



Press Release

Tourism chiefs seek ideas for measuring tourist behaviour in 22,000€ competition

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Tourism chiefs are calling on the LGBT community for ideas of how to discover what people get up to on their holidays.

In a competition with prizes worth 22,000€, the Gay European Tourism Association has teamed up with the Lisbon MBA and the Portuguese Tourism Board to find new ideas and technologies for measuring the behaviour of holiday makers when they visit countries and cities.

The competition is seeking to create new tools that allow measurement of tourist behaviour, such as where they go, what they do and how much they spend. The competition is also looking for innovative mechanisms for collecting and analysing data, such as crowd sourcing and data mining of social networks.

The winning entry will receive 10,000€ cash or an 18,000€ scholarship for the Lisbon MBA. Two runners up will receive 2,000€ cash. All three will be invited to present their ideas at a conference in Lisbon in September

“LGBT tourists are a hugely important part of the \$1.5 trillion tourist economy, spending over \$200 billion annually” said Carlos Kytka, GETA’s Executive Director. “If we are going to enhance their experience and improve the facilities and services offered to them we need to have good data so that companies and destinations can make evidence-based improvements”.

The competition is part of GETA’s “Promoting Innovation in LGBT Tourism” programme which has already seen initiatives such as the launch of Europe’s first LGBT language school holidays and partnering with the UK’s Foreign and Commonwealth Office to provide official safety guidance to LGBT travellers.

Details of the competition can be found at www.thelisbonmba.com/news/tourism-innovation-competition. Closing date for entry is August 31st 2015.

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GETA

- The Gay European Tourism Association exists both to help businesses and organisations involved in gay tourism to prosper and to help gay tourists have the best possible holiday in Europe.
- GETA has over 4,200 business members worldwide. Membership of GETA is free to businesses and organisations involved in European tourism who agree to the GETA Pledge to welcome gay, lesbian, bisexual and transexual customers and treat them with the same respect that they treat all their customers.
- GETA's consumer website www.gaywelcome.com is the most comprehensive guide for gay travellers in Europe.
- You can see more about GETA at www.geta-euope.org

GETA's Innovation Programme – “Promoting innovation in LGBT tourism”

- Promoting and supporting innovation in LGBTI tourism is a central GETA objective. GETA's innovation programme includes -
 - Creating the web's first pan-European LGBTI travel website www.gaywelcome.com
 - Launching Europe's first LGBTI language school holidays in Spain in partnership with Sign-UP
 - Partnering with the UK Foreign and Commonwealth Office to launch the first official safety guidance to LGBTI travellers
 - Creating the first comprehensive guide to LGBTI cruises, tours and holidays in Europe
 - Launching the travel section of the world's first LGBTI professional employment hub in partnership with myGwork
 - Launching the first multi-national LGBTI marketing service in partnership with global PR agency, Grayling
 - Partnering with the European Travel Commission to produce guidance to travel professionals worldwide wishing to serve the LGBTI market
 - Creating the world's most comprehensive LGBTI media directory for business members

- Partnering with Lisbon MBA and the Tourist Board of Portugal in a competition to find innovative ways to collect and measure data on the behavior of holidaymakers.

The Lisbon MBA

- The Lisbon MBA is a joint-venture between Nova SBE and Católica-Lisbon – the two leading business schools in Portugal.
- This partnership includes a two year part-time MBA and an International full-time MBA, in partnership with MIT’s prestigious Sloan School of Management.
- According to the 2015 Financial Times Top 100 Global MBA Rankings, The Lisbon MBA International is the 36th best MBA program in the world (and the 13th in Europe), the 2nd in “International Course Experience” and the 3rd in the “Value For Money” category.
- And the Financial Times European Business School Ranking 2014 placed The Lisbon MBA Part Time as the 50th best Executive MBA in Europe.
- The Lisbon MBA provides a platform where talented, ambitious and high-flying students from all over the world may meet and engage in active learning, interacting with top notch faculty.

Turismo de Portugal

- Turismo de Portugal is Portugal’s central public authority responsible for promotion, enhancement and sustainability of Tourism activities.