

IGLTA[®]



SPECTRUM
IGLTA 2016 CAPE TOWN

IGLTA

International Gay & Lesbian Travel Association

2016 Convention Review

Cape Town, South Africa



The IGLTA Annual Global Convention generated more than 2.36 million ZAR for the Cape Town economy, including more than 1.1 million ZAR in delegate room nights. (1 USD = 14.47 ZAR).

ATTENDEE PROFILE

Coming from as far away as Japan, 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 / Freelancers
- Accommodations

Total numbers of attendees: 320

Media Outlets/Freelancers: 27



Countries represented: 24

IGLTA'S 33rd Annual Global Convention

On behalf of the staff and board of IGLTA, I want to thank you for joining us in Cape Town for our 33rd Annual Global Convention, held at the stunning Belmond Mount Nelson Hotel. Not only was it the first LGBT tourism conference on the African continent, it also made history as our largest convention to date outside of North America.

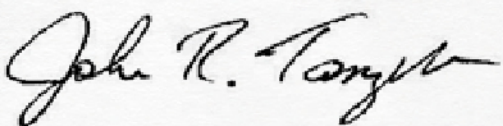


From the opening reception at the Taj Cape Town to the final moments on the grounds of the Belmond Mount Nelson beneath Table Mountain, there was a palpable sense of camaraderie and unity at #IGLTA2016. We hope you agree that it was an especially enlightening three days in a city that has deservedly earned its reputation as the most LGBT-welcoming destination in Africa. One day, we hope the rest of the continent catches up to Cape Town, the Mother City.

We're equally proud of educational content that included the World Travel & Tourism Council, the UNWTO and, for the first time, the Pacific Asia Travel Association. We welcomed South African Minister of Tourism Derek Hanekom to the stage for a heartfelt keynote, and leaders from Cape Town Tourism, Destination DC, Embratur and NYC & Company for this year's CEO panel. The IGLTA Foundation-hosted tours with local nonprofits helped us to gain a much better understanding of the needs of the Cape Town community. Meanwhile, in a powerful keynote speech, local activist Ndumie Funda reminded us that even in cities considered progressive, there is always more work to be done on the road to LGBT equality. Please mark your calendars for 3-6 May 2017 to continue traveling, learning and connecting with IGLTA and its global membership. If you were on the dance floor for the closing night party presented by our 2017 host city, St. Petersburg, Florida, then you know that it's a destination that will pull out all the stops for our attendees.

Thank you again, and enjoy your travels!

John Tanzella

A handwritten signature in black ink that reads "John R. Tanzella". The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

President/CEO



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



Outgoing IGLTA Board Chair Dan Melesurgo with Trevor Tutu, who accepted the award on his father's behalf.

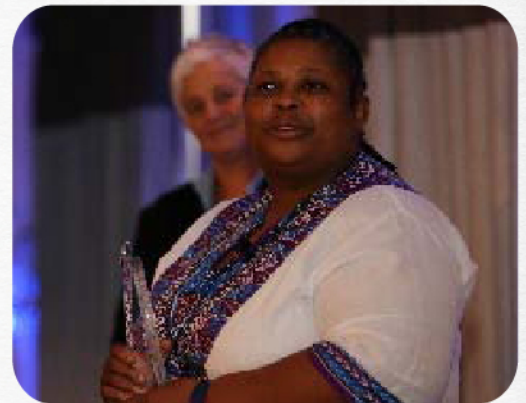
IGLTA Chair Award 2016: Desmond Tutu

Tutu's rise to international prominence began when he became the first black person to be appointed the Anglican Dean of Johannesburg in 1975 and emerged as one of the most eloquent voices of the South African anti-apartheid movement. In 1984, he received the Nobel Peace Prize. Although he retired as Archbishop of Cape Town in 1996, he remains a moral compass for the continent, speaking out against anti-gay policies of other African countries. Tutu has been widely quoted as saying, "I would not worship a God who is homophobic and that is how deeply I feel about this."

