

# ELTA

EUROPEAN  
LGBTQ+  
TRAVEL  
ALLIANCE



# about us



ELTA - European LGBTQ+ Travel Alliance  
AISBL is an association based in Brussels  
which aims to attract LGBTQ+ Tourism to  
Europe.





The financing model of our association is not based on a membership business model, but we are funded by our Supporter Members and by Sponsorship of our annually event, the Estates General of European LGBTQ Tourism. Every CVB member of ELTA can bid to host this event who attracts specialized influencers and speakers, tour operators and media from all around the world for a full day conference about new highlights and datas of the European LGBTQ tourism. Complete the event a b2b marketplace with pre-schedule meetings and a Fam/Press Trip.





**ELTA supports the European Tourism Manifesto  
and has joined the UN Free & Equal standards of  
conduct.**



**FREE & EQUAL**  
UNITED NATIONS FOR LGBTI EQUALITY



# ELTA main goals are

- 1** to advocate with EU institutions, in order to include an action plan, in their agenda, which supports and awards (with laws and funds) those companies operating with respect to social sustainability, DE&I in the travel industry;
- 2** to support the growth of LGBTQ+ travel markets in Europe, by sharing ideas/case histories and helping CVB's, Associations and Companies to strategically manage them;
- 3** to do marketing research, to inform about travel behavior and ethic/economic impact of the LGBTQ+ market in Europe;
- 4** to network, through the European travel industry, in order to spread an inclusive hospitality philosophy and create new synergies;





# The value of LGBTQ Tourism in Europe

The LGBTQ Tourism value in 2019 was of € 75 billion and € 43 billion in 2021.

75% of LGBTQ travelers prefer to book a service or choice a destination who openly support their community.

# Why join ELTA

Show your support to the LGBTQ tourism as an ally who wants to promote diversity, equity and inclusion in the travel industry.

Joining ELTA means to be part of a European think tank for promoting diversity, equity and inclusion in the travel industry all around Europe.

## **CVB, Association or Company can benefit of:**

- Be part of the European think tank about LGBTQ Tourism;
- Having access to DE&I training online;
- Having access to LGBTQ+ Travel market researches;
- Having access to the Estates General of European LGBTQ+ Tourism;
- Having access to advertising discounted rates on European LGBTQ media in partnership with ELMA;
- Using of ELTA's logo;

## **Only for CVB's:**

- can apply to host the Estates General of European LGBTQ Tourism;
- can apply to host Press/FamTrips;
- can apply to host a Marketplace.







# Who can be an ELTA member

European CVB's, Travel Companies and Association can  
be General Member and the membership is free;







# ELTA

## EUROPEAN LGBTQ+ TRAVEL ALLIANCE



[elta-diversity.org](http://elta-diversity.org)



[secretariat@elta-diversity.org](mailto:secretariat@elta-diversity.org)



Avenue Louise 209A - B7, 1050 Bruxelles (Belgium)