

International Gay and Lesbian Travel Association

**ANNUAL REPORT  
2016**

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## IGLTA's Mission

The mission of IGLTA is to provide information and resources for LGBT travelers and expand LGBT tourism globally by demonstrating its significant social and economic impact.

## About IGLTA

The leading member-based global organization dedicated to LGBT tourism.

We are the only LGBT organization that is an Affiliate Member of the United Nations World Tourism Organization. In 2013, we signed on to ECPAT's Tourism Child Protection Code of Conduct to prevent child exploitation. The membership includes LGBT and LGBT-friendly accommodations, service providers, travel agents, tour operators, events, and travel media in approximately 70 countries.

### Upcoming Global Conventions

2019 – New York, NY, USA

2018 – Toronto, ON, Canada

2017 – St. Petersburg, FL, USA

# Looking Back, Moving Ahead

When I think about the milestones of 2016, I will always think of Cape Town, South Africa first and foremost. The Mother City was home to our first convention in Africa, and while the number of non-local attendees was smaller than some years, the passion of the South African delegates who made it the best-attended IGLTA conference outside of North America created an energy and warmth that I know no one who attended will ever forget.

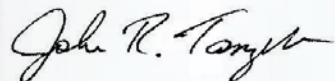
It was a year in which we forged stronger ties on many continents: We added our first board member based in Asia and produced a Connected Visitor Economy Bulletin on LGBT travel for the Pacific Asia Travel Association (PATA); we signed an organizational partnership with the European Travel Commission (ETC) and added a full-time employee for outreach in Brazil, one of the most significant South American LGBT markets.

However, there is no way to overlook the challenges 2016 presented to our industry and to our LGBT community. We witnessed the increase of violent acts in major tourism destinations; divisive elections fueled by xenophobia, misogyny and racism; and a rise in U.S. states pushing for legislation that supports discrimination based on gender identity and sexual orientation.

As we move into 2017, it's clear that we need to stand together as an association of businesses committed to making all travelers around the world feel safe and welcome. Please consider making a donation to the IGLTA Foundation to help us fund educational and research projects that will encourage more destinations to greet LGBT travelers with open arms, and please join us in St. Petersburg, Florida, 4-6 May, for our 34th Annual Global Convention. We have a lot of work to do!

Thank you for your support of IGLTA and LGBT tourism.

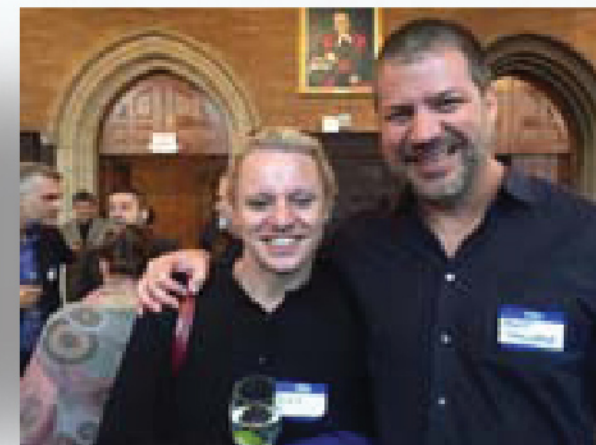
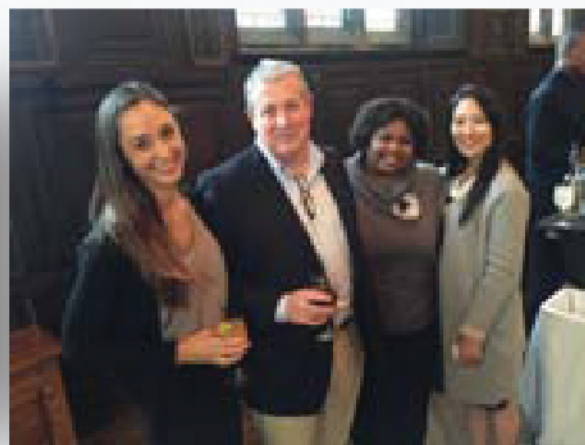
John Tanzella  
President/CEO



