

WORLDHOTELS™  
COLLECTION

MEMBERSHIP BENEFITS

MYKONOS NO. 5 | MYKONOS, GREECE  
WORLDHOTELS™ ELITE

## A Global Luxury Brand You Can Trust

A trusted mark of honor for half a century, WorldHotels™ was conceived by hoteliers dedicated to the art of hospitality. WorldHotels is a trusted partner, advisor and invaluable growth resource for a curated portfolio of some of the finest and most unique independent hotels and resorts around the world. The joy of being independent is that each WorldHotels destination has its own identity and soul. Every experience is handcrafted to provide an authentic and locally-curated stay for the guest.





ACME HOTEL COMPANY CHICAGO | CHICAGO, ILLINOIS, USA  
WORLDHOTELS™ CRAFTED



HOTEL DIPLOMAT | STOCKHOLM, SWEDEN  
WORLDHOTELS™ ELITE

## Four Collections. One World.

WorldHotels™ offers four collections for the discerning traveler and travel planner. To ensure that our impeccable standards are consistent across the world, each hotel undergoes a third-party, secret inspection of both service and the physical property.

### WORLDHOTELS™ LUXURY

***Celebrated. Renowned. Iconic.***

Celebrated establishments, iconic in nature, a recognized local landmark in their coveted locale.

### WORLDHOTELS™ DISTINCTIVE

***Unique. Welcoming. Attainable.***

Upscale hotels that deliver a welcoming lifestyle and unique experience in the world's most desirable locations.

