

Press Release

New Hotels

City Inn selects WORLDHOTELS group

Frankfurt, 10 July 2009 – City Inn, the award winning contemporary UK hotel brand, selects WORLDHOTELS as its strategic partner for global marketing, sales and distribution. WORLDHOTELS is one of the leading groups for independent hotels and regional brands worldwide with a portfolio of almost 500 unique hotels. The new partnership with City Inn emphasises the importance of the UK market for WORLDHOTELS and its ambitions to further strategically expand its UK portfolio.

City Inn was founded in 1995 by Sandy Orr OBE (Executive Chairman), his son David Orr (Chief Executive and Co-Founder) and Donald MacDonald CBE (Vice Chairman), in a joint venture with the Bank of Scotland. Extensive research into the requirements of business travellers led to the creation of City Inn as a new brand of modern, stylish, city centre hotels.

All of the hotels are new builds with state of the art facilities, including 'fresh' air conditioning, floor to ceiling 'openable' windows which maximise natural sunlight, award winning iMac multimedia entertainment systems giving customers access to a computer with internet access and Sky and Terrestrial TV channels. Another highlight is the critically acclaimed City Café, a destination restaurant with outdoor terraces for al fresco dining, vibrant lounge bars and flexible meetings and events spaces. City Inn now boasts five upmarket hotels in Bristol, Glasgow, Birmingham, Manchester, and London.

A new City Inn Hotel is scheduled to open in Leeds on July 20th 2009. Part of the new Leeds Granary Wharf regeneration project, it is located adjacent to Leeds train station. A unique feature is the Sky Lounge with meeting rooms on the 13th floor offering 360 degree panoramic views over Leeds City. In line with its strategy of developing hotels in prime UK and international city centres, City

Inn is planning further openings in London, right next to the famous Tower of London, and Amsterdam in 2011.

“With its uncompromising approach to quality, a commitment to innovation and putting customers first, City Inn is the perfect partner for WORLDHOTELS”, said Robert Hornman, Vice President EMEA & Worldwide Sales, Marketing and Distribution of WORLDHOTELS. “It offers a modern alternative to the traditional large hotel and provides added-value accommodation in thriving city centre locations. By welcoming City Inn Hotels, WORLDHOTELS is now present in all major high demand business destinations in the UK.”

Huw O’Connor, Managing Director of City Inn said, “We have a strong awareness within the UK but as a relatively new and small business we face a more significant challenge internationally. Having thoroughly researched the options and potential partners, we believe that WORLDHOTELS with its brand strength, global sales network and technology is the best partner to help spread the multi-award winning City Inn message to a much broader international audience”.

WORLDHOTELS now has 11 hotels in the UK. “We are strongly committed to the UK market”, said Robert Hornman. “We have a dedicated sales office in London and just recently, we appointed a new Sales Director for the UK and Ireland, Arnaud Boivent, and a new Director Hotel Development, Mark Jones, both based in London. We are strongly focusing on expanding in the UK market.”

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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 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