IGLTA Community Honor 2016: Nondumiso "Ndumie" Funda, LGBTI Activist

Nondumiso "Ndumie" Funda is a gay female activist who grew up in Gugulethu, a black township near Cape Town. The struggle of those less fortunate

inspired her to fight for change, first in the anti-apartheid movement and now for the rights of LGBT people. In March 2008, after the death of her fiancée, Nosizwe Bizana, and her dear friend Luleka Makiwane, she founded the organization Luleki Sizwe. Luleki Sizwe, which means "discipline the nation constructively," focuses on education to combat homophobia. Funda also looks after lesbian women who have been abused in horrendous ways and are living with HIV and other scars.



Award presented to Funda by outgoing board member Marta Dalla Chiesa.

IGLTA Networking Honors 2016: Fitur GAY (LGBT)

David Martin (who is the IGLTA ambassador for Spain) and Juan Pedro Tudela (pictured, left to right) wanted to help businesses in Spain discover the value of embracing the LGBT community as a market segment so they founded Diversity Consulting International, the country's only LGBT consultancy company. In 2011, with the support of Ana Larranaga, Director of Fitur, they created Fitur GAY (LGBT), an exhibition and educational conference area dedicated to the LGBT tourism segment within Fitur, the International Tourism Fair of Madrid. This LGBT event has become a worldwide reference within its short existence.



IGLTA Ambassadors of the Year 2016: Shiho Ikeuchi & Shintaro Koizumi

Shiho Ikeuchi (left), Director of Overseas Marketing at the Hotel Granvia Kyoto, Japan, has over 20 years of professional experience in the hospitality industry, with an extensive and diverse management background in hotel and restaurant operations, sales and marketing. Over the past few years, she has been aggressively involved in the development of LGBT tourism in Japan, and steadfastly works to increase the number of national IGLTA members. Shintaro Koizumi (right) is president of Out Asia Travel, a gay and lesbian welcoming tour operator offering packages in Asia. He has 25 years of experience in hotels and travel agencies, and specializes in Japan, Taiwan, Hong Kong, Thailand and Singapore. Not only does he act as tour operator, he also consults several commercial company and tourism boards in Japan while promoting the LGBT market inbound and outbound. Thanks to their efforts, IGLTA now has more members in Japan than any other Asian country.



Congratulations to these hardworking individuals and businesses that have improved the landscape of LGBT travel.



IGLTA Foundation Building Bridges Scholarships

The IGLTA Foundation Building Bridges Scholarship Program is designed to support and educate the next generation of LGBT-welcoming tourism professionals. Recipients are LGBT hospitality students (and allies) or small business owners/activists in emerging destinations.



"The conference was memorable and impactful," said **Hlengiwe Buthelezi**, founding member and chair of the nonprofit KwaZulu Natal LGBT Recreation in Durban, South Africa. "I learned, networked and have been educated both in business and technical perspectives."



"Receiving the IGLTA scholarship was an unique opportunity for me as newly established company within the LGBT travel industry," said **Vidar Nilsen**, founder of the Oslo-based travel agency Travelberry. "With no need to explain about the customer segment and just getting directly into talking about a possible future cooperation, it made everything much easier."

IGLTA FOUNDATION BENEFIT



Our historic first conference in Africa included an IGLTA Foundation reception that raised more than \$5,000 for education, leadership development and research.

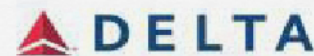
The IGLTA Foundation also hosted students and faculty members from the International Hotel School in Cape Town at the conference.



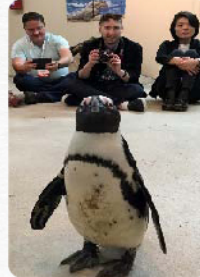
Board member Rika Jean-Francois introduces the 2016 Foundation Scholarship Recipients



For more information or to make a donation to the IGLTA Foundation, visit iglta.org/foundation
Thank you to our founding partner Delta Air Lines for their continued support.



