

# 2018 Convention Review



“The numbers clearly show that after 35 years, our convention is not only more relevant than ever, but also that the desire to engage and support LGBTQ travelers is expanding across the globe. Our participants include the thought leaders of our market and will help IGLTA to advance LGBTQ travel globally throughout 2018 and beyond. I’m so proud of the content we shared and the connections that were made this year in Toronto, our incredibly warm and inclusive host city.”

- John Tanzella , IGLTA President/CEO

“With 40 countries represented, Toronto welcomed the world for IGLTA’s Annual Global Convention, a true passion project for all of us both times the convention has come to Toronto. Toronto is one of the most welcoming and inclusive cities in the world and that sense of welcome was on full display during IGLTA. On behalf of Tourism Toronto and all of our partners, congratulations on a spectacular 35th convention.”

- Johanne Bélanger, President & CEO, Tourism Toronto



IGLTA 2018 TORONTO  
**TOGETHER**  
35<sup>TH</sup> ANNUAL GLOBAL CONVENTION  
TRAVEL. LEARN. CONNECT.

# IGLTA

35<sup>th</sup> Anniversary Convention  
by the Numbers

**43** media outlet, freelance & influencer attendees

More than

**160**

articles

in global media outlets covered the Toronto convention

**100**

tourism professionals gave back to the host city through IGLTAF volunteer/educational activities



IGLTA's Buyer/Supplier Marketplace generated

**720**

appointments with buyers who sell

**470.9**

million USD in travel annually



**1.43**

million CAD

(1.1 million USD)

IGLTA convention's economic impact on Toronto

first-time attendees



**215**

Approximately

**500**

attendees representing

**40**

countries



**1,700**

social media posts

creating

**7.4MM**

impressions

with a reach of 2.2MM people

**64%**



of attendees are **DECISION MAKERS** at their business

**26**

LGBTQ-welcoming convention sponsors



# Convention Highlights

Opening Reception – **Ripley's AQUARIUM OF CANADA**



Sponsored by:

TOURISM  
TORONTO

ONTARIO  
CANADA



Photo Credits: Rachel Stevenson/OUTCOAST Photography



"I had many good appointments in the Buyer/Supplier Marketplace-- for learning what kind of products are out there but also where the buyers are operating and what kind of trends they see in their business."

- Christina Guggenberger, Stockholm LGBT



**Buyer/Supplier Marketplace**

# Presentation Replay:

The educational offerings at this year's Annual Global Convention were as diverse and interesting as the convention participants! Here are a selection of videos and presentations from the conference, which cover LGBTQ trends, best practices, research and marketing strategies.

## GENERAL SESSIONS:

- 1 - [An Insider's Perspective on Uganda as an LGBTQ Travel Destination](#) / Michael Kajubi
- 2 - [Communicating Sustainability Internally & to Your Clients](#) / Moderated by Randy Durband
- 3 - [CMI's 22nd Annual LGBTQ Tourism Study: Canadian Travelers](#) / Thomas Roth & David Paisley (For CMI's complete LGBTQ Canada Travel Survey Report, [click here](#))
- 4 - [Making Travel More Accessible: Addressing Stigma Within Our Community](#) / Drew Cumpson
- 5 - [Lessons Learned Three Years Post Marriage Equality in the U.S.](#) / Bernadette Smith
- 6 - [Convention Welcome by Tourism Toronto President](#) / Johanne Belanger
- 7 - [The Intersection of Human Rights and Tourism](#) / Moderated by Fabrice Houdart
- 8 - [LGBTQ Tourism Trends for 2018 and Beyond](#) / Moderated by Daniela Wagner

## EDUCATIONAL BREAKOUT SESSIONS:

- 1 - [LGBT Destination Marketing Online Overview](#) / Matt Skallerud
- 2 - [Tips on How to Successfully Digitize Your Travel Business](#) / Keri Pfeiffer
- 3 - [Insider Tips to Selling Canada](#) / Moderated by Laurence Bernstein
- 4 - [Women in Business](#) / Eva Maria P. Lange

