



LGBTQ+ TOURISM PAVILION

5 – 7 MARCH 2024 | [ITB.COM](https://www.itb.com) | LGBTQ+ TOURISM

ITB LGBTQ TOURISM PARTNER



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EXHIBITORS

LGBTQ+ TOURISM PAVILION HALL 4.1

BOOTH 500A

TOMONTOUR PODCAST LOUNGE
tomontour.de

BOOTH 501

DIVERSITY TOURISM
diversitytourism.com

BOOTH 502

CHOOSE CHICAGO
choosechicago.com

BOOTH 503

TOURISM COMUNITAT VALENCIANA
visitvalencia.com
visitbenidorm.es

BOOTH 504

MUNICH TOURISM
muenchen.de

BOOTH 505

IGLTA – INTERNATIONAL LGBTQ+ TOURISM ASSOCIATION
iglta.org

BOOTH 506

VACAYA
vacaya.com

BOOTH 507

ARGENTINA LGBTQ CHAMBER OF COMMERCE
ccglar.org

BOOTH 508

INTERNATIONAL LGBTQ+ WEDDING CONGRESS
lsc-events.com

PROGRAM

LGBTQ+ TOURISM PAVILION EDUCATIONAL HUB

TUESDAY, 5 MARCH 2024

10:00 – 11:30

LGBTQ+ MEDIA BRUNCH
LGBTQ+ TOURISM PAVILION HALL 4.1

BY ACCREDITATION ONLY!

proudly presented by



MEET THE MEDIA PARTNER OF
ARGENTINA LGBTQ+ CHAMBER OF COMMERCE
CHOOSE CHICAGO
GAY GAMES 2026
IGLTA
LGBTQ+ WEDDING CONGRESS
MEET BOSTON
MUNICH TOURISM
TOMONTOUR
TOURISM COMUNITAT VALENCIANA
VACAYA
VISIT BRASIL
VISIT BRUSSELS
VISIT TAMPABAY

11:30 – 11:45

OFFICIAL OPENING OF THE LGBTQ+ TOURISM PAVILION
LGBTQ+ TOURISM PAVILION
HALL 4.1

welcome remarks by

Rika Jean-Francois, Commissioner of Corporate
Social Responsibility, ITB Berlin

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

Ramona Zaun, ITB Berlin

LGBTQ+ TOURISM PAVILION

EDUCATIONAL HUB



12:15 – 13:00

**ITB CONVENTION /
GREEN STAGE / HALL 3.1**

PANEL DISCUSSION

RESILIENCE IN LGBTQ+ TOURISM – CHANGING CHALLENGES IN CHANGING TIMES

The LGBTQ+ Tourism market is a very attractive niche market for many destinations, hotels, airlines, cruise lines and other tourism suppliers. It has become an integral part of the Global tourism industry. But this is only half of the truth. In some parts of the world, LGBTQ+ tourism is tolerated but not accepted, beside the ones where it is strictly penalized. And we see other destinations moving backwards. Changing political situations, hate crime, wars and conflicts, different religious views or other social preferences makes it more and more difficult for a fruitful development of this market.

How should tourism suppliers navigate through these challenges? What have tourism buyers to consider in these times? Global experts will discuss helpful solutions for a resilience strategy.

PANELISTS

Michael Kajubi, Business Coach/Mentor, wmnsWork, Executive Director, McBern Foundation, mcbernfoundation.org

Marcel Conrad, Chief Content Manager, A3M Global Monitoring GmbH, global-monitoring.com

Aisha Shaibu-Lenoir, Founder & Director, Moonlightexperiences, moonlightexperiences.com

DT Minnich, CEO, Experience Kissimmee, experiencekissimmee.com

moderated by

Rika Jean-Francois, Commissioner of Corporate Social Responsibility ITB Berlin

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

13:30 – 14:00

PRESENTATION

TRAVEL RISK MAP 2024 – THE WORLD FROM THE LGBTQ+ PERSPECTIVE

Marcel Conrad, Chief Content Manager, A3M Global Monitoring GmbH, global-monitoring.com

14:00 – 15:00

PANEL DISCUSSION

UNDERSTAND GEN Z TRAVELLERS AND THEIR PREFERNCES IN LGBTQ+ TOURISM

PANELISTS

Björn Bender, CEO & Executive Chairman, Rail Europe, raileurope.com

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

Robert Leckel, Marketing Manager/LGBTIQ+ Tourism, Munich Tourism, muenchen.de

Alessandro Di Benedetto, Tour Leader, Hiking Guide, Amalfi Coast Hikes, amalficoasthikes.com

