

Worldhotels appoints new Director of Sales – UK & Ireland

London, 4 February, 2011 – Worldhotels, one of the leading groups for independent hotels worldwide, has promoted Kunal Bharti to the position of Director of Sales – UK & Ireland.



Mr. Bharti joined Worldhotels in August 2008, quickly rising to the position of Associate Director of Sales, and has generated significant business growth during this period, with London now recognised as Worldhotels’ leading office for corporate sales.

Prior to joining Worldhotels Mr. Bharti completed an Executive MBA at the University of Southampton, having previously held several different sales roles for luxury brands including The Taj Group and the Imperial Hotel New Delhi in India and The Cavendish in London.

In his new role Mr. Bharti will lead all sales and marketing activities in the UK and Ireland on a domestic and international basis, planning and executing sales drives, workshops and trade shows, as well as implementing sales promotions and marketing strategies for the Worldhotels group and its affiliate properties.

Underlining the group’s increasing presence in the UK and Ireland, Worldhotels has recently announced its latest affiliate property - the Morrison Hotel in Dublin. Situated on the banks of the River Liffey, the centrally-located property is one of Dublin’s most fashionable boutique hotels, with interiors designed by John Rocha, and a premier venue for meetings and conferences in the city. Worldhotels’ most recent addition in the UK market is the Mint Hotel Tower of London, the largest hotel in the city with 583

rooms, which opened for business on 20 December 2010. In total, Worldhotels offers 16 properties in the UK and Ireland and 450 hotels 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 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. Photographic material is available in the "news & press" section of worldhotels.com or from samantha@saltmarshpr.co.uk.

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