

Press Contacts:
Attitude Hotels
Pedro Castro
Cell phone : +41 78 915 00 76
pedro.castro@attitudehotels.com

Matchmaker, Matchmaker... With the Gay/Lesbian Attitude Hotels Brand, Find Out Ahead of Time Who You Could Be Sleeping Next To!

Zurich – June, 18th 2008. The reservations engine of Attitude Hotels, the world's only gay-and-lesbian-oriented lodging brand, has just rolled out another revolutionary first: the hospitality world's first "matchmaking" function. Guests who book through www.AttitudeHotels.com have the option of posting their profiles and stay dates, which can then be accessed by other guests or even interested locals.

When booking a room, guests will be asked if they'd like their visit, including arrival and departure dates, to be posted on the section of the Attitude Hotels web site called "Who's At the Hotel?" By checking off "Yes, display my visit," guests can make their stay dates and hotel available for search, in addition to links to their existing profiles on social networking sites such as MySpace, Facebook and GayRomeo. Any visitor to www.attitudehotels.com can then access this information by searching according to individual property and month. Designed in strict accordance with privacy protection laws, the function was developed by the German company TourOnline, specialists in computer programming for the tourism trade.

Attitude Hotels founder and CEO Pedro Castro notes, "We're all well aware of the massive impact of dating sites and online networks – in fact, we in the gay and lesbian community are web pioneers. So with this "Who's at the Hotel?" feature, Attitude Hotels aims to continue and deepen that pioneering tradition. For gay and lesbian visitors to a new destination, this new function is another remarkable added Attitude Hotels value that will make it easier to make local friends or arrange hookups, whether they're fellow guests or locals. And who knows? It's yet another chance to find Mr. or Ms. Right!"

#####

Launched in March 2008, Zurich-based Attitude Hotels is a rapidly growing international hotel and resort brand that currently covers over 30 hotels, resorts and guesthouses in 16 countries in Europe, North America, and Asia. Its properties, ranging from budget to super-luxe, are chosen not just for their impeccable standards of hospitality but also their superior treatment of and amenities for gay and lesbian guests. Attitude members are a varied mix of gay/lesbian-friendly, gay/lesbian-popular, and gay/lesbian-only. For more information, log on to www.attitudehotels.com