

The logo for the International Gay & Lesbian Travel Association (IGLTA) is displayed in a large, bold, black, sans-serif font. A registered trademark symbol (®) is positioned at the top right of the letters 'A' and 'T'. The background of the cover features a dynamic, geometric design with overlapping shapes in shades of purple, yellow, blue, and green, separated by white and grey lines.

International Gay & Lesbian Travel Association

2014 ANNUAL REPORT

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About IGLTA

IGLTA is the leading member-based global organization dedicated to LGBT tourism. Our association's dynamic business-to-consumer outreach program features a customer-centric website that showcases member businesses and highlights deals, discounts, and giveaways to LGBT travelers and allies worldwide. Additionally, IGLTA provides valuable business-to-business marketing tools that have helped expand association membership to 80 countries. We reach more than 6,500 business professionals – buyers and suppliers – through our marketing network; our social media accounts are growing rapidly; and our TravelOutNewsWire service brings association news to more than 350 media outlets/freelancers in 20+ countries.

IGLTA Year in Review

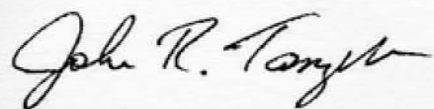
Even after 32 years, IGLTA is still celebrating significant “firsts.” In 2014, we held our Annual Global Convention in Spain, made a trip to the White House for a private meeting with President Obama’s tourism advisors, and sat down with Ugandan tourism officials to discuss the challenges they face in their attempts to embrace LGBT travelers. Each of these events broke new ground for the association.

The convention in Spain, held in the LGBT-embracing city of Madrid, resulted in more noteworthy firsts: the inaugural fundraiser for the IGLTA Foundation, hosted at the fabulous Hotel Ritz by Belmond; our first Buyer/Supplier Marketplace to enhance direct business connections; and a Women in Business session led by the esteemed Selisse Berry, Founder/CEO of Out & Equal Workplace Advocates. It was our largest convention outside of North America to date and received high marks in our post-conference survey.

As you review this Annual Report, remember that we wouldn’t have achieved any of these milestones without your collaboration and support. We appreciate your membership and hope that you are planning to join us this year in Los Angeles for another memorable Annual Global Convention.

Here’s to a successful 2015!

John Tanzella- President and CEO



2014 Accomplishments & Highlights



Since joining with BrightKey in 2014, we have seen marked improvement in our customer service and membership support departments. Special thanks to this company for going the extra mile and taking personal satisfaction in exceeding IGLTA's expectations.



We are pleased to announce the association's newest Silver Global Partner, Belmond Ltd.. They have launched belmond.com/lgbt-travel, a microsite designed specifically with the LGBT market in mind. Welcome Belmond!

New at IGLTA.org

- LGBT Owned business banner on member profiles
 - Separate Events and Tours calendars
- Member ability to post Specials on the IGLTA website
 - Featured Listing option added
 - Login screen highjack implemented
- Membership Certificate sent when member joins or renews

With the IGLTA.org site constantly changing and improving, we wanted to highlight some key updates that were implemented in 2014. We created a designation for our LGBT-owned businesses by adding a special banner on their online profile; we also added a search category to the website to make it easier for LGBT travelers to find those members. We implemented member-accessible Specials and Tours sections on the website to give members more options to promote their business directly to consumers. Additionally, we were very proud to introduce Featured Listings. This allows members to upgrade their profiles to display on top of search results for greater visibility. Another new and exciting addition to the website is the login screen highjack that showcases upcoming IGLTA events to members when they access the site.



LGBT Owned

IGLTA Receives 2013 Excelencias Award in Spain



The International Gay & Lesbian Travel Association received a 2013 Excelencias Award on 22 January 2014, during FITUR, the international tourism trade fair held annually in Madrid. IGLTA was honored for “its tireless work to normalize LGBT tourism in the world.”

The awards began in 2005 to celebrate excellence in tourism.

IGLTA at ITB Berlin 2014

IGLTA continued to confirm its leading role in LGBT travel at ITB Berlin, billed as the world's leading travel trade fair. The Gay & Lesbian Travel Pavilion at ITB moved this year to the Caribbean Hall (3.1) and nearly doubled in size to more than 400 square meters, with flagship partner IGLTA occupying about 20 percent of the total space.

