



New global recruitment hub for LGBTI travel professionals launched

LGBTI professionals in the tourism industry can link-up with travel companies worldwide thanks to a new partnership between The Gay European Tourism Association and the LGBTI recruitment website, myGwork.com

myGwork, which promotes itself as “a LinkedIn for LGBTI professionals”, was established last year by twin brothers Adrien and Pierre Gaubert in response to problems experienced by LGBTI employees. The site allows LGBTI professionals to create profiles and companies to post job opportunities.

The new partnership with GETA will help to create a tourism element to the website, linking GETA’s 4,200 business members to its thousands of LGBTI consumers as well as gay professionals throughout the world. It is open to businesses and LGBTI professionals worldwide.

“As Europe’s authority on LGBTI tourism, we place innovation at the heart of our activities” said Carlos Kytka, Executive Director of GETA. “In recent months we have helped launch Europe’s first LGBTI language courses in Spain, partnered with the UK’s Foreign and Commonwealth Office to publish LGBTI travel advice and created the first multi-national LGBTI travel marketing service in collaboration with one of the world’s top PR agencies. This new initiative with myGwork is another advance in improving LGBTI travel in for businesses, employees and travellers”.

Pierre Gaubert said “myGwork exists to empower LGBTI professionals and we hope our partnership with GETA will help us meet this commitment in the tourism industry“

You can see more about myGwork at www.mygwork.com

myGwork

myGwork is the global social recruitment & networking hub for LGBTI professionals, graduates and organisations to promote more diversity & inclusion in the workplace
myGwork helps organisations

- show their support to LGBTI employees
- Recruit a more diverse workforce
- Showcase diversity and inclusion initiatives

myGwork helps LGBTI professionals and graduates

- Find employment in inclusive organisations where they will be able to be themselves
- A networking platform to make business connections and benefit from; peer to peer ;mentoring
- Strengthen bounds between the LGBTI professional commun

GETA’s Innovation Programme – “Promoting innovation in LGBTI 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