



IGLTA 2017 • ST. PETE, FLORIDA

34TH ANNUAL GLOBAL CONVENTION

IGLTA

**International Gay and Lesbian
Travel Association**

2017 Convention Review

IGLTA



**ST. PETE
CLEARWATER**

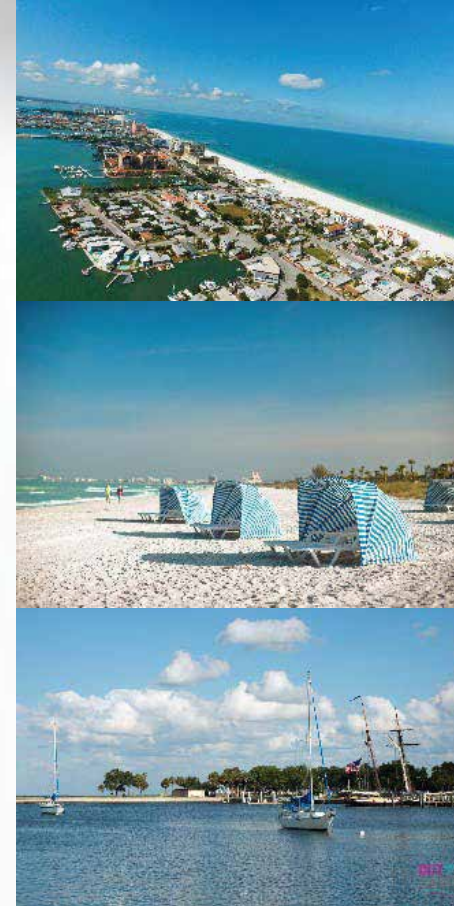
St. Petersburg, Florida

"We're proud and honored to add St. Pete/Clearwater to the list of world capitals privileged to have hosted this event. We've been an up-and-coming gay-friendly destination for several years, but the global visibility that results from hosting 400 of the world's most influential LGBTQ tourism professionals puts us on a new map altogether. We simply couldn't be more pleased."

David Downing, President & CEO, Visit St. Pete/Clearwater

"At a time when the news is filled with talk of travel bans and closed borders, our LGBTQ travel community united to show its support for diversity and a more welcoming world. Our speakers from all tourism segments sent a clear message that our industry has a responsibility to promote inclusiveness. It was especially meaningful to debut the Second UNWTO Global Report on LGBT Tourism at this event."

John Tanzella, IGLTA President/CEO



Attendee Profile & Economic Impact



The 34th Annual Global Convention brought together more than 400 tourism professionals representing 36 countries to the Vinoy Renaissance St. Petersburg Resort & Golf Club for networking and education – the largest number of countries represented in IGLTA convention history.

The convention had an economic impact of just over US\$1 million on the city of St. Petersburg.

2017 IGLTA Honors Awards

Presented with support from Visit Philadelphia®



IGLTA Honors are chosen by the association's board of directors and presented during each year's Annual Global Convention to individuals or businesses that have improved the global landscape for LGBTQ travelers.



Corporate Leadership Award:
George A. Kalogridis, President
Walt Disney World Resort



Community Award:
Barbara Poma
onePULSE Foundation



Hanns Ebensten Hall of Fame Award:
Christina Guggenberger



Pioneer in Destination Marketing:
Tourism Authority of Thailand



Travel Writer Honor:
Andrew Collins



IGLTA Ambassador of the Year:
Russell Lord



2017 Building Bridges Scholarships



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



(Pictured left to right) Michael Gladwin, Edenvale, South Africa; Katherine Vielman, Hollywood, Florida; Khari Grant, Orlando, Florida; Junqi "Vincent" Weng, Zhejiang, China; John Sakakini, Washington, D.C.

IGLTA Foundation & Universal Orlando



The IGLTA Foundation partnered with Universal Orlando Resort this year to provide convention scholarships to Katherine Vielman, Hollywood, Florida, and Khari Grant, Orlando, Florida, students from the University of Central Florida, Rosen College of Hospitality Management.

IGLTA Foundation & PATA



The IGLTA Foundation partnered with the Pacific Asia Travel Association for the first time to provide a conference scholarship to Junqi "Vincent" Weng, Zhejiang, China, a student in the Pacific Asia Region.

The IGLTA Foundation thanks founding partner Delta Air Lines for their continued support.