Companies sharing the stand with IGLTA included: Florida Keys & Key West (U.S.); Pink Vibgyor & Irregular Tours (India); Ofakim Travel and Congresses LTD (Israel); World Rainbow Hotels (UK); China Star Ltd. (China); Fort Lauderdale CVB (U.S.); Here Media (U.S.); and Worldpride Toronto (Canada). IGLTA, along with its partners, organized Member Networking Events with Spartacus, Chic Outlet Shopping® and Axel Hotel.



IGLTA Board Member Rika Jean-François hosted a panel discussion with former IGLTA Board Member Thomas Bömkes, now Managing Director & Senior Consultant for Diversity Tourism UG

Titled "Gay & Lesbian Tourism: The Importance of Gay Pride Events for City Tourism," the group included IGLTA Ambassador to Japan Masaki Higashida plus IGLTA members Thomas Roth (Community Marketing), Czeslaw Walek (Prague Pride), Saro Arencibia (Gran Canaria Tourist Board) and David Whitaker (Tourism Toronto).

In 2014 ITB Berlin reported a four percent rise in trade visitors and an increase in business volume, which Messe Berlin estimates reached 6.5 billion euros (\$8.78 billion). More than 60,000 members of the general public came to find out about the wide-ranging information on offer from exhibitors and providers of niche market products. A poll among visitors revealed 50 percent intended to book a trip. On average, each visitor spent around 2,000 euros on a holiday trip.



IGLTA Represents LGBT Travel at White House



The International Gay & Lesbian Travel Association was the sole LGBT organization included in a discussion between U.S. travel industry leaders and senior administration officials at the White House on 20 March, 2014. The briefing highlighted ways to promote U.S. tourism by improving customs and other border procedures that foreign visitors face when they visit the United States. Administration officials gave an update on the economy and discussed how the U.S. Department of Homeland Security and other agencies work to promote tourism while protecting borders. The briefing included a discussion on ways to improve tourists' experiences by upgrading U.S. points of entry as well as panels on infrastructure development and travel promotion.

"It was an honor to receive an invitation to this meeting. It demonstrates the administration's ongoing commitment to LGBT inclusion and the increased importance placed on LGBT travel," said IGLTA President/CEO John Tanzella, who represented the association at the White House. "I was able to engage in some frank dialogue about the need for better treatment of same-sex couples as they go through U.S. customs."

Leaders from several IGLTA member businesses and partner organizations were included: the United States Tour Operators Association, American Airlines, NYC & Company, Choose Chicago, LA Convention & Visitors Board, and the American Society of Travel Agents.

"Partnerships between government and industry are benefiting the entire travel and tourism sector," said Ken Hyatt, Acting under Secretary of Commerce for International Trade. "The Obama administration is committed to building upon the efforts of these partnerships and exploring new alliances as we strive to meet the ambitious goals of the National Travel and Tourism Strategy to attract 100 million visitors to the United States by 2021."

Senior White House officials who participated in the briefing included: Dr. Mark Doms, Under Secretary of Economic Affairs, U.S. Department of Commerce; Ali Mayorkas, Deputy Secretary, U.S. Department of Homeland Security; Ken Hyatt, Acting Undersecretary, International Trade Administration; Ed Ramotowski, Deputy Assistant Secretary, Bureau of Consular Affairs, U.S. Department of State; John Pistole, Administrator, Transportation Security Administration, U.S. Department of Homeland Security; Kevin McAleenan, Acting Deputy Commissioner, U.S.

IGLTA's 31st Annual Convention in Madrid, Spain

IGLTA Hosts its Largest, Most Globally Diverse Convention Outside of North America

The International Gay & Lesbian Travel Association hosted its most attended and globally diverse convention outside of North America 8-10 May. Approximately 300 delegates from 32 countries gathered in Madrid for networking and education to further lesbian, gay, bisexual and transgender tourism globally. They were welcomed to Madrid by a high-level roster of Spanish dignitaries that included Isabel Borrego, Secretary of State for Tourism/President of TURESPAÑA; José Francisco García, General for Cultural Heritage at Madrid City Council; Carmen Gonzalez, Vice Minister of Tourism and Culture for the Region of Madrid; and Doña Ana Isabel Mariño Ortega, Minister of Jobs, Tourism and Culture for the Community of Madrid. The opening plenary also included a greeting from James Costos, U.S. Ambassador to the Kingdom of Spain and Principality of Andorra, and a keynote speech from David Scowsill, President/CEO of the World Travel & Tourism Council.

