ITB BERLIN 2020
LGBT+ TRAVEL PAVILION
HALL 21B

4 – 8 March 2020 • itb-berlin.com/LGBT
With your favorite person in the middle of your new favorite city.

We are pleased to once again welcome business partners and allies to support the important mission of the ITB Berlin, Diversity Tourism GmbH.

We are also extremely happy to invite you - for the 2nd time - to the roaring twenties at the ITB Berlin LGBT+ Travel Pavilion 2020.

Let us point out one of them: The 1st ITB Diversity Gala at the Biz Carlton on Saturday night, bringing back to the twenties with an impressive networking opportunity. Enjoy all! The ITB Berlin LGBT+ Travel Pavilion will welcome you to the world of LGBT+ in Hall 21b!

It has become one of the most important and diverse international meeting points. The day will start promisingly with a Pink Pillow Breakfast by VisitBerlin and every other party. Let’s check the impressive issues relevant for the community at its embedded sage.

We are pleased to present the 2020 LGBT+ Award Foundation Commissioner ITB Berlin, Thomas Bömkes, CBE, LGTBI Tourism Advisor, and Thomas Bömkes, CBE, LGBT+ Tourism Advisor, ITB Berlin, Diversity Tourism GmbH.

All information also on www.itb-berlin.de/LGBT
In the past years, we have seen a very positive development of LGBT+ Tourism in many regions worldwide, even though many destinations are still not welcoming and safe for the LGBT+ community. For those who are, LGBT+ Tourism seems to be a growth engine, a highly appreciated niche market with high economic benefit. By now, some of these destinations suffer from “overtourism”. The climate protection debate does not stop short of the LGBT+ segment either. Will there be negative consequences, what can we done to prevent this, which sustainable solutions exist? Experts will give a short overview of the current situation, discuss future challenges and look for sustainable solutions and best practices.

Greetings: Rika Jean-François, CSR Commissioner, ITB Berlin
Kick-off Presentation: Peter Jordan, Founder, Gen C Traveler; Head of Insights, Toposophy
Moderated by: Thomas Bömkes, LGBT+ Tourism Advisor ITB Berlin
Panel guests: Matteo Asenso, Head of Promotional Actions, Turisme de Barcelona
Peter Jordan, Founder, Gen C Traveler; Head of Insights, Toposophy
Reginald Charlot, Managing Director Tourism Development, Established Markets, NYC & Company
Kristin Hansen, CEO & Founder of Hansen & Partner; President ELLA Global Community Association

presented by
IGLTA & AXEL HOTELS
LGBTQ+ NETWORKING RECEPTION

AXEL HOTEL
LIETZENBURGER STR. 13-15
10789 BERLIN
21:00 TO MIDNIGHT

IGLTA and Axel Hotels invite you to their annual ITB Networking Reception at the Axel Hotel Berlin. Unwind with friends after ITB Berlin 2020 and enjoy refreshments and light hors d’oeuvres. Admission is free for IGLTA members and their guests, however, please consider making a donation to the IGLTA Foundation. Proceeds support LGBTQ+ tourism initiatives, research and developing future leaders in our industry.

Learn More about the IGLTA Foundation:
www.iglta.org/foundation

THE FLORIDA KEYS & KEY WEST
COME AS YOU ARE
LGBT Gäste aus aller Welt fühlen sich pudelwohl im quirligen Key West am südlichsten Punkt der USA. Bei traumhaftem Wetter lockt ein entspanntes Nachtleben in karibischer Atmosphäre. Besuche uns am Stand und erhalte eine originale, farbenfrohe „Fantasy Fest“-Kette!

THE FLORIDA KEYS & KEY WEST
www.fl-keys.de

DJ SOUND FROM CHICAGO WITH DOM BROWN
Chicago’s Dom Brown, simply put, delivers. Accumulating over 15 years curating and producing parties Dom Brown’s style is a culmination of everyone he’s been inspired by, interacted with and enjoyed. Leaning into the heritage of Chicago’s house music culture, Dom Brown creates a balancing act between soulful vocals, intense builds, and proper house.

