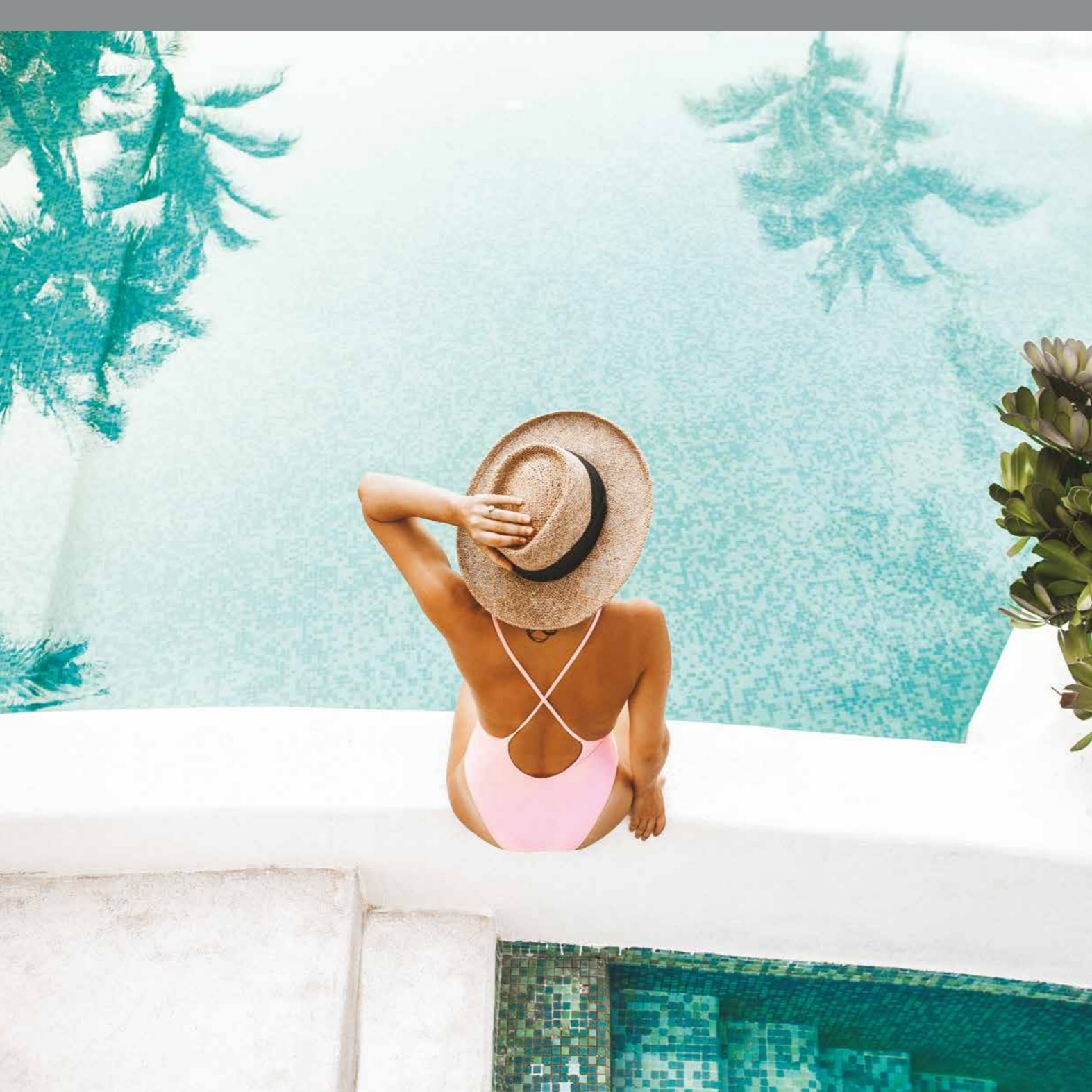




WORLDHOTELS®
COLLECTION

WORLDLUXURYSM AFFINITY PROGRAM



Welcome to an Unforgettable Experience

WorldLuxurySM Affinity Program

By Invitation Only

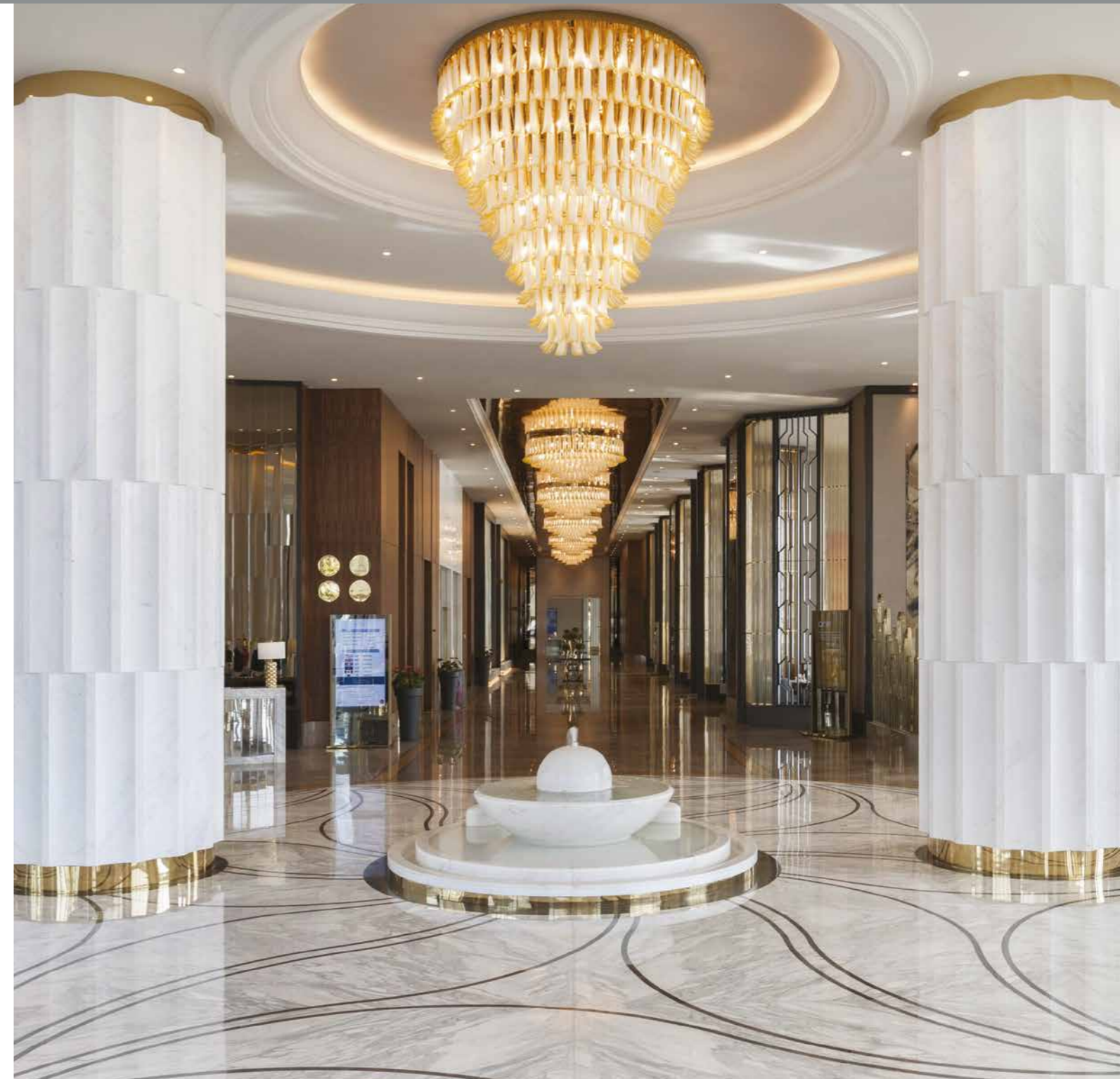
The WorldLuxury Affinity Program is an exclusive, invitation-only benefit program, adding value for the discerning guest and luxury Travel Advisors at participating WorldHotels[®] hotels and resorts. As a member of the WorldLuxury Affinity Program, Travel Advisors join a collective of global luxury travel curators and work directly with experienced, dedicated teams consisting of sales, reservations, concierge, and ambassadors to deliver a transformative guest experience.

