



AXEL HOTELS

BARCELONA ■ BUENOS AIRES ■ BERLIN

PRESS KIT

2012

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INDEX

1. ¿Who are we?

- 1.1 Axels' Origin
- 1.2 Who is who?
- 1.3 Axel in figures

2. ¿What makes us different?

- Our heterofriendly philosophy
- Our vocation for excellence in service
- Our experiential nature
- Our commitment to innovation and Social Media: AxelPeople
- Our spirit in hosting (events)

3. ¿What are our hotels like?

- 3.1 Features of each hotel
- 3.2 Common features

4. ¿What are our clients like?

5. ¿What interesting news will we launch this year?

- 5.1 Results for 2011
- 5.2 New brand agreement Arola – Axel

Among others...

6. Contact details.

1. ¿Who are we?

1.1 Axels' Origin.

Axel Hotels is the first chain in the world addressed to the gay community. The huge success of the Axel Hotel Barcelona, opened in July 2003, was the beginning of a Project that is at present expanding with the opening in 2007 of the second hotel of the chain, Axel Hotel Buenos Aires, and the opening of the third hotel, Axel Hotel Berlin in March 2009.

Juan P. Julià Blanch had dreamed for years of opening a hotel chain addressed to the gay community, his community; design spaces, cosmopolitan and tolerant, a place where the gay scene, diversity and respect would be highly valued. All in all, hotels with a heterofriendly philosophy.

Therefore, it is no coincidence that the first Axel Hotel was opened in Barcelona, one of the must cities for the international gay scene. Following this example, all Axel Hotels are design hotels located in avant-garde and tolerant cities, gayfriendly cities; which is the case of Buenos Aires, gay capital in Latinamerica, as well as Berlin, which gathers the worlds' new trends and where one can breathe the openness of a cosmopolitan atmosphere.

1.2 Who is who?



Juan Julià, *President of Axel Hotels*

Juan P. Julià Blanch studied in ESADE and initiated his professional career focusing on marketing and working for three years for the Japanese firm Sanyo. He then worked for the Spanish multinational tourism company Barceló. In March 2001 he took his first steps in the GLTB market, and in 2003 he founded the first hotel of the chain, the Axel Hotel Barcelona: "It all started with a dream... to open a hotel for the gay world, my world". A cosmopolitan space in which tolerance, diversity and respect would be highly valued.



Albert Olivé i Ferré, *General Director of Axel Hotels*

Albert Olivé i Ferré began his studies at the University School of Hotel Management in Sitges, and at the University School of Hostelry and Tourism CETT. He also holds a post degree in Hotel Management granted by the UAB in Barcelona. His professional career has been marked by the 9 years spent with the Hotusa group, where he worked as Area Manager of Eurostars Hotels, and as maximum responsible for the global operation of a portfolio of 22 hotels in six different countries. At present Albert Olivé i Ferré, manages the chain and is at the head of the important expansion projects foreseen by Axel Hotels.

1.3 Axel in figures

- **Hotels**

Axel has currently 3 hotels:



Barcelona Axel Hotel & Urban Spa

Created in June 2003. Refurbished in 2010.

Located at the Gayxample in Barcelona.

Aribau, 33

08011 Barcelona – Spain

Tel. +34 93 323 93 93

Fax. +34 93 323 93 04

barcelona@axelhotels.com



Buenos Aires Axel Hotel & Urban Spa

Created in November 2007

Located in San Telmo`s area

Venezuela 649

C1095AAM Buenos Aires

Tel. +54 11 4136 93 93

Fax. +54 11 4136 93 94

buenosaires@axelhotels.com



Axel Hotel Berlin

Created in March 2009

Located in Schöneberg

Lietzenburger Strasse, 13/15

10789 Schöneberg – Berlín

Tel. +49 30 2100 28 93

Fax. +49 30 2100 28 94

berlin@axelhotels.com

- **Turnover**

Rooms revenue 2011: 7.457.461 €

Total revenue 2011: 9.383.300 €

- **Ocupation**

240 rooms between the 3 hotels

Rooms sold in 2011: 78.587 rooms

Occupancy average: 89,71 %

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- **Clients' origins:**

Guests Origin	2011		2010	
	Nº Clients	%	Nº Clients	%
Spain	6.217,09	10,83%	4.825,00	10,6%
USA	17.896,36	31,17%	11.322,00	25,0%
France	8.656,36	15,08%	4.676,00	10,3%
Germany	10.368,00	18,06%	10.785,00	23,8%
Italy	1.828,36	3,18%	1.344,00	3,0%
UK	4.981,09	8,68%	4.833,00	10,7%
Argentina	3.002,18	5,23%	2.858,00	6,3%
México	966,55	1,68%	1.350,00	3,0%
Netherlands	2.323,64	4,05%	1.979,00	4,4%
Brasil	1.176,00	2,05%	1.381,00	3,0%
TOTAL	57.415,64	100,00%	45.353,00	100,0%

