

Press release

400 Hoteliers gather for Worldhotels' 2012 Annual Conference

Group announces Stronger, Faster, Higher strategy

Frankfurt, January 17, 2012 – The Olympic City of London served as host to Worldhotels' 2012 Annual Conference, which rang in a new year for a record number of nearly 400 independent hoteliers, staff and hotel specialists from all over the world.

The conference was themed 'Stronger, Faster, Higher' and held at the Royal Garden Hotel, which provided their conference and meeting space as well as 350 of their rooms exclusively for the event.

Managing Director Robert Hornman presented the group's strategy for 2012, which focuses on achieving faster distribution, higher sales and stronger marketing. During the plenary sessions as well as several workshops, the group delivered various initiatives and resources for the Worldhotels affiliates, among them achieving higher online conversion, strengthening guest loyalty via Social Media and creating meaningful brand experiences. Guest speakers included Olympic gold medallist Ben Hunt-Davis, brand specialist Karthik Siva, BBC presenter Rajan Datar and senior panellists from TripAdvisor, Google Travel, Frommer's Unlimited and Trust.

The group also took the time to celebrate a very successful year 2011 which brought 70 new hotels, a 20 per cent increase in room night production from the previous year and the implementation of several successful initiatives, such as *Spider by Worldhotels*, a complete package of online solutions as well as *OTA360°*, an OTA management system.

Established in 1971, the Worldhotels Annual Conference has become invaluable to the group's hotels by not only providing local and global market travel industry updates and insights into market trends, but also offering opportunities and solutions. Worldhotels currently represents almost 500 hotels in 250 destinations across 65 countries 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 almost 500 affiliate properties in 250 destinations and 65 countries worldwide.
- For over 40 years, the company's mission is to offer business and leisure travellers 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 21 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. In addition to its classic "affiliation model", the group offers a "full licence" branding solution for independent hotels which is the perfect alternative to standard franchise contracts.

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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