



AWAY WE WENT



The LGBT community certainly was traveling long before the International Gay & Lesbian Travel Association formed, seeking out welcoming spots in cities from Berlin to New York. But as global rights and recognition have expanded, so has the visibility of gay travel. It's impossible to wrap our arms around the entire world of LGBT travel in one exhibit—but we hope you enjoy these highlights from the past few decades, as shared by our members and allies in honor of IGLTA's 30th anniversary. We can all agree that our industry has a bright future!



1984 SAN FRANCISCO, CALIFORNIA

THIRTY YEARS OF IGLTA CONVENTION CITIES

1985 SAN JUAN, PUERTO RICO

1986 DENVER, COLORADO



PRE-IGLTA

1964

The U.S.-based Damron Company is established; its first men's gay travel guide hits bookshelves the following year.

Today, Damron produces men's and women's global travel guidebooks along with specialty guides for cities and accommodations.



Early copies of Damron LGBT travel guides.

COURTESY OF DAMRON



Day of International Gay Solidarity, Sydney, 1978.

DESIGN BY CHRIS JONES



1969

In June, the Stonewall Riots in New York give birth to a global gay rights movement that over time leads to worldwide Pride-themed tourism. Pride marches and festivals appear in major cities post-Stonewall, including San Francisco, Chicago, New York and Los Angeles (1970);

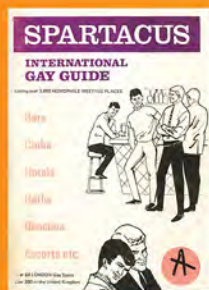
Sydney Mardi Gras (1978); Christopher Street Day in Berlin (1979); and Orgullo Gay/Madrid Pride (1979), now the largest Pride event in Europe.



NYT/KGB BUTTONS COURTESY STONEWALL NATIONAL MUSEUM & ARCHIVES



Stonewall Inn where the 1969 riots occurred after a police raid.



First edition, *Spartacus International Gay Guide*, 1970.

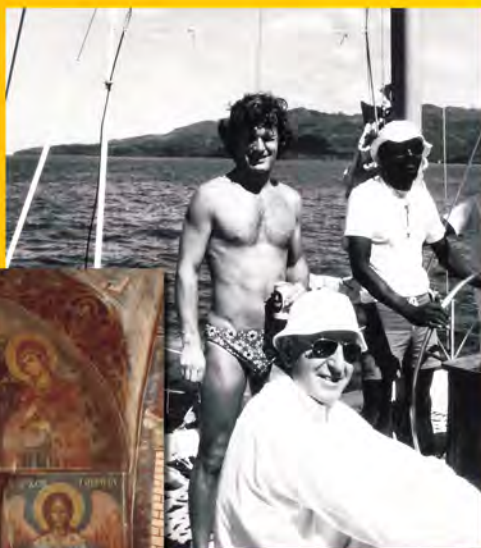
COURTESY OF BRUNO CAULINGER VERLAG GMBH

1970

The first edition of the German-produced *Spartacus International Gay Guide* emerges as a hobby publication—it now covers more than 160 countries.

Hanns Ebensten (right, seated) sailing in the Caribbean, 1976, and (below) at Mount Athos in Macedonia, Greece, 1986.

COURTESY OF HE TRAVEL



Hanns Ebensten, widely considered the father of gay travel, runs his first tour—a trip down the Grand Canyon's Colorado River. His company opened the previous year after Hanns visited the iconic American park with a less-than-stellar tour group.

"We were thrilled by our raft journey down the most fabulous place in North America," he revealed in a 2004 IGLTA convention speech,

"but did not like our fellow travelers: families with children crying, 'Mommy, when are we having lunch?'; fussy old ladies; and men who were often drunk. We thought, 'Wouldn't it be wonderful to do this with a group of congenial men, who instead of getting dressed up in cowboy hats and jeans and boots to go to the bars, would wear that right here in the real Wild West?'"

1973

Inbound operator Lima Tours starts handling gay clients in Peru, a bold move for a mainstream South American company.



Still LGBT-friendly after all these years: Lima Tours supported this 2004 Zoom Vacations/Personalized Travel trip to Peru, 2004.

COURTESY OF YLAN CHIRM

1977



The boys of Provincetown.