Press play to watch more videos



**Michael Kajubi**, a gay tour operator in Uganda sharing his personal experiences on the ground in a country known for homophobia



Consultant **Drew Cumpson**, a quadriplegic gay man, educating the industry on accessibility in travel

**“This was my first conference and I was beyond impressed with the content, speakers and networking opportunities.”** - Kelly Bigel, Director, Business Development | ASTA | NACTA



## Day 1



Entrepreneurs Round Table Discussion



IGLTA Ambassadors



State of the Association



Ambassador Awards



UK Delegates

## Day 2



LGBTQ Tourism Trends for 2018 and Beyond



The Intersection of Human Rights and Tourism

**"I have attended hundreds of conferences over the last several decades. This was the first conference that I have ever attended where I can honestly say I was awed by every session because I learned something new and substantial each time. I was also humbled by the young men and women I met who are doing amazing humanitarian work under dangerous conditions."**

**- Benjamin Cruz, Speaker for the 34th Guam Legislature**

## Day 3



14 Stories and The Gay Wedding Institute



Honoring Kathryn Wakefield



LGBTQ Destination Marketing

[Click here](#) to see the full album.

Watch the [IGLTA 35th Anniversary video](#)

View the [35th Anniversary Convention Journal](#).



# Closing Reception – PERENNIAL PRIDE Casa Loma

The conference is an excellent place to establish and maintain great business relationships, learn from our peers all over the world and attend interesting & informative lectures on LGBTQIA travel-related issues. Not to mention the lifelong friends we have made through this great organization. Attending the conference is also very inspiring, it encourages us to do more and better for our community and clientele.

-Birna Hrönn Björnsdóttir, PINK ICELAND



Sponsored by:



## IGLTA Board of Directors

Each year at the board meeting held in conjunction with the Annual Global Convention, the IGLTA board elects officers for the next year.



The association board executive committee remains the same for another year: Juan Julià, Chair, Axel Hotels; Jon Muñoz, Vice Chair, Hilton; Don Skeoch, Secretary, Los Angeles Tourism and Convention Board; Felipe Cardenas, Treasurer, Colombian LGBT Chamber of Commerce; Dan Melesurgo, Immediate Past Chair, ASAE. Additional board members pictured: Maria Tuttocuore, Monaco Government Tourist Office; Sandi Robinson, The Godfrey Hotel Chicago; Oriol Pamies, Moovz; Richard Gray, Greater Fort Lauderdale CVB; Shiho Ikeuchi, Hotel Granvia Kyoto; Uwern Jong, OutThere Publishing; Apoorva Gandhi, Marriott International; John Tanzella, IGLTA.



## IGLTAF Board of Directors



IGLTAF elected officers for 2018-2019 during its meeting held in conjunction with the convention. The new Chair is Reginald Charlot of NYC & Company, who is joined by new Vice Chair Pamela Herr, Aspen Gay Ski Week; and returning officers Tanya Churchmuch, Secretary, MuchPR; and Don Richardson, Treasurer, Brand USA. Additional board members pictured: Gary Murakami, Immediate Past Chair, MGM Resorts International; Selisse Berry, Out & Equal; Theresa Belpusi, Destination DC; Jim McMichael, Las Vegas CVA; Jay Marsh, Dallas CVB; Rika Jean-Francois, ITB; Scott Seed, Universal Orlando; Carmen Strong, Disney Destinations; Eddie Canaday, Visit Salt Lake; Tom Nichols, Arcus Foundation; and John Tanzella, IGLTA.



## Inaugural Discovery Session



The IGLTAF held its inaugural Discovery Session on the first day of the convention with the support of Hornet. This invite-only discussion focused on the business needs of IGLTA members in emerging and unique destinations that lack governmental aid, including countries where homosexuality is illegal. Participants operate LGBTQ-welcoming travel businesses in Africa, Asia, Latin America and the Caribbean. Opening remarks were provided by Fabrice Houdart, Office of the UN High Commissioner for Human Rights. The Foundation plans to make this an ongoing series.