# Partnership Spotlight

## European Travel Commission (ETC)

IGLTA announced on 17 May its organizational partnership with the European Travel Commission, an association uniting 32 European national tourist offices with the aim of promoting Europe as a tourism destination in long-haul markets. The announcement was timed in honor of the International Day Against Homophobia, Transphobia and Biphobia, a global celebration of sexual and gender diversity. IGLTA and ETC are committed to a world where all travelers feel welcome and plan to partner on research projects and promotions for European destinations that want to embrace LGBT travel.



ETC and IGLTA media reception at The High Line Hotel, New York, September 2016.

**“ ETC IS WORKING CLOSELY WITH ITS MEMBERS TO ENSURE THAT THE EUROPEAN VALUES OF EQUALITY AND TOLERANCE ARE REFLECTED IN OUR IMAGE AS A TOURISM DESTINATION. ”**

– Eduardo Santander, Executive Director of ETC

# Global Partner Fulfillment



**6.3 million**  
Total Impressions



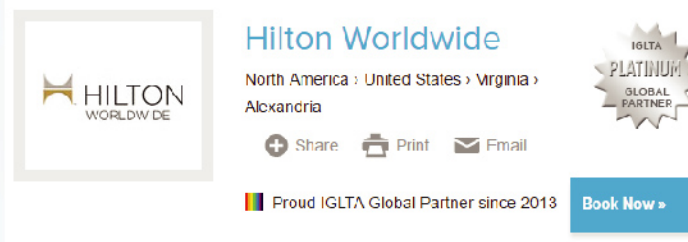
(L-R) Fred Dixon, John Tanzella, Apoorva Gandhi, Natalie Moran, Jon Munoz, Theresa Belpulsi, Jim McMichael, Ryan E. Miccio, Kyle Van Alstine, Mostafa Abdelguelil, Gary Murakami, Thomas Alderink, Barbara Laken, Clark Massad



**US \$1.2 million**  
Promotional Value



Created new **“home page takeover”** marketing feature to further enhance Global Partner promotions



Added **“Proud partner since...”** to all GP profiles to recognize partner loyalty; implemented **partner badges** on website to enhance partner recognition

- Introduced **“Global Partner Spotlight”** as a regular feature in IGLTA eNewsletter
- Added **video integration** into partner profiles and in rotating featured specials slideshow on IGLTA home page

# Yōkoso (Welcome) To Our First Asia-Based Board Member

The newest tourism leader to receive an appointment to the IGLTA board of directors is Shiho Ikeuchi, Overseas Director of Marketing for the Hotel Granvia Kyoto. Ikeuchi, who represents IGLTA as a volunteer ambassador in Japan, is the first Asia-based board member in the association's 33-year history. She spreads the word about IGLTA in Japan by coordinating educational workshops on LGBT tourism for the industry and uniting our members in booths at regional Pride events.



**IGLTA produced a report on the economics of LGBT travel in conjunction with the Pacific Asia Travel Association in October.**

[Please click here to download your free copy of the report.](#)

## IGLTA Receives Winq Travel Award



Clark Massad, IGLTA Vice President – Global Partnerships, and LoAnn Halden, IGLTA Communications Director

IGLTA received the Winq Travel Award, presented in association with United Airlines, at Rosewood London on 8 December, 2016. The UK-based magazine's second annual event included nine awards: activism, culture, business, media, music, sport, travel, Man of the Year and an additional honor presented by the Elton John AIDS Foundation. Suki Sandhu, CEO/Founder of OUTstanding, a network of LGBT executives and allies, presented the award, saying:

