

IGLTA's 31st Annual Global Convention Review



IGLTA[®]
31ST ANNUAL GLOBAL CONVENTION

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Destination

Art and history play a key role in Madrid's cultural life. The Spanish capital has over 60 museums, which cover every field of human knowledge. A true melting pot, Madrid was an open and welcoming city to delegates for IGLTA's 31st Annual Global Convention. The beautiful Melia Castilla, our host hotel, was also a highlight for attendees. The 31st edition of the convention connected LGBT tourism suppliers and buyers through its all-new hosted buyer and scheduled appointment program, as well as educational workshops and networking receptions.



Attendee Profile

Coming from as far away as Japan and Vietnam, attendees represented a diverse array of sectors within the travel industry, including:

- Associations
- Tour Operators/ Travel Agents
- Tourism Bureau
- Marketing/PR/Advertising
- Event Organizers
- Media Outlets
- Accommodations

276 Total numbers of attendees

Media: 17%

Small Business: 53%

Buyers: 11%

11 Countries represented thru global journalists/media

32 total Countries represented



2014 IGLTA Honorees

During the 2014 Convention in Madrid, Spain, IGLTA honored a stellar group who has been active in the LGBT space for many years. "It's especially rewarding to see the diversity of work that these individual or organizations represent. Their dedication has helped shape a world that is more accepting and welcoming of LGBT people," says IGLTA Chair Dan Melesurgo.



Pioneer: ILGA



Media Honor: Merryn Johns



Ambassador of the Year:
Alessio Virgilli



The Chair Award:
Bob Witeck



Community Honor:
Alfonso Llopart Basterra

Building Bridges Scholarships

The IGLTA Foundation selected five worthy recipients for its second annual Building Bridges Scholarships, which was created to support the next generation of LGBT travel professionals.

The Building Bridges Scholarship recipients are:

- **Murilo Lima Araujo Costa**, a college student of Anhembi Morumbi University in Sao Paulo, Brazil
- **Ryan Romero** a California native presently attending the University of Nevada, Las Vegas
- **Marco Jaramillo**, a journalist from Medellin, Colombia and CEO of EgoCity Magazine and Innova Brands
- **Janice Tjon Sien Ki**, co-founder of the Curacao Gayplasa Foundation
- **Robet Washington**, co-chairman of the Africa Travel Association Youth Advisory Committee and co-founder of the African Birthright Program.



The IGLTA Foundation would like to thank Delta Air Lines for generously providing flight assistance to bring our scholarship recipients to Madrid.

IGLTA Foundation Fundraiser

We are proud to announce that IGLTA has raised \$6,400 at its first fundraiser in conjunction with the global convention. The Ritz Madrid by Belmond played host for this inaugural event, sponsoring a luxurious reception with food, beverages and entertainment.

Press Conference

IGLTA's Press Conference was held on May 8, 2014. Both local and international media were on hand.

- ⊕ <http://www.caribbeannewsdigital.com/noticia/madrid-destino-gay-friendly>
- ⊕ <http://www.empresasgayfriendly.com/noticias/madrid-sera-es-ta-semana-capital-mundial-del-turismo-gay-000112/>



Buyer/ Supplier Marketplace

This year we introduced the Buyer/Supplier Marketplace which was a huge success. It was our endeavor to connect global industry suppliers with selected pre-qualified buyers. The Marketplace was an appointment-only trade show that matched buyers and suppliers for ten minutes.

Annual Best Dressed Competition



IGLTA and Chic Outlet Shopping would like to thank all convention delegates for their participation in the Spanish Chic Best Dressed competition at the Opening Party held at Las Rozas Village during 31st Annual IGLTA Global Convention in Madrid. Congratulations to Felipe Cardenas Gonzalez & Andrés Alberto Vásquez Moreno (pictured on the left) of GayHills.com, the first couple to win the Best Dressed award, and to individual winner Edwin Seth Brown (pictured on the right) of Diversity Tourism UG.



Mobile App

For a second year, our Mobile App has been most effective and helpful to our Attendees. We had roughly 77% of registered attendees download and use the app. That is a negligible increase over last year. However, the usage (measured in page clicks by users), increased a whopping 920% over last year. The most active area of the app was the attendee section, accounting for 22% of all reported clicks. The second most active being the schedule, which represented 16%.



