

### **WORLDHOTELS appoints Director of Sales UK & Ireland**

Frankfurt, 21 May 2009 – WORLDHOTELS is pleased to announce the appointment of **Arnaud Boivent** as the new Director of Sales for the UK and Ireland.

Prior to joining WORLDHOTELS, Arnaud Boivent spent many years at ACCOR, where he was most recently Director of Field Sales managing the French regional sales teams including the Paris area. Previous positions included Director of Corporate Sales for SOFITEL France and Director of Inbound Sales for the ACCOR France multi-brand organization. Throughout his career, Boivent has worked in various sales positions for hotels in Paris, including the Mercure, Concorde Ambassador and Hotel California. He began his working life as a consultant at KPMG Tourism.

In his new role, Arnaud Boivent will lead and drive all sales and marketing activities in the UK and Ireland on a domestic and international basis. Leading an experienced team, he will plan and execute sales drives, workshops and trade shows, as well as coordinate and implement sales promotions and marketing strategies for the WORLDHOTELS group and its affiliate properties. In addition, Arnaud Boivent will also be the media spokesperson for WORLDHOTELS in the UK and Ireland.

With the appointment of a new Director of Sales for UK and Ireland to the London sales office located at 33 Southampton Street, WORLDHOTELS emphasizes the importance of these markets for the group. The UK and Ireland remain major emitting markets in terms of revenue and volume for the global WORLDHOTELS portfolio.

**For further information please contact:**

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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 properties of character and distinction.
- WORLDHOTELS' guests benefit from an extensive portfolio of partnerships, including frequent flyer programs 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 hotel chain whilst still allowing them to retain their strong individual character and unique identity.

For further information visit [worldhotels.com](http://worldhotels.com). Photographic material is available in the news section of [worldhotels.com](http://worldhotels.com) or from [susie@saltmarshpr.co.uk](mailto:susie@saltmarshpr.co.uk).