



# LOS ANGELES IGLTA 2015 8-11 APRIL

32ND ANNUAL GLOBAL CONVENTION

32nd Annual Global Convention Review



[iglta.org/convention](http://iglta.org/convention)

## LOS ANGELES, CA

Los Angeles rolled out the red carpet for LGBT tourism professionals during the International Gay & Lesbian Travel Association's 32nd Annual Global Convention, 8-11 April, which united tourism professionals from 27 countries for education and networking designed to enhance the landscape of LGBT tourism. The beautiful Hyatt Regency Century Plaza, our host hotel, was also a highlight for attendees.



The IGLTA Annual Global Convention had an economic impact of \$950,000 on the city of Los Angeles, according to the LA Tourism & Convention Board's research department.

## ATTENDEE PROFILE

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

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

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*Total numbers of attendees: 458*  
*Media & Buyers: 21%*



*Total countries represented: 27*  
*Countries represented thru global journalists/media: 10*

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**This year's honorees as selected by the IGLTA board from our members and allies are:**

**The Chair Award - Barack Obama, President of the United States**

“President Obama has gone to great lengths to make the U.S. more welcoming to the global LGBT community and has allowed individuals with HIV/AIDS to travel freely. “ - IGLTA Board Chair Dan Melesurgo

**Hanns Ebensten Hall of Fame Award - Olivia**

Olivia has been serving the lesbian community since 1973, both as a groundbreaking independent women’s record label and as THE travel company for lesbians.

**Destination Pioneer - The Curaçao Tourist Board**

The Curaçao Tourist Board put this island in the Dutch Caribbean on the map for LGBT travel with its "Live and Let Live" philosophy and the 2004 launch of GayCuracao.com. Curaçao has created several LGBT marketing campaigns and continues to make strides in equality for the gay community in an effort to become one of the most welcoming destinations for LGBT travelers in the Caribbean – a region that often makes headlines for homophobia.

**LGBT Event Pioneer - Doug Swallow**

Doug Swallow is the founder of Gay Day at Disney, which began with a small LGBT group wearing red shirts to the Magic Kingdom in Orlando on the first Saturday in June and evolved into a multi-day commercial event that attracts upwards of 100,000 LGBT travelers to Central Florida.

**Networking - Cámara de Comerciantes LGBT de Colombia (Colombia LGBT Chamber of Commerce)**

Cámara de Comerciantes LGBT de Colombia was created in 2012 in recognition of the country’s emerging LGBT market. The group collaborates with the local government as well as national chambers in the U.S. and Argentina to provide support to local LGBT businesses and host the annual WeTrade Business Summit in Bogotá.

**Travel Writer - Jurriaan Teulings**

In a career spanning 14 years in both mainstream and LGBT travel media, Jurriaan Teulings has extensively traveled in some 80+ countries, breaking stereotypes along the way. His official home is Amsterdam, but he spends 8-10 months a year on the road, where he has shimmied with Interpol-listed fugitive chicken thieves and chummed up with Indian royalty in his commitment to telling authentic, unexpected stories.

**Community Honor - The Los Angeles LGBT Center**

The Los Angeles LGBT Center traces its roots to 1969 when its founders first offered client services. Today, with more than 450 employees and 3,000 volunteers, the center is the world’s largest provider of services for LGBT people and a member of the Clinton Global Initiative.

In addition, the IGLTA staff honors a member of our volunteer ambassador team for their outstanding contributions to the association and LGBT tourism.



Ambassador of the Year - Jonathan Mountford

He is the managing director of the award-winning marketing and PR agency made. He represents IGLTA in the U.K., sits on the British Tourism Group and chairs the Americas Interest Group at VisitBritain.

## IGLTA Foundation Building Bridges Scholarships

This year's Building Bridges Scholarship Program provided trips to Los Angeles for the Annual Global Convention to three students and two small business owners.



**Kan Kikumoto** is a student at Sophia University in Tokyo, Japan. He hopes to lead LGBT tours in Japan, his home country, when he completes his studies.



**Wang Hao (Charlie)** was born and raised in China where he did an internship at the Beijing LGBT Center. He is now an economics student at the University of Tokyo and pursuing interests in LGBT tourism and marketing.



**Ena Yanagi** studies tourism and gender and LGBT issues at Meiji Gakuin University in her home city of Yokohama, Japan. She wants to become a travel agent.



**Olubode Shawn Brown** founded BLOOM Jamaica in 2010 to safely take gay and lesbian travelers to his home country for an annual party in Negril. This year, he is launching BLOOM Escapes to offer small, customized tours to Jamaica with an insider, LGBT perspective.



**Fabio Rugeles** owns the small business Cibum S.A.S., which is developing a gastronomy tour route to showcase his home city of Bucaramanga, Colombia to LGBT travelers.

