

Press Release

Worldhotels displays real time rates and availability of independent hotels on Google Maps and Google Places

Frankfurt, February 14, 2011 – Worldhotels is the first hotel group to enable independent hotels to display their real time rates and availability in relevant search listings on Google Maps and on related Google Place pages. The revolutionary new feature is available as a pay-per-click advertising module connected with the group's booking engine Resmaster which is powered by Trust International, the leading global CRS for hotel chains and representation companies. The first independent hotel worldwide to test the new functionality is the Worldhotels property Georgian Terrace in Atlanta, USA.

Google's service allows users to simply enter their desired arrival and departure dates in Google Maps and find the best prices and check availability in real time. The Worldhotels Resmaster system enables independent hotels to display the pricing information of their own website next to the prices of advertisers such as online travel agencies and drive potential bookers directly to the hotel's own booking engine.

The service is available now on Google Maps and Google Place pages on many of Google's domains in the Americas, Europe and Asia. With this new distribution channel, Worldhotels offers independent hotels a cost-effective, efficient way to drive bookings to their own website.

"We are proud to be the first hotel group to be able to offer this revolutionary new functionality to our hotels together with Trust International", says Robert Hornman, Managing Director of Worldhotels. "This valuable tool will drive qualified traffic to the websites of our hotels."

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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 19 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 samantha@saltmarshpr.co.uk.

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