IGLTA Foundation Fundraiser

The 4th annual IGLTA Foundation fundraising event, held at the Chihuly Collection, raised \$12,485 for education, research, and developing the next generation of LGBTQ travel professionals.



Special thank you to our event sponsors:



IGLTA Foundation Volunteer Day 2017



The Foundation also supported educational and volunteer activities in the St. Pete/Clearwater area on 6 May, including the creation of an original LGBTQ mural along the Pinellas Bike Trail that is now a permanent part of the convention host city.

LGBT Mural



Sea Turtle Trackers



Metro Wellness Center



Convention Highlights

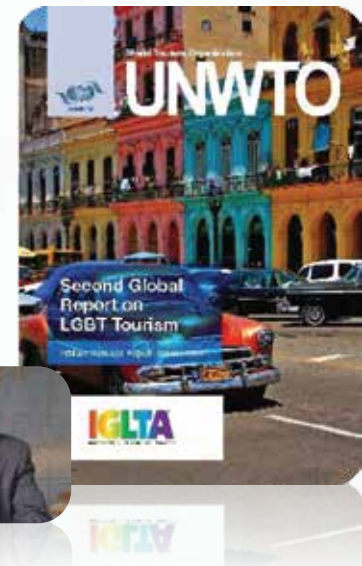
Opening Reception –
Dali Museum & Mahaffey Theatre

Sponsored by:  ST. PETE
CLEARWATER



Conference delegates received a copy of UNWTO's Second Global Report on LGBT Tourism and were greeted with a video message of support from UNWTO Secretary General Taleb Rifai. The UNWTO's Second Global Report on LGBT Tourism, created in a partnership between UNWTO, IGLTA and the IGLTA Foundation, takes an in-depth look at the increasing visibility of LGBTQ consumers and the global tourism trends that impact this market.

The full report is available for download at <https://www.iglta.org/unwto-report/>
video message can be viewed at <https://www.youtube.com/user/IGLTAvideo>.



Convention Highlights



CEO Panel: Crisis Management
 Karen Christensen, Patty Sheehan,
 Daniela Wagner, Peter De Wilde,
 Brian J. King Sponsored by:
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Buyer/Supplier Marketplace
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 Israel Ministry Of Tourism



Networking Lunch Sponsored By
 Brazil Tourism Bureau - Embratur



Closing Reception – Yacht Starship

Sponsored by:



Sampling Of Media Coverage From The 34th IGLTA Annual Global Convention

Print/Online Outlets

- http://www.athosgls.com.br/noticias_visualiza.php?contcod=41819
- <http://revistaviag.com.br/2017/05/04/embratur-e-rio-cvb-marcam-presenca-na-convencao-da-iglta/>
- <http://www.tampabay.com/news/business/tourism/st-petersburg-hosting-gay-lesbian-tourism-conference-for-the-first-time/2322763>
- <https://www.outcoast.com/weekend-iglta-convention-life-shine/>
- <http://www.watermarkonline.com/2017/05/18/tampa-bays-overheard-tiglff-has-a-sordid-movie-night-coming-and-the-iglta-travel-to-the-burg/>
- <http://kongres-magazine.eu/2017/06/athens-convention-visitors-bureau-acvb-participated-iglta-convention-2017/>
- https://www.edgemedianetwork.com/travel//news//218355/st_pete:_a_florida_city_that_outshines_them_allt

Videos: All videos can be found at: [IGLTA YouTube](#)



2017 IGLTA Convention



2017 Honors
George A. Kalogridis



2017 Honors
Andrew Collins



2017 Honors
Christina Guggenberger



2017 Honors
Tourism Authority of Thailand



2017 Honors
Barbara Poma
OnePulse Foundation



2017 Honors
Mariela Castro Espin



2017 Honors
Russell Lord

2017 Presentation Replay:



[Click to watch](#)

[Around the World with IGLTA by Davey Wavey](#)

[Comrade Uncensored: LGBT Marketing in China in the Digital Age by Xiaofeng "Charlie" Gu](#)

[IGLTA's Consumer Initiative with R&R Partners by Omar Vargas & Fletcher Whitwell](#)

[LGBT Destination Marketing, Best Practices \(In Spanish\) by Andre Rojer & Gustavo Rivas-Solis](#)

[LGBT Marketing 101 by Thomas Roth & David Paisley](#)

[LGBT Tourism & Global Destination Development: A Deep Dive into the 2nd UNWTO-IGLTA](#)

