vast majority of the IGLTA website traffic are consumers looking for travel information.

Social Media Links

You may include links to your social media profiles including Facebook, Twitter, Instagram, YouTube and/or LinkedIn.

TripAdvisor

If you have a TripAdvisor account and want to link your reviews you can add them to your profile by including your TripAdvisor ID.

Categories

You can include specific categories which apply to your business. These categories will determine under which sections your listing appears on the IGLTA website. Please only include categories which are regularly offered by your business.

Amenities

You can include specific amenities offered by your business if applicable. Please only include amenities which are regularly offered by your business.

Multiple Locations

You can associate your business with multiple countries in your profile, which will allow your business to be displayed in more relevant places on the IGLTA website. With multiple selections, your products and services are more easily discovered by LGBTQ travelers visiting the IGLTA website who are interested in specific destinations. The Multiple Location option is meant to show travelers the locations in which you offer an actual tourism product. In other words, these locations are not where your customers or clients come from, but places where you operate. Listing locations where you do not actually conduct business or provide products and services is against IGLTA policy and these locations will be removed during the review/publishing process.

Image & Logo Guidelines

You are required to submit at least one logo and one landscape (horizontal), gallery image. The logo will be cropped to 158x114 pixels and the gallery image should be a minimum of 1000px in width. Additional photos are encouraged. Landscape photos work best as the primary gallery image with our platform however vertical photos can be added as secondary photos. Please note that the logo image you upload will act as the preview image of your profile/business listing, which is shared via the website. The first gallery image included will be used as the preview image of your business listing when shared on social media.

Links/URLs

You are able to include two separate links for each listing. Below is a description.

- **Website Link** (required): The website link is customizable and will most likely go to your homepage or LGBTQ specific landing page.
- **Booking Link** (optional): In addition to a Website Link, you can include another link where you can direct viewers to book a specific trip, package, accommodations, buy tickets, etc. A good practice is to use the Website Link for your homepage and the Booking Link for a more specific page on your website if you want to promote a specific booking option.

Guidelines for Publishing Events on the IGLTA Website

IGLTA members can post Events on the IGLTA website associated with their business and link them to their IGLTA profile. All events posted are promoted through the website navigation bar, homepage, events calendar, social media, chatbot and consumer newsletter. The items below include a brief description of the various sections in your event as well as guidelines to follow when submitting your content.

Event Name

Include a clear and brief name that describes the event. Recommended length is under 30 characters.

Event Description

This is the full description of the event. This text should communicate all important items that you would want a potential visitor/consumer/client to know to encourage them to contact you for bookings, tickets, attending or for additional questions.

We recommend between 100-300 words depending on the nature of the event, however, you are able to customize this to suit your needs. Please note that this text appears as the event preview when displayed on the website or shared on social media, meaning that the first 25 – 35 words should summarize the event as this text encourages users to click on the full event listing to learn more.

What is Considered an Event?

There are many possible types of events. Events typically have set dates and occur in a single location. Below are a few examples of listings that might be considered an Event.

- Concert
- Festival
- Pride event
- Performance
- Party
- Conference or convention
- Meeting or organized gathering of groups

The following list below are items that would typically be considered a Tour and not an Event and should therefore be posted as a Tour on the IGLTA website.

- Scheduled departure trips and tours
- Cruises or sailing trips
- Packaged trips or tours without schedule dates
- Guided city tours
- Daily Tours

- Attractions or activities in a destination

Please note that in some cases an Event could also be classified as a Tour. For example, if you are promoting a trip or tour packages during a gay pride event in your city, you could choose either category. The decision is up to you based on how you want to market and promote your listing, but please select only one category.

Image Guidelines

You are required to submit at least one landscape gallery image. The gallery image should be a minimum of 1000 pixels in width. Additional photos are encouraged. Landscape (horizontal) photos work best as the primary gallery image with our platform however, vertical photos can be added as secondary photos. Please note that the first gallery image you upload will act as the preview image of the Event when shared via the website homepage, the Events Calendar, consumer newsletter, chatbot and social media.

Multiple Locations

In most cases, an Event will be located in a single location. However, in the rare case that your event occurs in multiple locations, you can associate your event with multiple countries in your profile, which will allow your event to be displayed in more relevant places on the IGLTA website. With multiple selections, your event is more easily discovered by LGBTQ travelers visiting the IGLTA website who are interested in specific destinations. The Multiple Location option is meant to show travelers the locations in which you host events. In other words, these locations are not where your customers or clients come from, but places where you operate the event. Listing locations where you do not actually conduct business or host an event is against IGLTA policy and these locations will be removed during the review/publishing process.

Event Links/URLs

You are able to include two separate links for each Event listing. Below is a description.

- **Website Link** (required): The website link is customizable. If you are not including a booking link, it is recommended that the link goes to a page on your website where viewers can learn more about the specific event you are promoting. In other words, linking only to your homepage may not be the best link to use.
- **Booking Link** (optional): In addition to a Website Link, you can include another link where you can direct viewers to book the trip, buy tickets or participate in the event. A good practice is to use the Website Link for your homepage and the Booking Link for a more specific page on your website that describes your event.

Guidelines for Publishing Tours on the IGLTA Website

IGLTA members can post Tours on the IGLTA website associated with their business and link them to their IGLTA profile. All tours posted are promoted through the website navigation bar, homepage, tours calendar, social media, chatbot and consumer newsletter. The items below include a brief description of the various sections in your tour as well as guidelines to follow when submitting your content.