“Spain is a longtime partner to IGLTA and the LGBT tourism community,” said IGLTA President/CEO John Tanzella. “It was an amazing conference that showcased Spanish support for gay travel and resulted in our biggest, most diverse group of attendees for a non-North American event. It also attracted the most media attention in our 31-year history. We thank the national tourism office of Spain, the region of Madrid, and the city of Madrid for doing so much to raise the visibility of LGBT Tourism and IGLTA.”

The event would not be possible without the generous support of IGLTA's convention sponsors.

Presenting Level - Madrid Visitors & Convention Bureau, Turismo Madrid, TURESPAÑA, Diversity Consulting, Chic Outlet Shopping®, National Institute of Tourism Promotion of Argentina INPROTUR, Los Angeles Tourism & Convention Board

Official Level - WorldPride Toronto, Visit St. Petersburg/Clearwater, IBM, VisitBritain

Conference Level - Greater Fort Lauderdale Convention & Visitors Bureau, EMBRATUR, EDGE Media Network, Las Vegas Convention & Visitors Authority, Preferred Hotel Group, South Africa Tourism, Hyatt Hotels & Resorts, Recife-Pernambuco.

2014 Annual Global Convention Photos



IGLTA'S 2014 Honorees

During the 2014 Convention in Madrid, Spain, IGLTA honored a stellar group who has been active in the LGBT space for many years.



The Chair Award: Bob Witeck (right)



Pioneer: ILGA



Media Honor: Merryn Johns



Ambassador of the Year: Alessio Virgilli



Community Honor: Alfonso Llopart Basterra (right)

IGLTA at ASAE

For 11 years, Meet Minneapolis Convention and Visitors Association has sponsored a party for the LGBT professionals attending the American Society of Association Executives Conference, but this year saw the event raised to a new level, generating \$4,875 for the IGLTA Foundation. The reception during ASAE, a collaboration between Meet Minneapolis, Delta Air Lines and the International Gay & Lesbian Travel Association, drew more than 400 people. Attendees, who received a welcome from ASAE President John Graham, were encouraged to make a donation to the IGLTA Foundation with their RSVP.



Meet Minneapolis and Delta Air Lines presented IGLTA staff with a check for \$3,500 during the party.

Pictured left to right: Clark Massad, Kyle Van Alstine, Geraline Kingston, Brent Foerster, John Tanzella and Deven Blackburn.)

WTM London

A highlight of the four-day trade show was the IGLTA Member Networking Reception sponsored by member made at Ku Klub Leicester Square. An estimated 400 tourism professionals and media passed through the doors during the three-hour event. Raffle tickets were sold to benefit the IGLTA Foundation, raising 500GBP.



IGLTA Foundation Fundraiser

IGLTA raised \$6,400 at its first fundraiser in conjunction with the Annual Global Convention. The Ritz Madrid by Belmond played host for this inaugural event, sponsoring a luxurious reception with food, beverages and entertainment.



Building Bridges Scholarship 2014



(Pictured L to R: Ryan Romero, Marco Jaramillo, Janice Tjon Sien Ki, Robert Washington and Murilo Lima Araujo Costa)

The IGLTA Foundation's Building Bridges Scholarship program is designed to support the next generation of LGBT tourism professionals. The IGLTA Foundation selected five worthy recipients for its second annual scholarships:

Murilo Lima Araujo Costa, a college student of Anhembi Morumbi University in Sao Paulo, Brazil

Ryan Romero, a California native 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

Robert Washington, co-chair of the Africa Travel Association Youth Advisory Committee and co-founder of the African Birthright Program.

IGLTA Meets with Uganda Tourism

IGLTA President/CEO John Tanzella and Past Board Chair Tanya Churchmuch met with staff from Uganda Tourism and Uganda tourism businesses from the private sector at the New York headquarters of the Africa Travel Association on 8 September. The meeting, arranged through ATA as part of a U.S. road show for Destination Uganda, focused on business and perceptions of the country for LGBT tourism. While the country's punitive anti-gay law was struck down in court this past August, IGLTA recognizes the need for more education. This outreach is particularly important as IGLTA plans for its first Annual Global Convention in Africa, set for Cape Town, South Africa in 2016.



