

Press Release

Round-up of Worldhotels Milestones & Forecast in 2012

(Hong Kong, 20 January 2012) Worldhotels celebrated a bumper year across Asia-Pacific in 2011, with revenue growth of 50 per cent and a significant addition of affiliate hotels and resorts, most notably in China and India. It was also a milestone year with the launch of Worldhotels' first branded hotel strategy at Worldhotel Grand Juna Wuxi in China.

Though storm clouds hang over the global economy in 2012, Worldhotels Vice President Asia-Pacific Roland Jegge remains "cautiously optimistic" for the Year of the Dragon – expecting slower yet still respectably double-digit growth, with the Worldhotels portfolio across the region reaching 100 hotels.

NEW HOTELS

Worldhotels Launches First Branded Hotel in Asia

Worldhotels launched its new branded hotel strategy in Asia with the signing of the *Worldhotel Grand Juna Wuxi* in China. The agreement with Juna Hotels Group, one of the most prominent hospitality companies in the Yangtze River Delta, marked the debut of the 'Worldhotel' brand in Asia.

Worldhotel Grand Juna Wuxi is a stunning new 370-room property incorporating a state-of-the-art convention and exhibition centre in the heart of Taihu Lake New City, near Wuxi's new city centre.

The branded hotel strategy was developed in response to demand from hoteliers for support and services from a global corporation with significant recognition, while still allowing properties to keep their own unique character.

Galaxy Hotel

Macau's newest 5-star destination, *Galaxy Hotel*, joined Worldhotels. With 1,500 rooms and suites, it is the flagship of Galaxy Macau, the largest resort development to date in "Asia's Las Vegas".

The new US\$1.9 billion integrated Galaxy Macau resort focuses on luxury Asian-style hospitality and features the world's largest 'sky wave' pool – complete with 150 metre white sand beach.

The Darling

Sydney's first new 5-star hotel to open since the 2000 Olympics, *The Darling*, joined Worldhotels. The boutique gem features 171 stylish rooms and suites overlooking Sydney Harbour. It is part of a US\$860 million refurbishment and extension of one-of-a-kind entertainment destination The Star, with the entire complex re-orientated to face Darling Harbour.

The Darling is home to a stunning, contemporary Japanese restaurant from Chase Kojima, formerly with Nobu. It complements 20 new restaurants, bars and cafes at The Star featuring renowned Australian and international chefs, including David Chang, Teage Ezard, Stefano Manfredi, Adriano Zumbo, Flying Fish & Chips and Golden Century.

The Longemont

The five-star skyscraper landmark close to the city's prime business and entertainment areas of Huaihai Road, the Bund and Xu Jia Hui District in Shanghai, *The Longemont*, joined Worldhotels' Deluxe Collection.

All 511 stylish and spacious rooms and suites feature spectacular views over the city.

The hotel's five sophisticated restaurants and bars serve Chinese, Italian and Western cuisine. Facilities also include a state-of-the-art fitness centre with a 30-metre swimming pool, gym and tennis court.

Sunshine Hotels

Resort Intime Sanya, Gold Source Hotel Changsha, Sunshine Hotel & Resort Zhangjiajie, and Sunshine Hotel Shenzhen boosted Worldhotels' growing presence in China.

Worldhotels is expanding fast in China, with a portfolio of 36 affiliate hotels, including major cities Beijing, Shanghai, Hong Kong, and Macau.

NETWORK NEWS

India Office Opens

Worldhotels opened a new office in Delhi NCR (National Capital Region), supporting significant growth of the fast-growing network in India.

Hospitality industry veteran Naresh Chandnani was appointed as Regional Director for Hotel Development on the subcontinent, including the Maldives.

Indian affiliates to date are Asiana Hotel in Chennai, The Claridges in New Delhi and Surajkund, Asiana Hotel Chennai, Pride Park Premier in Gurgaon, The Sahara Star in Mumbai, Aamby Valley in Pune and Matthan Hotel in Bangalore.

NEW TECHNOLOGY

Google Maps & Places Displays Real Time Rates & Availability

Worldhotels became the first hotel group to enable independent hotels to display their real time rates and availability on Google Maps and related Google Place pages.

