

Press contact Attitude Hotels
Pedro Castro
Cell phone during the ITB (March, 5th-10th): +49 176 28316381
Cell phone: +41 78 915 00 76
pedro.castro@attitudehotels.com

Press contact Stockholm Visitor's Board
Christina Guggenberger
Cell phone: +46 730 838 533
Christina.Guggenberger@svb.stockholm.se

Partnership between Stockholm and the new gay and lesbian brand Attitude Hotels

Berlin, March 7th 2008 – The Stockholm Gay Network project within the Stockholm Visitors Board will officially announce its partnership with the first gay and lesbian hotel brand 'Attitude Hotels' for EuroPride 2008 at the ITB Berlin international tourism fair.

The aim of the Stockholm Gay Network is to promote Stockholm as a favorite destination for gays and lesbians via Attitude Hotels. Following Madrid in 2007 which welcomed more than two million participants, Stockholm will host EuroPride 2008 on July 25 – August 3. The city of Stockholm has chosen Attitude Hotels not only to promote this event but also to attract more gays and lesbians to the capital in the long term.

Mrs. Christina Guggenberger, Project Manager at Stockholm Visitors Board, points out: "Reaching the gay and lesbian population is one of our priorities. Finding the best way to target these visitors is a challenge. We think that Attitude Hotels is one of the appropriate ways of reaching our objective.

www.attitudehotels.com offers, in exclusivity, the Bern's hotel, a luxury Attitude Premium Hotel full of character. Situated right in the city centre, the Bern's Hotel is also the 'gay place to be' in Stockholm.

Pedro Castro, the gay founder of Attitude Hotels, says: "The newly launched Attitude Hotels label clearly meets the tourism needs of both the traveler and the destination. Moreover, I personally feel that Stockholm has everything to attract gays: a city rich in architectural interest, wild nightlife and most importantly handsome Vikings"

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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