For more information about the IGLTA Foundation [click here.](#)



# Scholarships



"It was the best convention that I have ever attended. I have made so many connections and new friends and I learned a lot about what's really going on with respect to LGBTQ tourism."

- Thanakarn (Bella) Vongvisitsin, The Hong Kong Polytechnic University (PATA/IGLTAF scholarship)

## Building Bridges Scholarship



Pictured left to right: Thanakarn (Bella) Vongvisitsin, The Hong Kong Polytechnic University, sponsored in collaboration with the Pacific Asia Travel Association; Marco Briganti, Ryerson University; John Chervy Rosal, Centennial College; and Nicholas Tremblay, Ryerson University.

## David Martin Small Business Scholarship



Pictured left to right: **IGLTAF Board Chair** Reginald Charlot, NYC & Company; Jarett Sprock, Pink Curacao; and Michael Kajubi, McBern Tours and Travel.

Thank you to our IGLTAF Scholarship Founding Partner





# Voyage

Voyage, the IGLTA Foundation benefit held at the Fairmont Royal York during the convention and presented by Disney Destinations, raised more than US\$40,000 for education, research, and developing the next generation of LGBTQ travel professionals, making it the most successful IGLTAF fundraiser to date.



The event included an interview with the cast from the American-Canadian production of *Queer As Folk* and the presentation of the IGLTA Honors.



## Special thank you to our event sponsors:

IGLTA Foundation  
Founding Partner

VOYAGE  
Presenting Sponsor

VOYAGE  
Host Sponsor

VOYAGE  
Sponsor





"For professional development and making authentic business connections, the IGLTA Annual Global Convention is one of the best. Every time I attend I go away more inspired than before."

- Dean Nelson,  
CEO/Executive Producer,  
Whistler Pride and Ski Festival



Pictured left to right: Pathfinder Award, Kimahli Powell for Rainbow Railroad; Storyteller Award, Dirk Baumgartl, Blu Media Group; Randy Boissonnault, Member of Parliament for Edmonton Centre and LGBTQ2 Liaison to Justin Trudeau, accepted the Pinnacle Award on the Canadian Prime Minister's behalf; Hanns Ebensten Hall of Fame Award, Tanya Churchmuch, MuchPR; and Pioneer Award, Dean Nelson, Pride House International.



Arturo Varela, Public Relations Manager, Visit Philadelphia. The IGLTA Honors Awards are presented with the support of Visit Philadelphia.

Press play to watch Honors videos





# Volunteer Day 2018



Village History Tour & [CLGA Archives](#) Talk



[Casey House](#) – Facing the Future Together



[Not Just Tourists](#) – Take a Suitcase, Change a Life!



The “Village” Park Experience



519 - Space for Change





# Sampling Of Media Coverage

## Print/ Online Outlets



### Media Networking Event



### VIP Media Reception

Thank you to our 2018 Media Coffee Break Sponsor:



- <http://travelindustrytoday.com/2018-05-07-iglta-global-convention-in-toronto-may-9-to-12-2018::28657>
- <http://www.travelweek.ca/news/lgbt-travel-leaders-make-a-splash-in-toronto-with-the-opening-of-iglta-convention//>
- <https://www.paxnews.com/news/other/iglta-highlights-major-lgbtq-travel-trends-year>
- <https://www.eturbonews.com/185338/iglta-hosts-most-successful-convention-in-its-35-year-history>
- <http://www.travelandtourworld.com/news/article/toronto-welcomes-500-tourism-professionals-for-gay-lesbian-travel-associations-convention/>
- <https://www.eturbonews.com/185338/iglta-hosts-most-successful-convention-in-its-35-year-history>
- <http://www.openjaw.com/onthetown/11511/iglta-highlights-45b-reasons-to-target-the-lgbtq-market>
- <http://www.enjoytravelling.info/lgbtq-travel-market-holds-promise-for-guam/>
- <https://www.travelpulse.com/news/lgbtq/gay-travel-comes-together-in-toronto.html>
- <http://travelindustrytoday.com/2018-05-21-iglta-convention-a-huge-success-toronto-event-best-ever::28736>
- <https://www.turbogaleria.com/iglta-hosts-most-successful-convention-in-its-35-year-history.html>
- [https://www.hosteltur.com/comunidad/nota/022111\\_iglta-anfitriona-la-convencion-mas-exitosa-en-sus-35-anos-de-historia.html](https://www.hosteltur.com/comunidad/nota/022111_iglta-anfitriona-la-convencion-mas-exitosa-en-sus-35-anos-de-historia.html)

