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LGBTQ+ TOURISM PAVILION

4 – 6 MARCH 2025

SUPPORTING PARTNERS



PREMIUM PARTNERS



MEDIA BRUNCH PARTNER



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ITB LGBTQ+ TOURISM PARTNER



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EXHIBITORS

LGBTQ+ TOURISM PAVILION HALL 4.1

BOOTH 507
ACE HOTEL KYOTO
acehotel.com

BOOTH 506
ARGENTINA LGBTQ CHAMBER OF COMMERCE
ccglar.org

BOOTH 500
DIVERSITY TOURISM / TOMONTOUR
diversitytourism.com / tomontour.de

BOOTH 504
IGLTA - INTERNATIONAL LGBTQ+ TOURISM ASSOCIATION
iglta.org

BOOTH 502
IL CAPRI HOTEL
ilcaprihotel.com

BOOTH 505
MUNICH TOURISM
muenchen.de

BOOTH 503
REDD - RED ESPAÑOLA DE DESTINOS POR LA DIVERSIDAD
destinosporladiversidad.es

BOOTH 508
REGION OF VALENCIA
gaygamesvalencia2026.com
visitbenidorm.es

BOOTH 509
VISIT FLORIDA KEYS
fla-keys.com

LGBTQ+ PAVILION LOUNGE
MIAMI CVB
VisitMiamiLGBTQ.com

LGBTQ+ PAVILION LOUNGE
LGBTQ+ International Wedding Congress
lgbtqweddingcongress.com

PROGRAM

LGBTQ+ TOURISM PAVILION EDUCATIONAL HUB

TUESDAY, 4 MARCH 2025

10:00 – 11:30
LGBTQ+ MEDIA BRUNCH
LGBTQ+ TOURISM PAVILION HALL 4.1

BY ACCREDITATION ONLY!

proudly presented by



MEET THE REPRESENTATIVES OF
ACE HOTEL KYOTO, JAPAN
ARGENTINA LGBTQ+ CHAMBER OF COMMERCE
DESTINATION DC, WASHINGTON
IGLTA
IL CAPRI HOTEL, ITALY
GAY GAMES 2026 VALENCIA
MIAMI CVB
MUNICH TOURISM
QUEER DESTINATIONS
REDD - RED ESPAÑOLA DE DESTINOS POR LA DIVERSIDAD
REGION OF VALENCIA
TOMONTOUR
VISIT FLORIDA KEYS
WORLD PRIDE WASHINGTON 2025

11:30 – 11:45
OFFICIAL OPENING OF THE LGBTQ+ TOURISM PAVILION
LGBTQ+ TOURISM PAVILION
HALL 4.1

welcome remarks by

Thomas Bömkes, LGBTQ+ Tourism Advisor ITB Berlin
Diversity Tourism GmbH

Ramona Zaun, ITB Berlin LGBTQ+ Commissioner

itb.com/lgbtq

LGBTQ+ TOURISM PAVILION

EDUCATIONAL HUB

itb.com/lgbtq

TUESDAY, 4 MARCH 2025

11:45 – 12:45

PANEL DISCUSSION

BREAKING STEREOTYPES: THE TRUE LANDSCAPE OF LGBTQ+ TRAVEL SAFETY 2025

PANELISTS

Hanna Katrín Friðriksson, Minister of Industries (Tourism I Agriculture I Fisheries), Parliament of Iceland (Althingi), althingi.is/altext/cv/en/?nfaerslunr=207

Jara Schreiber, Coordinator Roundtable for Human Rights in Tourism, humanrights-in-tourism.net

Hannah Babineau, Head of Partnerships & Business Development, The Data Appeal Company, datappeal.io

Alfonso Pantisano, Queer Commissioner of the Berlin State Government, berlin.de/ansprechperson-queer

