

## Press release

### **Worldhotels adds Iconic Lifestyle Hotels in Berlin and Prague to Portfolio**

**Frankfurt, 25 January 2012** – Worldhotels, one of the leading groups of independent upscale hotels, is announcing three unique additions to its portfolio: Lux11 and The Weinmeister, both located in Berlin Mitte, and the Designhotel Elephant in Prague. All three belong to the prestigious Chambers Group and are truly prominent for their superb locations, distinctive architecture and compelling interior design attracting an eclectic audience of guests and locals.

**Lux11, Berlin**, is a five-star boutique property offering 72 stylishly designed apartment rooms. Located amidst the chic galleries, shops and bustling nightlife of Berlin Mitte, it offers a vibrant atmosphere and chic surroundings, including a spa, beauty salon and restaurant.

**The Weinmeister, Berlin**, is also located right in the heart of the city and provides a haven from the hustle and bustle. The sleek, minimalist feel and emphasis on comfort in all of its 88 rooms, the rooftop spa and deck lounge ensures guests relax and unwind.

**Designhotel Elephant, Prague**, is within walking distance from the historical Republic Square in the Prague's Old Town. The 100-room property perfectly combines the old with the new and sophistication with comfort, making the hotel a perfect resting place for both business and leisure travellers.

'Our decision to join Worldhotels was made easy by delivering proof they do provide best in class distribution technology, sales and marketing tools via their global team', says Elmo Hagendorf, Managing Partner of the Chambers Group. 'The fast-growing portfolio and excellent references we collected prior further convinced us to join Worldhotels and drive maximum revenue for our group while positioning us for the future', adds Thomas Tänzer, Managing Partner of the Chambers Group.

'We are excited to welcome such stylish institutions to our hotel portfolio.' comments Ingo Gürges, Vice President Global Hotel Development of Worldhotels. 'Both properties in Berlin Mitte perfectly complement our existing hotels in Western Berlin and also reflect our ethos of *unique hotels for unique people*.'

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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](http://worldhotels.com). Photographic material is available in the "news & press" section of [worldhotels.com](http://worldhotels.com) or from [Samantha@saltmarshpr.co.uk](mailto:Samantha@saltmarshpr.co.uk).

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