



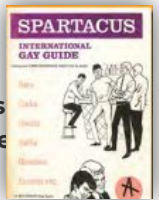
1964 First Gay Travel Guide
Damron Company

1960



1969 Stonewall Riots, New York City

1970 First Edition, Spartacus International Gay Guide



1970

1973 First LGBT group tour to Peru



1982 First Gay Games San Francisco

1980

1980 Rise of the gay resort destination, Marlin Beach Hotel, Fort Lauderdale, FL



1983 Creation of the International Gay Travel Association
IGTA

1990



1993 First LGBT print ads, American Airlines

1994 Tourism Montreal begins official outreach to the LGBT community

2000

2001 Netherlands, the first country to legalize same-sex marriage

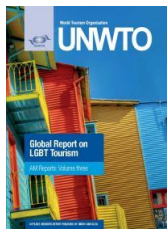


2003 Axel Hotels, First Gay hotel chain

2010

2006 Guinness Record, Pride Parade São Paulo, largest in the world

2010 IGLTA is the first LGBT organization to become an affiliate member of the United Nations World Tourism Organization (UNWTO)



2012 The nonprofit IGLTA Foundation is created

2019

2016 IGLTA 33rd Annual Global Convention Cape Town, a first for Africa



2020 IGLTA launched Member Connect calls

2020

LGBTQ+ MARKET VALUE

LGBTQ Travel During Past Year: 66% of the LGBTQ participants indicated taking at least one overnight vacation during the past year. Big city and international destination travel was lower than might have otherwise been expected. However, LGBTQ community members discovered other alternatives such as small towns, beaches and outdoor adventure destinations.

During the past 12 months (May 2020 to today), which types of vacation trips did you take, and spent at least one overnight? Do not include planned future trips. Please mark all that apply.

All LGBTQ Participants	
A small town destination for vacation	26%
A beach destination for vacation	20%
An outdoor adventure destination for vacation	16%
A big city / metro area for vacation	21%
Internationally or to any country outside of the USA	3%
Other type of trip than listed	9%
I took no overnight trips for vacation	44%

For the rest of the year (today to December 31, 2021), to which types of destinations are you likely to travel for vacation (not for business)? Please mark all that apply.

Asked of All LGBTQ Participants	
Visit a big city / metro area for vacation	46%
Visit a small town destination for vacation	40%
Visit a beach destination for vacation	38%
Visit an outdoor adventure destination for vacation	26%
Travel internationally to any country outside of the USA for vacation	14%
Take a cruise vacation	4%
Other type of vacation trip than listed	13%
I do not expect to travel for vacation in the next 6 months	13%

Base: All LGBTQ participants n= 1,154

CMI Community Marketing & Insights
Leaders in LGBTQ Research since 1992

US\$103 Billion Annual LGBTQ+ traveler spending in USA - **Community Marketing Inc**

US\$3.9 Trillion Global LGBTQ+ spending power - **lgbt-capital**



ABOUT IGLTA

IGLTA, the International LGBTQ+ Travel Association, was founded in 1983 and is the world's leading network of LGBTQ+ welcoming tourism businesses. We provide free travel resources and information while continuously working to promote equality and safety within LGBTQ+ tourism worldwide. IGLTA's members include LGBTQ+-friendly accommodations, transport, destinations, service providers, Travel Advisors, tour operators, events and travel media located in 80 countries.

The mission of IGLTA is to create value for LGBTQ+ travelers and expand LGBTQ+ tourism globally by demonstrating its significant social and economic impact

OUR REACH

- **4MM+** Total Direct LGBTQ+ Consumer Reach
- **11,000+** Tourism Industry & Media Contacts
- **80** Countries Represented
- **18** Membership Development Representatives
- **8** Countries with IGLTA Staff



IGLTA GLOBAL PARTNERS



IGLTA MEMBERS



IGLTA
MEMBER



Accommodations



Airlines



Financial Services



Destinations



Travel Media



**Tour Operators / Travel
Advisors**



Cruise Lines

BENEFITS OF IGLTA MEMBERSHIP



USE OF IGLTA LOGO
Use of the IGLTA logo in your marketing, recognized globally by LGBTQ+ travelers.