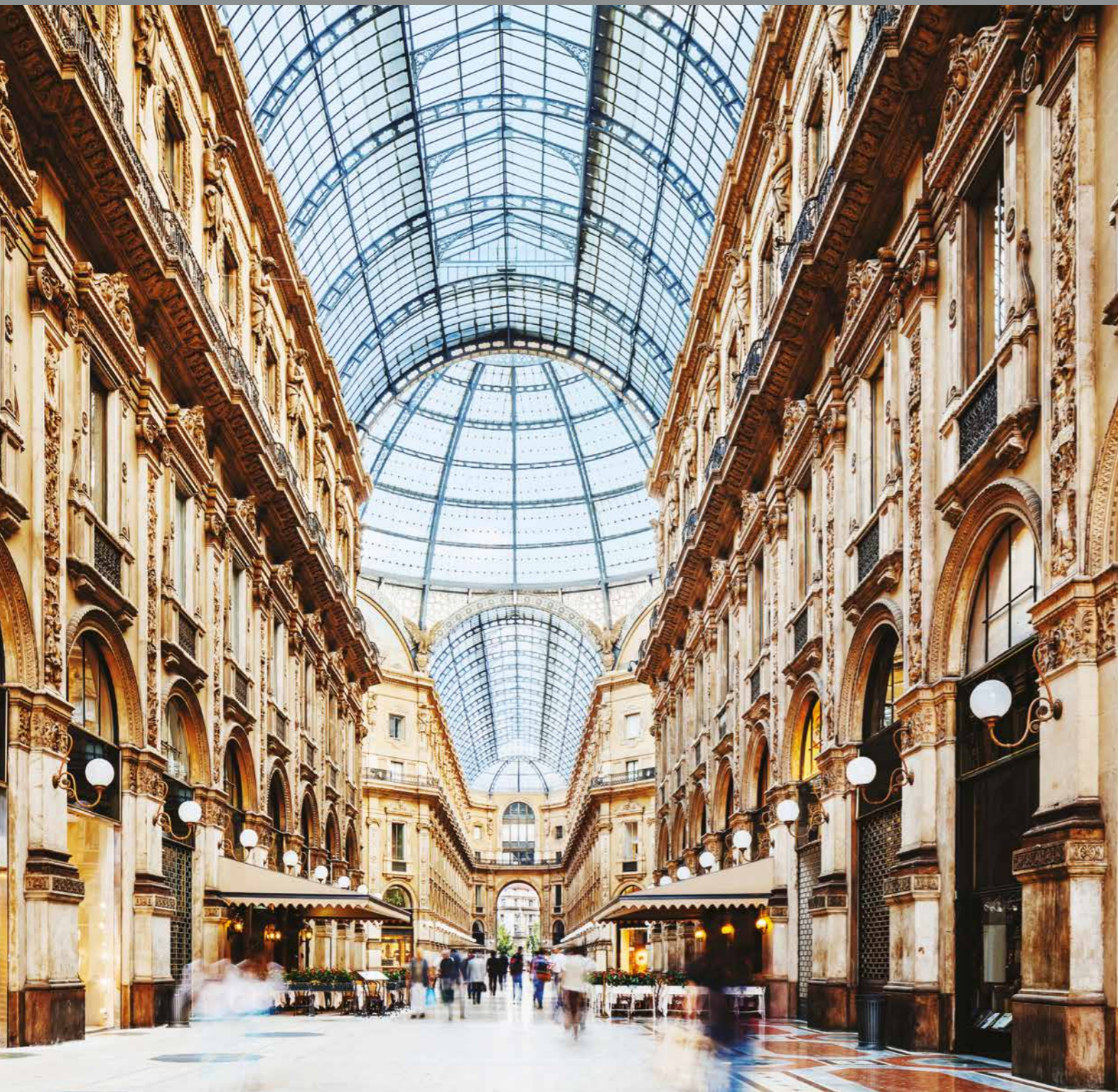




Key Benefits for Affinity Hotel Members

- » Included participation at one top global luxury tradeshow per year (choice of ILTM Cannes, ILTM Shanghai or ILTM North America)
- » Exclusive quality shop by Forbes
- » Unique logo designation of WorldLuxurySM Affinity Program
- » Additional exclusive marketing and PR opportunities
- » Support with the organization of FAM and Educational trips
- » Representation at luxury travel agency sales calls and access to dedicated Affinity Program market events
- » Exclusive review, road mapping and guidance into luxury programs (for example AMEX Fine Hotels & Resorts, AMEX The Hotel Collection, Signature Travel Network, Virtuoso, Traveller Made, etc.)
- » Member hotels have the option to extend program invitation to targeted agencies in their market





Exclusive Access to Powerful Channels

Partnership With Forbes

- » Yearly Forbes Mystery Shop (3-day/2-night, excludes guest incidentals) and report included within program fee
- » "In Partnership with Forbes" tagline available for use
- » Access to Forbes' partnership marketing and event opportunities, including travel writers
- » Exclusive offers marketed to Forbes readers via Forbes' website
- » Option to activate discounted hotel training opportunities

Global Luxury Sales

- » Access to a database of top luxury agents, decision-makers and buyers through targeted sales call planning and WorldHotels®-hosted luxury sales missions and events
- » Dedicated digital and print Affinity program collateral
- » V.I.P. Concierge Reservation Line for custom, detailed reservations

WorldHotels RewardsSM

- » Targeted, multi-channel communications, leveraging affluent travelers and luxury travel advisors
- » Elite membership for Affinity Program guests

Luxury Storytelling. Elite Recognition.

Exclusive Marketing and PR Activities

WorldHotels® Targeted Communications

- » Targeted Luxury Marketing Campaigns to drive higher ADR and open new markets through
 - Luxury database
 - Credit card partners
 - Airline partners
 - Advertising partners

Luxury Public Relations Capabilities

- » Support from a dedicated network of PR specialists in North America, EMEA and APAC
- » Deepen and cultivate media relations in the luxury publications targeting high net worth individuals, affluent business and leisure travelers
