

Swissôtel Nankai Osaka:  
Venue Host for Record-Breaking International LGBTQ+ Travel Association (IGLTA) 2024 Convention

*Asia's first IGLTA Convention in Osaka, Japan holds historical marks for their 2024 gathering*



Osaka, Japan – The Swissôtel Nankai Osaka is proud to be the host hotel in the recently concluded 2024 IGLTA Global Convention in Osaka, the association's first conference in Asia scheduled from 23 – 26 October. The convention broke attendance records marking it the largest convention outside of North America in the organisation's history. Representing over 50 countries and territories, the convention was also the most globally diverse convention ever, highlighting Asia-Pacific as an up and coming market for LGBTQ+ travel.

The Osaka Convention & Tourism Bureau (OCTB) was the key partner of IGLTA in bringing the convention to the city, with the hotel working with the bureau along with surrounding Osaka Takashimaya Department Store and Nankai Group to welcome convention attendees in Namba, Osaka.



*Namba decked in rainbow and the LGBTQ+ Progress Flag*

The hotel served as the main venue for IGLTA's General Sessions, LGBTQ+ Tourism Expo and Networking Lunch, Media Networking Event, as well as the Buyer/Supplier Marketplace which represents US\$688.50 million of annual business. Other breakout workshops and meetups were held at the Swissôtel Nankai Osaka including

the Women in Leadership Networking Reception held at the NAMBAR10 retro bar, and the second annual Black Travel Leaders Breakfast at the hotel's signature restaurant Table36.



*(From L – R): The hotel brings Japan street food to event attendees, Women in Leadership Networking Reception in NAMBAR10*

In line with the hotel's Swiss roots, the Swissôtel Nankai Osaka also sponsored the 2024 convention's Zen Room – a safe space for the attendees to decompress, take a breather and relax, amidst the highly-energetic and lively environment of the conference. The Zen Room is part of the Five Senses Sanctuary housed at the hotel's 9<sup>th</sup> floor, which featured a Japanese tea experience with Sakai-based tea company Tsuboichi, as well as activation opportunities with ALL, Accor's Loyalty Programme, where both guests and conference attendees enjoyed opportunities to win hotel stay vouchers and dining experiences from Accor's network of hotels in Japan.



*(From L – R): The Swissôtel Zen Room features a relaxing sensory experience, complete with audiovisual representation of Japan's four seasons, calming local scents and peaceful spaces for sitting and sleeping; Matcha tea experience from century-old teamaker Tsuboichi Tea*

To close the convention, Accor hosted a Brunch on the 26<sup>th</sup> of October inviting 100 guests including members of the media, IGLTA Board Members, and key individuals in LGBTQ+ travel. Anne-Sophie Beraud, Accor SVP Diversity, Inclusion & Social Care discussed the group's commitment for the LGBTQ+ community and milestones achieved in the improvement of employee working environment. The hotel's Director of Marketing, Mariangela Silvestre, also shared Swissôtel Nankai Osaka's LGBTQ+ initiatives for the past few years since receiving the IGLTA accreditation, including efforts in developing dedicated packages for LGBTQ+ Wedding Dedications. Phyllis Yeo, Accor Director of Sales Luxury & Lifestyle in Japan, South Korea and South East Asia also shared Accor's growing pipeline of hotels across the region. Resident Drag Queens from the hotel's

NAMBAR10 Retro Bar where monthly drag shows are held livened up the brunch with showstopping performances, and concluded the event with a raffle draw featuring stays in Accor Japan properties – Mercure and Grand Mercure Hotels and Resorts, Novotel Nara, Mercure Tokyo Hibiya, Mercure Tokyo Haneda Airport, ibis Osaka Umeda, MGallery Sapporo, Mercure Kyoto Station, and the upcoming Fairmont Tokyo.



*(From L – R): Accor SVP Diversity, Inclusion & Social Care Anne-Sophie Beraud with Swissôtel Nankai Osaka General Manager Shane Edwards opening this year's Accor Brunch; NAMBAR10 Retro Bar Resident Drag Queens SooFae SooFierce and Madzam Aika perform at the Accor Brunch*

Celebrating diversity, the hotel's monthly Faerie Drag Queen show also held a special Osaka Pride Week edition, its biggest show ever on 26 October, featuring 7 Drag Queens from around Japan. Hosted by SooFae SooFierce, the hotel's biggest drag queen show ever also included Madzam Aika, Kira Kira, Fanny Fried Rice, Natto Maki, Vovoka Biche and Gagaka Ichi.



*(From L – R): Performances from Japan-based Drag Queens at Swissôtel Nankai Osaka's NAMBAR10 Retro Bar*

The hotel's IGLTA Convention and Osaka Pride Week celebration concluded with its participation in 2024 Osaka Rainbow Festa held at the Ogimachi Park from 26 – 27 October. Aside from participating in the parade, the hotel along with other participating Accor Japan hotels also set up a booth during the 2-day event, which featured a Gacha-Gacha machine where attendees get a chance to win Accor merchandise, hotel stays and dining experiences from Accor Japan properties.



*Accor Japan booth at the 2024 Osaka Rainbow Festa*

The Swissôtel Nankai Osaka is the first hotel in Asia and the first property under the global hospitality brand Accor to receive the IGLTA accreditation. The accreditation is a standard of assurance launched by the International LGBTQ+ Travel Association to recognise the commitment of travel brands in promoting equality and safety for LGBTQ+ travellers. The programme is based on an 8-criteria assessment which focuses on LGBTQ+ inclusivity efforts of travel brands, an all or nothing approval required to be met, subject to annual renewals.