## IGLTA Foundation Fundraiser 2015

### What a Success!

The second annual IGLTA Foundation fundraising event, held at the Montage Beverly Hills in partnership with The Elizabeth Taylor AIDS Foundation, raised \$15,655 – up from \$6,000 last year.



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

# IGLTA Convention Highlights

- **Buyer/Supplier Marketplace**

Participation more than doubled for the second annual appointment-driven Buyer/Supplier Marketplace, attracting buyers that represent more than \$946 million in annual LGBT travel bookings worldwide.



- **Getty Center Reception**

A private gala reception hosted by the Los Angeles Tourism & Convention Board at the Getty Center with performances by Leslie Jordan, Tig Notaro, and the Gay Men's Chorus of Los Angeles that included viewing access to the museum's stunning collection of Impressionist paintings drew more than 600 attendees. It was IGLTA's largest-ever conference networking event.



- **The White House LGBT liaison Aditi Hardikar**

The White House represented for the first time: White House Associate Director of Public Engagement, Aditi Hardikar, served as one of the opening keynote speakers; her speech was delivered 9 April, the same day that President Obama once again showed his LGBT support by calling for an end to gay conversion therapies.



# IGLTA Convention Feedback

- More than 90% of our convention survey respondents rated the value and their satisfaction with the convention as either “Excellent” or “Good,” making this one of our most highly rated conferences ever.
- The number one reason for attending the convention for these respondents was “Networking” (87%).
- “Education” and “Market my Business/Service” were ranked equally in the survey as the second most important reason for attending (57%). Attendees put a high value on learning about new LGBT markets, social media, and other online tools for their businesses.
- For the second year, an appointment-driven marketplace provided one-on-one meetings between buyers and suppliers. When given the opportunity to provide additional comments, a majority of respondents praised this convention component in particular and asked that it continue.



**IGLTA**<sup>®</sup>



# Photo Gallery



# Photo Gallery





# IGLTA 2015 Convention Participating Media:

1. ABSOLUTTRAVEL
2. The Advocate
3. Bay Area Reporter
4. Button and Bly's Travel Show
5. Columbia FunMaps, Inc
6. Corporate Travel LA
7. DailyXtra.com
8. Damron Travel Guides
9. Davey Wavey, Inc.
10. Dopes on the Road
11. Focus Group Radio
12. Forbes.com
13. Frontiers Media
14. Gaycation Magazine
15. GayCities
16. Girls That Roam
17. Guy Magazine
18. HOMOEVOLUTION
19. Hotspots Media Group
20. KPFK, Audiences United
21. ManAboutWorld
22. MeetMeOnBoard.com
23. OUT
24. OutThere
25. OutTraveler.com
26. Passport Magazine
27. Pink Banana Media
28. Pink Media Group
29. Pride.com
30. QMagazine
31. Queerty
32. Spartacus International Gay Guide
33. TravelAge West
34. TravelPulse.com
35. Travels of Adam
36. Two Bad Tourists
37. Via Media
38. ViaG
39. Winq



Twitter News

#iglta2015

Tweets from the convention reached more than 1 million twitter accounts and generated more than 5.2 million impressions!

Presentation Replays can be found at <http://www.igltaconvention.org/2015-convention-information>.

2015 State of the Association (SOA)

Presented by John Tanzella, President/CEO, and Dan Melesurgo, Board Chair

KEYNOTE: The UNWTO's Global Trends Outlook  
Yolanda Perdomo, Director of the UNWTO  
Affiliate Members Programme

BREAKOUT: What Matters to Millennials?  
Peter Jordan, Gen C Traveller

BREAKOUT: LGBT Travel Sales & Marketing 2015 –  
Orientation & Update

Thomas Roth & David Paisley, Community Marketing & Insights

BREAKOUT: From Pink Dollar to Pink Yuan,  
How to Engage China's Emerging LGBT Travelers  
Charlie Gu, China Luxury Advisors

## Convention Media Sponsor



# Sampling of media coverage from the 32nd IGLTA Annual Global Convention

## Print/Online Outlets:

- **Travel Pulse** – What LGBT Travelers Want Out of Hotels
- **Travel Pulse** – Understanding the Chinese LGBT Traveler
- **Travel Pulse** – IGLTA Foundation Announces 2015 Conference Scholarship Recipients
- **eTurboNews** – LA rolls out the red carpet for LGBT tourism
- **FTN News** – U.S. President Barack Obama receives Gay & Lesbian Travel award
- **LA Weekly** – Prop. 8 Shame Finally Diminishing as LGBT Tourism Officially Recognizes L.A.
- **Mercados & Eventos** – Embratur divulga destinos brasileiros na IGLTA (Português)
- **Caribbean News** – Fundación IGLTA anuncia su conferencia de receptores de becas 2015 (Español)
- **Evento Show i Otro** – Kòrsou ta risibí 'Destination Pioneer' award di parti di IGLTA (Papiamentu)
- **Loop Curacao** – Kòrsou ta risibí "Destination Pioneer" (Papiamentu)
- **Curacao Chronicle** – International Gay & Lesbian Travel Association Awards Curaçao "Destination Pioneer" Award
- **The Seattle Lesbian** – The Getty Center to Host IGLTA Global Convention Opening Reception
- **laist** – With Prop 8 Dead, LGBT Tourism May Be On The Rise In L.A
- **Frontiers Media** – Discover Your Next Global Gaycation at This Weekend's LGBT Travel Expo
- **TravelAge West** – New Travel Agent Opportunities in LGBT Travel