Top photo left to right: Vivian Lyazi, Principal Tourism Officer/Tourism Development, ATA Program Coordinator, Uganda Ministry of Tourism, Wildlife & Antiquities; Sylvia Kalembe, Senior Marketing Officer, Uganda Tourism Board; Edward Bergman, Executive Director, Africa Travel Association; Susan Muhwezi, ATA Uganda Chapter President & Chairperson of the Uganda Hotel Owners Association; Stephen Asimwe, Chief Executive Officer, Uganda Tourism Board; John Tanzella, IGLTA President/CEO; Tanya Churchmuch, IGLTA Past Board Chair; Kelly MacTavish, ATA Uganda Chapter Vice President & Owner, Pearl of Africa Tours; & Margaret A. Kafeero, Uganda Permanent Mission to the United Nations.

“ATA is pleased to facilitate a meeting between the Uganda Tourism Board and the Uganda private sector and IGLTA to discuss timely issues relating to the promotion and marketing of tourism. We understand the challenges relating to the debate on welcoming gay and lesbian tourists in many parts of Africa and see meetings like this as opportunities to engage in dialogue.”

- **ATA Executive Director, Edward Bergman.**

“We hope to have many more meetings like this in the months leading up to our Conference in Cape Town, South Africa. We’re not a human rights organization, but we know how LGBT travel can raise awareness both locally and globally, and in that way, we can help to make a difference.”

- **IGLTA President/CEO, John Tanzella**



IGLTA at World Travel Market - London, England



IGLTA united with partners, members, and potential members during World Travel Market (3-6 November) at ExCel in London for the promotion of global LGBT tourism.

A highlight of the four-day trade show was the IGLTA Member Networking Reception sponsored by member made at Ku Klub Leicester Square. An estimated 400 tourism professionals and media passed through the doors during the three-hour event. Raffle tickets were sold to benefit the nonprofit IGLTA Foundation, raising 500GBP.



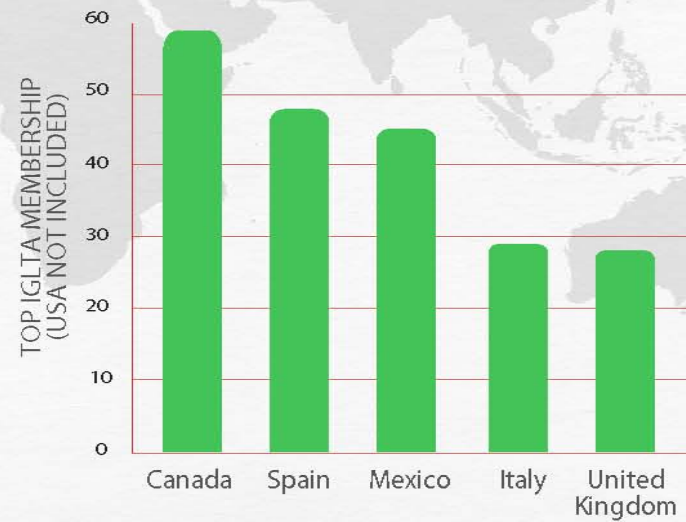
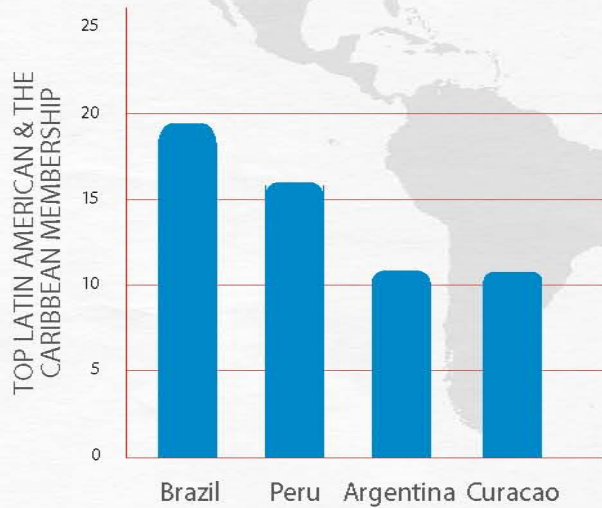
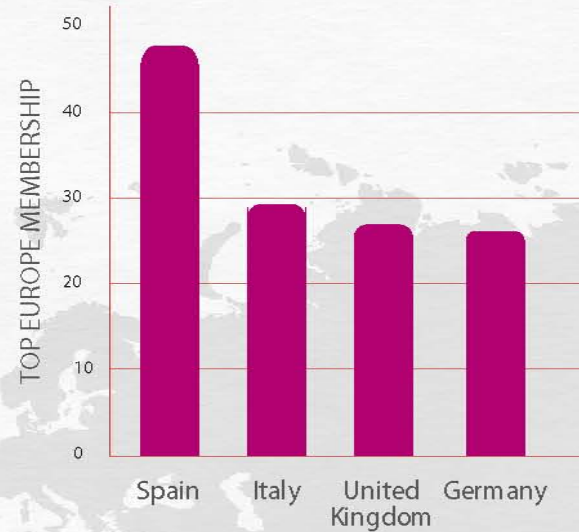
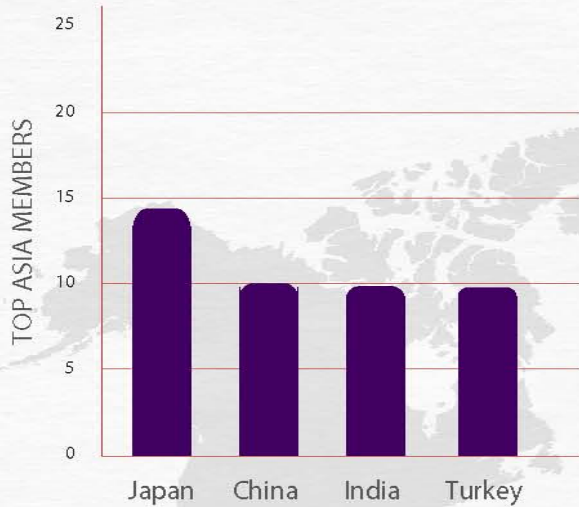
The WTM 2014 Events Program featured more than 100 events across four days, including a variety of speakers and influential figures from in and around the travel industry who offer the latest insights, trends and invaluable knowledge.



