THE IGLTA FOUNDATION IMPACT AWARD: SUSTAINABILITY FOR SMALL BUSINESS SUCCESS

24th SESSION OF THE UNWTO GENERAL ASSEMBLY
AM CORNER – FRIDAY 3 DECEMBER 2021
THE GLOBAL LEADER IN ADVANCING LGBTQ+ TRAVEL

Mission: create value for LGBTQ+ travelers and expand LGBTQ+ tourism globally by demonstrating its significant social and economic impact.

Founded in 1983 with 25 members, IGLTA now has a truly global presence with a network of 10,000+ business professionals in 80 countries.
ABOUT THE IGLTA FOUNDATION

The IGLTA Foundation empowers LGBTQ+ welcoming travel businesses globally through leadership, research and education.

Founded in 2012, the IGLTA Foundation is the 501(c)3 public charity subsidiary of IGLTA and supports initiatives for industry organizations, leaders and communities to advance LGBTQ+ travel around the world.

Learn more at: iglta.org/foundation
SUSTAINABILITY IS IMPORTANT TO LGBTQ+ TRAVELERS

Likelihood of participating in the following activities on next vacation:
(Likely or Very Likely)

- Reduce my impact on the environment: 67%
- Support small businesses: 79%
- Support LGBTQ+ owned businesses: 85%
- Contribute to LGBTQ+ community projects: 71%

Source: IGLTA 2021 LGBTQ+ Post-Covid Travel Survey
Recognizes an IGLTA business member whose initiatives encourage the responsible development of tourism in three key areas: environment, community, diversity & inclusion.

Presented in partnership with The TreadRight Foundation, created by The Travel Corporation's family of brands.
THREE PILLARS OF SUSTAINABILITY

ENVIRONMENT
A project, and/or an initiative, that demonstrates the true responsibility and values of sustainable tourism.

COMMUNITY
A project, and/or an initiative, focusing on communication, cooperation, and compromise by many different stakeholders to build consensus and the well-being of the locals.

DIVERSITY & INCLUSION
A project, and/or an initiative, that recognizes diversity as more than just a word.
An organization that establishes commitment to inclusion across race, gender, age, sexual identity, religion, and experience.
IMPACT AWARD COMMITTEE MEMBERS

Shanon Guihan  
Chief TreadRight & Sustainability Officer  
The Travel Corporation

Rika Jean-François  
CSR Commissioner (ITB Corporate Social Responsibility)  
ITB Berlin

Gary Murakami  
Vice President of Sales and Industry Relations  
TENEO Hospitality Group

David Ryan  
Founder & CEO  
Rhino Africa Safaris

Bruno Teixeira  
Marketing & Sales Manager  
Blumar Turismo
IMPACT AWARD

BENEFITS

• Recognition
  • IGLTA social media channels
  • IGLTA B2B newsletter (10,000+ tourism professionals in 80 countries)
• An IGLTA marketing package valued at US$3,000
• IGLTA Global Convention
  • Mentorship from industry leaders
  • Registration & accommodations
  • Admission to Voyage, the IGLTA Foundation Fundraiser
• Trophy crafted from sustainable wood presented on stage at IGLTA Convention

Photo by MARK MORIN. 
Founded in 2016 in Medellín, OUT in Colombia is committed to creating life-changing experiences for travelers that also engage with members of the local LGBTQ+ community and contribute to the protection of Colombia's biodiversity.
OUT IN COLOMBIA
COMMITMENT TO SUSTAINABILITY

- Responsible social marketing and raising awareness about the importance of protecting Colombia's biodiversity
- Sustainable supplier selection
- Nature-based tourism offerings

- Formed a charitable organization called the Cocora Alliance initiative to support local causes
- Creating dialogue with local community activists/leaders
- Working with local LGBTQ+ entrepreneurs to help develop tourism products
- Ensuring economic benefits of tourism are shared in the community

- Inquires about suppliers’ commitment to diversity and specifically LGBTQ+ inclusion
- Works with partners with diverse backgrounds
- Includes diverse cultural representation in tourism products
- Created an Afro-Colombian tour package
- Diversity in branding & marketing
Promote sustainable tourism by supporting initiatives that have positive social, economic and environmental impacts in communities where people travel.

- Create economic opportunity
- Preserve & Protect Colombia’s Biodiversity
- Improve quality of life for local communities
Clark Massad
Vice President – Global Partnerships
clark.massad@iglta.org