



You don't have to paint your hotel pink says Gay European Tourism Association

The Gay European Tourism Association issues five top tips for making gay people feel welcome in your hotel

The Gay European Tourism Association today issued its five top tips to hoteliers to ensure that their gay guests feel welcome.

"Like everyone, gay people just want to be treated professionally and be made to feel welcome" says Carlos Kytka, Executive Director of GETA, who has 15 years experience in managing five star hotels in Europe. "You don't have to paint your hotel pink to make gay people feel welcome. It's really just common sense"

GETA estimates that gay Europeans spend over 50 billion euros annually on travel while gay Americans spend over \$64 billion.

"Gay travellers are great for hotels" said Carlos. "With no children they tend to have higher disposable incomes, they travel more than their straight friends and they are not restricted to school holiday travel times".

GETA's five top tips are

1. Give all your guests the same warm welcome, whoever they are.
2. Be professional, not judgmental, particularly when checking in. You don't need to ask whether two people of the same sex really do want a double bed. Just ensure that all the reservation details are correct. "So, that's one double room for three nights?" You should not suggest that they might have made a mistake by booking a double bed. They will soon tell you if it's a mistake.
3. Make sure your in-room greeting, such as a welcome letter or TV message, does not welcome Mr and Mrs when it is clearly Mr and Mr or Ms and Ms.
4. Extend to same sex-couples all the benefits you extend to others. Same-sex couples should, for example, be eligible to the same Valentine and newly-wed packages.
5. Receptionists and concierges should be able to answer the question "do you know where the nearest gay bar is?" A quick check on the Internet will give you an overview of the gay life in your town or city

Just these five tips will ensure that your gay guests feel welcome and will have a great stay at your hotel.

See [GETA-Europe.org](http://www.geta-europe.org) for the full article “Do I have to paint my hotel pink to welcome gay travellers?” with more tips and common sense advice from GETA’s Executive Director.

<http://www.geta-europe.org/guru-appealing-001.php#.USzU56Wsh8E>

Ends

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GETA

The Gay European Tourism Association (GETA) helps all businesses and organisations involved in gay tourism in Europe to prosper and grow.

It does this by helping members to improve their offering to gay people and to win more customers through effective marketing and networking.

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 agree to treat them with the same respect that they treat all their our customers.

www.facebook.com/gayeuropeantourismassociation

Gay Welcome

Gay Welcome the official consumer website of GETA. It is the most comprehensive website for gay tourists in Europe. It can be seen at www.gaywelcome.com

Gay Welcome lists over 3500 gay and gay friendly hotels and guest houses throughout Europe, the largest number of any gay and gay-friendly accommodation listing in Europe.

It also contains gay destination guides, an events calendar and a travel shop.

Gay travellers can rate and comment on hotels, destinations and attractions.

www.facebook.com/gaywelcome

Carlos Kytka

Carlos has a background in luxury hotel management in Vienna, Berlin and London. He has degrees in hotel management and tourism marketing from the Federal University of Rio de Janeiro, Modul Hotel Management School in Vienna and Cornell University in New York. For three years he was the European Ambassador for the International Gay and Lesbian Travel Association (IGLTA) establishing its European presence.

Carlos Kytka is available for interviews in English, German, Spanish, and Portuguese