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Attitude Hotels says “Buongiorno!” to Italy and expands in France

Zurich – April, 15th 2008. Attitude Hotels has penetrated a new market. The brand for gay, lesbian and straight friendly hotels is proud to present Residenza del Moro and Albergo Pietrasanta, the first Italian hotels to be represented by Attitude Hotels in Italy. At the same time, the brand expands its offer in France by two more properties in two new regions: Provence and Dordogne.

The two independent Italian hotels now added to the premier collection of Attitude Hotels, the Attitude Premium collection, are also part of Small Hotels of the World and they are both located in the beautiful region of Tuscany. Residenza del Moro is a deluxe 16th century former Palace that provides gays and lesbians as well as other guests with unrivalled and outstanding personal services. Each of the 11 suites has been magnificently decorated with exquisite antiques, delicate and precious fabrics; they all retain their own period details, stuccos and frescos. The Residenza is situated in the historical centre of Florence, the city of Renaissance and Art. The Albergo Pietrasanta is nestled in the hills of the Tuscan region of Versilia, Italy's favorite gay and lesbian beach resort. The Albergo is situated in a 17th century palace in the historical center of the town, a few steps far from the cathedral and the medieval square. The Lecciona beach, with a huge crowd of gays and lesbians, is within short driving distance.

Barbara Pardini, General Manager of both properties, declares: *« ever since becoming General Manager at Residenza del Moro and Albergo Pietrasanta, I have pioneered a authentic and welcoming service with my team for our gay and lesbian travelers in a time when that was still new in our region – and that was just four years ago! Attitude Hotels will enable us to provide a more targeted service, including a variety of packages, for the discerning gay and lesbian traveler who wishes to experience Tuscany in great style. Gays and Lesbians from all over the world will now know where to stay when they come to our region. »*

Pedro Castro, managing director of Attitude Hotels, strongly believes that these two properties *« will allow gays and lesbians to discover Tuscany in its full splendor. They can combine a holiday of art, culture, beach and sun all at the same time. In Florence, travelers can discover the history, opera festivals and art fairs and then head to Versilia where they can relax, party and enjoy the beautiful beaches of Tuscany. Finding properties that welcome gay and lesbian travelers can be sometimes difficult in certain regions and countries. I am proud to have these properties among our members, in particular with their tradition of creating special same-sex honeymoons and proposal ceremonies. If I wanted to propose, I couldn't think of a better place to do it than the beautiful “Suite del Giardino” at the Residenza Del Moro. Now that I have found the place, I just need to find the husband. »*

The two new properties added in France are both located in the beautiful French countryside: Domaine les Roulllets, owned and managed by a Dutch gay couple is in the heart of Provence; Domaine de la Millasserie, owned and managed by a French-American gay couple opens up the southwestern region of Dordogne to gay and lesbian travelers. These regions are well served with low-cost nonstop services from several European cities.

Attitude Hotels is strongly investing in expanding the brand to foreign markets. Italy is the 15th country where the brand has a presence. For more information and bookings on the 4 properties, please check www.attitudehotels.com

Attitude Hotels the first collection of worldwide gay, lesbian and straight-friendly hotels, bed and breakfasts and guesthouses based in over 20 destinations in 15 countries. With 30 hotels in its portfolio, divided into three categories (Premium, Comfort and Value), it is rapidly establishing itself as the leading reference for gay and lesbian travelers. Headquartered in Zurich, Switzerland the Company is currently working on its North American expansion.