

Press release

Worldhotels reports 20 per cent growth in 2011

Frankfurt, 31 January 2012 – Worldhotels is looking back on an exceptionally successful 2011 and reports a 20 per cent increase in room night production compared to 2010. The group also added 70 new hotels with a total of 11,000 rooms to its growing portfolio of nearly 500 properties.

While growth was seen across all booking channels, Worldhotels' internet booking engine Resmaster (up 25 per cent) and OTA direct bookings (up 55 per cent) especially stood out. Production through Global Distribution Systems (GDS) also remains on the rise and shows an increase of 21 per cent.

Worldhotels Managing Director Robert Hornman largely attributes the group's success to the resources it provides to its hotels. "We extensively research the different markets, business segments and channels and strive to provide our hotels with the best tools possible to capitalise on their opportunities", he comments.

"It is great to see the continued growth of the new online channels. However, I am especially pleased with our production in the traditional GDS channels, which reconfirms our strength in sales-driven business. We significantly increased our market share with Travel Management Companies (TMC) and have been able to get even further ahead of our competitors", Hornman adds.

Another key factor in Worldhotels' success in 2011 was the focus on emerging markets. "We have really put a lot effort into up-and-coming markets, for example Russia and Brazil, and have been rewarded with substantial growth."

The group's strategy for 2012, which was presented to its hoteliers at the company's Annual Conference this January in London, focuses on achieving faster distribution, higher sales and stronger marketing.

"Our results in 2011 are very positive and show that we were able to reach and even surpass our ambitious goals. Naturally, we are aiming to go even further in 2012, therefore we have named our new strategy *Stronger, Faster, Higher*", explains Hornman.

Worldhotels' portfolio now stretches to almost 500 properties in 250 destinations and 65 countries across the globe. The group plans to add 80 new affiliate properties in 2012. Worldhotels is also expanding its line of branded hotels, and has just announced the first Worldhotel in the Netherlands, the Worldhotel Grand Winston The Hague – Rijswijk.

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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.
- With over 40 years of excellence, 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 ebehringer@worldhotels.com.

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