IGLTA Foundation Volunteer Day 2016



The Southern African Foundation for the Conservation of Coastal Birds (SANCCOB)



Khumbulani Day Care Center



The Cape Town LGBT Pride Shelter



Uthando (Love) South Africa



Educational Tour of the Townships (Photos by Kelsy ChauIn)

IGLTA Convention Highlights

- IGLTA Foundation Benefit - The Daylight Studio



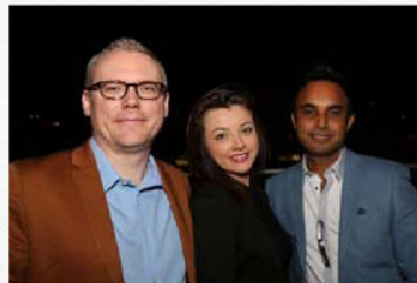
- Opening Reception - The Taj



- 2017 St. Petersburg, Florida Host City Reception



IGLTA Convention Highlights



Sampling Of Media Coverage

Print/Online Outlets

Fin24 (South Africa) - <http://www.fin24.com/Companies/TravelAndLeisure/sa-can-shine-light-for-lgbt-tourism-in-rest-of-africa-minister-20160414>

<http://www.fin24.com/Economy/tourism-an-economic-generator-rather-than-threat-ceo-20160414-2>

Frontiers (U.S.) - <https://www.frontiersmedia.com/frontiers-blog/2016/05/30/81079/>

Gay Star News (UK) - <http://www.gaystarnews.com/article/international-gay-and-lesbian-travel-assn-convention-heading-to-toronto-in-2018/>

HTMedia (India) - <http://www.htsyndication.com/htsportal/article/2016-IGLTA-Honors-Announced-Annual-awards/11956944>

IOL (South Africa) - <http://www.iol.co.za/news/south-africa/gays-honour-tutu-for-his-ongoing-support-2010668>

Out Africa Magazine (South Africa) - <https://www.joomag.com/magazine/out-africa-magazine-issue-26/0451914001456317291?page=6>

MarkLives.com (South Africa) - <http://www.marklives.com/2016/04/marketing-african-destinations-to-lgbtq-travellers/>

Mamba Girl (South Africa) - <http://www.mambagirl.com/article.asp?artid=9683>

Rage (U.S.) - <http://www.ragemonthly.com/2016/05/09/ou-in-the-world/>

The Body (U.S.) - <http://www.thebody.com/content/77618/volunteering-with-kids-affected-by-hiv-puts-life-l.html>

South African Tourism Update (South Africa) - <http://www.tourismupdate.co.za/article/106563/Groundbreaking-LGBT-Conference-Set-for-Cape-Town>

<http://www.tourismupdate.co.za/article/106225/Minister-to-address-LGBT-conference-in-Cape-Town>

<http://www.tourismupdate.co.za/article/108530/SA-welcomes-LGBTI-travellers-says-Hanekom>

Travel & Tour World (U.S./India) - <http://www.travelandtourworld.com/news/article/2016-iglta-honors-announced/>

<http://www.travelandtourworld.com/news/article/tourism-leaders-unite-for-africas-first-global-lgbt-business-conference/>

Travel Pulse (U.S.) - <http://www.travelpulse.com/news/destinations/what-to-expect-at-iglta-annual-convention.html>

<http://www.travelpulse.com/news/destinations/qa-with-iglta-president-john-tanzella.html>

Two Bad Tourists (Spain) - <http://www.twobadtourists.com/2016/08/09/15-not-to-miss-activities-in-gay-friendly-cape-town/>

Windy City Times (U.S.) - <http://www.windycitymediagroup.com/lgbt/International-Gay-Lesbian-Travel-Association-Makes-History-in-Cape-Town-/55016.html>

Video

Davey Wavey (U.S.) - <https://www.facebook.com/daveywaveyofficial/videos/vb.288123594106/1>

Presentation Replay

<https://www.iglta.org/media/1363934/opening-keynote-david-scowsill.pdf>

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

<https://www.iglta.org/media/1363935/welcome-keynote-derek-andre-hanekom.pdf>

Derek Andre Hanekom, South African Minister of Tourism

<http://www.slideshare.net/genctravelle/how-to-make-lgbt-travel-matter-to-millennials>