IGLTA and Platinum Partner Chic Outlet Shopping hosted the Chic Champagne and Canapés member networking reception at World Travel Market, ExCel London, Global Village, on 4 November.



IGLTA Membership Update



IGLTA in Numbers



GLOBAL PARTNERSHIP SALES

\$269,470.00

MEMBERSHIP SALES

\$298,103.58

ANNUAL CONVENTION SALES

\$334,914.61

TOTAL INCOME

\$1,027,810.82

TOTAL EXPENSES

\$1,000,827.08

NET INCOME

\$26,983.74

Global Partners

IGLTA

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Special thanks to IGLTA'S Global Partners for their continued support throughout the year.

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Organizational & Event Partners

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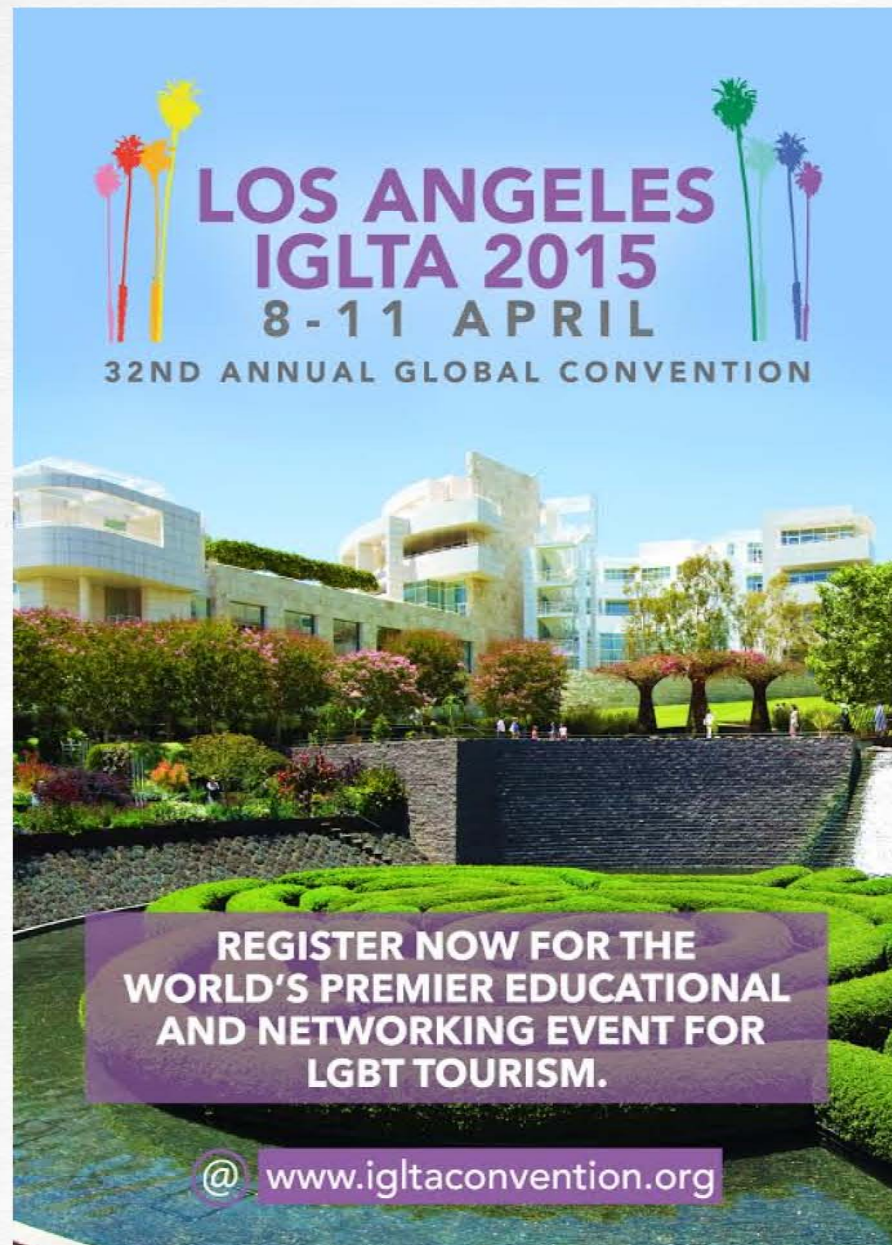
Special thanks to IGLTA'S Organizational and Event Partners for their continued support throughout the year.