**“ YOU ONLY NEED TO LOOK AT THE SO-CALLED RIGHTS INVOKED IN THE NAME OF 'RELIGIOUS FREEDOM' TO UNDERSTAND THE VALUE OF AN ORGANIZATION THE LIKES OF THE WINNER OF THE TRAVEL AWARD. THE FLORIDA-BASED ORGANIZATION WINQ AWARDS TODAY BRINGS TOGETHER A DISPARATE RANGE OF AIRLINES, HOTELIERS, TOUR OPERATORS AND SERVICE PROVIDERS THAT WILL LOVE AND RESPECT YOU FOR WHO YOU ARE, AND ASSURE YOU OF A WARM WELCOME. ”**

The winter issue of Winq features an interview with Tanzella about the association and its 33-year history. Read more at: [www.winq.com/2016/12/the-travelaward-2016-iglta/](http://www.winq.com/2016/12/the-travelaward-2016-iglta/)



# IGLTA Expands Outreach In Brazil

Joined the celebration for the 50th anniversary of EMBRATUR in Brasilia and delivered a presentation on IGLTA's commitment to the LGBT segment in Brazil.



(L to R) Clovis Casemiro with the Minister of Tourism Marx Beltrão and the President of the Committee of Tourism (CTur), federal deputy Herculano Passos

Represented the association in São Paulo at the ABAV International Tourism Expo, conducted by the Brazilian Association of Travel Agencies.



Clovis Casemiro joined IGLTA as Membership Coordinator – Brazil in July to encourage greater engagement between LGBT-welcoming tourism businesses in Brazil, one of the largest markets for LGBT tourism in South America, and IGLTA's global membership. Casemiro, who is based in São Paulo, began his tourism career in 1979 and has been involved with IGLTA since 1997. Bem-Vindo!

**“ I HOPE TO OPEN MORE DESTINATIONS WITH OUR BRAZILIAN STYLE. ”**

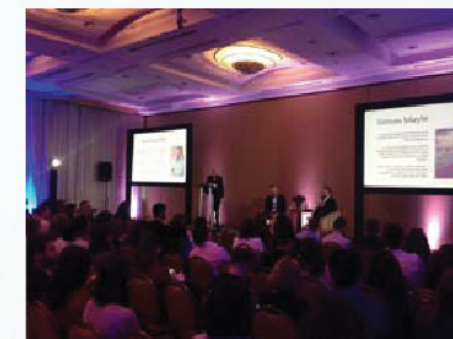
## Locations of IGLTA Members in Brazil



Participated in FESTURIS in Gramado, which hosted the first LGBT area at a Brazilian trade fair. The Brazil Ministry of Tourism (EMBRATUR) presented a guide to improving services for LGBT travelers at the 2016 event.



Promoted LGBT Tourism during the “Deluxe Tourism Forum” in São Paulo.



# 2016 Annual Global Convention Cape Town, South Africa

The 33rd Annual Global Convention, 14-16 April in Cape Town at the stunning Belmond Mount Nelson Hotel, was not only the first LGBT tourism conference on the African continent, but also the association's largest event outside of North America. More than 300 delegates from 24 countries participated in the three-day event, generating more than 2.36 million ZAR for the Cape Town economy, including more than 1.1 million ZAR in delegate room nights.

**“ WE WANT YOU HERE TO BE A LIGHT TO THE MILLIONS OF LGBT PEOPLE IN OUR COUNTRY, SO THAT WHEREVER THEY ARE, THEY MIGHT KNOW THAT THEY ARE NOT ALONE – THAT THEY ARE QUITE NORMAL AND THAT THEY SHOULD LIVE THEIR LIVES UNAFRAID. FOR THAT IS THE KIND OF COUNTRY WE ARE TRYING TO BUILD. ”**

– Keynote Welcome speech from South African Minister of Tourism Derek Hanekom



To read the full report from the Cape Town Annual Global Convention, [click here](#).

