

Robert Hornman promoted to Managing Director of WORLDHOTELS

Frankfurt, 1st October 2009 – The international group for independent hotels, WORLDHOTELS, today announced the promotion of Robert Hornman, currently Vice President EMEA & Worldwide Sales, Marketing and Distribution, to Managing Director. He will take over all responsibilities from Michael Ball, who after eight years as CEO will move to the Supervisory Board of WORLDHOTELS and continue his role as Managing Director of I.H.S., the parent company of WORLDHOTELS. Also promoted to the Management Board was Sven Larsen, the company's CFO.

Hornman has been with WORLDHOTELS since September 2008 as Vice President EMEA & Worldwide Sales, Marketing and Distribution. Previously, he served in a number of senior positions at Accor, including Vice President Sales and Marketing Asia, as well as Vice President Global Sales and Business Development in the company's head office in Paris.

Michael Ball commented:

“Since joining us, Robert has quickly established a strong team for the EMEA region and worked successfully to keep WORLDHOTELS focused on maintaining existing revenue streams and securing additional ones in what has proved to be a challenging year. We are very pleased with the new company structure and I believe that we have the necessary expertise to continue our path of growth”.

“I am looking forward to implementing our growth strategy further and expanding our unique portfolio of upmarket independent hotels, especially in the business travel and MICE sector”, says Robert Hornman. “This year, we saw growing demand from independent hotels requesting affiliation and we have already added 39 new affiliate hotels in 2009 to date. New additions include the six hotels of the renowned UK brand City Inn as well as the prestigious Bel Air

Hotel in The Hague and four hotels of the Amsterdam Hospitality Group in New York. WORLDHOTELS is perfectly positioned to take advantage of the many opportunities the market has to offer and to support affiliate hotels and clients in growing their business, especially in challenging times like these.”

For further information please contact:

Susie Tempest
The Saltmarsh Partnership
Tel.: + 44 (0) 20 7928 1600
susie@saltmarshpr.co.uk

Andrea Hammes
WORLDHOTELS
Tel.: +49 (0) 69 660 56 – 255
ahammes@worldhotels.com

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 20 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.