

LGBTQ+ TOURISM PAVILION

3 – 5 MARCH 2026



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LGBTQ+ TOURISM PAVILION HALL 4.1

3 – 5 MARCH 2026

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LGBTQ+ TOURISM PAVILION HALL 4.1

3 – 5 MARCH 2026

EDUCATIONAL HUB PROGRAM

TUESDAY, 3 MARCH 2026

10:00 – 11:30

LGBTQ+ MEDIA BRUNCH

BY ACCREDITATION ONLY!

proudly presented by



MEET THE REPRESENTATIVES OF

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REDD – RED ESPAÑOLA DE DESTINOS POR LA DIVERSIDAD

REGION OF VALENCIA

VISIT SALOU

TOMONTOUR

TURESPAÑA

VISIT SEVILLE

11:30 – 11:45

OFFICIAL OPENING OF THE LGBTQ+ TOURISM PAVILION

welcome remarks by

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

Ramona Zaun, ITB Berlin LGBTQ+ Commissioner

Stephanie Frank, Manager Partner and Industry Marketing,
[Booking.com](https://www.booking.com)

Oriol Pàmies, Founder, Queer Destinations
[queerdestinations.com](https://www.queerdestinations.com)

Seth Barron, Director of Brand Partnership, Grindr
[grindr.com](https://www.grindr.com)

Benedikt Brandmeier, CEO, Munich Tourism,
[munich.travel](https://www.munich.travel)

11:45 – 12:30

PANEL DISCUSSION

FROM VALUES TO VALUE: WHY IS INCLUSIVE TOURISM
A GROWTH STRATEGY IN 2026

PANELISTS

Edgar Weggelaar, CEO, QueerDestinations,
[queerdestinations.com](https://www.queerdestinations.com)

Benedikt Brandmeier, CEO, Munich Tourism,
[munich.travel](https://www.munich.travel)

Shiho Ikeuchi, General Manager, Ace Hotel Kyoto, Japan,
[acehotel.com](https://www.acehotel.com)

Hannu Medina, CEO, Medina Helsinki Communications,
[wespeakgay.com](https://www.wespeakgay.com)

moderated by

Dr. Prem Jagyasi, MD & CEO, Dr.Prem and Associates, India,
[DrPrem.com](https://www.DrPrem.com)

12:30 – 13:00

PRESENTATION

REDD – SPANISH NETWORK OF DESTINATIONS
FOR DIVERSITY

presented by

Giuseppe Giulio, Account Executive, JN Global Project,
[jnglobalproject.com](https://www.jnglobalproject.com)

itb.com/lgbtq

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

Juan Vilela, Project Manager, JN Global Project,
destinosporladiversidad.es/

Saro Arencibia, Marketing & Communication,
Turismo Gran Canaria,
grancanaria.com/turismo/en/

Olatz Megia Segarra, Técnico de Turismo en
Ayuntamiento de Gandia,
visitgandia.com

Paula Magarzo, Area de Promoción y MICE ,
Seville City Office,
sevillacityoffice.es

13:00 – 13:45

PANEL DISCUSSION

**HOW DOES LGBTQ+ INCLUSION FIT INTO BROADER
SOCIAL SUSTAINABILITY AND HUMAN RIGHTS
FRAMEWORK**

PANELISTS

Katharina Stechl, Program Manager, Roundtable
Human Rights in Tourism,
humanrights-in-tourism.net

Estefania del Azar, Communications Manager,
Global Sustainable Tourism Council (GSTC),
gstc.org

Ayako Ezaki, Owner, Training Aid,
trainingaid.org, ayako@trainingaid.org

Oddny Arnarsdottir, Head of Visit Iceland, Visit Iceland
visiticeland.com

moderated by

Rika Jean-Francois, Founder, MissionRespo –
Responsible Tourism Strategies
Global Head Business Relations Queer Destinations,
queerdestinations.com