ABOVE PHOTOGRAPH BY JOE ALLEVA



The Provincetown Business Guild begins marketing its artsy, Cape Cod, Massachusetts, beach community to LGBT travelers; the Key West Business Guild forms the following year to promote summer tourism and the local LGBT community—making these the first gay-oriented chambers of commerce in the United States.

1979

The first organized LGBT group tour to Israel takes place in conjunction with a conference organized by the World Congress of GLBT Jews, and leads to a gay rights demonstration in Tel Aviv.

An invite for the first organized LGBT group tour to Israel, 1979.

COURTESY OF AGUDA



The Fourth International Conference
Of Gay and Lesbian Jews
• Israel 1979 •

Departing July 17, 1979~Returning July 31, 1979

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Wall Street Journal article on the rise of the gay travel market, 1989.



1970s 1980s

The late '70s and '80s see the rise of gay resort destinations, complete with disco-fueled pool parties and ocean

views. Fort Lauderdale's Marlin Beach Hotel inspires gay visitors in droves, putting a new spin on the spring break film closely associated with the city, *Where the Boys Are*. Gay men find a safe haven among the glitterati who "discovered" Mykonos, Greece, alongside Jackie O.; and Acapulco reigns as Mexico's gay playground.

Marlin Beach Hotel, 1980.
Sydney Gay Mardi Gras 1981.

DESIGN BY LUCIFOL POSTER COLLECTIVE



San Francisco hosts the first Gay Games. Since then, this major sporting and cultural event has been held in five countries in North America, Europe, and Australia.

1982



Opening ceremony of the 2002 Gay Games in Sydney and Cyndi Lauper performing at the closing ceremony of the 2006 Gay Games in Chicago.

1993 WEST HOLLYWOOD, CALIFORNIA

1994 WASHINGTON, D.C.

1995 SEATTLE, WASHINGTON

stonewall
40th anniversary



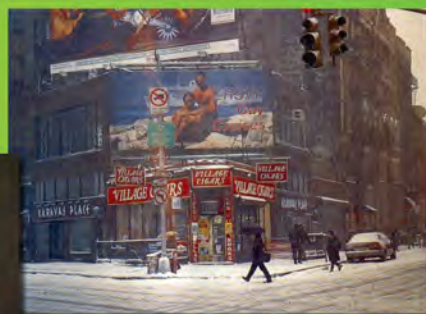
An early International Gay Travel Association membership brochure and newsletter.

THE IGLTA YEARS

1983

A small group of travel agents and guesthouse owners create IGTA, the International Gay Travel Association, in South Florida (the "L" isn't added until 1997). Herb Harris, Walter Marlowe, Richard Cash, Dee Farrell, and Kevin Mossier lead the way. That same year, Mossier, owner of The Travel Company of Minnesota, formulates the concept for RSVP, the first gay cruise company.

1986



Wayland Flowers & Madam. An iconic RSVP billboard in Chelsea, NYC.

Wayland Flowers & Madam entertain passengers on RSVP's inaugural sailing from New Orleans to Key West and Cozumel.

1990



Options for lesbians arrive on the cruise market courtesy of Olivia. A four-night cruise to Nassau, Bahamas, and a private island kicks off the company's lineup.

At the helm, Olivia President/Founder Judy Dlugacz, February 1990.

PHOTOGRAPH BY RENE YOUNG

Passengers aboard one of Olivia's first two trips in February 1990. Dolphin IV provided luxurious accommodations.

PHOTOGRAPH BY JILL CRUSE

1996 SYDNEY, AUSTRALIA

1997 PHILADELPHIA, PENNSYLVANIA

1998 MONTREAL, CANADA

stonewall
40th anniversary

1990

The first African Pride event unfolds in Johannesburg, South Africa, making it the oldest LGBT event on the continent. Six years later, the country makes headlines as the first in the world to prohibit discrimination based on sexual orientation in its constitution.



Johannesburg Pride is the oldest LGBT event in Africa.
COURTESY JOHANNESBURG PRIDE

OUT & ABOUT

September 1992

ESSENTIAL INFORMATION FOR THE GAY TRAVELER

Before anything else, your publisher David and I would like to thank you for the faith you've shown in putting us right at the beginning of a greater journey of OUT & ABOUT. Our first goal is to connect you with the world's most vibrant and diverse communities.

Being gay has not defined us as travelers. It's just one of the many facets of our lives. We're not looking for a special place to visit, but rather, we're looking for a place where we can be ourselves. We're looking for a place where we can be ourselves.