- **Results of marketing online:**

About 40.000 monthly visits to our web site

11.627 fans in facebook

1.872 followers in twitter

Web Revenue: around 26%

Conversion Rate 2011: 1,35 %

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- **Development Projects : Expansion**

Axel Hotels plans to develop its international expansion project year 2012, through which it aims at exporting the Axel concept to the main cities in the world.

Following the example of Barcelona, Berlin and Buenos Aires, all future Axel hotels are approached from the same point of view: design spaces, in avant-gardist and cosmopolitan cities, open to the world, tolerant and gayfriendly, with a rich history and an exceptional gay ambiance.

In that regard, the markets in which Axel Hotels could be present in the future are the United States, Europe and Brazil, highlighting as main cities New York, Miami, Los Ángeles, San Francisco, Amsterdam, Paris, London, Madrid, Rome, Venice, Rio de Janeiro, Sao Paulo or Sydney.

2. ¿What makes us different?

2.1 Our heterofriendly philosophy

The Axel hotels are free and tolerant spaces in which any one is welcomed, respected and valued without any prejudice. Hotels with a heterofriendly philosophy; conceived, developed and designed for and by gay people, but open to everyone.

In Axel Hotels comfort and wellbeing of guests is our greater commitment; for that purpose we have created a new concept of hotels, in which design and coziness unite, where liberal and cosmopolitan meet, where the client is the real main character.

2.2 Our vocation: excellence in service

Axel is born and continues to grow under the aim of excellence in service. The great customer loyalty of its guests, cosmopolitan and very discerning people, is due principally to the fact that we act according to such criteria. In that regard, in Axel we offer a competitive price-quality relationship, which has allowed us to obtain recognitions such as the prestigious TripOut Gay travel Awards 2010, in the category of best international chain.

2.3 Our experiential nature

Our proposal is not simply to offer hotel rooms. In Axel Hotels we offer global experiences. Staying at our hotels is entering a new world in which one lives with its five senses. In accordance to our advertising campaign "Anything can happen", the revealing and fun people that appear on it represent the different ways of living and experiencing reality that Axel hotels offer.

<http://anythingcanhappenaxel.com>



2.4 Our commitment to innovation and Social Media: AxelPeople

As a result of the experiential character of Axel Hotels and due to our innovation and Social Media commitment, AxelPeople rises as the new social network exclusively for Axel Hotels. This pioneering initiative in the tourism sector was launched in July 2011 with the aim of providing the perfect complement to any stay. With it, Axel customers become members of a "community" where they can interact and share, promoting the interrelationship that already characterizes the environment and activities of the hotels themselves.

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From now on "The walls are optional" because, thanks to AxelPeople, customers can not only interact with other guests, but also can follow the hotel live events, enjoy exclusive promotions and, above all, live an Axel experience. AxelPeople is created to be everywhere, all the time, with everyone.

The guests who make the reservation through our web, mail or telephone are immediately welcome to AxelPeople, where they can see what happen at the hotel before arriving. If the booking is made through another external channel customers will have access to the network once they check-in at the hotel. In the first case, the customer will receive a code that allows him/her to set up the profile (with privacy degree option) and thereafter begin to enjoy a unique, exciting and positive experience.



2.5 Our spirit in hosting

The Axel chain is known to promote a contact network between the clients that stay at the hotel and the local community of the destination. In this way, going to Barcelona, Buenos Aires or Berlin is not just a question of sightseeing or visiting, but also a question of living and feeling. In that regard, we act as hosts of the city and we propose attending the events that best favor the scene:

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- Pool parties. Barcelona and Buenos Aires make the most of their summers with the coolest parties by the pool. Berlin exploits their underground charisma with a variety of parties.
- Show dinners. The best dinner shows are offered regularly at our three hotels.
- Music Seasons. Buenos Aires seduces with its monthly music seasons with concerts of Jazz, Blues, Tango, Bossanova, and more.
- Art Exhibitions, photography, sculpture, etc.
- Products or brand presentations of interest to the Axel clients.
- Collaboration with the outstanding international gay events and parties. And obviously, we are also linked to all outstanding events that might be of interest to our guests.