- » Access to global luxury travel and innovation trends

Consumer Storytelling

- » Access to critical decision makers at key publications to elevate brand visibility
- » Capitalize on relationships with global luxury social media influencers
- » Call on key editors in top markets to craft stories for Affinity Program partner hotels
- » Execute co-branded and trade-for-mention partnerships with like-minded brands for earned editorial exposure and enhanced awareness





Key Benefits for Guests

- » Priority access to complimentary room upgrade, upon availability
- » Priority for 12 p.m. early check-in and 2:00 p.m. late check-out, upon availability
- » Complimentary signature welcome amenity
- » Daily complimentary breakfast for two people per room/suite
- » Priority connecting rooms requests - room to room and/or suite to room - upon availability
- » Welcome letter from Travel Advisor or General Manager
- » Upgraded to Elite membership in WorldHotels RewardsSM program
- » Priority access to WorldHotels Rewards benefits:
 - Free nights
 - Exclusive promotions
 - Accelerated earning opportunities with select partners
- » Pre-arrival concierge communication



Key Benefits for Travel Advisors

- » Curated and verified luxury WorldHotels® Sales program
- » Program's guest benefits included for all bookings, with access to great recognition levels and rewards
- » Dedicated contact with Affinity Concierges and Ambassadors, from the room booking to personalizing client's itinerary
- » Fast tracked commissions and one-stop 48-hour resolution
- » Attract and retain top clients
- » Exclusive access to Affinity Travel Advisor quarterly newsletters
- » WorldHotels® Travel Advisor Loyalty Rewards program





Your Invitation to Dedicated Sales & Marketing Support

Today's luxury traveler demands an effortless, personalized experience. WorldHotels® understands this complexity and provides a seamless solution to all stakeholders with the WorldLuxury Affinity Program.

The program's tailor-made solutions amplify your ability to reach and retain valuable customers and drive revenue in this demanding high-end market segment.

Enjoy benefits that empower your passion for hospitality and broaden your ability to curate custom travel experiences for every guest.

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