Peter Jordan, Founder, Gen C Traveller

https://www.iglta.org/media/1363931/iglta_presentation_peter_j_frank.pdf

Peter J. Frank, Founder, Peter Frank Consulting

<https://www.iglta.org/media/1363928/thomas-roth-cmi-iglta2016.pdf>

Thomas Roth, President, Community Marketing & Insights

2016 Convention Media Sponsors



2016 Speakers

OPENING KEYNOTES



David Scowsill
President & CEO,
World Travel & Tourism Council

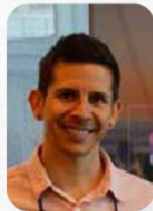


Derek Andre Hanekom
South African Minister of Tourism

SPEAKERS



Anita Mendiratta
Founder & Managing Director
CACHET CONSULTING



Auston Matta
Founder, Outfluential



Ceci Gracias
President & CEO
Austin Gay & Lesbian
Chamber of Commerce



David Ryan
CEO, Rhino Africa



Daniela Wagner
International Partnerships,
Connecting Travel & Director of EMEA,
Pacific Asia Travel Association (PATA)



Elliott L. Ferguson II
President & CEO,
Destination DC



Enver Duminy
CEO, Cape Town Tourism



Fred Dixon
President & CEO,
NYC & Company.



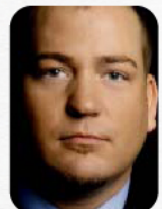
Jason Fiddler
CEO, Travel and Show



Jody Cole
Owner, Wild Rainbow
African Safaris



Johannes "Joey" Siziwa
Co-Emcee



Justin Nelson
President/Co-Founder, NGLCC

2016 Speakers



Khadija A. Tribble
Principal, Ground Game LLC.



Marco Antonio De Britto Lomanto
Head of Projects & Partnerships,
EMBRATUR



Mario Hardy
CEO, Pacific Asia
Travel Association (PATA)



Martina Barth
Co-Emcee



Michael Castellano
Director, NGLCC Global



Mmatsatsi Ramawela
CEO of the Tourism Business
Council of South Africa



Moira Edmunds
Director, Green Beyond
Tours and Travel



Nondumiso "Ndumie" Funda
LGBTI Activist



Orain Edwards
Global Program Manager,
NGLCC



Patric Solomons
Director, Molo Songololo



Peter J. Frank
Founder, Peter Frank Consulting



Peter Jordan
Founder, Gen C Traveller



Rika Jean-Francois
Commissioner of Corporate
Social Responsibility, ITB Berlin



Shaun Kruger
Chair, KZNGALTA



Tanya Churchmuck
Founder, MuchPR



Thomas Roth
President and Founder
Community Marketing & Insights



Yolanda Perdomo
Director of UNWTO Affiliate
Members Programme, UNWTO



Zandile Njamela
Supplier Inclusion and Diversity
Program Lead, Accenture SA

A Word From Our Attendees...



Personally for me, the IGLTA convention was one of my best life experiences EVER!! I had never been to an international conference or convention before, so it was surely a new experience for me. I have learned so much, and felt so engaged and exposed to so many interesting and diverse topics that I've never really had the 'time' to think about before. The conference has been very validating and life-affirming for me.

- Lindsay Ransom, GSA Marketing (Pty) Ltd



I had a great time in South Africa at the IGLTA Annual Global Convention and learned a lot during the event. At the UNWTO/PATA Ministerial Debate of the Pacific Islands and PATA Annual Summit 2016, the LGBT market was mentioned as an area of interest by some PATA members. I now pay more attention to this sector because of my presence at your event and feel more knowledgeable of the challenges and opportunities of the LGBT market."

- Mario Hardy, CEO, Pacific Asia Travel Association



The convention was amazing. I say it every year - this year for sure was the best. The venue, seminars, speakers, subjects, educational tours, business networking, and the party finale. It was all just a high of great energy. What really makes it great are the people. I really feel that I have met fantastic people through IGLTA and I have learned so much from them.

- Russell Lord, Kenes Tours



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Save The Date

IGLTA 34th Annual Global Convention



3 - 6 May 2017
St. Petersburg, Florida



IGLTA[®]

The International Gay & Lesbian Travel Association

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

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