Marian Nothing, Travel Security Analyst & Content Manager, A3M Global Monitoring GmbH, global-monitoring.com

moderated by

Aalap Shah, International Business Relations, QueerVadis, queervadis.com

12:45 – 13:15

PRESENTATION

REDD - SPANISH NETWORK OF DESTINATIONS FOR DIVERSITY

presented by

Giuseppe Giulio, Account Executive, JN Global Project, jnglobalproject.com

Nano Garcia, Director, JN Global Project, destinosporladiversidad.es/

Joss Bourges, Project Manager, JN Global Project, destinosporladiversidad.es/

13:30 – 14.15

ITB CONVENTION

GREEN STAGE / HALL 7.1B

DIVERSITY & INCLUSION TRACK

PANEL DISCUSSION

DO SPECIFIC LGBTQ+ HOTEL CERTIFICATION PROGRAMS OFFER THE BEST WAY FOR AN INCLUSIVE MARKETING STRATEGY

The LGBTQ+ Tourism is an important niche market for the hospitality industry. Specific requirements, niche product developments and different marketing strategies are necessary to get a long-lasting success with this target group. Hospitality and marketing providers offer solutions with certification programs dedicated for the LGBTQ+ travelers only, since

many years. Which are the long-lasting experiences from the past to reach the market? Can hotels fulfill all the requirements needed for these programs in a sustainable way? How can these programs be included in an inclusive hospitality strategy?

PANELISTS

Courtney Maywald, Director Brand Strategy, booking.com

Edgar Weggelaar, CEO, QueerDestinations, queerdestinations.com

Dominique Vockeradt, Director of Commerical, Hotel Berlin, Berlin, hotel-berlin.de

Aalap Shah, Queervadis International, Business Relations Manager, queervadis.com

Shiho Ikeuchi, General Manager, Ace Hotel Kyoto, Japan, acehotel.com

moderated by

Thomas Bömkes, LGBTQ+ Tourism Advisor ITB Berlin, Diversity Tourism GmbH, diversitytourism.com

TUESDAY, 4 MARCH 2025

14:30 – 15:30

PANEL DISCUSSION

CELEBRATING DIVERSITY IN LGBTQ+ WEDDINGS

PANELISTS

Patrizia Ermetici, Director, Joan Estrada Special Events,
joanestradaevents.com

Savvas Stafylidis, DEI Wedding Planner, PRIDEWORKS,
queerweddings.gr

Billy Folchetti, Founder & Creative Director Luxe X
Billy Folchetti, weddingsxluxe.com

moderated by

Sandra Santoro, Event Director, LGBTQ+ International
Wedding Congress, lgbtqweddingcongress.com

15:30 – 16:00

PRESENTATION

**GAY GAMES XII VALENCIA 2026: SPORT, CULTURE
AND INCLUSION**

presented by

Jan Schneider, Co-President Federation of Gay Games,
gaygamesvalencia2026.com

**BENIDORM A LGBTQ+ FRIENDLY DESTINATION
ALL YEAR AROUND**

presented by

Lucho Perez-Arruche, Content Creator Manager,
Visit Benidorm, visitbenidorm.es

16:00 – 17:00

PANEL DISCUSSION

**THE TOURISM POWER OF THE FETISH COMMUNITY
& THEIR AMBASSADORS**

PANELISTS

Thorsten Buhl, Secretary ECMC, Mr. Leather Europe 2015
ecmc.eu

Jesús García Sánchez, "Chuso" Mr. Leather Spain 2025,
linktr.ee/chuso.leather

Francisco Paisano Felipe, "Curro" Mr. Leather Spain 2024,
First runner up of Mr. Leather Europe, linktr.ee/lmcspain

Dominik Kramp, Board Member Folsom Europe,
folsomeurope.berlin

Dominique Vockeradt, Director of Commercial,
Hotel Berlin, Berlin, hotel-berlin.de

Helen Herold, Commissioner for Tourism & Retail Trade,
City Hall Schöneberg, Berlin,
berlin.de/ba-ts/wirtschaftsfoerderung

moderated by

Tyrone Rontganger, Titleholder Coordinator Folsom Europe,
German Mr. Leather 2014, folsomeurope.berlin

17:00 – 19:00

**LGBTQ+ NETWORKING RECEPTION
LGBTQ+ TOURISM PAVILION HALL 4.1**

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pink pillow
berlin collection

