

# LGBTQ+ TOURISM PAVILION

4 – 6 MARCH 2025

SUPPORTING PARTNERS







PREMIUM PARTNERS

washington









ORGANISATIONAL PARTNERS











# **EXHIBITORS**

# **LGBTQ+ TOURISM PAVILION HALL 4.1**



**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** 

gaygamesvalencia 2026. com visit benidorm. 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

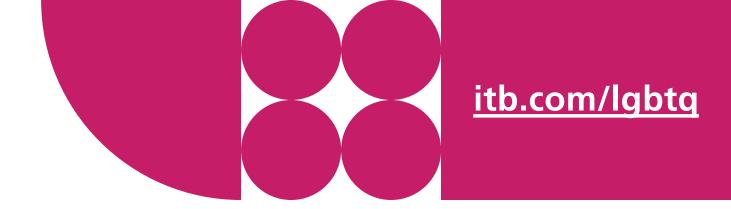
**LGBTQ+ MEDIA BRUNCH** 

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** 

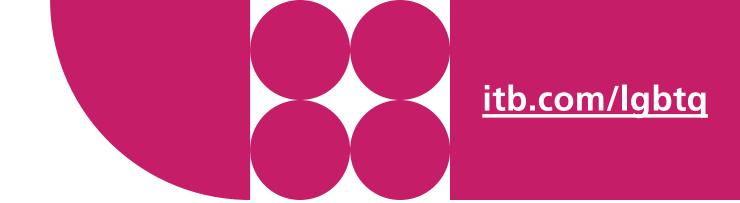
welcome remarks by

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

Ramona Zaun, ITB Berlin LGBTQ+ Commissioner

# **LGBTQ+ TOURISM PAVILION**

# **EDUCATIONAL HUB**



**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, <u>humanrights-in-tourism.net</u>

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

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, <u>inglobalproject.com</u>

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, <u>hotel-berlin.de</u>

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, <u>diversitytourism.com</u>





# **TUESDAY, 4 MARCH 2025**

14:30 - 15:30

**PANEL DISCUSSION** 

**CELEBRATING DIVERSITY IN LGBTQ+ WEDDINGS** 

#### **PANELISTS**

**Patrizia Ermetici,** Director, Joan Estrada Special Events, <u>joanestradaevents.com</u>

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

**Billy Folchetti,** Founder & Creative Director Luxe X Billy Folchetti, <u>weddingsxluxe.com</u>

moderated by

Sandra Santoro, Event Director, LGBTQ+ International Wedding Congress, <u>Igbtqweddingcongress.com</u>

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, <u>visitbenidorm.es</u>

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, <u>linktr.ee/lmcspain</u>

**Dominik Kramp,** Board Member Folsom Europe, folsomeurope.berlin

**Dominique Vockeradt,** Director of Commercial, Hotel Berlin, Berlin, <u>hotel-berlin.de</u> 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, <u>folsomeurope.berlin</u>

17:00 - 19:00

LGBTQ+ NETWORKING RECEPTION

**LGBTQ+ TOURISM PAVILION HALL 4.1** 

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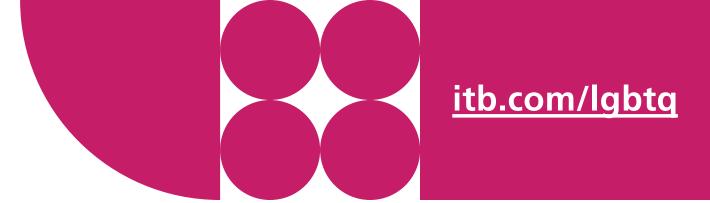


pink pillow Berlin collection

# **PLEASE REGISTER!**







# **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, <u>ccglar.org</u>

**David Gómez,** Project Manager, Visit Valencia, <u>visitvalencia.com</u>

**Giovanna Ceccherini,** Brand Manager, Sonders & Beach, <u>sondersworld.com</u>

moderated by

**Aalap Shah,** International Business Relations, QueerVadis, <a href="mailto:queervadis.com">queervadis.com</a>

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, <u>visitbrasil.com</u>

moderated by

**Joel Diaz Barros,** Membership Manager – Europe, IGLTA – International LGBTQ+ Travel Association, <u>iglta.org</u>

12:30 - 13:00

#### **PRESENTATION**

TUI FUTURE SHAPERS GLOBAL – LGBTQ+ TRAVEL INNOVATORS

presented by

**Alexander Panczuk,** Executive Director, TUI Care Foundation, <u>tuicarefoundation.com</u> **Clark Massad,** Vice-President – Global Partnerships, IGLTA – International LGBTQ+ Travel Association, <u>iglta.org</u>