IGLTA's 30th Annual Global Convention goes mobile. Get it now.

powered by TripBuilder

Plug www.tripbuilder.com/iglta2013 into your phone's browser. This link will automatically detect your phone type and take you to the right place to download the app.



Or, just snap this QR Code & download the app now!

Breakdown of users by platform type

- **Apple (iPhone/iPad):** 79%
- **Android:** 19%
- **Web & Window devices:** 2%

IGLTA 2014 Convention Participating Media



Argentina

GMag360/GMaps360
TELAM news agency

Brazil

ViaG
MIXBrasil

Canada

DailyXtraTravel

France

MyGayTrip

Germany

Dream Euro Blog
Spartacus Traveler
TomOnTour
Travels of Adam
Queer Travel

Greece

Antivirus

Italy

QMagazine
Pride/Pride Online

Netherlands

Winq

Spain

Convocatoria de Prensa
English Warehouse
Excelencias Group/Caribbean
ND
GayLes TV
Onda Arcolris
Ragap
Shangay
Two Bad Tourists Blog
EGF & the City

United Kingdom

Made
Out There
Gay Star News

United States

Curve
EDGE Media Network
The Focus Group
Forbes.com
FunMaps
GayCities
GayFamilyTrips
Here Media /Advocate/OUT
ManAboutWorld
Michael Luongo
Passport
San Francisco Chronicle
Unite/GayAmbition Blog



Convention Media Sponsor: World Pride Toronto

Sampling of media coverage from the 31st IGLTA Annual Global Convention

Print/Online Outlets:

InOutPost:

<http://www.inoutpost.com/noticias-LGBT/iglta-anfitrion-de-la-mas-grande-mas-global-y-mas-diversa-convencion-fuera-de-norte-america-20140522143625.html>

Caribbean News Digital:

<http://www.caribbeannewsdigital.com/noticia/madrid-destino-gay-friendly>

Ragap UK:

<http://www.ragap.co.uk/news/latest-news/historical-day-at-the-iglta-convention/782637>

Ragap:

<http://www.ragap.es/actualidad/espana/iglta-2014-cuenta-atras-para-la-convencion-mundial-de-turismo-lgbt-en-madrid/777403>

Télam:

<http://www.telam.com.ar/notas/201405/62678-negocios-y-capacitaciones-en-la-31-convencion-internacional-de-turismo-gay-lesbico-lgtb.html>

FTN News:

<http://www.ftnnews.com/mice/23974-iglta-hosts-its-largest-most-globally-diverse-convention-outside-of-north-america.html>

Convocatoria de Prensa:

<http://convocatoriadeprensa.com/2014/05/11/a-la-caza-del-turista-gay/>

English Warehouse:

http://www.englishwarehouse.com/article_detail.asp?id=388&cat=news

10 Times.com:

<http://10times.com/iglta-annual-global-convention>

Two Bad Tourists:

<http://www.twobadtourists.com/?s=IGLTA>

Radio:

The Focus Group, SiriusXM OutQ 109:

Hour 1: <https://app.box.com/s/8d9sl3jghxio8xedvuek>

Hour 2: <https://app.box.com/s/2kiqw12ewtuwrh4g5mje>

Onda Arcoiris:

<http://ondaarcoiris.com/podcast/hoy-en-entre-la-gente-programa-especial-desde-iglta-madrid-2014>

Video:

GayLes TV (Spain)

<http://gayles.tv/en/last/iglta-chooses-madrid-annual-convention/>

Social Media

IGLTA's Press Conference was held on May 8, 2014. Both local and international media were on hand.

Facebook

As of May 31, 2014, convention-related Facebook posts had resulted in more than 50,000 gross impressions and 10,000 likes, or a 20% rate of engagement.

Live Twitter Feed

Pink Banana Media provided a live twitter feed throughout the convention. Delegates sent more than 300 tweets using the convention hashtag #iglta2014. Each tweet was automatically displayed in real time via the feed.