Tour Name

Include a clear and brief tour name that describes the tour. Recommended length is under 30 characters.

Tour Description

This is the full description of the tour. This text should communicate all important items that you would want a potential visitor/consumer/client to know to encourage them to contact you for bookings or for additional questions.

We recommend between 100-300 words depending on the nature of the tour, however, you are able to customize this to suit your needs. Please note that this text appears as the event preview when displayed on the website or shared on social media, meaning that the first 25 – 35 words should summarize the tour as this text encourages users to click on the full tour listing to learn more.

What is Considered a Tour?

There are many possible types of Tours. Some tours may have set dates and occur in a single location, while others may not have a scheduled departure and could cover multiple destinations. Below are the four categories of tours currently available when promotion through the IGLTA website.

- Scheduled Tours
- LGBTQ Cruises
- Tour Packages
- Daily/Weekly Tours & Activities

Below are a few examples of listings that might be considered a Tour.

- Private tours
- Scheduled group tours
- Sightseeing tours
- Cruises
- Sailing Trips
- Boat Tours
- Guided city tours
- Amusement parks or attractions

- Wine tastings
- Food tours
- Pub crawls
- Nightlife tours
- Bus tours
- Sightseeing tours

The following list below are items that would typically be considered an *Event* and not a *Tour* and should therefore be posted as an *Event* on the IGLTA website (see *Event guidelines*).

- Concert
- Festival
- Pride event
- Performance
- Party
- Conference or convention
- Meeting or organized gathering of groups

Please note that in some cases an Event could also be classified as a Tour. For example, if you are promoting a trip or tour packages during a gay pride event in your city, you could choose either category. The decision is up to you based on how you want to market and promote your listing, but please only choose one category.

Image Guidelines

You are required to submit at least one landscape gallery image. The gallery image should be a minimum of 1000 pixels in width. Additional photos are encouraged. Landscape (horizontal) photos work best as the primary gallery image with our platform however, vertical photos can be added as secondary photos. Please note that the first gallery image you upload will act as the preview image of the Event when shared via the website homepage, the Events Calendar, consumer newsletter, chatbot and social media.

Multiple Locations

You can associate your tours with multiple countries in your profile, which will allow your tours to be displayed in more relevant places on the IGLTA website. With multiple selections, your tours are more easily discovered by LGBTQ travelers visiting the IGLTA website who are interested in specific destinations. The Multiple Location option is meant to show travelers the locations in which you offer an actual tour. In other words, these locations are not where your customers or clients come from, but places where you operate. Listing locations where you do not actually conduct business or provide a tour is against IGLTA policy and these locations will be removed during the review/publishing process.

Tour Links/URLs

You are able to include two separate links for each Tour listing. Below is a description.

- **Website Link** (required): The website link is customizable. If you are not including a booking link, it is recommended that the link goes to a page on your website where viewers can learn more about the specific tour you are promoting. In other words, linking only to your homepage may not be the best link to use.
- **Booking Link** (optional): In addition to a Website Link, you can include another link where you can direct viewers to book the trip, buy tickets or participate in the activity. A good practice is to use the Website Link for your homepage and the Booking Link for a more specific page on your website that describes your tour.

Guidelines for Publishing Specials on the IGLTA Website

IGLTA members can post Specials on the IGLTA website associated with their business and link them to their IGLTA profile. All specials posted are promoted through the website navigation bar, homepage, specials calendar, social media, chatbot and consumer newsletter. The items below include a brief description of the various sections in your special as well as guidelines to follow when submitting your content.

Name of Special

Include a clear and brief name that describes the special. Recommended length is under 30 characters.

Description of Special

This is the full description of the special. This text should communicate all important items that you would want a potential visitor/consumer/client to know to encourage them to contact you for bookings or for additional questions.

We recommend between 100-300 words depending on the nature of the special, however, you are able to customize this to suit your needs. Please note that this text appears as the event preview when displayed on the website or shared on social media, meaning that the first 25 – 35 words should summarize the special as this text encourages users to click on the full special listing to learn more.

What is Considered a Special?

Specials typically include a special offer, discounted price or deal available for a limited time. Below are a few examples of listings that might be considered a Special.

- 10% off
- Buy one get one free
- Stay 3 nights the 4th free
- Early bird pricing
- Book now pay later

If the Special listing does not include some type of unique or special offer it should not be listed as a Special.

Please note that in some cases a Special could also be classified as a Tour or Event. For example, if you are promoting a trip or tour packages with a discounted price, you could choose either category, Tour or Special. The same would be the case if you are offering a Special offer or pricing for an Event. The decision is up to you based on how you want to market and promote your listing, but please only choose one category.

Image Guidelines

You are required to submit at least one landscape gallery image. The gallery image should be a minimum of 1000 pixels in width. Additional photos are encouraged. Landscape (horizontal) photos work best as the primary gallery image with our platform however, vertical photos can be added as secondary photos. Please note that the first gallery image you upload will act as the preview image of the Special when shared via the website homepage, the Specials Calendar, consumer newsletter, chatbot and social media.

Special Links/URLs

You are able to include two separate links for each Special listing. Below is a description.

- **Website Link** (required): The website link is customizable. If you are not including a booking link, it is recommended that the link goes to a page on your website where viewers can learn more about the specific Special you are promoting. In other words, linking only to your homepage may not be the best link to use.
- **Booking Link** (optional): In addition to a Website Link, you can include another link where you can direct viewers to book the special offer. A good practice is to use the Website Link for your homepage and the Booking Link for a more specific page on your website that describes your special offer.