



PRESS RELEASE

British Hotelship Agency dominates accommodation market at Germany's Medica

- **50 percent of Hotelships provided by Crossgates**
- **British company establishes Public-Private Partnership to secure transfers to and from Trade Fair**

Düsseldorf, November 12, 2007 – During Medica, the world's largest Med-Tec fair, 44 Hotelships will be moored on the Rhine river in Düsseldorf from November 14 –17 - the largest number of Hotelships ever seen in Düsseldorf. Why? Because Düsseldorf, one of the top international fair centres, simply lacks the sufficient number of hotel rooms. Hotelships frequently drop anchor on the banks of the Rhine during the big international fairs, to provide much needed reasonably priced and conveniently located accommodation. The British company Crossgates, a service company which has specialised in Hotelship accommodation for 33 years, will this year alone provide 20 river cruisers during the World Forum for Medicine. Over the last 30 years Crossgates has become a major player in the field of Trade Fair accommodation. The company provides Hotelships to most of the major fairs in Germany from Medica, K, and Drupa to Anuga and Frankfurt Book Fair.

In 2007 the number of exhibitors and actual exhibition space for Medica, increased once again. Last year the number of visitors rose to a record 137,500 from over 100 nations. With a daily capacity of 3,000 beds, Hotelships cushion the impact of the expected stampede of visitors, and offer cost-effective accommodation right in the middle of the city. Crossgates have initiated a public-private-partnership with local bus and tram operator Rheinbahn and the Messe Düsseldorf, to establish an additional free-of-charge shuttle to and from the fair for all Hotelship guests.

British service experience and understanding are a real plus in the German Trade Fair accommodation market. "Our regular clients greatly appreciate our Hotelships and services", says Max Bolton, Crossgates' Managing Director. Big corporations and larger medium-sized companies often choose Hotelship accommodation because only here can they accommodate their entire staff as well as partners and clients. For example, this year the international pharmacy corporation Roche Diagnostics, has chartered four whole ships for Medica, in order to benefit from the many advantages that Hotelships can offer.



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Crossgates

For over 30 years Crossgates – The Business Hotel Fleet - has offered exceptional Hotelship accommodation for visitors to trade fairs in Germany. These Hotelships provide high standards and excellent service. In 1974, Managing Director Max Bolton was looking for high quality accommodation at a reasonable price for clients taking part in an International Textile Fair in Frankfurt. His solution was as ingenious as it was simple. He chartered a Rhine-cruiser and anchored it on the River Main, right in the heart of Frankfurt. His clients were delighted: first-class accommodation close to the trade fair. The idea of this specialist service company was born. Today the British company Crossgates is a market leader in the segment (www.crossgates.co.uk). Over 80 percent of Crossgates' clients are foreign. Some of them have been guests aboard the ships for over 30 years. In 2007 alone Crossgates provided in excess of 20,000 rooms for Trade Fair visitors and exhibitors in Germany.

Further information:

Crossgates The Business Hotel Fleet, c/o Die PR-Berater GmbH, Press Contact Catrin Beu,
Goltsteinstr. 28-30, 50968 Köln, Deutschland

Tel.: 0049 221 800 471 23, Fax: 0049 221 800 471 26, beu@crossgates.de