This device will open doors for the gay traveler. It's not a device, it's a guide. It's a guide to the world's most vibrant and diverse communities. It's a guide to the world's most vibrant and diverse communities.

When I visited Thailand for the first time, I was struck by the warmth and hospitality of the Thai people. I was struck by the warmth and hospitality of the Thai people. I was struck by the warmth and hospitality of the Thai people.

Why at the end of the day, it's all about the journey. It's all about the journey. It's all about the journey. It's all about the journey. It's all about the journey.

THAILAND BY RAIL, PLANE, BOAT, FOOT AND ELEPHANT!

Of course, it's not just about the travel. It's about the people. It's about the people. It's about the people. It's about the people. It's about the people.



History of Thailand. The history of Thailand is a story of many centuries. It's a story of many centuries. It's a story of many centuries. It's a story of many centuries. It's a story of many centuries.

The most significant fact about Thailand for us is that homosexuality has never been a crime there.

Thailand is a country where you can be yourself. It's a country where you can be yourself. It's a country where you can be yourself. It's a country where you can be yourself. It's a country where you can be yourself.

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1992

Out & About newsletter launches, forecasting the arrival of LGBT publications dedicated totally to travel—a list that now includes glossy titles such as *Spartacus Traveler* (Germany), *Tetu Voyage* (France), *Passport* (U.S.), *ViaG* (Brazil), and *Queer Travel* (Germany).

First issue of Out & About, LGBT travel newsletter, 1992.

COURTESY OF BILLY KUIJER

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1993

American Airlines becomes the first major U.S. airline to include sexual orientation in its workplace nondiscrimination policies. The next year, GLEAM, its company-recognized LGBT employee resource group, is formed. It was also the first U.S. airline to launch a dedicated LGBT-specific website.



ACCEPTANCE
Never goes out of style



We know why you fly American Airlines

American Airlines is a trailblazer. We are the first and only airline to score 100% on the Human Rights Campaign's Corporate Equality Index for six years in a row. Because during the right time is always in fashion.

Book now at AA.com/travelers



WARD.

American Airlines is a trailblazer. We are the first and only airline to score 100% on the Human Rights Campaign's Corporate Equality Index for six years in a row. Because during the right time is always in fashion.

Book now at AA.com/travelers

We know why you fly American Airlines

First LGBT American Airlines print ads, 2007.

1999 MINNEAPOLIS, MINNESOTA

2000 SAN FRANCISCO, CALIFORNIA

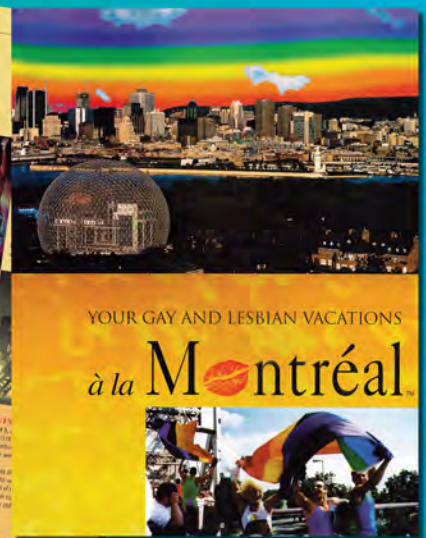
2001 MUNICH, GERMANY

stonewall
40th anniversary

1994

Charles Lapointe, Tourism Montréal's CEO, begins official outreach to the LGBT community, breaking ground in destination marketing.

Tourism Montréal marketing materials 1999/2000.



1995

Utopia-Asia launches online and less than one year later has more than 136,000 visits to LGBT resources for Cambodia, China,

Hong Kong, Indonesia, Korea, Malaysia, Singapore, Taiwan, Thailand, and Vietnam.



Chiang Mai, Thailand.

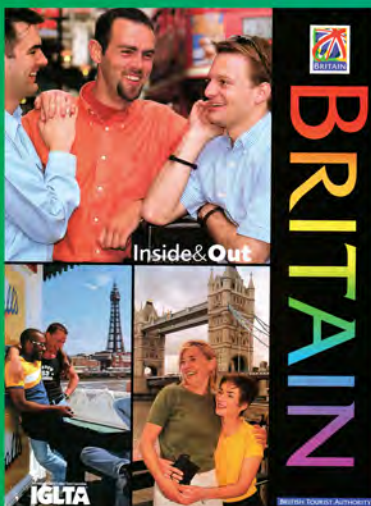
PHOTOGRAPHY BY YEN BAET

1998

Torre del Lago, near Viareggio, Italy, between Lake Massaciuccoli and the Tyrrhenian Sea, begins marketing to local gays. The open-air nightclub Mamamia debuts the following year, transforming a town known for its summer Puccini festival into the Italian version of Miami Beach.