### WORLDHOTELS™ ELITE

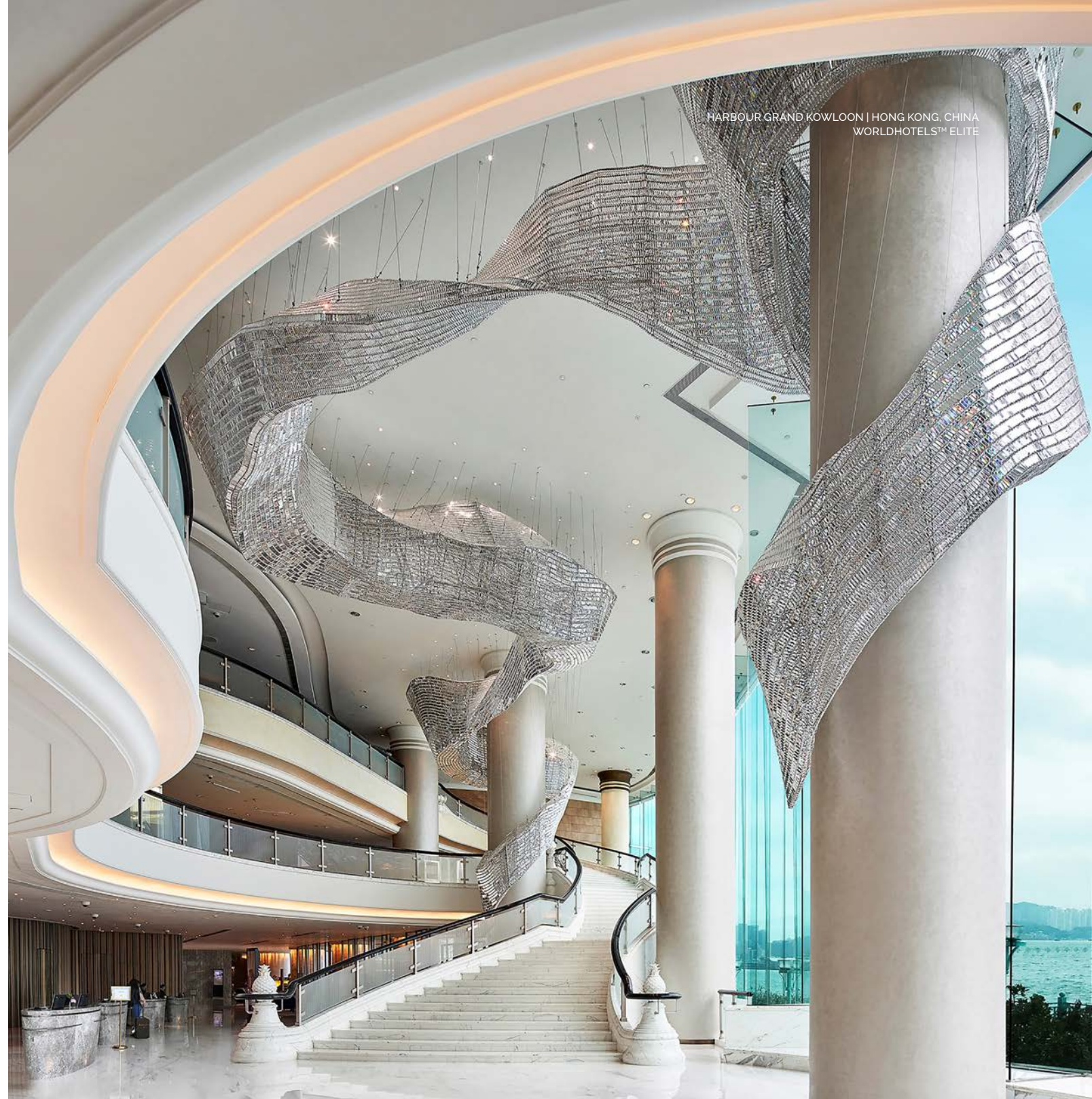
***Elevated. Stylish. Memorable.***

Upper upscale properties recognized for their elevated delivery of service and amenities.

### WORLDHOTELS™ CRAFTED

***Immersive. Thrilling. Unpredictable.***

An inclusive collection that, through design and creativity, captures the spirit of the destination and creates a lasting emotional connection.



UPPER HOUSE | GOTHENBURG, SWEDEN  
WORLDHOTELS™ LUXURY



RIHGA ROYAL HOTEL KYOTO | KYOTO, JAPAN  
WORLDHOTELS™ DISTINCTIVE



THE WOODLANDS RESORT | TEXAS, USA  
WORLDHOTELS™ ELITE

## A Membership in WorldHotels™

WorldHotels is devoted to *Empowering True Independence*. Our 250+ hand-selected, independent hotels and resorts are found in over 175 destinations around the world. Each one represents the spirit, history and culture of its destination and makes a mark on the local scene. As today's marketplace continues to evolve, our mission is to keep our exclusive hotel collection strong and at the forefront of these changes as we continue to deliver higher ROI for our partners and owners. At every level of our organization, we are eager to demonstrate the momentum and investment of our brand.

Our members benefit from a world-class sales team concentrated on corporate managed travel, leisure managed travel, and Meetings, Incentives, Conferencing and Events (MICE) travel. Your membership in WorldHotels grants you access to these professionals, as well as a powerful and diverse set of marketing, distribution and support services designed with your specific needs in mind. With the best ratio of support to member hotels in the industry, WorldHotels Performance Revenue Optimization experts are your dedicated central contacts for accessing and leveraging the entire portfolio of revenue-generation services from WorldHotels, ensuring you are maximizing sales and revenue strategies.



## Global Sales Reach & Expertise

WorldHotels™ properties and owners grow with the help of a world-class sales and marketing team, which continues to broaden in the competitive hotel landscape.

- » 35 global sales offices
- » 218 sales professionals
- » 1,000+ managed business travel programs
- » Attendance in over 150 MICE, Corporate and Luxury Leisure events and tradeshow worldwide yearly
- » Preferred status with AMEX, Carlson Wagonlit, BCD, FCm & Radius
- » WorldHotels' Affinity Partner Program is a by-invitation only, dedicated sales program focused exclusively on the global luxury market. The program includes the support of AMEX Fine Hotels & Resorts, AMEX The Hotel Collection, Virtuoso, Ovation, Signature, Ensemble & Travel Leaders Select
- » Concierge Sales team provides dedicated sales support for key geographic markets and types of business (entertainment, fashion, pharmaceutical, architecture, among others).
- » Key partnerships with leisure wholesalers such as Bonotel and HotelBeds

