

For Immediate Release

World Rainbow Hotels (WRH) is expanding into Brazil

World Rainbow Hotels (WRH), www.worldrainbowhotels.com, the first and only collection of gay-friendly hotels aimed at consumers and travel agents alike, is expanding into Brazil.

WRH has incorporated several high-profile hotels in the South American country, complementing an existing collection of close to 1,000 three-to-five stars properties in 129 destinations around the world, all committing to WRH's high standards of gay-friendliness.

Amongst WRH's new partners in Brazil is the luxury brand Fasano Hotels <http://www.fasano.com.br/hotelaria>, with the inclusion of their four amazing properties – Fasano Rio de Janeiro, Fasano São Paulo, Fasano Boa Vista (a countryside resort a short drive from São Paulo) and Fasano Punta del Este (in Uruguay).

In Sao Paulo, other new member hotels include the recently renovated five-star Tivoli Sao Paulo Mofarrej hotel and Hotel Unique, a reference in modern architecture belonging to the Design Hotels brand.

In Armacao de Buzios, in the State of Rio de Janeiro, WRH features Insolito Boutique Hotel, member of Design Hotels as well. WRH's expansion into Brazil reflects the country's increasingly friendly stance towards gay & lesbians.

In May 2011, Brazil's government recognized civil unions between gays, giving same-sex couples the same property rights as their straight counterparts. Experts predict that a law will be passed to legalize gay marriage, as has already been achieved in neighboring Argentina.

In 2012, TripOutGayTravel.com chose Rio de Janeiro as the best gay destination and the sexiest destination in the world. WRH's hotel expansion into Brazil has been facilitated by its recent partnership with Sao Paulo Turismo, www.spturis.com, the official tourism authority of Sao Paulo city as well as with the Rio Convention Bureau www.rcvb.com.br

About World Rainbow Hotels (WRH):

World Rainbow Hotels, with more than 1,000 hotels in 129 destinations worldwide, made the headlines two years ago when they created a system allowing travel agents to look for gay-friendly hotels on the GDS, the Travel Agent's own reservation system. In 2012, WRH launched www.worldrainbowhotels.com, the first online travel agency for consumers entirely devoted to gay-friendly properties.

In recent months, new features have been added to the website:

- An online booking platform for travel agents
- Add your voice: a section allowing consumers to publish their comments on hotels and destinations

Interested affiliates can find out more on: www.worldrainbowhotels.com/affiliates

Hoteliers interested in joining can find out more on: www.worldrainbowhotels.com/hoteliers

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Website images, logos and photography can be provided on request.

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