Mamamia disco, Torre del Lago, Italy.



British Tourist Authority brochure.

COURTESY OF WINMARK CONCEPTS, INC.

1998-2000

The British Tourist Authority embarks on a four-year LGBT marketing campaign, conceived by WinMark Concepts, Inc. of Washington, D.C. Consisting of brochures, direct marketing pieces, local/national magazine advertising, internet and special events, it's one of the largest gay tourism pushes to date. BTA spends about \$1.5 million over its run, estimating a return of more than \$450 million in inbound tourism revenue to the UK.

The Netherlands is the first country to legalize same-sex marriage, foreshadowing the inevitable creation of an LGBT destination wedding market.



2001

Amsterdam's
Homomonument.
COURTESY OF PIRIC HOLLAND MARKETING

2003

*The first
R Family
Vacations
cruise,
2004.*
COURTESY OF
R FAMILY VACATIONS



R Family Vacations ushers in a new generation of LGBT travel products: trips that cater to gay families. Their inaugural cruise—on the *Norwegian Dawn*—set sail the following year.



Axel Hotels, the first gay hotel chain, unveils its Barcelona property. Hotels in Buenos Aires and Berlin follow; all use the tag line "heterofriendly."

The first Axel Hotel opens in Barcelona, 2003.

2004

Gaycuracao.com, the Curacao Tourism Board's LGBT website, puts the Dutch island on the map as a welcoming oasis in the often-homophobic Caribbean.

Curacao stands out in the Caribbean for its LGBT marketing efforts.

COURTESY OF CURACAO TOURISM BOARD



2006

The Guinness Book of World Records pronounces the São Paulo, Brazil Pride Parade the largest in the world with more than 2.5 million attendees. That number now tops 3 million.

LGBT Pride Parade São Paulo, Brazil, Realizada na Avenida Paulista, 2006.

PHOTOGRAPHY BY BASTIEN FANCHENOT/STUDIO

2005 KÖLN, GERMANY

2006 WASHINGTON, D.C.

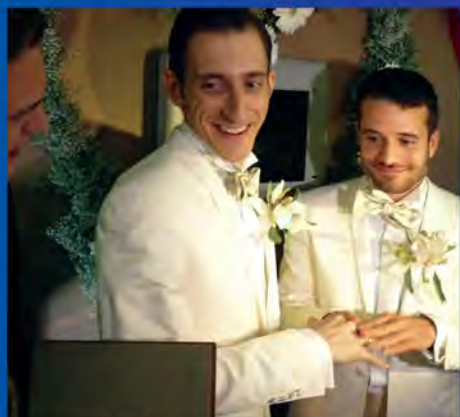
2007 MONTREAL, QC, CANADA

stonewall
40th anniversary



2007

Something's in the air... Air New Zealand brands a gay flight from Auckland to Sydney for Mardi Gras. Its success inspires a second Pink Flight the following year, from San Francisco to Sydney. In late 2010, Nordic-based carrier SAS hosts the first same-sex weddings in the air on a flight from Stockholm, Sweden, to New York.



LEFT: Air New Zealand Pink Flight, 2008.

RIGHT: SK 903 Love Flight; First same-sex weddings in the air, Stockholm to NYC, Dec. 6, 2010.
PHOTOGRAPH BY CLARK MASSAD

2009

India decriminalizes homosexuality and local tour operators respond with expanded offerings for LGBT travelers. In late 2011, IGLTA member Out Journeys sponsors one of the first LGBT press FAMs, taking a group of journalists to Delhi,



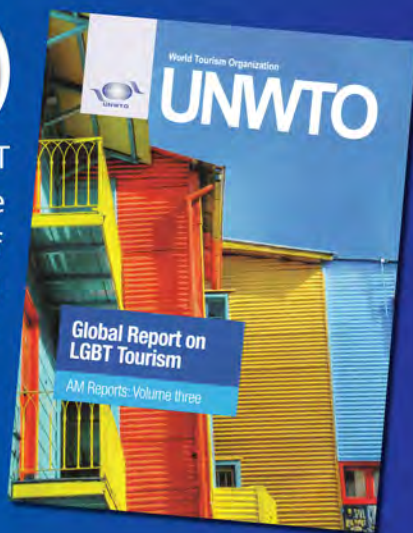
Varanasi, Agra, and Jaipur.