# 2016 Annual Global Convention



# IGLTA<sup>®</sup> 2016 HONORS



**IGLTA Chair Award:  
Desmond Tutu**

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



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

Award presented to Funda by board member Marta Dalla Chiesa



**IGLTA Networking Honors: Fitor GAY (LGBT)**

David Martin (left), IGLTA ambassador for Spain, and Juan Pedro Tudela (right)



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

Shiho Ikeuchi (left), Director of Overseas Marketing, Hotel Granvia Kyoto, and Shintaro Koizumi (right), President, Out Asia Travel

# Getting Social With IGLTA

We continued to raise our social media profile with more frequent posts across all of our platforms. As a result, we ended the year with more than 22,000 followers on Facebook, 9,000 on Twitter and 4,200 on Instagram.



Who likes IGLTA's Facebook Page?

*62% Male – 38% Female*

## Top Engagements

Countries
Brazil
United States
South Africa
Puerto Rico
France

Languages
English (US)
Portuguese (Brazil)
Spanish
English (UK)
French (France)



*Subscribers – 5,000+  
Open Rate - 39%*

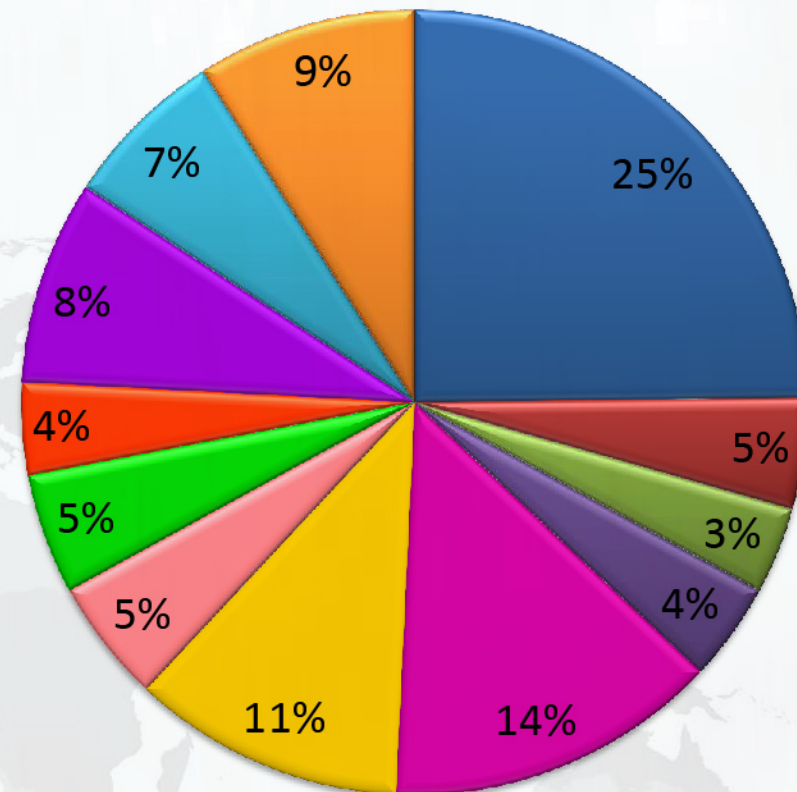
To subscribe to future editions of the IGLTA eNewsletter, please visit: [IGLTAEnewsletter](#)

**Follow Us:** [@IGLTA](#)

# 2016 Membership Update

## IGLTA Membership Types

- 1 - 50 Employees
- 51 - 100 Employees
- 101-200 Employees
- 201+ Employees
- Travel Agents
- Africa, Asia, and Latin America 1 - 50 employees
- Africa, Asia, and Latin America 50+ employees
- CVB Tourist Bureaus 1 - 10 Employees
- CVB Tourist Bureaus 11+ Employees
- Associate
- Media
- Global/Organizational Partners



