

# GETA

## Gay European Tourism Association

**T**he Gay European Tourism Association has recently been launched under the Directorship of **Carlos Kytka**, a veteran of gay tourism. He has managed five star hotels in Vienna, Berlin and London having earned degrees in Hotel Management and Tourism Marketing from Cornell University and the Universities of Rio de Janeiro and Vienna. For three years Carlos was the IGLTA's European Ambassador. He is fluent in seven languages.

### Q. What is the main objective of GETA ?

GETA is here to help all businesses and organisations involved in gay tourism in Europe to prosper and grow. Our membership currently stands at over 3800 businesses including gay and gay friendly hotels throughout Europe, travel agents and tour operators from around the world who arrange holidays for gay people in Europe and other interested companies and organisations.

GETA is totally inclusive. There is no fee for basic membership. All we ask is that members honour the GETA pledge to welcome gay, lesbian, bisexual and transsexual customers and agree to treat them with the same respect that they treat all their customers.

### Q. Please specify the economic impact of your Membership to the Tourism world in general?

One of GETA's main aims is to ensure that there is a greater understanding of the value of gay tourism in Europe. By

showing businesses, gay and straight, how important gay tourists are we can encourage them to do more to welcome us and make us feel good.

So we looked, for the first time ever in detail, at the amount that gay Europeans spend on tourism. We estimate this to be around 50 billion Euros each year. Add this to the estimates for the USA and the rest of the world and you are looking at a market that spends in excess 150 billion Euros each year on tourism.

And just as importantly, because most gay people don't have children, we have more disposable income to spend on holidays and we can travel all year round.

We are a great group of people for the tourism industry to welcome.

### Q. How do you measure the success of your Association?

We have a very clear way of evaluating our association's success. Do we help our members to grow their businesses? If the answer is yes, then we are doing well. If something is not going to help our members grow their businesses then we won't do it. We use this to assess everything we do before and after. So we have great communications with our members, listening to what they say and giving them the help, advice and support they ask for individually. It's a very personal service, tailored to each member's specific needs.

### Q. Beside gay tourism companies you also attract members from the non-gay tourism industry?

Absolutely. In Europe there are not as many exclusively gay hotels and resorts, as you tend to get in America. So our aim is to ensure that mainstream hotels welcome gay people just as much as they welcome our straight friends.



**Carlos Kytka**



**Q. What strategies you have adopted to get members ?**

We have three distinct elements to our activities which help to attract and keep members. First we help companies to understand the size, characteristics and importance of the gay tourism market so that they want to make an effort to welcome gay tourists. Secondly we advise members how to make their products and services welcoming to gay people. And thirdly we help them to promote themselves to gay tourists.

This last element is really important for members. They want to get more customers. So we have recently launched [www.gaywelcome.com](http://www.gaywelcome.com) which is the biggest and most comprehensive consumer website for gay tourists in Europe. It lists over 3,800 gay and gay friendly hotels throughout Europe, it has gay destination guides and the most extensive European events guide for gay tourists.

Over time our unique GETA Guru is building into a great resource of articles, research and advice for members on each of these three elements.

And our GETA Gay Media Guide gives our members all the information they need about all the major worldwide gay media.

**Q. Do you get enough support from government to promote tourism through your associations?**

It depends where you are talking about. Most governments see the benefits of tourism to the world economy. The communiqué following the G20 Summit in 2012 specifically highlighted the importance of tourism and the commitment of governments to work together to encourage and enable greater worldwide travel. And in Europe many governments and destinations, particularly in Western and Central Europe, have understood the importance of the gay tourism market and are keen to work with us. But in some places it is more difficult. Russia, for example, is currently taking backwards steps in gay equality. But it is up to us to keep showing the economic importance of gay tourism.

**Q. What can GETA offer to non-European companies?**

If your company relates in any way to Europe and tourism then you can join GETA. You may be a tour operator, travel agent or airline that operates into and around Europe. Or a gay magazine anywhere in the world who's readers are interested in Europe. Everyone interested in gay tourism in Europe is welcome at GETA.

You can see more about us at [www.Geta-europe.org](http://www.Geta-europe.org).



**GETA**  
Gay European  
Tourism Association



OVER 3,900 GAY AND GAY-FRIENDLY HOTELS & GUESTHOUSES ACROSS EUROPE

100s OF GAY EVENTS

EVERY EUROPEAN CRUISE

GAY DESTINATION GUIDES

[www.gaywelcome.com](http://www.gaywelcome.com)

gaywelcome  
Europe's gay travel website

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