

Methodology

Final Ranking = Marriage Rights + Pride Celebrations + Dating + Travel + Nightlife

This study was carried out by [ABCD](#) on behalf of Airbnb in May 2018. In order to achieve an overview of the best pride destinations in 2018 it was vital to have the right amalgamation of factors relating to the popularity and openness for LGBT travellers. Through a process of elimination from an original list of over 100 cities with the highest Pride attendance, we created a shortlist of 46 cities from around the world for our final ranking. These 46 cities were selected and ranked based on the following criteria: Marriage Rights, Pride Celebrations, Dating, Travel and Nightlife. This study is representative of the best destinations for pride and LGBT visitors, with a final selection of 46 best cities.

Marriage Rights

The destinations are classified according to when they legalised same-sex marriage, with cities with a long standing legal status ranked at the top and cities who have only just recently introduced equal marriage right ranked at the bottom. With the highest ranking being awarded 200 points, the ranking was systematically awarded points ranging from 200 to 10, resulting in a top 20 and a total amount of 2100 points awarded.

Pride Celebrations

In order to calculate a ranking in this category, the average attendance for pride celebrations in each respective city (2017-2018) was used to rank cities from highest to lowest. The ranking based on average attendance was then scored, by using a maximum of 200 points for the highest attendance, down to 10 for the lowest attendance in steps of 10. This ranking produced the top 20 cities for pride celebrations.

Tinder Dating

The data sourced for the LGBT Dating score was extracted from internal data from Tinder. The maximum number of points was 200 and was distributed in intervals of 10 by ranking the amount of LGBT people using Tinder in the respective city. Data included 15 cities in total, so points were distributed ranging from a maximum of 200 to a minimum of 60, with a total of 1950 points being awarded.

Travel

In order to calculate this score a number of elements were observed and scored, the sum of which equals the total travel score. By using internal Airbnb data, the following factors were scored; Number of LGBT mentions in Airbnb guidebooks, Airbnb guest arrivals for pride week, Airbnb guest arrivals of pride parade, number of active LGBT Airbnb experiences and the total number of LGBT experience bookings dating since 01.01.2018. Each factor was given an individual scored ranking for each city, which were then added to equal the sum of all factors. The ranking of the total sum was then, in turn, ranked by giving a maximum of 100 points to the highest sum, decreasing at intervals of 10 down the ranking. Cities with identical total sums, were awarded the same amount of points in the final ranking.

Nightlife

In order to calculate a city's nightlife score, cities were classified according to the number of LGBT bars in the city. The maximum number of points being 200, the city with the most LGBT bars and clubs was awarded the maximum amount of points, with the thereafter following cities being awarded the next available number of points at intervals of 10. In total 2100 points were distributed.

Final Ranking

To calculate the final ranking, we added up every point for each city in their respective categories. There is a total of 9000 points distributed to the different cities.