## Top IGLTA Membership By Region

### Asia

- Japan
- Indonesia
- Thailand
- India

### Latin America/Caribbean

- Brazil
- Peru
- Colombia
- Costa Rica

### Europe

- Spain
- United Kingdom
- Italy
- Germany

### Global Membership

- United States
- Canada
- Spain
- South Africa

## 2016 FINANCIAL OVERVIEW

IGLTA continues to adhere to U.S. federal tax laws for non-profit professional organizations (501c6 status). An annual audit by an outside firm is conducted to ensure the office accounting is adhering to the laws for non-profits as well as any new initiatives. Our three largest streams of revenue continue to be the annual global convention, membership, and our global partnership program. Below are the financial results for calendar year 2016, reflecting a net profit.

Total Revenue	\$1,046,763.11
Total Expenses	\$1,037,195.25
Net Profit	\$9,567.86

# IGLTA Operations Team 2017



**John Tanzella**  
*President/CEO*  
 Fort Lauderdale, FL USA  
**Phone:** +1.954.630.1637 ext:700  
**Email:** john.tanzella@iglta.org



**Josh Zorn**  
*Fulfillment Coordinator*  
 Fort Lauderdale, FL USA  
**Phone:** +1.954.630.1637 ext: 777  
**Email:** josh.zorn@iglta.org



**Clovis Casemiro**  
*Membership Coordinator Brazil*  
 Fort Lauderdale, FL USA  
**Phone:** +55 11.96920-54547  
**Email:** clovis.casemiro@iglta.org



**LoAnn Halden**  
*Communications Director*  
 Fort Lauderdale, FL USA  
**Phone:** +1.954.630.1637 ext: 714  
**Email:** loann.halden@iglta.org



**Toni Reckley**  
*Marketing Assistant*  
 Fort Lauderdale, FL USA  
**Phone:** +1.954.630.1637 ext: 705  
**Email:** toni.reckley@iglta.org



**Daniel Abella**  
*Intern*  
 Fort Lauderdale, FL USA  
**Phone:** +1.954.630.1637 ext: 709  
**Email:** daniel.abella@iglta.org



**Tony Warner**  
*Controller*  
 Fort Lauderdale, FL USA  
**Phone:** +1.954.630.1637 ext: 716  
**Email:** tony.warner@iglta.org



**James Wicks**  
*Membership Support*  
 Fort Lauderdale, FL USA  
**Phone:** +1.954.630.1637 ext: 706  
**Email:** membership@iglta.org



**AJ Russo**  
*Intern*  
 Fort Lauderdale, FL USA  
**Phone:** +1.954.630.1637 ext: 708  
**Email:** aj.russo@iglta.org



**Clark Massad**  
*Vice President*  
 Global Partnerships  
 Paris, France  
**Phone:** +1.954.630.1637 ext: 888  
**Email:** clark.massad@iglta.org



**Keith Hickman**  
*Office Manager*  
 Fort Lauderdale, FL USA  
**Phone:** +1.954.630.1637 ext: 707  
**Email:** keith.hickman@iglta.org