Past & Future Convention Locations

IGLTA

2016 – Cape Town, South Africa
2015 – Los Angeles, CA, USA
2014 – Madrid, Spain
2013 – Chicago, IL, USA
2012 – Florianopolis, Brazil
2011 – Fort Lauderdale, FL, USA
2010 – Antwerp, Belgium
2009 – Toronto, ON, Canada
2008 – Las Vegas, NV, USA
2007 – Montreal, QC, Canada
2006 – Washington, DC, USA
2005 – Cologne, Germany
2004 – Vancouver, BC, Canada
2003 – Manchester, England
2002 – Fort Lauderdale, FL, USA
2001 – Munich, Germany
2000 – San Francisco, CA, USA

1999 – Minneapolis, MN, USA
1998 – Montreal, QC, Canada
1997 – Philadelphia, PA, USA
1996 – Sydney, Australia
1995 – Seattle, WA, USA
1994 – Washington, DC, USA
1993 – West Hollywood, CA, USA
1992 – Provincetown, MA, USA
1991 – San Francisco, CA, USA
1990 – Key West, FL, USA
1989 – Vancouver, BC, Canada
1988 – Honolulu, HI, USA
1987 – New Orleans, LA, USA
1986 – Denver, CO, USA
1985 – San Juan, Puerto Rico
1984 – San Francisco, CA, USA

A promotional poster for the Los Angeles IGLTA 2015 convention. The top half features a blue sky background with stylized palm trees in various colors (red, yellow, green, blue). The text reads "LOS ANGELES IGLTA 2015 8-11 APRIL 32ND ANNUAL GLOBAL CONVENTION". The bottom half shows a photograph of a modern, multi-story building with a large, circular, landscaped garden in the foreground. A purple banner at the bottom of the photo contains the text "REGISTER NOW FOR THE WORLD'S PREMIER EDUCATIONAL AND NETWORKING EVENT FOR LGBT TOURISM." and a purple box with the website "@ www.igltaconvention.org".

**LOS ANGELES
IGLTA 2015
8-11 APRIL**
32ND ANNUAL GLOBAL CONVENTION

**REGISTER NOW FOR THE
WORLD'S PREMIER EDUCATIONAL
AND NETWORKING EVENT FOR
LGBT TOURISM.**

@ www.igltaconvention.org



Show Your Support

Whether it is \$5, \$50 or \$5,000, your donation will help improve the LGBT travel industry and worthy projects globally. All donations from US Citizens are tax deductible in accordance to the laws of the United States.

For more information, please contact Foundation@iglta.org.

DONATE NOW

IGLTA's 2015 Staff



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IGLTA[®]

The International Gay & Lesbian Travel Association

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

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