CONSUMER OUTREACH
Ability to market deals, discounts, and giveaways to thousands of LGBTQ+ travelers through our website.



ONLINE PROFILE
Dynamic profile on the IGLTA website with business descriptions, photos and social media links, plus ability to identify business as LGBTQ+ owned.



MARKETING TOOLS
Direct marketing tools to target travel professionals and/or consumers, such as e-blasts, weekly newsletter sponsorships and web banners.



MEMBERS CONNECT
Free online webinars to provide education and networking for our global members.



POST EVENTS AND TOURS
Ability to post events and tours to the IGLTA website.



ANNUAL GLOBAL CONVENTION
Discounted attendance to our Annual Global Convention, the premier educational and networking event for LGBTQ+ tourism.



BUYER/SUPPLIER MARKETPLACE
Pre-qualified buyers will meet with participating suppliers at an appointment-driven marketplace during the Annual Global Convention.



TRADE SHOWS
Access to booth share and brochure distribution opportunities at tourism and consumer trade shows worldwide.



BLOG POSTS
Ability to share your expertise with global LGBTQ+ travelers or tourism professionals on IGLTA travel or business blogs.



GLOBAL SUPPORT
Global Network of IGLTA Membership Development Representatives



DISCOUNTED PR SERVICE
Discounts on TravelOutNewsWire, a news release distribution service that reaches more than 375 global journalists and media outlets covering LGBTQ+ travel.



FAM PROGRAM DISCOUNT
Press FAM consulting program for destinations at a discounted rate.



TRIPADVISOR TRAVELER REVIEWS
IGLTA is now featuring traveler reviews from TripAdvisor. Opt-in to display reviews on member profile and link to TripAdvisor profile.

YOUR RESOURCE FOR LGBTQ+ TRAVEL



IGLTA[®]

ADVANCING
LGBTQ+ TRAVEL



TRAVEL. LEARN. CONNECT.



GLOBAL LGBTQ+ CONSUMER REACH



64K social followers



22K monthly unique web users



65K monthly page views



30K consumer email opt-ins



INTERNATIONAL PRIDE EVENT CALENDAR

- 250+ global pride events
- Continuously updated
- 120,000 monthly page views
(June 2018)

www.iglta.org/Events/Gay-Pride-Calendar



Stockholm Pride Stockholm, Sweden	Website ADD TO CALENDAR
15 FEB 2019 – 03 MAR 2019 Sydney Gay & Lesbian Mardi Gras Sydney, Australia Member	Website ADD TO CALENDAR
14 JUN 2019 – 14 JUN 2019 Tel Aviv Pride Tel Aviv, Israel	Website ADD TO CALENDAR



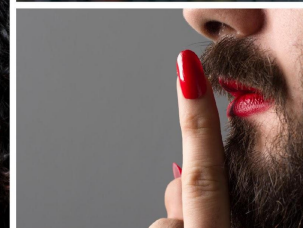
Photo by [MARK MORINii](#).

ABOUT THE IGLTA FOUNDATION

The IGLTA Foundation empowers LGBTQ+ welcoming travel businesses globally through leadership, research and education. Founded in 2012, the foundation is the 501(c)3 public charity subsidiary of IGLTA and supports initiatives for industry organizations, leaders and communities to advance LGBTQ+ travel around the world.



IGLTA[®]
FOUNDATION



EXPANDING VISIONS AND SCOPE FOR THE FOUNDATION

INDIA INITIATIVE

The IGLTA Foundation, supporting IGLTA and its global members in tourism, is expanding its support of strategic emerging destinations as LGBTQ+ leaders in tourism. The foundation will set up various task forces to develop and implement the action plan. India is a major destination for international tourism and there is potential to grow the inbound and outbound network to benefit LGBTQ+ travelers and LGBTQ+ welcoming businesses

SUPPORTING TRANSGENDER TRAVELERS

While the LGBTQ+ community as a whole has made progress over the past few decades, the transgender community in particular still faces major challenges, particularly in the tourism industry. The IGLTA Foundation works with tourism businesses and transgender community leaders to develop a plan for making tourism more welcoming for transgender travelers.