PLEASE REGISTER!



itb.com/lgbtq

WEDNESDAY, 5 MARCH 2025

10:30 – 11:30

PANEL DISCUSSION

**REIMAGINING DESTINATION MARKETING:
INCLUSIVE ECOSYSTEMS FOR ECONOMIC GROWTH**

PANELISTS

Edgar Weggelaar, CEO, QueerDestinations,
queerdestinations.com

Pablo de Luca, President, Argentina LGBTQ Chamber of
Commerce, ccglar.org

David Gómez, Project Manager, Visit Valencia,
visitvalencia.com

Giovanna Ceccherini, Brand Manager, Sonders & Beach,
sondersworld.com

moderated by

Aalap Shah, International Business Relations, QueerVadis,
queervadis.com

11:30 – 12:30

PANEL DISCUSSION

**NAVIGATING GLOBAL POLICY SHIFTS: STRATEGIES
FOR LGBTQ+ TRAVEL TO SUCCEED IN CHALLENGING
ENVIRONMENTS**

PANELISTS

Shiho Ikeuchi, General Manager, Ace Hotel Kyoto, Japan,
acehotel.com

Elliott Ferguson, President & CEO, Destination DC,
washington.org

Alisson Andrade, Head of International Markets, EMBRATUR,
visitbrasil.com

moderated by

Joel Diaz Barros, Membership Manager – Europe, IGLTA –
International LGBTQ+ Travel Association, iglta.org

12:30 – 13:00

PRESENTATION

**TUI FUTURE SHAPERS GLOBAL –
LGBTQ+ TRAVEL INNOVATORS**

presented by

Alexander Panczuk, Executive Director, TUI Care Foundation,
tuicarefoundation.com

Clark Massad, Vice-President – Global Partnerships, IGLTA –
International LGBTQ+ Travel Association, iglta.org

13:00 – 13:30

EXPERT TALK

**EMERGING DESTINATIONS AND COMMUNITY-BASED
GUIDANCE – A WRITER'S PERSPECTIVE**

Alicia Valenski, Travel Writer and Author of Lonely Planet's
LGBTQ+ Travel Guide, aliciavalenski.com

interviewed by

Tom Hall, Vice-President, Lonely Planet, lonelyplanet.com

13:30 – 14:00

PRESENTATION

GREATER MADRID: ENJOY THE EXPERIENCE OF PRIDE

presented by

Giuseppe Giulio, Account Executive, JN Global Project,
jnglobalproject.com

Nano Garcia, Director, JN Global Project,
destinosporladiversidad.es

Joss Bourges, Project Manager, JN Global Project,
destinosporladiversidad.es

itb.com/lgbtq



WEDNESDAY, 5 MARCH 2025

14:00 – 14:30

PRESENTATION

MEET ME IN WASHINGTON, DC FOR WORLDPRIDE 2025

presented by

Elliott Ferguson, President and CEO, Destination DC,
washington.org

14:30 – 15:00

EXPERT TALK

GREECE AIMS TO BE A HOTSPOT FOR LGBTQ+ TRAVELERS

Eleni Mitraki, Director for Tourism Promotion, Greek National
Tourism Organisation, visitgreece.gr

interviewed by

Giuseppe Giulio, Account Executive, JN Global Project,
jnglobalproject.com

15:00 – 15:30

PRESENTATION

**REDEFINING LGBTQ+ HEALTH AND WELL-BEING:
TAILORED CARE FOR UNIQUE NEEDS**

presented by

Dr. Prem Jagyasi, MD & CEO, Dr.Prem and Associates, India
DrPrem.com

15:30 – 16:00

EXPERT TALK

**DIVERSITY & INCLUSION: BUZZWORDS OR REAL
TOURISM SOLUTIONS?**

Nikolaos Gkolfinopoulos, Head of Tourism,
ICF International Inc., ifc.com

interviewed by

Rika Jean-Francois, Founder, MissionRespo -
Responsible Tourism Strategies
linkedin.com/in/rikajeanfrancois