13:45 – 14:30

PRESENTATION

GAY GAMES XII VALÈNCIA 2026

presented by

Giuseppe Giulio, Project Manager, JN Global Project,
gaygamesvalencia2026.com

BENIDORM LGBTQ+ FRIENDLY

presented by

Lucho Pérez, Project Manager, Visit Benidorm,
en.visitbenidorm.es

14:30 – 15:00

EXPERT TALK

THE FUTURE OF QUEER TRAVEL

Oriol Pàmies, Founder, Queer Destinations
queerdestinations.com

interviewed by

Rika Jean-Francois, Founder, MissionRespo –
Responsible Tourism Strategies
Global Head Business Relations Queer Destinations,
queerdestinations.com

15:15 – 15:55

**ITB CONVENTION / GREEN STAGE / HALL 7.1b
DIVERSITY & INCLUSION TRACK**

PANEL DISCUSSION

**FROM RISKS TO RESILIENCE: PRACTICAL STEPS FOR
INCLUSIVE LGBTQ+ TRAVEL IN THE FUTURE**

The global LGBTQ+ travel market remains a dynamic growth sector, driving innovation across the industry and drawing diverse travelers. Yet LGBTQ+ visibility and safety are increasingly challenged by repressive government measures, shifting political climates, and social environments.

These dynamics can unsettle travelers and deter travel to welcoming destinations, even though inclusive travel remains feasible and essential.

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This session will present practical, actionable strategies for tourism stakeholders hotels, airlines, tour operators, tourism boards, DMOs, and related partners to counteract negative dynamics, protect LGBTQ+ travelers, and sustain inclusive, resilient business models. Attendees will leave with concrete approaches to inclusive messaging, service design, partner collaboration, risk assessment, and destination marketing that celebrate diversity while maintaining growth and trust in the LGBTQ+ travel market.

KEYNOTE

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

PANELISTS

Carlota Galván, Head of Environment, Social &
Governance, Head of Global Health & Safety Strategy,
HBX Group (Hotelbeds),
hbxgroup.com

Seth Barron, Director of Strategic Brand Partnerships,
Grindr,
grindr.com

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

moderated by

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

16:15 – 17:00

PANEL DISCUSSION

QUEER CAPITAL BERLIN: QUO VADIS?

PANELISTS

Ralf Ostendorf, Visit Berlin, Director Market
Management & Media Relations Asia, North America,
Australia, Middle East,
visitberlin.de

Uchenna Jonas, Diversity Marketing Coach,
uchi.verse

Rob Dilly, Business Operations Director,
GEAR Berlin GmbH,
gearberlin.com

Manuela Kay, Journalist, Publisher & Management,
Special Media SDL GmbH,
siegressaeule.de

Philip Ibrahim, General Manager, Hotel MOA Berlin,
moa.de

moderated by

Rika Jean-Francois, Founder, MissionRespo –
Responsible Tourism Strategies
Global Head Business Relations Queer Destinations,
queerdestinations.com

17:00 – 19:00

LGBTQ+ NETWORKING RECEPTION

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WEDNESDAY, 4 MARCH 2026

10:30 – 11:15

PANEL DISCUSSION

**A GUIDE TO MODERN LGBTQ+ WEDDING TRENDS
AND TRADITIONS**

PANELISTS

Roseli Riva, Founder and Celebrant Destination
Wedding Planner, Let's Wed,
letswedtuscanyc.com

Sandra Pieri, Sales and Concierge Team,
Concierge-X,
concierge-x.com

Paula Magarzo, Area de Promoción y MICE,
Seville City Office,
sevillacityoffice.es

moderated by

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

11:15 – 11:45

PRESENTATION

**EUSKADI BASQUE COUNTRY "BE PART OF OUR
DIVERSITY: BE YOURSELF"**

presented by

Daniel Solana, General Director, Basque Tourism Agency,
turismo.euskadi.eus

11:45 – 12:30

EXPERT TALK

**LUXURY CRUISES – GROWTH OPPORTUNITY
WITH THE LGBTQ+ TOURISM MARKET**

PANELISTS

Fabian Meyer, Founder, Sealected Voyages,
sealected.de

moderated by

Oliver Müller, Executive Editor, Kreuzfahrtträume

12:30 – 13:00

PRESENTATION

**THE ARRIVAL ADVANTAGE: WHY 15M LGBTQ+
TRAVELERS TRUST GRINDR & WHY YOU SHOULD TOO**

presented by

Seth Barron, Director of Strategic Brand Partnerships,
Grindr, grindr.com

13:00 – 14:00

PANEL DISCUSSION

TRAVEL PROUD – MAKING TRAVEL TRULY INCLUSIVE

PANELISTS

Clark Massad, Vice-President – Global Partnerships &
Convention Sponsorships, IGLTA,
iglta.org