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, <u>aliciavalenski.com</u>

interviewed by

**Tom Hall,** Vice-President, Lonely Planet, <u>lonelyplanet.com</u>

13:30 - 14:00

# **PRESENTATION**

**GREATER MADRID: ENJOY THE EXPERIENCE OF PRIDE** 

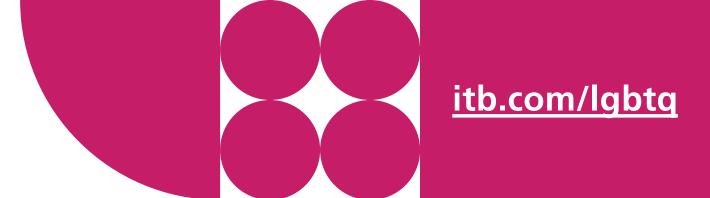
presented by

**Giuseppe Giulio**, Account Executive, JN Global Project, <u>jnglobalproject.com</u>

**Nano Garcia,** Director, JN Global Project, <u>destinosporladiversidad.es</u>

**Joss Bourges,** Project Manager, JN Global Project, <u>destinosporladiversidad.es</u>





# **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, <u>inglobalproject.com</u>

15:00 - 15:30

# **PRESENTATION**

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

presented by

**Dr. Prem Jagyasi,** MD & CEO, Dr.Prem and Associates, India <a href="mailto:DrPrem.com">DrPrem.com</a>

15:30 - 16:00

**EXPERT TALK** 

DIVERSITY & INCLUSION: BUZZWORDS OR REAL TOURISM SOLUTIONS?

**Nikolaos Gkolfinopoulos,** Head of Tourism, ICF International Inc., <u>ifc.com</u>

interviewed by

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

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, <u>linkedin.com/in/concettademma</u>

moderated by

**Giuseppe Giulio,** Account Executive, JN Global Project, <u>inglobalproject.com</u>

20:30 - 23:30

**IGLTA LGBTQ+ ITB PARTY** 

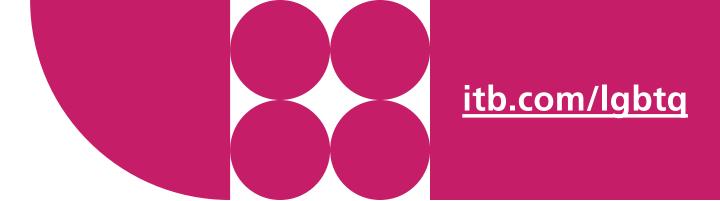
**Axel Hotel Berlin** 

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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, <u>diversitytourism.com</u>

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

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, <u>linkedin.com/in/javier-leonor-vicente-005aa8</u>

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, <u>deutsche-eiche.de</u>

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, <u>acehotel.com</u>

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

**Oddný Arnarsdóttir,** Head of Visit Iceland, Visit Iceland, <u>visiticeland.com</u>

**Roger Holzapfel-Barta,** CEO, Deutsche Eiche Ltd. Munich, University of Gloucestershire, Gloucester & Cheltenham, <u>deutsche-eiche.de</u> moderated by

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

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, <u>inglobalproject.com</u>

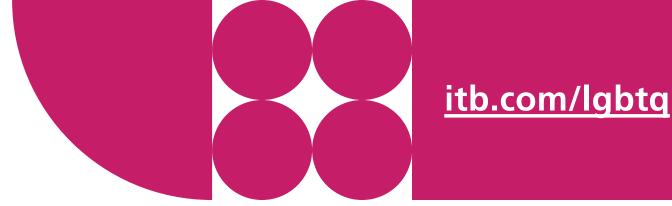
14:15 – 14:45

# **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/



# **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

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

Annette Pampel, Senior Diversity & Inclusion Consultant, Germany, <u>linkedin.com/in/annettepampel</u>

Roman Samotny, Head of Communication, Inakost, Slovakia 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

15:45 - 16:00

# **CONCLUSION LGBTQ+ BUSINESS SUMMIT**

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

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