EDEN ROC MIAMI BEACH | MIAMI BEACH, FLORIDA, USA  
WORLDHOTELS™ ELITE





LES JARDINS DU FAUBOURG | PARIS, FRANCE  
WORLDHOTELS™ LUXURY



LOTTE HOTEL SEOUL, DOWNTOWN | SEOUL, REPUBLIC OF KOREA  
WORLDHOTELS™ ELITE



THE KIMBERLY | NEW YORK, NEW YORK, USA  
WORLDHOTELS™ ELITE

## Full-Service Marketing & Loyalty

WorldHotels™ has created thoughtfully-curated marketing and loyalty programs intended to provide substantial value to stakeholders and consumers alike.

- » WorldHotels Rewards<sup>SM</sup> empowers you to win and retain customers, grow your share of wallet and defend against the threat of OTAs. Leverage our robust communication platform to target customers with relevant promotional offers that will drive incremental revenue to your hotel.
- » Marketing opportunities for all travel segments
- » 33 frequent flyer programs
- » Digital and social media marketing campaigns
- » Global brand marketing campaigns
- » Public relations support
- » Online consultancy program to drive Internet booking volume to hotel members owned channels



WARWICK HOTEL RITTEN HOUSE SQUARE | PHILADELPHIA, PENNSYLVANIA, USA  
WORLDHOTELS™ ELITE



HOTEL FORT CANNING | SINGAPORE, SINGAPORE  
WORLDHOTELS™ ELITE

## Robust Revenue Support Network & Cost Savings

WorldHotels™ offers a full suite of state-of-the-art technologies, cost-saving partnerships and support for members to gain a competitive advantage.

- » Our global distribution network creates seamless connectivity from global channels to Hotel PMS; Internet Booking Engine; Global Call Centers; Travel Agent–GDS & ICE Portal media distribution
- » Nexus Sales management tools with centralized solicitation & management of RFPs (Consortia, Corporate, and Groups & Meetings) and automated rate loading
- » Cost saving benefits with exclusive vendor agreements globally, including green initiatives and luxury procurement partners
- » eLearning opportunities and quality programs with WorldClass
- » Partnership with Forbes Travel Guide
- » Performance Revenue Optimization account management
- » Business Intelligence & reporting tools, including guest experience and online reputation management Medallia
- » Distribution operational support + VIP Concierge Desk



SWISS DIAMOND HOTEL LUGANO | VICO MORCOTE, SWITZERLAND  
WORLDHOTELS™ ELITE



WORLD BUSINESS HOTEL | ISTANBUL, TURKEY  
WORLDHOTELS™ ELITE



LN GARDEN HOTEL NANSHA | GUANGZHOU, CHINA  
WORLDHOTELS™ ELITE



ROYAL PARK HOTEL | DETROIT, MICHIGAN, USA  
WORLDHOTELS™ ELITE

## The Benefits

### Hotel-Focused Business Model

WorldHotels™ offers two business models: a traditional affiliation model and gross Room Revenue (G.R.R.) to accommodate various types of hotel ownership and management. WorldHotels provides unparalleled value relative to chain brands and traditional representation companies, and provides a strategic road map for success, ensuring that every hotel is in the position to maximize ROI.

### Proprietary CRS Technology

WorldHotels, along with BWH Hotel Group, owns its own proprietary CRS technology, Lynx. With proprietary ownership, we get the distinct advantage to control software development, costs and customers service without having to rely on a third-party.

### Power Through Partnerships

WorldHotels provides exclusive access in preferred partnerships that the individual hotel cannot gain access alone. These partnerships are delivered through joining one of the world's leading hospitality networks.

### Opportunity and Innovation

WorldHotels properties maintain access to an incomparable sales and marketing network, which gives each member hotel the ability to compete in their local landscape and garner regional and international exposure to support their sales initiatives and individual brand.

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