



NEWS

WORLDHOTELS Voted 'Best Independent Hospitality Organization' in *TravelWeekly (Asia)* 2008 Awards

(Hong Kong, July 18, 2008) – WORLDHOTELS voted "Best Independent Hospitality Organization" in the *TravelWeekly (Asia)* Industry Awards 2008.

The largest established Europe based global hotel group for independent hotels and regional brands received the honour last night at an awards presentation. It was the first time the awards had a new category honouring independent hotel groups.

The prestigious awards 2008 promote excellence, professionalism and best business practices.

Based on the 2.2 million votes registered for six categories, they marked the climax of months of voting by both a panel of expert judges and *TravelWeekly (Asia)* readers.

Winners are truly "champions in the tourism industry", recognized and respected by their peers, said Mr Tis Perera, Associate Publisher of *TravelWeekly (Asia)*.

The inaugural *TravelWeekly (Asia)* Industry Awards launched last year attracted 150,000 votes. "The exponential jump in the number of votes this year clearly demonstrates their growing prestige and popularity," Mr Perera added.

"This is spectacular news," said Roland Jegge, Vice President Asia-Pacific for WORLDHOTELS. "The award recognises our commitment to state-of-the-art marketing and distribution for a fast-growing portfolio of some of the finest independent hotels in the Asia-Pacific"

Asia-Pacific is currently the fastest growing region for WORLDHOTELS, with year on year growth of 35 per cent, including significant growth in the luxury travel segment.

Worldwide, the company represents about 500 member properties in more than 300 destinations and 70 countries.

- Ends -

Note to editors:

About WORLDHOTELS:

- WORLDHOTELS is the longest established Europe based global hotel group for independent hotels and regional hotel brands.
- The company's strong emphasis is on properties with character and distinction. It has almost 500 affiliate properties in more than 300 destinations and 70 countries worldwide.
- Under the banner "Unique Hotels for Unique People", WORLDHOTELS offers business and leisure travellers a wide choice of individualistic accommodation options in three distinct collections – Deluxe, First Class and Comfort.
- WORLDHOTELS' guests benefit from an extensive portfolio of partnerships, including frequent flyer programs from 18 of the world's leading international airlines, including Air France/KLM, United Airlines and Lufthansa.
- To its affiliate hotels, WORLDHOTELS provides a wide range of sales, marketing, distribution and related services.

ASIA PACIFIC Reservation Numbers :

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China (North) Toll free: 10-800-650-8221 For groups: 10-800-6 50 00 87
China (South) Toll free: 10-800-2 65 82 21 For groups: 10-800-2 65 00 87
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For further information visit worldhotels.com.

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