

Press release

Worldhotels presents latest branded hotel: Worldhotel Grand Winston The Hague – Rijswijk

Frankfurt, January 23, 2012 – Worldhotels, one of the leading groups for independent hotels, is proud to present a new addition to its growing portfolio of branded hotels: The Worldhotel Grand Winston, named after Sir Winston Churchill, ideally located between the cities of The Hague and Delft in The Netherlands, offers luxury and comfort in a unique design setting.

The hotel boasts 252 luxurious guest rooms, suites and apartments in a contemporary and elegant design. Key themes include light, glass and transparency; elements that all contribute to the worldly, cosmopolitan atmosphere that characterises the hotel. All guest rooms have recently been updated to include new bed linen, and several room types feature a Nespresso coffee machine and Rituals bath amenities.

The restaurant *Grand Canteen* features three menus by Chef Bas Vermeijden: the 'Classics', 'Trends' and weekly specials. His young, pure and honest cooking style uses fresh and local ingredients. The private dining room *LEDS* invites groups to dine in an exciting mezzanine space with views of the brightly coloured LED wall. In addition, the hotel features six state-of-the-art event rooms that can host up to 200 people.

The Worldhotel Grand Winston is easily accessible from major highways and offers complimentary parking to guests, while public transport connections to the airport, the city and the beach are available right at the front door.

“The Worldhotel Grand Winston is a perfect example of what our brand stands for”, says Robert Hornman, Managing Director of Worldhotels. “The hotel’s one of a kind design and its commitment to quality and service make it a perfect candidate for our line of branded hotels.”

Arjan van Esveld, General Manager of the Worldhotel Grand Winston, says: “We are delighted to have been presented with this opportunity. The staff is proud to join the Worldhotel branded family and have embraced the new identity with energy and

excitement. Together we are looking forward to a successful partnership through which we can be of even better service to our guests”.

The new branding solution of Worldhotels was introduced in 2010 and is an ideal alternative to standard franchise contracts. For a competitive all-inclusive annual fee, four- and five-star hotels competing against global chains can now brand themselves as a Worldhotel and benefit from the impact, support and strong return on investment of a global brand, while still maintaining their unique identity.

“We focus on guest experience and quality, not on standardising hardware”, says Robert Hornman. “Our hotels offer premium facilities for discerning business and leisure travellers as well as a unique ambiance and design. We believe that standards don’t have to mean standardisation.”

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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.
- With over 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 1000 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.

Visit the hotel website on www.worldhotelgrandwinston.com.

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