LGBT press trip, Agra, India, 2011.

2010

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

United Nations World Tourism Organization LGBT report, in partnership with IGLTA, 2012.



The nonprofit IGLTA Foundation is created and officially introduced to the membership at the Annual Global Convention in Florianópolis, Brasil, IGLTA's first convention in South America. The Foundation's mission is to use the power of LGBT travel to build bridges with communities worldwide. Those bridges, in turn, enable understanding, awareness and commerce to flourish in diverse communities around the globe.



2013-2018

We asked IGLTA Facebook fans:
Where do you think the next hot LGBT travel
destination will be five years from now?

"Asia, more than ever."

—Dee Farrell, Perth, Australia

"Malta, we think."

—Gays.de, Germany

"Tel Aviv."

—Rainbow Spirit Journeys, New York City, US

"Bali will surprise you."

—Anton Zabardast, Jakarta, Indonesia

"Loreto, Mexico."

—Roberto Carlos Padilla,
Cabo San Lucas, Baja California Sur



"Cape Town, South Africa."

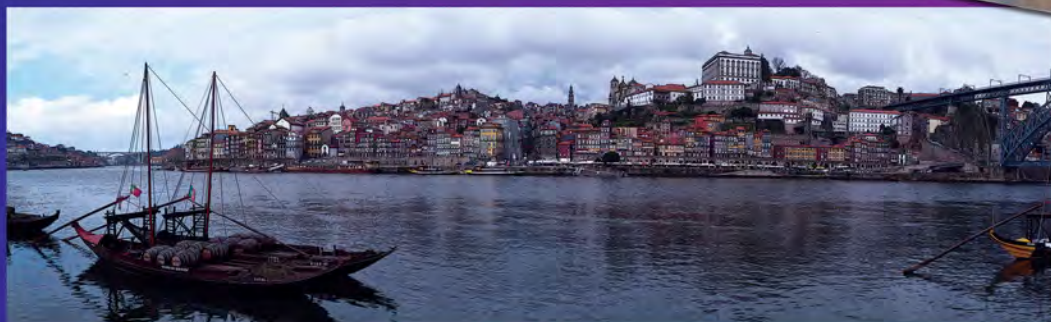
—Thain Kleinhentz,
London, UK

PHOTOGRAPHY BY SEAN HART

"Cuba."

—Jonny Bierman, Nanaimo,
British Columbia, Canada

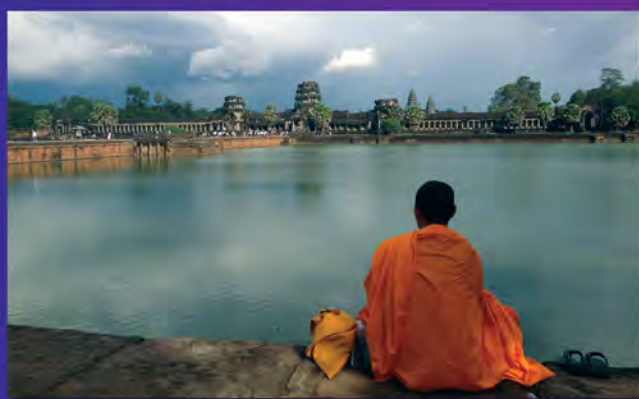
PHOTOGRAPHY BY MICHAEL LUONGO



"Porto, Portugal."

—Pink Parenting magazine,
London, UK

COURTESY OF PORTO TURISMO



**"Siem Reap, in northwestern Cambodia. There are already a few
gay bars, great gay-friendly hotels, and of course, Angkor Wat!"**

—Zoom Vacations, Chicago, US

COURTESY OF ZOOM VACATIONS



"Iceland."

—Elin Porhallsdottir,
Husavik, Iceland

COURTESY OF PINK ICELAND

AWAY WE GO!

2011 FORT
LAUDERDALE, FLORIDA

2012 FLORIANOPOLIS, BRASIL

2013 CHICAGO, ILLINOIS

2014 MADRID, SPAIN

stonewall
celebrating our 40th anniversary

DESIGN ©2013 BY CHARLES L. ROSS