3. ¿What are our hotels like?

3.1 Axel Hotels around the world

Axel Hotel Barcelona

Has been chosen "best gay hotel in the world" by the readers of the renowned US magazine: The OutTraveler.

The building has clear architectonic references to modern art elements that can be clearly appreciated in its spectacular façade, and that have been respected when refurbishing the building (enlarged in 2010), where the interior design is going for playful contrasts. As a result, the hotel binds the past with the present, and integrates materials that evoke the décor of the past modern art with the most recent elements of actual design.

- **Features:** 105 rooms with *king size* beds, plasma TV, WIFI connection, video menu and room service. Rooms with outdoor view or indoor view to a bright patio with rooms facing each other. Brightness, air conditioning, soundproofing and attention to design.
- **Special rooms:** 4 new magnificent suites with large private terrace, located on the top floor of the hotel. From there one can enjoy the exceptional and privileged views of the city with the sea in the background.

**The hotel also has 3 rooms specially equipped for the disabled, each one with a large indoor patio.*

Images of the Axel Hotel Barcelona



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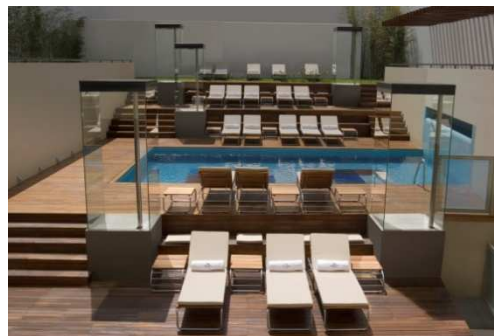
Axel Hotel Buenos Aires

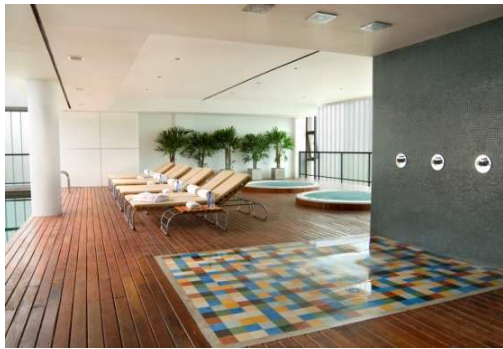
Axel Hotel Buenos Aires, recommended by the renowned news paper The New York Times as "one of the 53 destinations to visit in 2008", was awarded the "Best International Hotel" in the Q Travel magazine.

This hotel stands as a cosmopolitan and revealing place that stimulates the senses. With an atmosphere of tango, design and comfort, the Axel Hotel Buenos Aires seduces with its play of light and transparencies, the sound of water, the Axel mosaic and the furniture of Charles & Ray Eames, Mies van der Rohe and Eileen Gray.

- **Features:** 48 rooms with king size beds, plasma TV, iPod On Stage speakers, WIFI in the entire venue, bath tub or shower with hydrotherapy and prisma-shower-system, safe and room service. Air conditioning, cosy and maximum comfort.
- **Highlights:** spa with spectacular heated pool at the top floor, with translucent bottom visible from the axis of the hotel. A 5 floor atrium at the lobby, Jacuzzi, sauna and garden with outdoor pool and solarium, bar & bistro, and meeting room.

Images of Axel Hotel Buenos Aires





Axel Hotel Berlin

Iñigo Hernández Tofé, Spanish architect and creator of the architectural Project of the Axel Hotel Berlin explains that, "the hotel plays with black and gold colors which represent sobriety and elegance. The distinctive touch is given by color transparency, inspired in the axel mosaic and the optical effects reflected in the façade in some parts of the hotel".

Velvet, wood, areas of intimacy and the impressive spherical lamp with its reflected lights convey seductive warmth to the entire space. The Urban Bar Axel, with its spectacular columns and glass windows overlooking the Lietzenburger Strasse, stands out as meeting point for the trendy Berlin scene.

- **Features:** 87 fashion rooms, designed and equipped to provide maximum comfort to our guests. king size beds, plasma TV, iPod On Stage speakers, WIFI...
- **Special rooms:** 6 suites and 10 junior suites. All of them located in the cylindrical areas which are the most representative of the building's shape.
- **Highlights:** Spa with open air Jacuzzi and magnificent views of the city, sauna, hammam, fitness, relaxation area and massage cabin on the 6th floor; areas with PC's and Internet connexion, and meeting room. During summer, the Sky Bar opens its doors offering an intimate outdoor lounge area.