Gloria Milani, Senior Director TMCs & Consortia, Accor,
accor.com

Karl Krause & Daan Colijn, Founder,
Coupleofmen.com

moderated by

Stephanie Frank, Manager Partner and Industry Marketing,
Booking.com

14:00 – 14:30

PRESENTATION

**HONORING TRADITION, EMBRACING DIVERSITY –
SIMPLY MUNICH**

presented by

Jens Roeske, Head of Guest Services and LGTBIQ* Network,
Munich Tourism,
munich.travel



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14:30 – 15:15

PANEL DISCUSSION

BEYOND PRIDE: DESIGNING TOURISM
FOR THE FULL SPECTRUM OF LGBTQ+ TRAVELERS

PANELISTS

Aalap Shah, Head of Partnership Development,
ELTA & QueerVadis, queervadis.com

Oriol Pàmies, Founder, Queer Destinations,
queerdestinations.com

Daniel Solana, General Director, Basque Tourism Agency,
turismo.euskadi.eus

Joel Diaz, IGLTA Membership Manager – Europe,
iglta.org

Matt Morden, International Brand Sales, Grindr,
grindr.com

moderated by

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

15:15 – 15:45

PRESENTATION

SALOU: WELCOMING FAMILIES IN ALL
THEIR DIVERSITY

presented by

Pere Granados, Mayor of Salou, President Salou
Tourism Board, visitsalou.cat

15:45 – 16:15

PRESENTATION

FERTILITY TREATMENT FOR SINGLE WOMEN
AND FEMALE COUPLES IN BULGARIA

presented by

Dr. Georgi Stamenov & MEDSPA team,
nadezhdahospital.com
medspa.bg

16:15 – 17:00

PANEL DISCUSSION

HOW SUSTAINABLE AND INCLUSIVE TOURISM
CAN CONTRIBUTE TO DRIVING PEACE AND
RESILIENCE IN THE MIDDLE EAST

PANELISTS

Russell Lord, Travel Consultant, Kenes Tours Global
Services, Israel, kenes-tours.com

Laura Leader, Travel Experience Designer, Discover Jordan,
discoverjordan.com

Aziz Abu Sarah, Journalist, Co-Founder & CEO,
Mejdi Tours,
mejditours.com

moderated by

Rika Jean-Francois, Founder, MissionRespo –
Responsible Tourism Strategies
Global Head Business Relations Queer Destinations,
queerdestinations.com

20:30 – 23:30

Axel Hotel Berlin

IGLTA LGBTQ+ ITB PARTY

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THURSDAY, 5 MARCH 2026

LGBTQ+ BUSINESS SUMMIT

10:00 – 10:30

NETWORKING COFFEE

10:30 – 10:45

OPENING WELCOME:

INCLUSION IS NOT A FEELING – IT'S A MARKET CONDITION

welcome remarks by

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

10:45 – 11:30

STUDY/INSIGHT

THE STATE OF CORPORATE LGBTQ+ DIVERSITY IN TURBULENT TIMES - CHALLENGES, TRENDS AND WHAT'S NEXT

presented by

Jens Schadendorf, Economist, LGBTQ+ -Researcher
and Author of "GaYme Changer" Title,
[linkedin.com/in/jens-schadendorf-6b423816](https://www.linkedin.com/in/jens-schadendorf-6b423816)

