

## AGENT ISSUES

# Proud Experiences is coming to New York in November

By Jeri Clausing   | Feb 04, 2021



Exhibitors at Proud Experiences 2018 at Saatchi Gallery in London.

Reed Exhibitions announced today that it will hold its LGBTQ-focused travel event Proud Experiences in New York in November.

Launched in 2018, the event normally is held in June. Last year's event was postponed then canceled due to the pandemic.

"We are watching as the post-pandemic world continues to deliver the good news of the vaccine rollouts, and in discussion with our friends and partners at NYC & Company, we are now looking to a time toward the end of 2021, when we, as a community, can once again come together and be the voice for international travel brands, destinations and experiences," said event director Simon Mayle.

Mayle also said that while the pandemic brought travel to a virtual halt last year, the LGBTQ+ travel sector, valued at an estimated \$218 billion, is expected to continue its growth.

"The UNWTO predicted for 2020 that there would be some 180 million LGBTQ+ tourists, and we don't expect that to alter," he said. "In fact, we expect it to grow given the real desire for travel after lockdown."

This year's event is scheduled for Nov. 8-10. Mayle said it is expected to continue its blueprint of a mixture of business sessions with appointments between buyers and suppliers as well as master class sessions with industry experts, LGBTQ+ travelers and leading brands.



Simon Mayle

"We are so excited to once again welcome Proud Experiences to New York City," said NYC & Company CEO Fred Dixon. "As the number one LGBTQ+ destination in the U.S., there could not be a more fitting backdrop to connect, engage and educate at one of the most important and gratifying business gatherings."

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