

## Boutique announces new hotels in Switzerland and Brazil

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Miami Beach, FL -- Boutique Hotels & Resorts International® - the global alliance of genuine boutique hotels and resorts – announced the addition of the Hotel Alex in Zermatt, Switzerland, Pousada El Gordo in Trancoso, Brazil, and Pousada Vida Sol e Mar in Imbituba, Brazil to their portfolio.

The Hotel Alex offers world-class skiing, snowboarding, summer mountain activities and dining in Zermatt, Switzerland, proudly known as the ‘Gateway to the Matterhorn’.

El Gordo is situated in the world-renowned beach resort city of Trancoso on the ‘Coast of Discovery’ founded by Portuguese sailors in 1586, and hailed as the birthplace of the Lambada.

Pousada Vida Sol e Mar is a unique Eco-resort situated on the beach surrounded by Atlantic coastal rainforest, ideal for whale-watching, birdwatching, surfing, horseback riding, and nature walks.

“We are delighted to welcome these three exceptional properties to the Boutique Hotels & Resorts collection,” said Martin H. Buehler, Chairman & CEO of Boutique Hotels & Resorts International®. “They perfectly illustrate the diversity only genuine boutique hotels can offer. Unique style, unforgettable activities, and fantastic locations – the hallmarks of a true boutique hotel experience,” Buehler added.

The Alex, with its 84 rooms and celebrated restaurant creates the quintessential Swiss mountain village experience, combining comfort and warmth in a genuine, family-run atmosphere. Located in the center of Zermatt - the gateway to the Matterhorn, one of the most famous and beautiful mountains in the world - the Alex is home for a full range of winter and summer mountain sports, including skiing, snowboarding and hiking, as well as fabulous European dining. Ideal for families or the perfect romantic getaway, the Alex is as unique as the Matterhorn itself.

El Gordo Pousada and Restaurant is perfectly situated in the center of historic Trancoso, in Brazil’s State of Bahia, along the Atlantic coast with exceptional white sandy beaches. Discovered in 1586 by Portuguese sailors and now considered the birthplace of the Lambada, Trancoso is steeped in history and culture. El Gordo is an intimate boutique hotel, a haven of relaxation and the ideal getaway. With 11 lovingly styled rooms with pool, city or ocean views, and acclaimed restaurant specializing in Portuguese and international cuisine, El Gordo reflects Trancoso in its charm, simplicity and sophistication.

Pousada Vida Sol e Mar is a unique Eco-resort situated on the beach surrounded by Atlantic coastal rainforest, ideal for whale-watching, birdwatching, surfing, horseback riding, and nature walks. Open year-round, guests can relax in cottage-style accommodations with all conveniences including air-conditioning, fireplace, jacuzzi tubs and kitchens, and enjoy ocean views and contemporary cuisine featuring fresh seafood from the restaurant Engenho do Mar. The resort is the headquarters of

Brazil's Right Whale Institute, and migrating whales use the bay as a nursery for their young. With such a variety of activities, Vida Sol e Mar is perfect for people of all ages and families looking for a boutique eco-resort with modern comforts.

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