



Desires Hotels Expands and Creates A New International Division

Gary Sims Joins as Partner in New Division of Hotel Management Company

New York NY, June 1, 2009 — Miami based [Desires Hotels](#), the boutique division of [Tecton Hospitality](#), has been one of the leading boutique hotel management companies in the United States for over 5 years. Their reputation for success coupled with ideal market penetration strategies has brought them down a path to cross borders into new markets as they tactically launch Desires Hotels International (DHI), in turn appointing Gary L. Sims as Executive Vice President/Partner of this new division.

The launch of DHI emphasizes expansion into our closest neighbors of Mexico and South America with projects in Cozumel, and Medellin, Columbia. Across the Atlantic, a development on the Algarve in Portugal will be the first European outpost and the Cape Verde Islands will take DHI to the west coast of Africa to a former Portuguese colony. With the recent inclusion of two properties in Bermuda, DHI looks to expand this portfolio to an additional 15 managed properties by 2010. "Over the course of the past year, the demand has increased exponentially to provide management services outside of United States," says Raul Leal President/Partner of Tecton Hospitality/Desires Hotels. "Based on our success, hotel owners and developers understand that a partnership with us is financially rewarding. We are able to create a sustainable business model in the current economic climate, and exceed owner expectations when the economy is booming."

Many of the properties joining Desires Hotels International will join the Desires Hotels portfolio, recognized for delivering unexpected amenities in stylish settings. As a member of this modern boutique hotel collection, Desires Hotels maintains the owner's vision while providing individualized strategies through sophisticated marketing techniques. Through a variety of strategic partnerships, an innovative website, and loyalty program, owners and developers are able to take advantage of the well established benchmarks of other properties within the collection.

Gary L. Sims will take on the role of Executive Vice President/Partner of Desires Hotels International. He wields a proven track record in managing hotels and developing projects in Latin America, Caribbean, Europe, and Middle East, and provides an expertise that matches the company's latest global initiatives. "The ability to expand in this current economy and focus on future growth and penetration into new markets is very enticing. I look forward to bringing my

expertise to DHI to further develop an international base of clientele,” says Gary L. Sims Executive VP/Partner of Tecton Hospitality International.

With 30 years of hospitality experience, his career is highlighted by his appointment as hotel General Manager at the age of 24. Moving to Starwood Hotel and Resorts in 1996, he held senior positions in operations and development and served as Area Managing Director for the Northeast Region participating in acquisitions and brand conversions. In 2001, the multimillion dollar Westin Diplomat Resort & Spa hired Sims as GM, producing in excess of \$125 million in revenue - exceeding EBITDA by \$5 million in the first year of operation. In 2006, he was appointed President and CEO of Nikki Beach Hotels & Resorts and was responsible for development and operation of the brand worldwide. Sims is currently the President and Managing Partner of Asmayda Holding Group.

Desires Hotels has never been in a more advantageous position, poised to offer hotel management solutions and a complete infrastructure for expansion into the global marketplace. Named the “Best Hotel Management Company” by *Lodging Hospitality Magazine* in 2008, Desires Hotels is in a growth class all its own.

About Desires Hotels

From the neon lights of Ocean Drive in South Beach to the Harley-Davidson Museum in Milwaukee, from the iconic Delmar Loop in St. Louis to the cobbled adoquine streets of Old San Juan, or right in the heart of Times Square, [Desires Hotels](#) is a unique collection of independently created modern boutique hotels. High in style, distinct and creative, each of these lifestyle hotels have one-of-a-kind architecture and interior design, allowing guests to expect just as much from their hotel as they do from their destination. Savvy travelers seeking a lifestyle-oriented experience will appreciate the “Your Desires” program that tailors a unique experience to every guest. Desires Hotels deliver unexpected amenities in stylish settings.

About Tecton Hospitality

Founded in 1984, Miami based [Tecton Hospitality](#) is a professional hotel management company that delivers expert third party management to both individual and franchise hotel owners, along with hotel developers. The innovative "Quality Six" Methodology developed by Tecton allows the firm to formulate individual strategies on the behalf of hotel owners, with a focus on driving profits through: hotel operations, finance, marketing, sales, and human resource management. Over the last 25 years, Tecton Hospitality and its management team have earned a reputation for successfully implementing these strategies and delivering proven results, in addition to maintaining superior quality standards. Tecton Hospitality, and its boutique division Desires Hotels, offer a complete and comprehensive hotel management solution tailored to the needs of each property.

To learn more about Desires Hotels, Tecton Hospitality's management and development capabilities, or the new Desires Hotels International, please visit:

www.desireshotels.com/corporate or www.tectonhospitality.com , or call 305.577.8484

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