[Global Report on LGBT Tourism by Peter Jordan](#)

[Practical Tips for Promoting Travel to LGBT Consumers by Auston Matta](#)

[State of the Association by John Tanzella](#)

[Travel Talk: "Will Tourism Destroy or Save Us?" by Billy Kolber](#)

2017 Convention Media Sponsor:



VIP Media Reception



IGLTA

2017 Speakers

Opening Keynotes



Roger J. Dow
President & CEO
U.S. Travel Association



David Downing
President & CEO
Visit St. Pete/Clearwater



George A. Kalogridis
President
Walt Disney World Resort



Brian J. King
Global Officer, Digital, Distribution,
Revenue Management &
Global Sales, Marriott International



Rick Kriseman
Mayor
St. Petersburg Florida

Speakers



Selisse Berry
Founder &
Chief Executive,
Out & Equal



Karen L. Christensen
Deputy Assistant,
Secretary of State for
Overseas Citizens Services,
U.S. State Department



Peter Jordan
Founder,
Gen C Traveller and
Senior Tourism Analyst,
Toposophy



Karen J. Brown
Emcee



Peter De Wilde
CEO,
Visitflanders &
President,
European Travel
Commission



Juan Julia
Board Chair,
IGLTA



Meg Cale
Blogger,
Dopes on the Road



Xiaofeng "Charlie" Gu
Director,
China Luxury Advisors



Mariruth Kennedy
Founder,
BuzzFish Marketing

2017 Speakers



David Paisley
Senior Research Director,
Community Marketing
& Insights



Thomas Roth
President and Founder,
Community Marketing
& Insights



Billy Kolber
Founder,
ManAboutWorld
Magazine



Oriol Pamies
Vice President of
Business Development,
Interacting Technology



**Commissioner
Patty Sheehan**
Orlando City Council



Auston Matta
Consumer Marketing
Manager,
IGLTA



Gustavo Rivas-Solis
Director,
Latitude International



John Tanzella
President & CEO,
IGLTA



Gary Murakami
Director,
Global Sales,
MGM Resorts International



André Rojer
Marketing Manager,
Curacao Tourism
Board of North America



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



Davey Wavey
Digital Storyteller

A Word From Our Attendees...



"The Buyer/Supplier Marketplace was extremely productive as a means for establishing relationships with specific buyers who were interested in my services, and whom I'd elected as being possible partners in the future. It was an organised and extremely worthwhile opportunity to meet buyers that I wouldn't have had the time or means to meet during the rest of the convention."

Debbie Clarke, Founder/Director, New Zealand Awaits



The IGLTA Annual Global Convention was the best professional experience of my life. I have no words to thank you and all the team for the receptivity and all the kindness with me and the Brazilians. We will never forget the experience!"

Ludmila Dias Magro, Embratur, Touristic Market Segment and Products Analyst



"After attending the 2017 IGLTA Convention, I have a newfound appreciation for the tourism industry on a global scale. Encountering so many people from multiple sectors of the industry has given me a new outlook on the industry as a whole and inspired me to pursue a career path that will take me all over the world. The convention has shown me what it means to be a part of a diverse and inclusive industry and helped me build an even stronger professional network."

Khari Grant, Student, UCF Rosen School of Hospitality Management



"This is the first opportunity I have had to come to an IGLTA conference and it has been an amazing experience meeting with all the Buyers/Suppliers and learning more about the products they have to offer for me to use toward selling to our LGBT clients. The Conference was very enlightening and informative. I am looking forward to 2018 in Toronto!"

Paul Keech, Travel Coordinator, AAA Alabama



"It is important for travel destinations to be open and accessible to all visitors, regardless their creed, colour of skin, size of their wallet or sexual orientation. IGLTA offers to DMOs a unique and highly professional platform to reach out to the LGBTQ community, which remains as important as ever before. We are happy to have found both mutual benefit and friendship with and within the IGLTA."

Peter De Wilde, CEO VisitFlanders & President, ETC

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IGLTA 2018

TORONTO

TOGETHER

35TH ANNUAL GLOBAL CONVENTION



SAVE THE DATE

**THE INTERNATIONAL GAY & LESBIAN TRAVEL ASSOCIATION
9-12 MAY 2018 - TORONTO, CANADA**



iglta.org/convention



IGLTA[®]

The International Gay & Lesbian Travel Association

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

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