



PRESS RELEASE  
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## **PROUD EXPERIENCES EXCEEDS EXPECTATIONS AND SELLS OUT EXHIBIT SPACE**

**OVER 90 EXHIBITING COMPANIES ARE CONFIRMED TO TAKE PART IN REED TRAVEL EXHIBITIONS' NEW LGBTQ+ TRAVEL SHOW, COMING FROM COUNTRIES SUCH AS ITALY, THE MALDIVES AND PERU.**

**EXHIBITOR APPLICATIONS FOR 2020 EDITION ARE NOW OPEN.**

**[www.proudexperiences.com](http://www.proudexperiences.com)**

Exhibit space for the second edition of PROUD Experiences has sold out more than 3 months ahead of the show, exceeding all expectations and marking a groundbreaking result that confirms the strong interest of the travel industry towards the LGBTQ+ community, who spent \$218 billion in 2017 alone – according to consultancy firm Out Now.

Over 90 exhibiting companies are now confirmed for PROUD Experiences 2019 – taking place June 18-20 at 1 Hotel Brooklyn Bridge in New York –, including some of the world's leading hotels, concierge companies, destinations and travel services, coming from countries such as Italy, the Maldives and Peru. This outstanding result marks an impressive increase of 50% compared to last year's debut show in London, and it's set to grow year-on-year, with applications for 2020 edition already open.

Simon Mayle, Event Director PROUD Experiences comments: "We had high expectations following the great success of our debut show in London last year, and selling out over 3 months in advance has definitely exceeded them. This affirms our role at Reed Travel Exhibitions as pioneers in creating a one-to-one travel show for the LGBTQ+ b2b community, and we couldn't be prouder to see so many travel brands from all over the world wanting to be part of something that's important to both business and society."

In regards to brands who are interested in exhibiting, Mayle says: "We have confirmed 90 exhibitors for PROUD Experiences 2019, the maximum capacity for this year's format at 1 Hotel Brooklyn Bridge. However, due to high demand, we are already looking forward and have started taking applications for the 2020 edition. Please contact our sales team through [www.proudexperiences.com](http://www.proudexperiences.com)".



As a one-to-one show, PROUD Experiences will also welcome an equal number of buyers to exhibitors. In fact, over 90 buyers are expected, representing another 50% increase to previous year, coming from Europe, Latin America, North America and Asia Pacific; countries include Australia, Brazil, Germany, Mexico, Switzerland and the Netherlands.

PROUD Experiences 2019 will begin on 18 June with the PROUD Gathering, the official opening event that includes a segment dedicated to the 'Proud Modern Family', with interviews to parent-bloggers Jonathan Bailey and Triton Klugh from '2 Dads with Baggage', and transgender power couple Hannah and Jake Graf.

The PROUD Gathering will culminate in the presence of His Royal Highness Prince Manvendra Singh Gohil – the first openly gay Prince in the world and face of the #FreeGayIndia movement – who will be the Big Stage PROUD Interview.

A series of Masterclasses each day will be for everyone to attend, with hard talk topics such as emerging destinations and travel issues; the segments within the LGBTQ+ travel niche; growing revenues from this market and hands-on sensitivity training. Speakers include Andréa Richardson – Head of Diversity Relations at Hilton Hotels, who will be using her award-winning experience in a panel format to discuss who is the LGBTQ+ traveller (drilling down on their profile: single/ couples/ families or a mature customer), and what is best practice in targeting and engaging with this community.

Networking Events and Parties are planned as an added opportunity to continue to meet up with friends and make new ones at venues around NYC, with a closing party scheduled on 20 June evening at Carla Sozzani's iconic 10 Corso Como New York.

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#### **NOTES TO EDITORS**

##### **About PROUD Experiences**

PROUD Experiences is an international travel trade event that brings personally curated buyers and suppliers of travel experiences together through a pre-scheduled appointment system. This event will put the spotlight on a market that now deserves its own attention, with a community that spends over US\$200billion a year on leisure travel. Buyers interested in attending should go to [www.proudexperiences.com](http://www.proudexperiences.com) and apply.

##### **About Reed Travel Exhibitions**

Reed Travel Exhibitions is the world's leading travel and tourism event's organiser with a growing portfolio of more than 22 international travel and tourism trade events in Europe, the Americas, Asia, the Middle East and Africa. Our events are market leaders in their sectors, whether it is global



and regional leisure travel trade events, or specialist events for meetings, incentives, conference, events (MICE) industry, business travel, luxury travel, travel technology as well as golf, spa and ski travel. We have over 35 years' experience in organising world-leading travel exhibitions. [www.reedtravelexhibitions.com](http://www.reedtravelexhibitions.com)

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**SPOTLIGHT Communications** is a London-based international public relations agency with global experience of working within the travel, luxury, lifestyle and event sectors.

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