

WORLDHOTELS launches 'Recession-Buster' Initiatives for 2010

Five new initiatives drive short-term business for affiliate hotels

Frankfurt, 7 January 2010 – Following its very successful “Take 5” initiatives in 2009, WORLDHOTELS, the international group for independent hotels, has launched the next level of its global 'Recession Buster' measures. The five initiatives entitled “HIGH 5” will drive short-term business for affiliate hotels and kick off the group’s “Raising the Bar” strategy for 2010.

Robert Hornman, Managing Director of WORLDHOTELS, commented on the initiatives:

“The accomplishments we achieved for our hotels through ‘Take 5’ have shown that by taking the initiative it is possible to generate growth in various market segments and channels – even in challenging times. With ‘HIGH 5,’ we want to extend this success into 2010.”

HIGH 5 consists out of the following tailor-made initiatives for all target groups:

1. MICE Incentive

This first initiative will boost WORLDHOTELS’s group business with an extensive booking incentive for MICE professionals. Selected MICE clients will receive a €50 gift voucher for companies such as Amazon or iTunes for every €5,000 business booked until 31 May 2010 (up to a maximum of €100,000 business booked).

2. Global Corporate Value

Exclusively for selected global corporate partners, WORLDHOTELS has introduced a special corporate rate programme. It guarantees a rate of five, ten or 15 per cent better than the best available rate (BAR) for contracted, as well as non-contracted, destinations. This initiative is valid until 31 December 2010.

3. American Express Platinum

WORLDHOTELS has secured Platinum Hotel Chain status with American Express. American Express card holders will benefit from preferred rates until 31 May 2010.

4. Promotion “Smart Savings – Unique Stays”

The hotel group is continuing its successful global promotion “Smart Savings – Unique Stays” with an extended validity until 31 May 2010. The promotion attracts leisure travellers with special rates that include breakfast. It will be supported by an extensive marketing campaign, which will include advertising, direct mailings, e-newsletters and press releases. The rates can be booked at www.worldhotels.com.

5. Airline Initiatives

And finally, WORLDHOTELS has launched a series of attractive promotions and special offers in conjunction with its strong network of 17 airline partners. By presenting their boarding pass, frequent flyers can receive additional benefits and collect extra miles with the mileage programmes of all airline partners, such as Miles & More, Iberia, Czech Airlines and Air France/KLM. A full list of participating mileage programmes is available at www.worldhotels.com/our-airline-partners.

“‘HIGH 5’ is the first set of measures that kicks off our ‘Raising the Bar’ strategy 2010 and it has been highly welcomed by our hotels”, continues Robert Hornman. “In the last quarter of 2009, we had already surpassed the booking levels of 2008 and we are very confident that with these new initiatives we will be ‘raising the bar’ in all business segments in the first quarter of 2010 and throughout the year.”

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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 450 affiliate properties in 250 destinations and 65 countries worldwide.
- Celebrating 40 years of excellence, the company's mission is to offer business and leisure travellers easy access to a wide range of 4 and 5 star hotels with character

and distinction. Each hotel in the WORLDHOTELS portfolio has passed a rigorous selection process and meets the group's stringent quality standards. Over 1000 quality criteria are anonymously tested on an annual basis.

- WORLDHOTELS' guests benefit from an extensive selection of partnerships, including frequent flyer programmes from 17 of the world's leading international airlines, including Air France/KLM, United Airlines, Cathay Pacific and Lufthansa.
- Through an unparalleled range of services covering global marketing, sales, training, and e-commerce as well as state-of-the-art distribution and technology, WORLDHOTELS gives independent hotels the collective strength of a global hotel brand whilst still allowing them to retain their individual character and unique identity.

For reservations or information, visit worldhotels.com. Photographic material is available in the "news & press" section of worldhotels.com or from susie@saltmarshpr.co.uk.