Thank you to our 2018 Convention Media Sponsor:

**GREATER FORT LAUDERDALE**  
hello sunny



Vincent Jones (right) of [Citizen Jones Travel](#) took home the Media Networking Event grand prize, a marketing package worth more than US\$60,000 that was donated by the media participants.



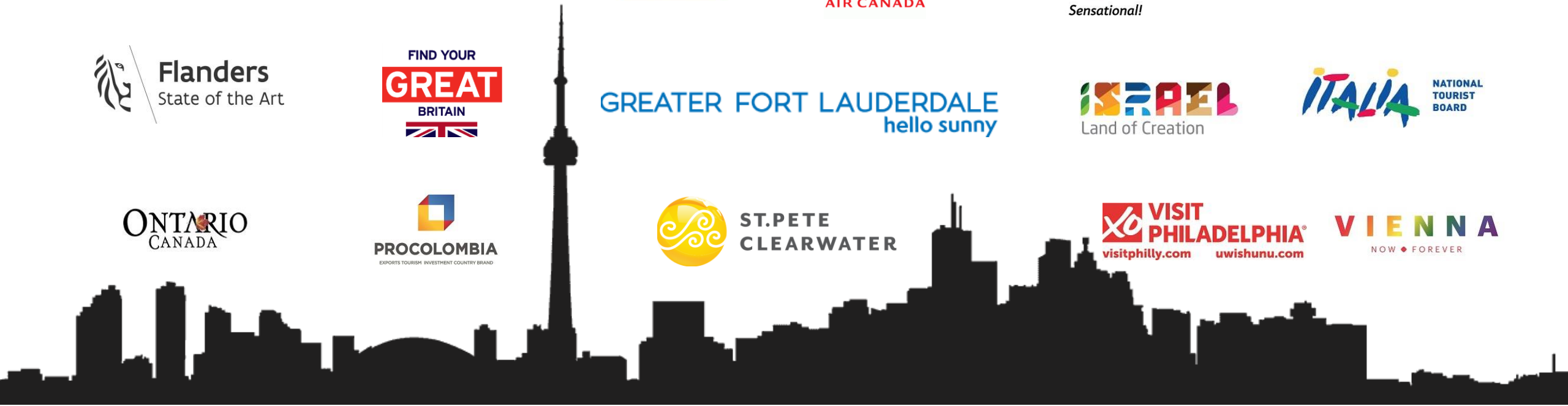
Michael Kupar (right) of [Get Out! Excursions](#) won an IGLTA marketing package valued at US\$5,000.

# Thank You To Our 2018 Convention Sponsors

## PRESENTING SPONSORS



## OFFICIAL SPONSORS





# CONFERENCE SPONSORS



“ProColombia’s first participation at the IGLTA Annual Global Convention was a complete success. We were surprised to find out how much people already know about Colombia and the huge interest there is in our country. We are so proud to start positioning ourselves in the LGBTQ travel market and to be representing such a large and important part of our population in these events.”

- Santiago Aquirre Montoya, Profesional Turismo – Lider Estrategia LGBT, PROCOLOMBIA



[Click here](#) to view the 2018 Global Convention Sponsors & Global Partners video.

# Thank You To Our Global Partners for their year-round support.



[Click here](#) to view all IGLTA Partners





UNITE!

TRAVEL • LEARN • CONNECT •

**IGLTA 2019 • NEW YORK CITY**

36TH ANNUAL GLOBAL CONVENTION

APRIL 24 - 27