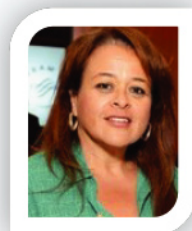
# IGLTA Board of Directors 2016 - 2017



**Juan Julia**  
Axel Hotels  
Board Chair



**Chris Stanley**  
Silversea  
Secretary



**Norma Dean**  
Delta Air Lines  
Board Member



**Tom Jenkins**  
European Tour Operator  
Association (ETOA)  
Board Member



**Richard Gray**  
Greater Fort  
Lauderdale  
Convention &  
Visitors Bureau  
Vice Chair



**Dan Melesurgo**  
American  
Society of  
Association  
Executives  
(ASAE)  
Past Chair



**Shiho Ikeuchi**  
Hotel Granvia  
Kyoto  
Board Member



**Jon Munoz**  
Hilton Worldwide  
Board Member



**Ed Salvato**  
ManAboutWorld  
Treasurer



**Jody Cole**  
Wild Rainbow  
African Safaris  
Board Member



**Rika Jean-Francois**  
ITB Berlin  
Board Member

# IGLTA Global Ambassadors 2016-2017

Location	Ambassador	Company	Email
Argentina	Camara de Comercio Gay Lesbica Argentina (CCGLAR)	Gay and Lesbian Chamber of Argentina	<a href="mailto:argentina@iglta.org">argentina@iglta.org</a>
Asia	Shintaro Koizumi	Out Asia Travel	<a href="mailto:asia@iglta.org">asia@iglta.org</a>
Canada	Liz Devine	Rainbow High Vacations	<a href="mailto:canada@iglta.org">canada@iglta.org</a>
Caribbean	Andre Rojer	Curacao Tourism Corporation	<a href="mailto:caribbean@iglta.org">caribbean@iglta.org</a>
Colombia	Felipe Cardenas	CCLGBTCO	<a href="mailto:colombia@iglta.org">colombia@iglta.org</a>
Czech Republic	Petr Prokoik	Prague4gay	<a href="mailto:czechrepublic@iglta.org">czechrepublic@iglta.org</a>
France	Benoit Breton	mygaytrip.com/ misterbnb.com	<a href="mailto:france@iglta.org">france@iglta.org</a>
Germany	Betti Keese	GoBeyond	<a href="mailto:germany@iglta.org">germany@iglta.org</a>
Greece	Giannis Papagiannopoulos	Antivirus Magazine	<a href="mailto:greece@iglta.org">greece@iglta.org</a>
India	Rajat Singla	PINK Vibgyor	<a href="mailto:india@iglta.org">india@iglta.org</a>
Iceland	Birna Hronn Bjornslottir	Pink Iceland	<a href="mailto:iceland@iglta.org">iceland@iglta.org</a>
Italy	Alessio Virgili	Quiiky.com / AITGL	<a href="mailto:italy@iglta.org">italy@iglta.org</a>
Israel	Russell Lord	Kenes Tours	<a href="mailto:israel@iglta.org">israel@iglta.org</a>
Western Japan	Shiho Ikeuchi	Hotel Granvia Kyoto	<a href="mailto:westernjapan@iglta.org">westernjapan@iglta.org</a>
Latin America	Ylan Chrem	South American Experts	<a href="mailto:latinamerica@iglta.org">latinamerica@iglta.org</a>
Lebanon	Bertho Makso	LebTour	<a href="mailto:lebanon@iglta.org">lebanon@iglta.org</a>
Mexico	Ron Kuijpers	Maya Moon Tours	<a href="mailto:mexico@iglta.org">mexico@iglta.org</a>
South Africa	David Ryan	Rhino Africa/Out2Africa	<a href="mailto:southafrica@iglta.org">southafrica@iglta.org</a>
Spai	David Martin	Diversity Consulting	<a href="mailto:spain@iglta.org">spain@iglta.org</a>
Turkey	Mustafa Kartopu	Aristo Tours	<a href="mailto:turkey@iglta.org">turkey@iglta.org</a>
United Kingdom	Jonathan Mountford	Made	<a href="mailto:uk@iglta.org">uk@iglta.org</a>
United States	Babs Daitch	Babs the Day Tripper	<a href="mailto:usa@iglta.org">usa@iglta.org</a>

# IGLTA *foundation*

The Foundation is the philanthropic organization of the association, created to support initiatives around the world that have the greatest potential to advance safety, dignity and respect for LGBT travelers and prosperity for travel-service providers who welcome them, with a particular emphasis on emerging destinations.

# 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.



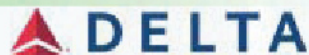
"The conference was memorable and impactful," said Hlengiwe Buthelezi, founding member and chair of the nonprofit KwaZulu Natal LGBT Recreation in Durban, South Africa. "I learned, networked and have been educated both in business and technical perspectives."