Nick Antipov, Human Rights and LGBTQ+ Defender, hip.media

moderated by

Giuseppe Giulio, Account Executive, gay.it

15:00 – 15:30

EXPERT TALK

CHALLENGES FOR TRANS INDIVIDUALS WHILE TRAVELING ABROAD

Magda Stega, TED Talk Speaker, Diversity, Equity & Inclusion Consultant, mstega.com

interviewed by

Giuseppe Giulio, Account Executive, Gay.it, gay.it



15:30 – 16:00

PRESENTATION
VISIT BRASIL

Marjorie Mynssen, International Events Coordinator,
Visit Brasil,
visitbrasil.com

Mateus José Alves Pinto, Advisor to the Department of
Experiences and International Competitiveness, Visit Brasil,
visitbrasil.com

16:00 – 16:30

PRESENTATION

**EXPLORING BOSTON: A JOURNEY THROUGH HISTORY,
CULTURE AND INNOVATION**

Megan Skiles, Manager, Communications and PR,
Meet Boston,
meetboston.com

17:00 – 19:00

LGBTQ+ NETWORKING RECEPTION
LGBTQ+ TOURISM PAVILION HALL 4.1

hosted by



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WEDNESDAY, 6 MARCH 2024

10:30 – 11:00

PRESENTATION
BENIDORM A LGBTQ+ WELCOMING DESTINATION

Lucho Pérez, Tourism Promotion, Visit Benidorm,
visitbenidorm.es

GAY GAMES VALENCIA 2026

David Gómez, Product Manager, Visit València,
visitvalencia.com/en/what-to-do-valencia/valencia-lgbti-friendly-city

11:00 – 11:30

PRESENTATION
VISIT BARCELONA LGBTIQ+

Mateo Asensio, Turisme de Barcelona,
visitbarcelona.com

Jakob Traxler, Production Director, Menuditas Factory,
menuditasfactory.com

Olivier Grau, Design Director, Menuditas Factory,
menuditasfactory.com

11:30 – 12:30

PANEL DISCUSSION
**LAWS AGAINST THE LGBTQ+ COMMUNITY IMPACT
TOURISM – HOW SHOULD THE INDUSTRY RESPOND**

PANELISTS

Santiago Corrada, President/CEO, Visit TampaBay,
visittampabay.com/things-to-do/pride

Aisha Shaibu-Lenoir, Founder & Director,
Moonlightexperiences,
moonlightexperiences.com

Akshay Tyagi, Head Diversity, Equity & Inclusion,
The Lalit Suri Hospitality Group,
thelalit.com

moderated by

LoAnn Halden, VP Communications, IGLTA – International
LGBTQ+ Travel Association,
iglta.org

12:30 – 13:00

PRESENTATION
**IGLTA 2026 CONVENTION HOST DESTINATION REVEALED –
MEET THE REPRESENTATIVES**

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

13:00 – 13:30

EXPERT TALK

TAIWAN AND TAIPEI PRIDE – ASIAs HIDDEN GEM

Joachim Trauner, Sales & Marketing, China Airlines,
china-airlines.com

interviewed by

Giuseppe Giulio, Account Executive,
gay.it

13:30 – 14:00

PRESENTATION

VACAYA: LGBTQ+ VACATIONS REIMAGINED

Randle Roper, Co-Founder & CEO, VACAYA,
vacaya.com

14:00 – 15:00

EXPERT TALK

**CURRENT STATE OF THE CRUISE INDUSTRY –
CRUISES & TRENDS FOR THE LGBTQ+ COMMUNITY**

Randle Roper, Co-Founder & CEO, VACAYA,
vacaya.com

interviewed by

Oliver P. Mueller, Cruise Industry Consultant & Publisher

15:00 – 15:30

EXPERT TALK

MUNICH, BAVARIAS CAPITAL – QUEER & SEXY

Benedikt Brandmeier, Director Tourism, Events,
Hospitality, City of Munich,
munich.de/travel

