

Press Release Corporate Information

WORLDHOTELS introduces “Raising the Bar” Strategy at its Annual Conference 2010

Hoteliers and industry experts gathered in Paris for the second of three regional annual conferences

Frankfurt, 1st February 2010 – More than 250 hoteliers and industry experts gathered at the WORLDHOTELS Annual Conference in Paris this weekend, which was held from 29th to 31st January. Under the banner ‘Raising the Bar’, the global group for independent hotels launched its new strategy consisting of a set of 20 new initiatives in five business areas that are designed to grow revenue and market share across a number of markets, business segments and channels.

170 established affiliate hotels and 22 new entrants to the EMEA portfolio of WORLDHOTELS were represented at the second of three regional annual conferences worldwide taking place this year in Bali, Paris and Dallas.

Commenting on the conference’s theme ‘Raising the Bar’, Managing Director Robert Hornman said: “In challenging times like these, the greatest opportunities lie in stretching ourselves and each other beyond the status quo to achieve more together. In light of the global economic situation, 2009 has been a challenging year for the hotel and travel industry. However, now armed with our ‘Raising the Bar’ strategy for 2010, we will strive to ensure that WORLDHOTELS properties emerge stronger ahead of their competitors.”

During the conference, participants were able to attend exchange sessions and key note speeches with leading industry representatives and experts, including Steve Smith, Olympic Medallist and Academy of Chief Executives Speaker of the Year 2009/10; Konstanze Auernheimer, Director of Marketing at STR Global; Professor William Holstein, Lorange Institute of Business; Caroline Strachan,

Global Category Leader – Business Travel, AstraZeneca; Michael Flueck, Global Travel Manager at ABB Ltd.; Sara Nanda, Manager Partnerships at Tripadvisor; Christina Vengazo, Vice President of Global Strategic Accounts at TIG Global; Alex Gibson, Dublin Institute of Technology; and Tom Breckwoldt, Regional Manager Central, Northern & Eastern Europe at Orbitz.

The conference's 'Knowledge Sessions' provided insight into critical strategies, trends and WORLDHOTELS's best practices, which ranged from capitalising on growth markets and maximising regional sales and marketing resources to making the most out of consortia investment and online platforms, including the booking engine Resmaster.

Further highlights of the conference included a Gala Dinner at the Maison des Arts et Métiers, situated close to the Eiffel Tower, as well as a cruise along the River Seine on an exclusive boat, 'Le Paquebot', as WORLDHOTELS saluted the year's best performers.

Awards in five categories went to: Grand Hotel Rica, Oslo (Best E-Commerce Impact); Washington Mayfair, London (Best Revenue Impact); Art Deco Imperial Hotel, Prague (Best Website Impact); Hotel D'Angleterre, Copenhagen (Best Cooperation and Sales Engagement); and Hotel de Sers, Paris (Best Marketing Engagement).

Established in 1971, the WORLDHOTELS Annual Conference has become invaluable to the group's affiliate hotels by not only providing local and global market travel industry updates and insights into market trends, but also offering opportunities and solutions. The final conference will be held in Dallas, USA, from 8th to 11th February 2010. The need for three conferences underlines the global nature of WORLDHOTELS, which currently represents almost 450 affiliate properties in 250 destinations across 65 countries worldwide.

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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 sarah@saltmarshpr.co.uk.