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.

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

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
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: AIG Travel, Inc.

Buyer/Supplier Marketplace
Sponsored By
Israel Ministry Of Tourism

Networking Lunch Sponsored By
Brazil Tourism Bureau - Embatur

Closing Reception – Yacht Starship
Sponsored by:
Ontario Canada

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

Print/Online Outlets

- [https://www.edgemedianetwork.com/travel/news/218355/st_pete:_a_florida_city_that_outshines_them_allt](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](https://www.youtube.com/user/IGLTAvideo)
2017 Presentation Replay:

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: Greater Fort Lauderdale

VIP Media Reception
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 Analist

“At 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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THE INTERNATIONAL GAY & LESBIAN TRAVEL ASSOCIATION
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iglta.org/convention