

### **New global marketing appointments at WORLDHOTELS**

*Hotel group appoints a new head of marketing services and a head of newly created e-marketing department*

Frankfurt, October 30, 2009 – One of the world’s leading groups of independent hotels, WORLDHOTELS, has appointed two very senior members of staff. Robert van der Graaf has been appointed as head of WORLDHOTELS’s global marketing services department, whilst Leonie Ameringer has joined as head of the group’s new global e-marketing department. Both will be based at WORLDHOTELS’s head office in Frankfurt.

Robert Hornman, managing director of WORLDHOTELS, commented:

“Our marketing strategy is absolutely key to WORLDHOTELS’s success going forward. That is why we specifically appointed two people with a wealth of marketing expertise. The creation of the new e-marketing department caters to the importance of the online marketing sector for the hospitality industry and will ensure that WORLDHOTELS can offer our affiliate hotels the most advanced services and solutions in this area.”

As the new director marketing services, Robert van der Graaf, will have responsibility for partner marketing, branding and corporate production, as well as the group’s global campaigns. Van der Graaf, who has been with WORLDHOTELS for five years, was previously part of the hotel development team, recently as a director hotel development. Before this, he spent seven years with Hilton in various corporate roles, including working on the group’s re-branding and corporate identity. Van der Graaf holds a bachelors degree in hospitality management from the renowned Hotelschool The Hague, where he majored in marketing.

Leonie Ameringer has been appointed by WORLDHOTELS as its director e-marketing. She heads up the company's new e-marketing department with specific responsibility for optimising the group's website, worldhotels.com, and improving the performance of affiliate hotels's websites. Ameringer will also concentrate on driving the group's web business and increasing direct online revenue through dedicated marketing activities, including search engine marketing, search engine optimisation and customer relationship management. Before joining WORLDHOTELS, Ameringer was in charge of all online distribution activities for Hilton in Germany, Austria and Switzerland. Prior to this, she worked for KLM in e-sales and marketing communications. Ameringer has a degree in cultural sciences with majors in marketing and tourism management.

Ends

**About WORLDHOTELS:**

- WORLDHOTELS is an exclusive collection of the world's most unique independent hotels. Under the banner "Unique Hotels for Unique People", it now has almost 500 affiliate properties in more than 300 destinations and 70 countries worldwide.
- For nearly 40 years, the company's mission has been to offer business and leisure travellers easy access to a wide range of accommodation options with a strong emphasis on hotels of character and distinction.
- WORLDHOTELS' guests benefit from an extensive portfolio of partnerships, including frequent flyer programmes from 18 of the world's leading international airlines, including Air France/KLM, United Airlines, Cathay Pacific and Lufthansa.
- Through state-of-the-art distribution and technology and global marketing campaigns, WORLDHOTELS gives independent hotels the collective strength of a strong, global hotel brand whilst still allowing them to retain their strong individual character and unique identity.

For further information, visit worldhotels.com. Photographic material is available in the news section of worldhotels.com or from [susie@saltmarshpr.co.uk](mailto:susie@saltmarshpr.co.uk).

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