interviewed by

Thomas Bömkes, Managing Director, Diversity Tourism GmbH,
tomontour.de

15:30 – 16:00

PRESENTATION

**WELLNESS OF ALL / WELLNESS FOR ALL:
PART1 – WELLNESS FOR MEN**

László Puczkó, CEO, HTWWLife,
htww.life

16:00 – 17:00

PANEL DISCUSSION

**LOVE IS EVERYWHERE: LGBTQ+ WEDDING TOURISM
ON THE RISE**

PANELISTS

Stefan Szirucsek, Mayor, Baden bei Wien,
baden.at

Megan Skiles, Manager Communications and PR,
Meet Boston,
meetboston.com

Rui Mota Pinto, Wedding Creator,
weddingcreatorruimotapinto.com

Savvas Stafilidis, Wedding Planner, The Beloved Republic,
queerweddings.gr

moderated by

Sandra Santoro, Event Director, LSC Events,
lsc-events.com

20:30 – 23:30

**IGLTA LGBTQ+ ITB PARTY
TWO BY AXEL HOTEL BERLIN**

hosted by



By invitation only!

THURSDAY, 7 MARCH 2024

LGBTQ+ BUSINESS SUMMIT
LGBTQ+ Tourism Pavilion Hall 4.1

10:00 – 10:30

NETWORKING BREAKFAST SNACK

sponsored by



10:30 – 10:45

OFFICIAL OPENING & WELCOME

welcome remarks by

Thomas Bömkes, ITB LGBTQ+ Tourism Advisor,
Managing Director, Diversity Tourism GmbH

Rika Jean-Francois, Commissioner of
Corporate Social Responsibility, ITB Berlin

10:45 – 11:30

STUDY PRESENTATION

**ADVANCING DIVERSITY: UNVEILING THE MOMENTUM
AND BUSINESS CASE FOR LGBTQ+ INCLUSION**

Dive into the dynamic realm of global and local culture as we explore the evolving landscape of LGBTQ+ inclusion. „Beyond Tolerance“ delves into the compelling business case for fostering diversity, equity, and inclusion, shedding light on the progress made and the challenges that persist. Uncover the transformative power of embracing authenticity, understanding the economic impact, and navigating the delicate balance between policy and genuine cultural change. This exploration offers a comprehensive perspective on the journey toward a more inclusive and equitable future for businesses and society at large.

Javier Leonor, HR–Global Inclusion & Diversity, Accenture,
[accenture.com](https://www.accenture.com)

11:30 – 12:00

BEST PRACTICE PRESENTATION

DRIVING DIVERSITY: THE JOURNEY OF ŠKODA PROUD

Jan Kotik, Project Coordinator of Educational Projects,
Škoda Auto,
[skoda-auto.com](https://www.skoda-auto.com)

12:00 – 13:00

PANEL DISCUSSION

**HOW COMPANIES CREATE AN INCLUSIVE WORK
ENVIRONMENT FOR EMPLOYEES AND CLIENTS**

PANELISTS

Oksana Semeniuk, SAP Product Engineering
Diversity & Inclusion Co-lead,
[sap.com](https://www.sap.com)

Jan Kotik, Project Coordinator of Educational Projects,
Škoda Auto,
[skoda-auto.com](https://www.skoda-auto.com)

Philip Ibrahim, General Manager, The Social Hub Berlin,
thesocialhub.co/berlin-mitte

Petra Göbel, Vice President HR, Messe Berlin GmbH,
[messe-berlin.de](https://www.messe-berlin.de)

moderated by

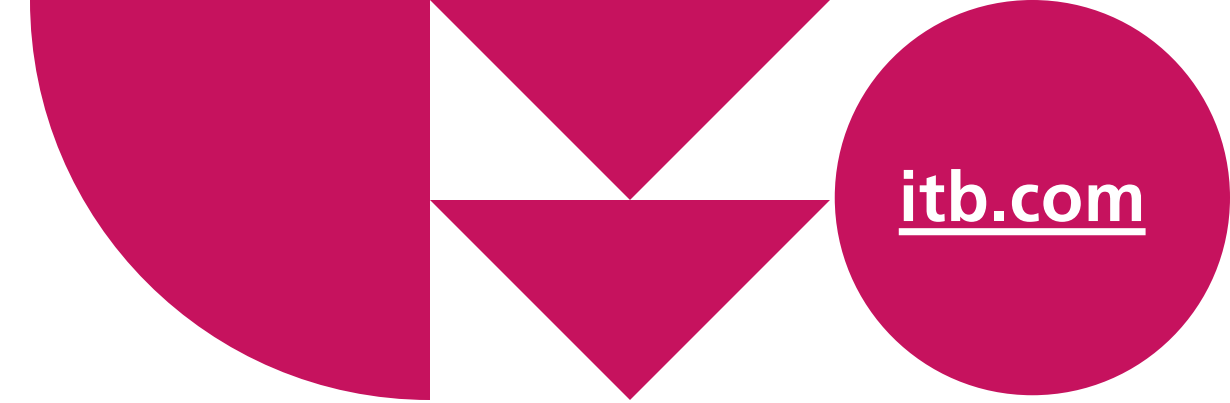
Javier Leonor, HR–Global Inclusion & Diversity, Accenture,
[accenture.com](https://www.accenture.com)