DJ SOUND FROM CHICAGO WITH DOM BROWN
choosechicago.com

LGBT+ NETWORKING RECEPTION WITH DJ DOM BROWN
Enjoy complimentary refreshments with the exhibitors in the LGBT+ Travel Pavilion

10:00 - 18:00

12:00 - 18:00

16:30 - 18:00

GLOBAL LGBT+ LEADERSHIP SUMMIT

CITY CUBE BERLIN, ROOM M1-3
09:00 - 16:00

LET’S TALK ABOUT US: HOW TO SHAPE AND IMPACT DIFFERENT LGBT+ LIVING CONDITIONS
moderated by Dr. Stephan Gellrich, Leadership Expert

09:00 REGISTRATION OPENING: FULL BUFFET BREAKFAST
by invitation only!

10:30 OPENING
Thomas Bönkes, Managing Director, Diversity Tourism GmbH
Rika Jean-Francois, CSR Commissioner, ITB Berlin

11:30 BEST PRACTICE: HOW TO CREATE AN INCLUSIVE WORKPLACE IN TRAVEL
Kristen Weber, Expedia Group, Seattle, USA

11:30 PANEL DISCUSSION:
EFFECTIVE WAYS TO SHAPE THE WORLD TOWARDS A MORE LGBT+ INCLUSIVE PLACE
John Tanzella, CEO & President IGLTA, Inc.
Lara Plandsoen, Senior Consultant Blockchain, IBM Global Business Services
Pavel Subrt, Co-founder East meets West

BREAK OUT 1:
THE IMPACT OF LGBTI INITIATIVES ON BRANDS AND COMPANIES IN THE TRAVEL SECTOR
Panel Guests: Katharina Kurz, BRLO Berlin Brewery
Monica Cirinnà, Member of the Italian Senate
Billy Kolber, Founder HospitableMe
moderated by Philip Ibrahim, The Student Hotel, Berlin

BREAK OUT 2:
THE ECONOMICAL IMPACT OF LGBTI INCLUSION IN CENTRAL AND EASTERN EUROPE
Panel guests: Czeslaw Walek, Chairman Prague Pride
Evangelos Choul iaras, Spokesperson Thessaloniki Pride
moderated by Pavel Subrt & Ludo Swinnen, Co-founders East meets West

BREAK OUT 3:
THRIVE THINK TANK USA
moderated by David Downing, President of Brand, United Landmark Associates

END OF SUMMIT

16:00
The exclusive Charity Gala under the patronage of the Governing Mayor of Berlin, Michael Müller.

LGBT+ tourism professionals, leaders from other industry branches & allies will celebrate a night full of diversity at the Ritz Carlton Berlin with great entertainment by “Marlene Dietrich”. A ‘Silent Auction’ Fundraiser will fully support the IGLTA Foundation. Limited seats available.

Book your ticket here:
- [itb-berlin.de/LGBT](http://itb-berlin.de/LGBT)
- [igltafoundation.org](http://igltafoundation.org)

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**SUNDAY, 8 MARCH 2020**

**ITB LGBT+ TRAVEL CONSUMER DAY 2**
**HALL 21 B, LGBT+ TRAVEL PAVILION**

10:00 - 18:00
THE FLORIDA KEYS & KEY WEST - COME AS YOU ARE
LGBT Gäste aus aller Welt fühlen sich pudelwohl im quartes Key West am südlichsten Punkt der USA. Bei traumhaftem Wetter lockt ein entspanntes Nachtleben in karibischer Atmosphäre. Besuche uns am Stand und erhalte eine originale, farbenfrohe „Fantasy Fest“-Kette!
- [fla-keys.de](http://fla-keys.de)

12:00 - 18:00
DJ SOUND FROM CHICAGO WITH DOM BROWN
Chicago’s Dom Brown, simply put, delivers. Accumulating over 15 years curating and producing parties Dom Brown’s style is a culmination of everyone he’s been inspired by, interacted with and enjoyed. Learning into the heritage of Chicago’s house music culture, Dom Brown creates a balancing act between soulful vocals, intense builds, and proper house.
- [chooschicago.com](http://chooschicago.com)

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**WEDNESDAY, 4 MARCH 2020**

**ITB LGBT+ TOURISM CONFERENCE DAY 1**
**HALL 21 B, LGBT+ TRAVEL PAVILION**

LGBT+ Tourism is still a growing tourism segment worldwide with new opportunities but also challenges for tourism suppliers. What are the best strategies for promoting and selling LGBT+ tourism packages? Which products do position destinations in the market and how does the hospitality industry get their market share in this niche market? The LGBT+ Tourism Conference shows industry trends, presents best practices and discusses challenges and solutions for suppliers and buyers.

