

## AGENT ISSUES

# Proud Experiences conference returning in 2022

By Johanna Jainchill   | Mar 02, 2022



Attendees networking at Proud Experiences in 2019.

The Proud Experiences conference will return to Brooklyn this summer after a two-year hiatus due to the pandemic.

The three-day B2B conference connects travel advisors and suppliers to the LGBTQ+ market through networking events and educational sessions.

Event director Simon Mayle said that Proud Experiences would have more than 100 exhibitors, many that are new to the conference.

"It's clear this international community is back and stronger than before," he said.

Taking place at 1 Hotel Brooklyn Bridge from June 27 to 29, the event will feature speakers Shannon Knap, CEO of Leading Hotels of The World; Mark Fletcher, CEO of Manchester Pride; Fred Dixon, CEO of NYC & Company; and Jacob Anderson-Minshall, editor in chief of Out Traveler.

Geena Rocero, a Filipino transgender model and social advocate for transgender travel, will deliver a keynote, telling her story and the issues, challenges and opportunities she has had.

Proud Experiences said that the geographically diverse attendees include Los Cabos Tourism, VisitBerlin and West Hollywood Travel + Tourism Board. New this year are Switzerland Tourism and Toscana Promozione Turistica.

Organizers said that the conference is designed to give advice on marketing best practices and explaining case studies to help the industry tap into a market that has a global spending power of some \$3.9 trillion, according to LGBT Capital estimates.

Citing a 2021 survey by Booking.com, Proud Experiences said 53% of LGBTQ+ travelers have had less-than-welcoming or uncomfortable experiences at a property where they were staying. Proud Experiences said that Masterclass sessions will educate attendees on how to change their business strategies.

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