

## Press release

## New Hotels

### **Worldhotels adds a record 73 new hotels in 2010**

Frankfurt, January 20, 2011 – Worldhotels, one of the leading groups of independent hotels worldwide, enjoyed an immensely successful 2010 with a record number of 73 hotels with a total of 20,000 rooms joining the group. This represents stronger growth than ever before in the 40-year history of the company and a 35 per cent increase on the number of hotels admitted in 2009. The new additions, many of which are in new destinations, bring the total number of the group's affiliate hotels to more than 450 in 65 countries.

In total, 363 hotels applied for affiliation, with the small percentage of acceptances underlining the group's comprehensive set of requirements. In line with its ambitious expansion plans, Worldhotels plans to add a further 80 properties worldwide in 2011.

'2010 was an incredibly successful year for Worldhotels. Not only did demand for affiliation reach an all time high, but we were also able to add many new key destinations to our portfolio,' says Ingo Gürges, Vice President Development of Worldhotels.

'We see several reasons for this demand. Certainly, independent hotels are increasingly popular with travellers as trends show that guests want a unique, authentic experience that standardised chain hotels can rarely offer. Such growing demand results in independent hotels needing a strong partner, which can provide them with a globalised approach to sales, marketing, distribution and individual support, as well as future-proof technology systems on all levels. In addition, we have proven ourselves to be a reliable partner with strong return on investments for our affiliate hotels, especially during the challenging months of the industry crisis.'

Results show that an affiliation with Worldhotels significantly increases the business potential for a hotel. The Othon group in Brazil, for instance, joined Worldhotels in July 2010 with five hotels and quickly experienced considerable growth in revenue. 'After just three months with Worldhotels, our international business had already grown by 40 per cent,' said Tomas Ramos, commercial director of the Othon group.

The affiliate properties to join Worldhotels in 2010 include 35 new hotels in Europe, the Middle East and Africa (EMEA), 19 new properties in North and South America and 19 in the Asia Pacific region.

Among the latest additions are the Morrison Hotel in Dublin, Ireland; The K Hotel in Bahrain; The Grand City Hotel in Dresden, Germany; the Sunset Marquis and Villas in Los Angeles, USA; the Beacon Hotel in Washington DC, USA, and the Zhangjiajie Sunshine Hotel & Resort in Zhangjiajie, China.

All 73 new Worldhotels additions in 2010:

	<b>Hotel</b>	<b>City</b>	<b>Country</b>
1	Hotel Cristoforo Colombo	Buenos Aires	Argentina
2	Treasury Hotel & Casino Brisbane	Brisbane	Australia
3	Jupiters Hotel & Casino – Gold Coast	Gold Coast	Australia
4	La Prima Fashion Hotel	Vienna	Austria
5	Rilano Resort Steinplatte	Waidring (Tyrol)	Austria
6	The K Hotel	Manama	Bahrain
7	Belo Horizonte Othon Palace	Belo Horizonte	Brazil
8	Olinda Othon Classic	Rio de Janeiro	Brazil
9	Rio Othon Palace	Rio de Janeiro	Brazil
10	Leme Othon Palace	Rio de Janeiro	Brazil
11	Bahia Othon Palace	Salvador, Bahia	Brazil
12	Hotel du Fort	Montreal	Canada
13	Gold Source Hotel Changsha	Changsha	China
14	Tibet Hotel Chengdu	Chengdu	China
15	Furama Hotel Dalian	Dalian	China
16	Resort Intime Sanya	Sanya	China
17	Sunshine Hotel Shenzhen	Shenzhen	China
18	Zhangjiajie Sunshine Hotel & Resort	Zhangjiajie	China
19	Palace Hotel Zagreb	Zagreb	Croatia
20	Tivoli Hotel & Congress Center	Copenhagen	Denmark
21	Nordic Hotel Forum	Tallinn	Estonia
22	Hotel Fabian	Helsinki	Finland
23	Hôtel Gray d’Albion	Cannes	France
24	Edouard 7 Hotel	Paris	France
25	Axelmannstein Resort	Bad Reichenhall	Germany
26	Ameron Hotel Regent Cologne	Cologne	Germany
27	Grand City Hotel Dresden	Dresden	Germany
28	Worldhotel The Rilano Hamburg	Hamburg	Germany
29	The Rilano Hotel Kleve	Kleve	Germany
30	Rilano 24/7 Hotel München	Munich	Germany
31	Worldhotel The Rilano München	Munich	Germany
32	Parkhotel Stuttgart Messe-Airport	Stuttgart	Germany
33	Rilano 24/7 Hotel Wolfenbuettel	Wolfenbuettel	Germany
34	Expo Congress Hotel	Budapest	Hungary

35	La Prima Fashion Hotel	Budapest	Hungary
36	Matthan Bangalore	Bangalore	India
37	Svenska Bangalore	Bangalore	India
38	Svenska Mumbai	Mumbai	India
39	Aamby Valley City	Pune	India
40	The Morrison	Dublin	Ireland
41	Hotel Milano Scala	Milan	Italy
42	Rihga Royal Hotel Hiroshima	Hiroshima	Japan
43	Rihga Royal Hotel Kyoto	Kyoto	Japan
44	Rihga Royal Hotel Osaka	Osaka	Japan
45	Rihga Royal Hotel Tokyo	Tokyo	Japan
46	Rose Hotel Yokohama	Yokohama	Japan
47	Worldhotel Saltanat Almaty	Almaty	Kazakhstan
48	Seoul Palace Hotel	Seoul	Korea
49	Le Royal Hotel Arabia	Dasman	Kuwait
50	Le Royal Hotel Tower	Dasman	Kuwait
51	New Hotel of Marseille	France	Marseille
52	Columbus Monte-Carlo	Monte Carlo	Monaco
53	Hotel Terre Resort & Spa	Marrakech	Morrocco
54	Hotel Epoque	Bucharest	Romania
55	Hotel Fort Canning	Singapore	Singapore
56	Hotel Nuevo Boston	Madrid	Spain
57	Berns Hotel	Stockholm	Sweden
58	Mint Hotel Amsterdam	Amsterdam	The Netherlands
59	The Manhattan Hotel	Rotterdam	The Netherlands
60	Bonnington Jumeirah Lake Towers	Dubai	U.A.E.
61	Mint Hotel Tower of London	London	UK
62	Pacific Beach Hotel	Honolulu	USA
63	ARIA Resort & Casino	Las Vegas	USA
64	Vdara Hotel	Las Vegas	USA
65	Sunset Marquis Hotel and Villas	Los Angeles, CA	USA
66	Madison Hotel	Memphis, TN	USA
67	Ameritania Hotel	New York, NY	USA
68	Amsterdam Court	New York, NY	USA
69	Cassa Hotel & Residences	New York, NY	USA
70	Graves Residences and Hotel	New York, NY	USA
71	Hotel Williamsburg	NYC Brooklyn, NY	USA
72	Beacon Hotel & Corporate Quarters	Washington DC	USA
73	St. Gregory Luxury Hotel & Suites	Washington DC	USA

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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 travelers 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 1,000 quality criteria are anonymously tested on an annual basis.
- Worldhotels' guests benefit from an extensive selection 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 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](http://worldhotels.com). Photographic material is available in the "news & press" section of [worldhotels.com](http://worldhotels.com) or from [samantha@saltmarshpr.co.uk](mailto:samantha@saltmarshpr.co.uk).

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