Moderated by: Ed Salvato, Chief Content Officer of HospitableMe

13:30 - 13:45
OFFICIAL OPENING OF THE ITB LGBT+ TRAVEL CONFERENCE
Rika Jean-François, Commissioner of Corporate Social Responsibility ITB Berlin
Thomas Bömkes, LGBT+ Tourism Advisor ITB Berlin, Diversity Tourism GmbH, Munich

INTRODUCTION OF THE PRESENTING PARTNER 2020
LGBT+ TOURISM PAVILION: ENIT- ITALIAN TOURIST BOARD
Maria Elena Rossi, Marketing Director ENIT
- [italia.it](http://italia.it)

13:45 - 14:15
MILAN, THE TRAILBLAZER OF LGBTQ+ TOURISM IN ITALY
Alessio Virgili, CEO Sonders and Beach
Giovanna Ceccherini, Sales Manager Quicky Italia Travel
- [italia.it](http://italia.it)

14:15 - 14:45
MIAMI’S LGBTQ SCENE TODAY!
Dan Rios, Director, LGBTQ Marketing
- [VisitMiamiLGBTQ.com](http://VisitMiamiLGBTQ.com)

14:45 - 15:15
FLORIDA KEYS & KEY WEST: WE WERE OUT BEFORE IT WAS "IN"
Stacey Mitchell, Director of Marketing
- [fio-keys.com/de](http://fio-keys.com/de)

15:15 - 15:45
SPARTACUS GAY TRAVEL INDEX 2020
Christian Knuth, Chief Editor, Männer Magazine
- [männer.media](http://männer.media)

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**THURSDAY, 5 MARCH 2020**

**ITB LGBT+ TRAVEL CONSUMER DAY 2**
**HALL 21 B, LGBT+ TRAVEL PAVILION**

11:00 - 12:00
ITB CONVENTION BERLIN 2020:
LGBT+ TOURISM PANEL / ITB LGBT+ PIONEER AWARD
Palais am Funkturm „LGBT+ TOURISM IN THE AGE OF OVERTOURISM AND CLIMATE PROTECTION“

Greetings: Rika Jean-François, CSR Commissioner, ITB Berlin
Opening Speech: Peter Jordan, Founder, Gen C Traveler; Head of Insights, Toposophy
Moderated by: Thomas Bömkes, LGBT+ Tourism Advisor ITB Berlin
Panel guests: Matteo Asenso, Head of Promotional Actions, Turisme de Barcelona
Peter Jordan, Founder, Gen C Traveler; Head of Insights, Toposophy
Reginald Charlton, Managing Director Tourism Development, Established Markets, NYC & Company
Kristin Hansen, CEO & Founder of Hansen & Partner; President ELLA Global Community Association