11:30 – 12:00

PRESENTATION

SOMEWHERE UNDER THE RAINBOW: CORPORATE PRACTICE BEYOND PINKWASHING

presented by

Michaela Dudley, JD. Publicist, Cabaret Artist, Juris Dr.,
diva-in-diversity.com

12:00 – 12:45

PANEL DISCUSSION

WHEN POLITICS HIT PROFIT & LOSS (P&L): THE NEW COST OF VISIBILITY

PANELISTS

Jens Schadendorf, Economist, LGBTQ+ -Researcher
and Author of "GaYme Changer" Title,
[linkedin.com/in/jens-schadendorf-6b423816](https://www.linkedin.com/in/jens-schadendorf-6b423816)

Seth Barron, Director of Strategic Brand Partnerships,
Grindr, grindr.com

Aalap Shah, Head of Partnership Development,
ELTA & QueerVadis,
queervadis.com

Alejandro Villalobos, Head of Creatives, Queer Destinations,
queerdestinations.com

moderated by

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

12:45 – 13:15

LGBTQ+ NETWORKING LUNCH BREAK

13:15 – 14:00

PANEL DISCUSSION

LGBTQ+ CULTURE TRAVELS FASTER THAN POLICY: VISIBILITY, SAFETY, DEMAND

PANELISTS

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

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

Michaela Dudley, JD. Publicist, Cabaret Artist, Juris Dr.,
diva-in-diversity.com,

Auston Matta, CEO & Co-Founder, Two Bad Tourists,
twobadtourists.com

moderated by

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

itb.com/lgbtq

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14:00 – 14.45

GENDER EQUALITY AWARDS

GENDER EQUALITY CHAMPION OF THE YEAR

AWARD 2026: RECOGNISING EXCELLENCE IN GENDER
EQUALITY IN TOURISM INTERNATIONALLY

moderated by

Prof. Stroma Cole, Director, Equality in Tourism,
equalityintourism.org

14:45 – 15:30

PANEL DISCUSSION

PRIDE ECONOMICS: WHO PAYS, WHO BENEFITS,
WHO GETS BLAMED

PANELISTS

Andreas Audretsch, MdB, Deputy Parliamentary Group Chair
of Bündnis 90/Die Grünen in the German Bundestag,
andreasaudretsch.de

Hannu Medina, CEO, Medina Helsinki Communications,
wespeakgay.com

Karl Krause, Co-Founder & Content Creator/Blogger,
Couple of Men,
coupleofmen.com

moderated by

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

15:30 – 15:45

CLOSING CONCLUSION LGBTQ+ BUSINESS SUMMIT

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

19:00 – 23:00

Waldorf Astoria Berlin

ITB DIVERSITY GALA RECEPTION & LGBTQ+ AWARDS CEREMONY 2026

This night is celebrating Diversity & Inclusion at the
glamorous Waldorf Astoria Berlin with the ITB LGBTQ+
Tourism Awards Ceremony and the annual silent auction
fundraiser for the IGLTA Foundation.

By invitation only!

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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 2026:

Russell Lord, Kenes Tours, Israel

Since 2024, 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.

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ITB LGBTQ+ TOURISM AWARD 2026:

Basquetour, Spain

The winners of the 2026 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 2026: JURY MEMBERS

Daniela Wagner, Daniela Wagner Associates Ltd.

LoAnn Halden, Vice-President Communications,
IGLTA – International LGBTQ+ Travel Association

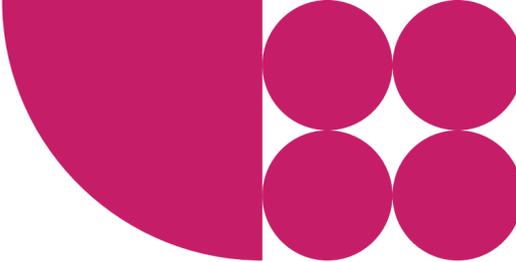
Pablo de Luca, President, Argentina LGBTQ
Chamber of Commerce

Rika Jean-François, MissionRespo –
Responsible Tourism Strategies

Shiho Ikeuchi, General Manager,
Ace Hotel Kyoto, Japan

Thomas Bömkes, Managing Director,
Diversity Tourism GmbH

Ramona Zaun, ITB Berlin LGBTQ+ Commissioner



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