13:00 – 13:45

LGBTQ+ NETWORKING LUNCH SNACK

sponsored by





13:45 – 14:15

BREAK OUT PRESENTATION

MAGNUS HIRSCHFELD – SOUL OF THE QUEER COMMUNITY

Alfonso Pantisano, Queer Commissioner of the Berlin State Government

14:15 – 14:45

BREAK OUT PRESENTATION

NEPAL – SOUTH ASIA’S LGBTQ+ INCLUSIVE DESTINATION

Sunil Babu Pant, Cultural Emissary for Inclusive (Pink/Rainbow/LGBT+) Tourism in Nepal; Executive Director, Mayako Pahichan Nepal, Mayakopahichan.com

Raj Gyawali, Founder, Socialtours Nepal, socialtours.com

Raj Tamang, Founder, Responsible Adventures Nepal, responsibleadventures.com

14:45 – 15:45

PANEL DISCUSSION

DIVERSITY, EQUITY & INCLUSION (DEI): THE NEW REQUIREMENT FOR SUCCESSFUL GLOBAL BUSINESS

Why is it a necessity today for all businesses to have DEI policies in place, especially with regard to the LGBTQ+ community?

Has it become even more important due to recent societal developments? Why is it also profitable for business? What are the peculiarities if it comes to LGBTQ+ equality and inclusion – what are the differences to other marginalized communities?

PANELISTS

Akshay Tyagi, Head Diversity, Equity & Inclusion, The Lalit Suri Hospitality Group, thelalit.com

Alfonso Pantisano, Queer Commissioner of the Berlin State Government,

Edgar Weggelaar, CEO, Queerdestinations, queerdestinations.com

Hannu Medina, Founder, We Speak Gay, wespeakgay.com

Miriam Fisshaye, Founder, Zewedi, zewedi.de

moderated by

Rika Jean-Francois, Commissioner of Corporate Social Responsibility, ITB Berlin

15:45 – 16:00

SUMMIT CONCLUSION

GUEST

Dieter Janecek, German Federal Government Coordinator for Tourism

presented by

Rika Jean-Francois, Commissioner of Corporate Social Responsibility, ITB Berlin

19:00 – 23:00

ITB DIVERSITY GALA 2024

Ritz Carlton Berlin

After the inaugural ITB Diversity Gala, last year, we invite everybody for another, fabulous evening, celebrating Diversity & Inclusion, after this year’s ITB 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 2024 will be presented during this event.

moderated by
Daniela Wagner, Jacobs Media Group
Hans Gesk, KLM Royal Dutch Airlines

Dresscode: Fancy Gala Dinner Attire

powered by



SILENT AUCTION SUPPORTING THE IGLTA FOUNDATION

ITB LGBTQ+ TOURISM PIONEER AWARD 2024
ITB LGBTQ+ DESTINATION AWARD 2024

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

For the first time, ITB will also hand out an ITB LGBTQ+ Destination Award which will be bestowed to a destination that has become a real role model for serious LGBTQ+ friendly commitment & engagement.

The winners of the 2024 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. Both winners will be announced during the Official Award Ceremony at the ITB Diversity Gala

ITB LGBTQ+ TOURISM AWARD JURY:

HEAD OF JURY

Rika Jean-François, CSR Commissioner ITB Berlin, Germany

JURY MEMBERS

Daniela Wagner, Jacobs Media Group, UK

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

Shiho Ikeuchi, General Manager, Ace Hotel Kyoto, Japan

Pablo de Luca, President, Argentina LGBTQ Chamber of Commerce, Argentina

Thomas Bömkes, Managing Director, Diversity Tourism GmbH, Germany

LAUDATION

Rika Jean-François, CSR Commissioner ITB Berlin & Head of Jury

Thomas Bömkes, Managing Director, Diversity Tourism GmbH & Member of the Jury

23:00 – till late

AFTER GALA PARTY
Ritz Carlton Berlin

brought to you by



GALA & PARTY TICKETS AVAILABLE ON:
diversitytourism.com/itb-diversity-gala-2024

