

# LGBTQ+ U.S.-MEXICO TRAVEL AND TOURISM FORUM



June 22-23, 2022



Register by  
May 31, 2022



**NO COST**  
for California businesses



Virtual

## CALLING CALIFORNIA BUSINESSES AND TOURISM AUTHORITIES!

The California Governor's Office of Business and Economic Development (GO-Biz) is supporting California tourism authorities and small businesses who are interested in the Mexican tourism market to attend the first ever **LGBTQ+ U.S.-Mexico Travel and Tourism Forum**, a virtual event that will promote inclusion, economic development, and travel to the U.S. hosted by the U.S. Commercial Service.

### WHY JOIN?

Travel and tourism represent one of the top service exports for both the U.S. and Mexico, and its benefits reach a wide array of industries and subsectors. Additionally, multiple studies show that LGBTQ+ individuals are often considered strongly entrepreneurial, own businesses, and dedicate a significant amount of resources to leisure activities such as tourism. This forum represents an unparalleled opportunity to support post-pandemic economic recovery and promote the development of minority communities within the United States and Mexico.

### BENEFITS INCLUDE:

- Virtual presentations and roundtables to discuss the Mexican LGBTQ+ travel market and its interests.
- 20-minute presentation slots to promote your LGBTQ+ friendly destination or business to the Mexican travel and tourism industry
- Inclusion of your destination or business in the LGBTQ+ Travel and Tourism Services Providers Directory

### California Offer:

No-cost participation for California tourism operators, authorities, and small businesses (first-come-first-served)

To register, email  
[juancarlos.ruiz@trade.gov](mailto:juancarlos.ruiz@trade.gov)



### Questions:

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