16:00 – 17:00

PANEL DISCUSSION

**CREATING QUEER FUTURE INCLUSIVE EXPERIENCES
WITH AI AND SUSTAINABILITY**

PANELISTS

Bernard Lynch, CEO & Founder, QuRated Travel,
visitlgbtq.com

Rika Jean-Francois, Founder, MissionRespo -
Responsible Tourism Strategies
linkedin.com/in/rikajeanfrancois

Giovanna Ceccherini, Brand Manager, Sonders & Beach,
sondersworld.com

Concetta D’Emma, Unconventional Hospitality,
linkedin.com/in/concettademma

moderated by

Giuseppe Giulio, Account Executive, JN Global Project,
jnglobalproject.com

20:30 – 23:30

IGLTA LGBTQ+ ITB PARTY

Axel Hotel Berlin

hosted by



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THURSDAY, 6 MARCH 2025

LGBTQ+ BUSINESS SUMMIT
LGBTQ+ TOURISM PAVILION HALL 4.1

10:00 – 10:30
NETWORKING BREAKFAST SNACK

10:30 – 10:45
OFFICIAL OPENING & WELCOME

welcome remarks by
Thomas Bömkes, ITB LGBTQ+ Tourism Advisor,
Managing Director, Diversity Tourism GmbH,
diversitytourism.com

Javier Leonor, Diversity & Inclusion Consultant and Volunteer,
The Netherlands, linkedin.com/in/javier-leonor-vicente-005aa8

10:45 – 11:30
STUDY PRESENTATIONS
**EMPLOYEE RESOURCE GROUPS (ERG): HOW NETWORKS
CAN ACCELERATE A CULTURE OF BELONGING**

presented by
Javier Leonor, Diversity & Inclusion Consultant and Volunteer,
The Netherlands, linkedin.com/in/javier-leonor-vicente-005aa8

11:30 – 12:00
BEST PRACTICE PRESENTATION
**BUSINESS OUTCOMES IN THE 'VILLAGE'
FROM A DOCTORAL PERSPECTIVE**

presented by
Roger Holzapfel-Barta, CEO, Deutsche Eiche Ltd. Munich,
University of Gloucestershire, Gloucester & Cheltenham,
deutsche-eiche.de

12:00 – 13:00
PANEL DISCUSSION
**ACTIONS TO WORK TOGETHER TOWARDS AN INCLUSIVE
CULTURE FOR EVERYONE**

PANELISTS
Shiho Ikeuchi, General Manager, Ace Hotel Kyoto, Japan,
acehotel.com

Jens Schadendorf, Economist, LGBTQ+ Researcher and
Bestselling Author, gaymechanger.com

Oodný Arnarsdóttir, Head of Visit Iceland, Visit Iceland,
visiticeland.com

Roger Holzapfel-Barta, CEO, Deutsche Eiche Ltd. Munich,
University of Gloucestershire, Gloucester & Cheltenham,
deutsche-eiche.de

moderated by
Javier Leonor, Diversity & Inclusion Consultant and Volunteer,
The Netherlands, linkedin.com/in/javier-leonor-vicente-005aa8

13:00 – 13:45
LGBTQ+ NETWORKING LUNCH SNACK

13:45 – 14:15
BREAK OUT TALK
**CANDY LICIOUS: TRAVELING THE LGBTQ+ WORLD
AS A DRAG QUEEN**

CANDY LICIOUS, TED Talk Speaker, DEI Consultant,
candylicious.pink

interviewed by
Giuseppe Giulio, Account Executive, JN Global Project,
jnglobalproject.com

14:15 – 14:45
GENDER EQUALITY AWARDS
**GENDER EQUALITY CHAMPION OF THE YEAR AWARD 2025:
RECOGNISING EXCELLENCE IN GENDER EQUALITY IN
TOURISM INTERNATIONALLY**

moderated by
Teesta Raha, PR Executive at Equality in Tourism,
equalityintourism.org/gender-equality-award/

itb.com/lgbtq



THURSDAY, 6 MARCH 2025

14:45 – 15:45

PANEL DISCUSSION

**SHIFTING LANDSCAPES OF LGBTQ+ INCLUSION
IN BUSINESS ENVIRONMENT**

PANELISTS

Scott W. Thornburg, Senior Director, Marketing and Communications, Sojern, USA, [linkedin.com/in/scottwthornburg](https://www.linkedin.com/in/scottwthornburg)

