



A new way for LGBT tourists to discover the real Europe GETA partners with Trip4real

The search is on for gay people who love to show their home city to visitors and want to earn money doing so.

Just as Airbnb has transformed the holiday accommodation market by allowing local people to link up with travellers looking for a place to stay, trip4real is providing a similar platform to let local people offer tailor-made tours and creative experiences for tourists all across Europe.

Travellers can make real connections with their hosts, discover local trends and immerse themselves in the culture of their destinations. Whether it's learning to make home-made pasta with a local chef in Rome or sailing to Sitges from Barcelona with your own captain, trip4real makes it easy for locals to make money as guides and for travelers to discover the best of a place at any price point.

Now the Gay European Tourism Association (GETA) has joined forces with trip4real to encourage gay people to sign up as guides to create and promote their own unique experiences to tempt travellers. It could be a gay person's guide to the best parts of their city or a tour of their city's gay life. Local guides can make up to 700 euros a month.

GETA encourages gay travelers to use trip4real as a portal to meeting local LGBT people to discover new destinations.

Launched in 2013 in Barcelona, trip4real is now Europe's premier peer-to-peer experiential travel website, with 40,000 users in 50 cities and 4,000 activities, from jet-skiing to mushroom-picking, to a night on the tiles with a local DJ. The site has since expanded to London, Lisbon, Rome, Paris and the Netherlands.

Carlos Kytka, the Gay European Tourism Association's Executive Director, hailed the partnership as a great move forward for LGBT tourism in Europe. "GETA's key programme of promoting innovation in LGBT tourism is designed to encourage new ideas which give gay tourists the best possible holiday in Europe. Our new partnership with trip4real gives gay travellers the opportunity to discover the real culture of a city they are visiting, guided by local gay people. And it gives local gay people the chance to make good money, show of their city and meet other gay people from around the world".

Trip4real founder and CEO, Gloria Molins said "From the start we have had some amazing experiences designed by and for gay people which have been very popular and among the best in terms of quality. This new partnership with GETA will allow us to introduce trip4real to new travelers and offer a variety of trips and experiences throughout Europe"

You can sign-up as a local guide or check-out local tours and experiences throughout Europe at www.trip4real.com. Trip4real is offering new travelers a 15% discount to use on their first booking. Enter the code GETA_summer at checkout.

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About GETA

The Gay European Tourism Association exists to help businesses and organisations involved in gay tourism to prosper and also 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.

About Trip4Real

Founded in 2013, trip4real is a community marketplace where people can list, discover and book tailor-made tours and creative experiences across Europe. Whether it's a street art tour of London's east end, or a motorcycle adventure across the Pyrenees mountains, trip4real makes it easy for locals to make money as guides, and for travelers to discover the best of a place at any price point. Visit www.trip4real.com for more information.