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Launch of the first hotel ‘brand’ for gays and lesbians

Berlin, March 6th 2008 – The ITB International Tourism Fair in Berlin marks the official launch of the Attitude Hotels brand, by its founder Pedro Castro. Attitude Hotels sees itself as the “the place to stay” for discerning gay and lesbian travelers in search of quality. All hotels operating under the Attitude Hotels brand guarantee a warm welcome and high level of service which has been tailored to the needs of gays and lesbians. www.attitudehotels.com allows travelers to book and choose their hotel stays out of 3 categories: Attitude Premium, Attitude Comfort and Attitude Value.

‘Community Marketing’, a company specialized in gay and lesbian marketing estimates the value of American market of gay and lesbian travelers in 2007 at 65 billion dollars¹. The English report ‘Outright 2006’² points out that the average salary of the gay population is greater than that of heterosexuals. Marketing experts call this gay and lesbian market, DINK (Double Income No Kids): and they spend their extra time and disposable income on travel. 77% of gay and lesbian travelers say that they purchase their overnight stays – estimated at an average of 14 nights/year – via the internet³. Pedro Castro has decided to launch Attitude Hotels, following some of his own disappointing travel experiences after finding out how difficult it is to find good gay properties. Realizing that the ‘gay-friendly’ approach is not enough, Pedro Castro, a gay upwardly mobile professional, has developed a much more authentic and ‘gay natural’ concept.

Attitude Hotels is a unique selection of hotels, Inns and B&Bs, all created, designed and developed to satisfy, in particular, gay and lesbian travelers. The portfolio of hotels under the Attitude Hotels brand guarantees quality standards and service levels which are clearly defined, as well as authenticity and a totally “gay natural” experience. The objective is to provide gays and lesbians with a quality brand that meets and exceeds their expectations. In order to help users make the right choice, Attitude Hotels has defined three categories:

- Attitude Premium : luxurious accommodation; exceptional ambience and unparalleled service
e.g. Royal Palms, Berns Hotel, Masia Casanova
- Attitude Comfort : superior accommodation; sophisticated ambience and gracious service
e.g. Legends Hotel, Haus Romeo, Hotel Königshof
- Attitude Value : attractively priced; casual ambience and practical service
e.g. Stars Guesthouse, Liberty Hotel, Connection Guesthouse

1 | 12th Annual Gay and Lesbian Tourism Study, 2007 by Community Marketing, Inc at www.communitymarketinginc.com

2 | Outright 2006 survey commissioned by Channel 4, OMD Insight and Gaydar Radio at www.outrightresearch.co.uk

3 | 12th Annual Gay and Lesbian Tourism Study, 2007 by Community Marketing, Inc at www.communitymarketinginc.com

Attitude Hotels also clarifies the type of clientele: “gay”, “lesbian”, “gay and lesbian” or “straight-friendly”. This whole philosophy is reflected in the choice of name for the Attitude Hotels brand. We associate the word “attitude” with ‘savoir vivre’, knowing how to behave authentically and naturally with others.

This is how Pedro Castro, the founder, analyzes the market: *“At present we know that lesbian, gay and straight-friendly hotels are in the hands of independent owners and small hotel chains. This area of the market is suffering from a lack of recognition, promotion and certification at international level. The fragmentation of the market means that its main players do not have the necessary means to grow commercially. From now on, the Attitude Hotels brand provides these owners with the technological, marketing and commercial opportunity to promote their hotels and their specific approach.”*

From its inception, Attitude Hotels will offer a selection of over twenty-five hotels in Austria, Belgium, Czech Republic, France, Germany, Hungary, Malta, Netherlands, Portugal, Spain, Sweden, Switzerland, UK and the USA. By next year, the objective is to propose a selection of over 100 hotels worldwide. At its launch the internet site will only be accessible in English. www.attitudehotels.com enables all internet users to book their overnight stay directly online thanks to a booking engine developed by the German IT company, TourOnline. This site, providing information and reservation facilities, is also a great opportunity for small hotels and other establishments who otherwise lack the financial capacity to set up and manage an online reservation system themselves.

And Pedro Castro adds: *“There is huge scope for development. In the short term, Attitude Hotels hopes to increase its selection of hotels, first in France, Italy, Greece and Spain. Thereafter, we will concentrate on providing a wider variety of travel possibilities in North America. From a technological point of view, our intention is clear: an online innovation for hotel members and users. From May, a new unique function will be added...watch this space. Finally, regarding partnerships, Attitude Hotels aims to be THE authentic, professional platform for communication between dynamic destinations and the gay and lesbian traveler community. The first example of this, with a Scandinavian city, will be announced as soon as tomorrow. To be continued...”*

John Tanzella, Executive Director of the Gay and Lesbian Travel Association (IGLTA – www.iglta.org) says: *“I am aware of strong demand from gays and lesbians for quality hotels which are closer to their lifestyles. As it stands today, gay and lesbian customers have difficulty finding the hotel product that suits them. I think that Attitude Hotels provides the answer to this problem.”*

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Attitude Hotels is a 100% gay-owned independent company headquartered in Zurich, Switzerland. The founder and managing director of the company, Pedro Castro, is a gay man who has spent nearly 10 years working in marketing, brand and distribution in the tourism industry, with particular focus in the hotel and airline industries. Pedro Castro is a truly global citizen who fluently speaks five languages. For more information, please go to www.attitudehotels.com