Javier Leonor, Diversity & Inclusion Consultant and Volunteer, The Netherlands, [linkedin.com/in/javier-leonor-vicente-005aa8](https://www.linkedin.com/in/javier-leonor-vicente-005aa8)

Annette Pampel, Senior Diversity & Inclusion Consultant, Germany, [linkedin.com/in/annettepampel](https://www.linkedin.com/in/annettepampel)

Roman Samotny, Head of Communication, Inakost, Slovakia [linkedin.com/in/romansamotny](https://www.linkedin.com/in/romansamotny)

moderated by

Pavel Šubrt, Co-founder and Member of the Board, East meets West and The European LGBTIQ Chamber of Commerce, Austria [linkedin.com/in/pavel-subrt-b6835515](https://www.linkedin.com/in/pavel-subrt-b6835515)

15:45 – 16:00

CONCLUSION LGBTQ+ BUSINESS SUMMIT

Javier Leonor, Diversity & Inclusion Consultant and Volunteer, The Netherlands, [linkedin.com/in/javier-leonor-vicente-005aa8](https://www.linkedin.com/in/javier-leonor-vicente-005aa8)

19:00 – 23:00

**ITB DIVERSITY GALA 2025 & AFTER GALA PARTY
Ritz Carlton Berlin**

This night is celebrating Diversity & Inclusion and you are invited for another, fabulous evening at the glamorous Ritz Carlton Berlin. Enjoy a sparkling welcome reception, a seated gala dinner, some great entertainment and a fabulous DJ After Gala Party, which guarantees a night to remember. A silent auction fundraiser will fully support the IGLTA Foundation and the ITB LGBTQ+ Tourism Awards 2025 will be presented during this event.

moderated by

Daniela Wagner, Jacobs Media Group

Dresscode: Fancy Gala Dinner Attire

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BUY TICKETS HERE

<https://www.diversitytourism.com/itb-diversity-gala-2025-2/#>





THURSDAY, 6 MARCH 2025

ITB LGBTQ+ AWARDS

ITB honors outstanding, extraordinarily, dedicated personalities in the LGBTQ+ Tourism segment with the ITB LGBTQ+ Pioneer Award, since 2018.

ITB LGBTQ+ PIONEER AWARD 2025:

Shiho Ikeuchi, Ace Hotel, Kyoto, Japan

Since last year, ITB also hands out an ITB LGBTQ+ TOURISM AWARD which will be bestowed to a tourism supplier or destination that has become a real role model for serious LGBTQ+ friendly commitment & engagement.

ITB LGBTQ+ TOURISM AWARD 2025:

Vacaya Cruises, USA

The winners of the 2025 awards shall once again inspire and encourage others to get engaged, to continue their efforts and to passionately stand in for diversity, equity and inclusion.

**ITB LGBTQ+ TOURISM AWARD JURY:
JURY MEMBERS**

Daniela Wagner, Jacobs Media Group

John Tanzella, President & CEO, IGLTA – International LGBTQ+ Travel Association

Pablo de Luca, President, Argentina LGBTQ Chamber of Commerce

Rika Jean-François, MissionRespo - Responsible Tourism Strategies

Thomas Bömkes, Managing Director, Diversity Tourism GmbH

Ramona Zaun, ITB Berlin LGBTQ+ Commissioner

LAUDATION

Rika Jean-Francois, Founder, MissionRespo - Responsible Tourism Strategies

Pablo de Luca, President, Argentina LGBTQ Chamber of Commerce

23:00 – till late

AFTER GALA PARTY

Ritz Carlton Berlin

BUY PARTY TICKETS HERE!

diversitytourism.com/itb-diversity-gala-2025