Google's service allows users to simply enter their desired arrival and departure dates in Google Maps and find the best prices and check availability in real time. The Worldhotels *Resmaster* system enables independent hotels to display pricing information from their own website next to the prices of advertisers such as online travel agencies, driving potential bookers directly to the hotel's own booking engine.

The new distribution channel offers Worldhotels affiliates a cost-effective, efficient way to drive bookings to their own website.

TripAdvisor Business Listings

Worldhotels' partnership with TripAdvisor expanded to offer the global travel site's Business Listings Programme. TripAdvisor Business Listings enables individual hotels to increase their exposure to more than 50 million monthly visitors by adding their direct contact information—such as a website link, email address and phone number—to their property pages on the site. Affiliate hotels can subscribe to gain more visibility on TripAdvisor.

2011 AWARDS

Worldhotels Voted Asia-Pacific's Best Brand for Independent Hotels

Worldhotels was voted Asia-Pacific's 'Best Hotel Representation Company' in the prestigious annual TTG Travel Awards 2011. Voting for the coveted accolade was by readers of the influential travel trade media *TTG Asia*, *TTG China*, *TTG India*, *TTGmice* and *TTG-BTmice China*. The awards acknowledge the top performers of the travel industry who have consistently shown strong commitment towards service excellence.

Indigo Pearl Voted Best Luxury Spa Hotel

Luxury Phuket resort Indigo Pearl was awarded the coveted title of *Global Winner – Best Luxury Spa Hotel* at the World Luxury Hotel Awards 2011 in Zgrab, Croatia. It was the latest in a string of accolades for the resort hailed a design masterpiece for its unique fusion of modern architecture with the island's ancient tin mining heritage.

Furama Voted Vietnam's Leading Spa Resort

Furama Resort Danang was voted "Vietnam's Leading Spa Resort" in the 2011 World Travel Awards. The accolade follows opening of its luxurious US\$1 million Cham Spa, inspired by Central Vietnam's ancient Cham culture. The concept incorporates Cham architecture with pools and canals. The Furama was also voted among Asia's Hot 25 Leisure Hotel/Resorts 2011 by SmartTravelAsia.

NEW AIRLINE PARTNERS

Singapore Airlines & Kingfisher Welcomed as Frequent Flyer Partners

Singapore Airlines and India's award-winning Kingfisher Airlines joined Worldhotels' network of frequent flyer partners, becoming the 20th and 21st new members offering miles to guests staying at Worldhotels' network of 500 affiliate properties in 250 destinations and 65 countries worldwide.

Worldhotels' extensive stable of partnerships with frequent flyer programmes includes other international airlines such as Air France/KLM, United Airlines, Cathay Pacific and Lufthansa.

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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.

ASIA PACIFIC Reservation Numbers:

Australia Toll free: 1-800-55 35 49 For groups: 61-2-8399 2210

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

Hong Kong Toll free: 800-96 85 63 For groups: 800-90 85 95

India Toll free: 000-800-6 50 11 60 For groups: 65- 62 27 55 35

Indonesia Toll free: 001-803 657 325 For groups: 65- 62 27 55 35

Japan Toll free: 0120-55 75 37 For groups: +81 3 67 21 81 41

Malaysia Toll free: 1-800-80 11 84 For groups: 1-800-80 15 86

New Zealand Toll free: 0-800-44 75 55 For groups: 61-2-9006 1088

Philippines Toll free: 1-800-16 51 01 67 For groups: 65 62 27 55 35

Singapore Toll free: 1-800-2 27 66 26 For groups: 65- 62 27 55 35

South Korea Toll free: 080-747-10 00 For groups: 82-2-756 90 00

Taiwan Toll free: 00801-65 10 95 For Groups: 00801 651 423

Thailand Toll free: 001-800-65 66 04 For groups: 65 62 27 55 35

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Roland Jegge, Vice President for Worldhotels Asia Pacific received the Asia Pacific's Best Hotel Representation Company award in the annual TTG Travel Awards 2011



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