TRAVEL RESOURCES FROM THE FOUNDATION

[HIV Travel Guide](#)
In collaboration with



Just as many countries present added considerations for LGBTQ+ travelers, many also require unique precautions for travelers with HIV. This guide is designed to assist LGBTQ+ travelers with HIV with all stages of travel planning.



[2021 LGBTQ+ Post Covid Travel Survey Results](#)

Last year, we conducted a survey to gauge LGBTQ+ traveler sentiment while the pandemic was in its early days. One year later (26 March to April 9 2021), we fielded a second survey with the support of the [IGLTA Foundation](#) to get a take on LGBTQ+ traveler sentiment as the tourism industry begins its recovery from COVID-19. Thank you to the approximately 6,000 LGBTQ+ people around the world who responded.

IGLTA FOUNDATION AT THE CONVENTION



ANNUAL FUNDRAISER EVENT VOYAGE

Held each year in conjunction with the IGLTA Global Convention, by attending VOYAGE you will help raise funds to support global LGBTQ+ education, research and the next generation of industry leaders.



IGLTA FOUNDATION VOLUNTEER EVENT

Each year during IGLTA's Global Convention, the IGLTA Foundation gives attendees the chance to connect to local communities and donate time to those in need as part of its **Volunteer Event**.



IGLTA FOUNDATION THINK TANK

This invitation-only roundtable discussion unites C-Suite and other thought leaders from LGBTQ+ welcoming travel businesses and organizations around the world to address key issues facing global tourism.





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2021 ANNUAL GLOBAL
CONVENTION

ATLANTA

8 - 11 September

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iglta.org

iglta.org/convention

iglta.org/foundation



ABOUT THE 2021 IGLTA GLOBAL CONVENTION

The 37th IGLTA Global Convention was a resounding success, with more than 400 LGBTQ+ and allied travel professionals representing 27 countries coming together in Atlanta for several days of education, inspiration, networking and reunion. Despite the myriad logistical hurdles created by the Covid-19 global pandemic, the convention proved to be an extremely welcome return to some degree of normalcy for the attendees, offering them the chance to share with one another their inspiring stories of professional endurance, as well as their bold ideas for innovation, safety and inclusion within the LGBTQ+ tourism sector in the months and years ahead.





IGLTA 37th Global Convention

ATLANTA

8 - 11 September 2021

ATTENDEES
400
50% Executive Level.

27
COUNTRIES
REPRESENTED

36
Global Journalists
& Influencers

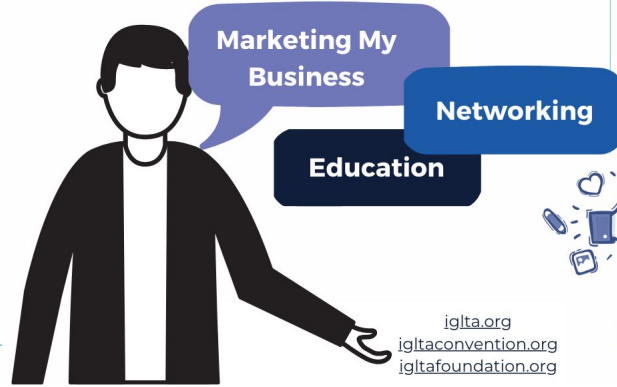
TOTAL ECONOMIC IMPACT
US\$700K

28 LGBTQ+ WELCOMING
CONVENTION SPONSORS

BUYER/SUPPLIER
MARKETPLACE

474 appointments
with buyers that sell
US\$25.5 MM
in LGBTQ+ travel annually.

Top Reasons Our Members Attend



1,000+
social media posts
generated almost
6MM impressions
with a reach of
1.6MM

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igлта.org
igлтаconvention.org
igлтаfoundation.org

Find us on

2021 Buyer/Supplier Marketplace



28 pre-qualified buyers representing nearly \$354 MM total buying power met with 32 suppliers in a total of 474 scheduled appointments. 70% of buyers were LGBTQ+ owned businesses representing LGBTQ+ buying power of more than \$25MM.



IGLTA

2022 ANNUAL GLOBAL
CONVENTION

MILAN, ITALY

26-29 October

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