

Media Contact: LoAnn Halden
+1.954.630.1637
loann.halden@iglta.org

IGLTA Debuts Mobile Convention App at ITB Berlin

More global businesses than ever joining LGBT travel association in the Gay & Lesbian Pavilion this year

BERLIN (4 March, 2013)—The International Gay & Lesbian Travel Association continues to raise its profile at ITB Berlin (6-10 March), billed as the world's leading travel trade fair.

"We have more members sharing our booth in the Gay & Lesbian Pavilion than ever before, and it's again a very globally diverse group," said IGLTA President/CEO John Tanzella. "It's a testament to the expansion of the LGBT market and the importance of gay visibility at ITB."

IGLTA is a founding partner of ITB's Gay & Lesbian Pavilion, and occupies more than one-third of its total space. Companies sharing the 200-square-meter stand with the association are: Gay Holidays in Bulgaria; Club Holidays & Adventures (India); Fort Lauderdale CVB (U.S.); Ofakim Travel and Congresses LTD (Israel); World Rainbow Hotels (UK); Florida Keys & Key West (U.S.); Amphitron Holidays SA (Greece); Here Media (U.S.); and MMGY Global (U.S.)

IGLTA selected ITB to debut the mobile app for its 30th Annual Global Convention. Users will be able to view and save educational information, network with other attendees, and receive pertinent updates about the conference, set for 2-4 May in Chicago. Plugging www.tripbuilder.com/iglta2013 into your phone's browser will automatically detect your phone type and take you to the right place to access the program.

Visit IGLTA in our booth at the Gay & Lesbian Pavilion, Hall 2.1A, Stand 104, and join us for the following ITB events (RSVP requested):

- **IGLTA/Spartacus Member Networking Event:** Wednesday, March 6, from 4-6pm in the **Gay Pavilion**
- *Register online*
at: http://www.spartacusworld.com/newsletter/itb/register_itb.php
- **Chic Champagne & Canapés** hosted by IGLTA Global Partner Chic Outlet Shopping®, Thursday, March 7, from 12:30-3pm, Hall 18, Stand 125
- *Register online at:* <http://www.eventbrite.com/event/5341831562>
- **IGLTA/Axel ITB Party:** Friday, March 8, starting at 9pm at the Axel Hotel Berlin, Lietzenburgerstrasse 13/15, 10789 Berlin

- Register online at: <http://www.eventbrite.com/event/5341801472>

To arrange an appointment with IGLTA, please email deven.blackburn@iglta.org.

About us:

The **International Gay & Lesbian Travel Association** is the leading member-based global organization dedicated to LGBT tourism. For more information, visit www.iglta.org and follow us at www.facebook.com/IGLTA. To register for our 30th Annual Global Convention, please visit www.igltaconvention.org. For more information on our nonprofit IGLTA Foundation, visit www.igltafoundation.org.