



#ProudlyPortugal campaign was born from Variações - LGBTI Business & Tourism Association of Portugal initiative, as a project that intends to undertake specific actions to promote Portugal as a tourist destination for the LGBTQ community, transmitted through digital and media channels. The purpose is to reflect the expression of the Portuguese LGBTQ community, and its dynamism and, above, all, the distinctive spirit of hospitality and welcoming character of the Portuguese society. The #ProudlyPortugal campaign aims to boost the sustained growth of LGBTQ-based economic players by promoting business and investment, particularly in the area of tourism and will be supported by:

- Promotion of reciprocal economic cooperation actions;
- Prospecting for new LGBTQ tourist markets;
- Professional qualification of agents to better respond to the specifics of this public;
- Participation in international holidays and events to promote Portugal as an LGBTQ destination;
- Collaboration with official, governmental, economic, social and cultural entities in the definition of national policies for the sector;
- Articulation with similar international institutions.

The Promotor of the Project

Variações - LGBTI Business & Tourism Association of Portugal affirms itself as a business association on the economic sector with services and products targeted to the LGBTQ community. This association intends to promote Portugal as a touristic and investment destination alongside the same community. Variações wants to develop initiatives on the tourism sector, regarding educational and informative actions, but also wants to raise and incite the investment, both extern and intern, of Portugal as a commercial spot and LGBTQ reference destination.



Mission

#proudlyportugal initiatives wish to awake the curiosity of each LGBTQ visitor, resident and investor to discover Portugal and all its wonders.

Vision

The #proudlyportugal campaign wants to bring prosperity to Portugal, reinforcing diversity acceptance.

Values

All the defined actions within #proudlyportugal campaign have the following values into account:

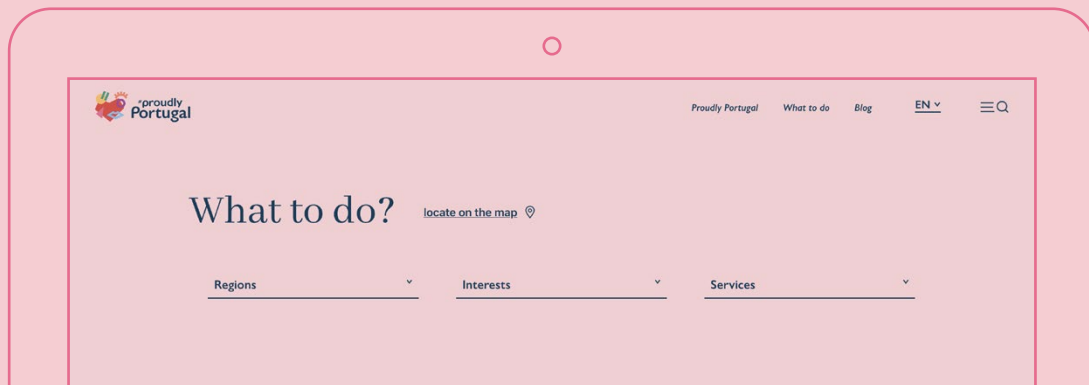
- Optimism • Entrepreneurship • Transparency • Inclusion • Freedom • Love • Safety • Reinvention • Empathy • Movement • Respect • Empowerment

Visit the website

www.proudlyportugal.pt

Submission Conditions

As part of the Proudly Portugal project, a digital platform was created that aims at the promotion of Portugal as an LGBTQ-friendly touristic destination: a place to share Portugal's natural and vibrant beauty, but also the services in the hospitality, catering, leisure and other sectors which offer is specifically LGBTQ-oriented.



I. To appear listed on Proudly's Portugal directory, you should fill out the submission form on the project's website through URL (www.proudlyportugal.pt/info/request-for-directory/) or by clicking on the link at the bottom section of this page, that will provide you all the requested data.

II. The directory submission has an associated cost of 250€ per company (annually). In case you want to make more than one application per company (i.e. if you have more than one establishment), the cost of an additional subscription is 100€, annually (i.e. a company with five establishments pays 250€/year for the submission of the first one, adding a 100€/year fee for any additional establishment).

III. VAT, at the legal rate in force in Portugal, must be added to the values presented in this price description.

IV. The application is subjected to prior approval by Variações - LGBTI Business & Tourism Association of Portugal.

For any related questions to the submission conditions, please send an e-mail to info@proudlyportugal.pt

Submit your business

Do you want to be listed on Proudly's Portugal directory as a suggestion for everyone who looks for unique, fun and memorable experiences in Portugal?

[click to access the submission form](#)