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Images of Axel Hotel Berlin



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3.2 Common features:

- **Design, our passion**

Design plays a fundamental role in facilities and spaces of all hotels of the Axel chain. Different styles bind together in the aim of obtaining a result which clearly stands out visually without renouncing to comfort. In this way, we also contribute to making of the stay an unforgettable experience, ensuring our guests go back home with the feeling that they have stayed in a unique place. Therefore, we have combined modern art with the latest tendencies in Barcelona, we have integrated spectacular architectonic tendencies in Buenos Aires, and we have embraced a singular and avant-garde atmosphere in Berlin.

- **Axel spaces, spaces to enjoy with your five senses**

When designing the hotels of the Axel chain we have created common spaces that contribute to reinforce a unique visual identity. Without renouncing to the personal character of each hotel, Barcelona, Buenos Aires and Berlin have those common features that offer a homogeneous style to the leisure areas creating a feeling of familiarity among guests.

Taste...

At our three Axel hotels there is a very special place to satisfy all palates: urban and cosmopolitan places where design and taste reign over the senses. All of them are opened for private events and parties, offering the best service as a guarantee of success. But the real common feature of in the three cities is the Axel ambiance, which allows enjoying dinner, whether in a cozy indoor or on a spectacular terrace, in a place free of labels and with a totally personalized service.

Sight...

To look and to be looked at is the maximum indicator of a stay with us, and there is an ideal place for that to happen: the magnificent **Sky Bar terraces**. During the day sun beds and pool are an ideal place to sun bathe and refresh oneself during the hottest days. In the evenings, the Sky bar turns into an ideal place to enjoy delightful cocktails and meet the coolest people in town.



Hearing...

Enjoying wonderful musical evenings, concerts, dancing to the music of the coolest djs, having a drink, going to a party... our clients have at their disposal the best night-life offer without leaving the hotel. The *Ground Bar* in Barcelona, the *Cosmo Bar* in Buenos Aires, and the *Urban Bar* in Berlin, each one with its own character opens its doors to be the meeting point between tourists and locals. Ideal places to enjoy unforgettable evenings in the most heterofriendly and cosmopolitan atmosphere.

Touch...

Axel constitutes a perfect personal refuge to experience new relaxing and pleasurable sensations. Our hotels Offer the best healthcare areas and services to make the best of your stay. Modern facilities at the Wellness Club 33 in Barcelona make it the perfect place for relaxing body and mind. The spectacular heated pool with glass bottom at the top of the building in Buenos Aires is the centre of all expectations. The best way to take time out is to relax at the hammam or dive into the open door Jacuzzi with stunning views of Berlin.

Smell...

If a company has a god nose for businesses it will without a doubt want to carry out negotiations in the best possible scenario. For that purpose we offer the Axel Meetings areas, which are versatile rooms fully equipped to make presentations, press conferences, business events and private meetings.

Moreover, all hotels offer an area in which guests will have all the facilities of a business center where they can work comfortably.

4. What are our clients like?

Heterofriendly, daring, loyal to our brand,
design lovers, **open-minded,** found of high tech, **cool,**
dreamers, **trendy,** **discerning,** sociable,
cosmopolitan, fun, interesting, **passionate,**
international, **prescribers,** critic, with personality,
night owls, vital, **travelers** ...

What do they think of us?

Here are some statements published in Tripadvisor:

- **Axel Hotel Barcelona**

"Perfect". A very well achieved combination of modern, beautiful and comfortable.

"Excellent treatment" Excellent staff, pleasant hotel, an outstanding experience.

"Pleasant hotel" very well located. Good staff and client service.

- **Axel Hotel Berlin**

"Great..." excellent treatment, they speak Spanish at the reception and they are charming.

"Perfect location" Perfect location, excellent service, unbeatable price; best ranking! The stay at the hotel was simply fantastic.

"Friendly staff" The staff was very friendly, the rooms neat, and easy access within the city.

- **Axel Hotel Buenos Aires**

"Highly recommendable" a highly recommendable hotel, good service, modern and well located.

"With all the gay style" Excellent hotel, impeccable design, the see through pool bottom at the sealing gives a very sexy touch.

5. What interesting news will we will be launching this year?

- Results for 2011. Closure of the year with excellent results and consolidation of the expansion plans.
- New branding collaboration agreement: Arola & Axel Hotels

Among others...

6. Contact details for further information and graphic material.

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