FOLLOWED BY ITB LGBT+ PIONEER AWARD CEREMONY
<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Speaker(s)</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>12:15 - 12:45</td>
<td>EXPERT INTERVIEW</td>
<td>John Tanzella, IGLTA President &amp; CEO</td>
<td>Importance of Partnering with Respected Organizations to Quickly Build a Community, a Network and Credibility in the LGBTQ Travel Space</td>
</tr>
<tr>
<td>12:45 - 13:45</td>
<td>PANEL DISCUSSION</td>
<td>Kristin Kavanaugh, Vice President of Sales, Aspen Skiing Company &amp; Board Member Aspen Out</td>
<td>Thrive Think Tank USA Panel guests: Kristin Kavanaugh, Vice President of Sales, Aspen Skiing Company &amp; Board Member Aspen Out</td>
</tr>
<tr>
<td>13:45 - 14:15</td>
<td>ARGENTINA IS ALL ABOUT AMOR, PERIOD</td>
<td>Pablo de Luca, President, Argentina LGBT Chamber of Commerce</td>
<td>Argentina is all about amor, period Eugenio de Luca, President, Argentina LGBT Chamber of Commerce</td>
</tr>
<tr>
<td>14:15 - 14:45</td>
<td>EXPERT INTERVIEW</td>
<td>Leah Chandler, CMO, Discover Puerto Rico</td>
<td>LGBTQ Travelers as a Core Marketing Segment: Leah Chandler, CMO, Discover Puerto Rico</td>
</tr>
<tr>
<td>14:45 - 15:15</td>
<td>ILLINOIS OFFICE OF TOURISM</td>
<td>Jan Kemmerling, Acting Deputy Director, Illinois Office of Tourism</td>
<td>Hot New Updates from Illinois and Chicago: Jan Kemmerling, Acting Deputy Director, Illinois Office of Tourism</td>
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<tr>
<td>15:15 - 15:45</td>
<td>PROUDLY PORTUGAL: TRAVEL TO FEEL</td>
<td>Diogo Vieira da Silva, Executive Director Variações - Portuguese Chamber of LGBTI Commerce and Tourism</td>
<td>Proudly Portugal: Travel to Feel: Diogo Vieira da Silva, Executive Director Variações - Portuguese Chamber of LGBTI Commerce and Tourism</td>
</tr>
<tr>
<td>16:15 - 16:45</td>
<td>MORE THAN JUST THE BEST PARTY: WHY BRUSSELS HAS TURNED A MEGA EVENT INTO A MEGA OPPORTUNITY</td>
<td>Frederick Boutry, LGBT Market Advisor, visit.brussels Gabriel Oubihi, Market Intelligence Analyst, visit.brussels</td>
<td>More Than Just the Best Party: Why Brussels Has Turned a Mega Event into a Mega Opportunity: Frederick Boutry, LGBT Market Advisor, visit.brussels Gabriel Oubihi, Market Intelligence Analyst, visit.brussels</td>
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<td>10:45 - 11:15</td>
<td>IBIZA TOURISM</td>
<td>Juan Miguel Costa, Director Ibiza Tourism, Director of Tourism for Ibiza</td>
<td>Ibiza Tourism: Juan Miguel Costa, Director Ibiza Tourism, Director of Tourism for Ibiza</td>
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<td>11:15 - 11:45</td>
<td>BARCELONA TOURISM</td>
<td>Mateo Asensio Ontoria, Head of Promotional Actions, Turisme de Barcelona</td>
<td>Barcelona Tourism: Mateo Asensio Ontoria, Head of Promotional Actions, Turisme de Barcelona</td>
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<td>11:45 - 12:15</td>
<td>MADRID: AN OPEN GATEWAY TO DIVERSITY</td>
<td>Juan Carlos Alonso, Chair Madrid Pride</td>
<td>Madrid: An Open Gateway to Diversity: Juan Carlos Alonso, Chair Madrid Pride</td>
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<td>12:15 - 13:15</td>
<td>ELLA TRAVEL</td>
<td>Kristin Hansen, CEO &amp; Founder Hansen &amp; Partner, Ella Travel</td>
<td>ELLA Travel: Kristin Hansen, CEO &amp; Founder Hansen &amp; Partner, Ella Travel</td>
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<tr>
<td>13:15 - 13:45</td>
<td>HUMEN TRAVEL TOURISM ASSOCIATION</td>
<td>Zsolt Erdei, Founder Humen Media Group, President - Humen Travel Tourism Association, LGBTQ Tourism Expert</td>
<td>Humen Travel Tourism Association: Zsolt Erdei, Founder Humen Media Group, President - Humen Travel Tourism Association, LGBTQ Tourism Expert</td>
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<td>13:45 - 14:15</td>
<td>MYANMAR WELCOMES LGBT+ TRAVELERS</td>
<td>Daniel Htin Gyi, Managing Director, The Mighty Myanmar Travel &amp; Tours</td>
<td>Myanmar Welcomes LGBT+ Travelers: Daniel Htin Gyi, Managing Director, The Mighty Myanmar Travel &amp; Tours</td>
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<td>LGBT+ TRAVEL IN TIMES OF CLIMATE CHANGE AND DISRUPTION</td>
<td>Rika Jean-Francois, Commissioner of Corporate Social Responsibility</td>
<td>LGBT+ Travel in Times of Climate Change and Disruption: Rika Jean-Francois, Commissioner of Corporate Social Responsibility</td>
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</table>
THANK YOU

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2020

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Consell d'Eivissa
WELCOME TO MILANO
HOST CITY OF THE IGLTA 37TH ANNUAL GLOBAL CONVENTION IN 2020