"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."

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

Thank you to our founding scholarship partner Delta Air Lines for their continued support.



## Volunteer Day, Cape Town



The Southern Foundation for the Conservation of Coastal Birds



The Cape Town LGBT Pride Shelter



Khumbulani Day Care Centre

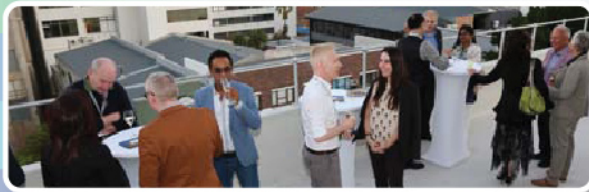


Uthando (Love)



Educational Tour of the Townships

# IGLTA Foundation Fundraisers



## Cape Town

Our historic first conference in Africa included an IGLTA Foundation reception that raised more than \$5,000.



## New York

On 17 May, the IGLTA Foundation Fundraiser at the Bernard B Jacobs Rooftop in New York, hosted by raised over \$9,000.



## Salt Lake City

The 13th annual LGBT Party hosted by the Meet Minneapolis, Convention & Visitors Association and IGLTA for the LGBT professionals attending the America Society of Association Executives conference raised more than \$8,500 for the Foundation.



## Palm Springs

An intimate IGLTA networking event on 22 August, which was hosted by the Hyatt Palm Springs and Gold Level Global Partner Hyatt, raised more than \$1,000 for the IGLTA Foundation.



## Washington DC

Our 29 September networking event at the Cobalt Bar in Washington DC raised just over \$3,000.



## London

IGLTA and our friends at Made tourism marketing organized the annual LGBT networking event at World Travel Market in London 8 November and raised more than US\$2,000.

All funds raised go toward education, research and leadership development for the next generation of tourism professionals and helping to make the world a more welcoming place for LGBT travelers.

# IGLTA Foundation Board 2016 - 2017



Gary Murakami, MGM Resorts International, Chair



Theresa Belpulsi, Destination DC, Board Member



Rika Jean Francois, ITB Berlin, Board Member



Tom Nichols, Arcus Foundation, Board Member



Reginald Charlot, NYC & Company, Vice Chair



Selisse Berry, Out and Equal, Board Member



Pamela Herr, Aspen Gay Ski Week, Board Member



Scott Seed, Universal Orlando, Board Member



Tanya Churchmuch, MuchPR, Secretary



Terry Dale, USTOA, Board Member



Jay Marsh, Dallas Convention & Visitors Bureau, Board Member



Phil Sheldon, HE Travel, Board Member



Don Richardson, Brand USA, Treasurer



Steven Eidelberg, ACCOR Hotels, Board Member



Jim McMichael, Las Vegas Convention & Visitor Authority, Board Member

# Global Partners



# Media Partners

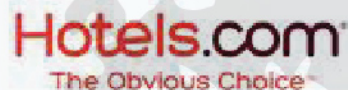




# Organizational Partners



# Marketing Partners



# Event Partners





TRAVEL. LEARN. CONNECT.

SHINE

IGLTA 2017 • ST. PETE, FLORIDA  
34TH ANNUAL GLOBAL CONVENTION



Photo courtesy of Visit St. Petersburg/Clearwater

THE INTERNATIONAL GAY & LESBIAN TRAVEL ASSOCIATION  
4-6 MAY 2017 - ST. PETERSBURG, FLORIDA  
REGISTER TODAY!

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



**IGLTA**<sup>®</sup>

The International Gay & Lesbian Travel Association

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

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1201 NE 26th Street Suite 103

Fort Lauderdale, FL 33305

United States

Phone +1.954.630.1637

Email [iglta@iglta.org](mailto:iglta@iglta.org)

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

[Facebook.com/IGLTA](https://www.facebook.com/IGLTA)

[Twitter.com/IGLTA](https://twitter.com/IGLTA)