## Radio:

- **The Focus Group SiriusXM Satellite radio broadcast:**

### **IGLTA 2015 Hour 1**

<https://app.box.com/s/3kugnpmc221sbhfbzhy21pttbe7o1jln>

### **IGLTA 2015 Hour 2**

<https://app.box.com/s/xjum71c307ouam0yve2pvu76lnlwxn64>

# Speakers and Presenters



**Aditi Hardkar**  
White House Associate  
Director of Public Engagement



**Adam Grotfman**  
Publisher, Travels of Adam



**Alexis Dinyovszky**  
Southern Comfort Conference  
President



**Arnaldo Vilchez**  
CEO & Founder  
CCGLPE



**Auston Matta**  
Editor & Co-Founder  
Two Bad Tourists



**Christopher Lamora**  
Director, LA Passport Agency  
U.S. Department of State



**Christy Mallory**  
Senior Counsel  
The Williams Institute at UCLA



**Chris McGinnis**  
Founder, TravelSkills.com



**Dan Melesurgo**  
VP, Strategic Partnerships  
ASAE



**Daniela Wagner**  
Director, International Partnerships  
Connecting Travel



**Davey Wavey**  
YouTuber, Davey Wavey Inc.



**David Paisley**  
Senior Research Director  
Community Marketing & Insights



**Eric Garcetti**  
Mayor, City of Los Angeles



**Ernest Wooden Jr.**  
President & CEO  
LA Tourism & Convention Board



**Felipe Cardenas**  
CEO, Colombian LGBT  
Chamber of Commerce



**Jack Markey**  
Division Chief  
U.S. Department of State

# Speakers and Presenters



**Joanna Dees**  
Vice President, Global Program &  
Corporate Relations, NGLCC



**Judy Dlugacz**  
President & Founder, OI/Ma



**Mark Murphy**  
Founder & CEO  
travAlliancemedia



**Marquita Thomas**  
Executive Director  
LAGLCC



**Matthew Skallerud**  
President, Pink Banana Media



**Meg Ten Eyck**  
Travel Writer, Dopes on the Road



**Michael Goff**  
CEO & Co-owner, Towleroad



**Pablo de Luca**  
Director, GNetwork360



**Peter Jordan**  
Founder, Gen C Traveller



**Ranjan Goswami**  
Vice President  
Delta Air Lines



**Richard Gray**  
Managing Director, LGBT Market  
Greater Fort Lauderdale CVB



**Tanya Churchmuch**  
President, MuchPR



**Terry Dale**  
President & CEO, USTOA



**Thomas Roth**  
CEO, Colombian LGBT  
Community Marketing, Inc.



**Xiaofeng Charlie Gu**  
Director  
China Luxury Advisors



**Yolanda Perdomo**  
Director of UNWTO Affiliate  
Members Programme, UNWTO



**Zane Kerby**  
President & CEO, ASTA

## Attendee Testimonials



**Teresa LeClair,**  
Cruise Planners  
(USA)

"I've learned so much, met some fabulous people and fell in love with LA all over again. I will continue to carry out my mission to teach our agents about the LGBT travelers, build relationships with supporting partners and continue to support the community locally and around the US."



**Silvia Perez,**  
Axel Hotels  
(Spain)

"Special thanks to the IGLTA team! You are really great professionals that give us the opportunity every year to learn so much more!"



**Fabio Rugeles,**  
Building Bridges  
Scholarship Recipient  
(Colombia)

"This has been the greatest experience in my life so far. I hope to stay in touch with my IGLTA family. Thank you very much."



# Thank you to our 2015 Convention Sponsors

HOST DESTINATION

*Los Angeles*  
TOURISM & CONVENTION BOARD

PRESENTING SPONSORS



OFFICIAL SPONSORS



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CONVENTION & VISITORS BUREAU



# Thank you to our 2015 Convention Sponsors

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## CONFERENCE SPONSORS



**IGLTA**

# Thank you to our Global Partners

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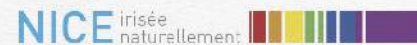
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GOLD



SILVER





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**SPECTRUM**  
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**33RD ANNUAL GLOBAL CONVENTION  
14–16 APRIL 2016**

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