Presenting-level convention sponsors received ongoing visibility in the rotating feed sidebar throughout the convention

In Partnership

IGLTA was proud to host its convention in Madrid in partnership with the World Travel & Tourism Council, the European Travel Commission, ECPAT, the United Nations World Tourism Organization, and the European Tour Operator Association. We also received a promotional mention from ABTA, the UK's leading travel association.

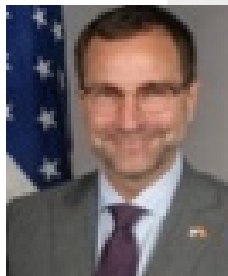


Noteworthy Presenters

Opening Keynote:



David Scowsill,
*President/CEO,
World Travel & Tourism Council*



James Costos,
*U.S. Ambassador
to the Kingdom of Spain and
Principality of Andorra*



Isabel Borrego
*Secretary of State for
Tourism/President of TURESPAÑA
(Spain National Tourism Board)*



Theresa Belpulsi,
*Vice President of Tourism,
Destination DC*



Selisse Berry,
*Founder/CEO,
Out & Equal Workplace
Advocates*



Joaquin Castillo,
*General Manager of Tourism
for the Region of Madrid*



Tanya Churchmich,
*Assistant Director of International
Media/Leisure Markets,
Tourism Montreal*



Jody Cole,
*Founder,
Wild Rainbow African Safari*



Bettina Hagen,
*Founder,
AbsolutPublishing*



Spud Hilton,
*Travel Editor,
The San Francisco Chronicle*



Merryn Johns,
*Editor in Chief,
Curve Magazine*



Billy Kolber,
*Founder,
ManAboutWorld*



Eva Maria Thorarinsdottir Lange,
*Managing Director/CoOwner,
Pink Iceland*



David Paisley,
*Senior Research Director,
Community Marketing Inc*



Yolanda Perdomo,
*Director of the UNWTO
Affiliate Members Program*



Steve Roth,
*President/Founder,
OutThinkPartners*



Thomas Roth,
*President/Founder
Community Marketing, Inc.*



Charlie Rounds,
*Board Chair,
IGLTA Foundation*



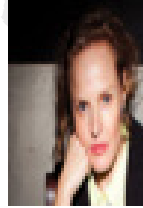
Eduardo Santander,
*Executive Director,
European Travel
Commission*



Matt Skallerud,
*President,
Pink Banana Media*



Daniela Wagner,
*European Director, Pacific
Asia Travel Association*



Monica Duce,
*Production Manager,
MADO/AEGAL*

Attendee Feedback

"The IGLTA Annual Global Convention is an excellent forum in which to network amongst your peers and business opportunities. At the 2014 Global Convention, Salt Lake had the opportunity to exhibit as a "Unique Destination," which gave us exceptional coverage throughout the event."

-Eddie Canaday, CHSP, CHME
*Director of Convention Sales Washington DC Area
Visit Salt Lake*

"It was terrific, our time with IGLTA, and all the interesting women we had the chance to meet. LesWorking is super happy with all the synergies we could start with new friends and potential partners."

-Raquel Mora Fortaña
*Business Development Manager,
LesWorking*

"On behalf of the entire Code staff we would like to thank you dearly for the warm welcome and support you have extended to our organization during the IGLTA Convention. Mike and I were very impressed with the sophistication, dedication and motivation IGLTA and its members were represented in Madrid. We both consider ourselves fortunate to have been part of this unique and exceptionally well organized conference. The IGLTA convention distinguished itself through its consistently high caliber of speakers, workshops, networking and exhibition events. Not only have we learned a lot about LGBT tourism, its growth and progressively powerful place in the tourism industry, but we also made new contacts and had the opportunity to meet the movers and shakers of the IGLTA membership base. All of these factors combined resulted in us returning to the office, knowing that we have gained a great new partner, whom we are proud to support from our end. We are looking forward to continue our already productive and fruitful partnership."

-Andreas Astrup
*General Manager of The Code
andreas@thecode.org
www.thecode.org*

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31ST ANNUAL GLOBAL CONVENTION

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The International Gay & Lesbian Travel Association

IGLTA is a proud Affiliate Member of the UN World Tourism Organization

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