



FOR IMMEDIATE RELEASE

design hotels™ Annual European Member Conference “People, The Community of Difference”

Berlin, 7 May 2007 – The international hotel group design hotels™ recently held its annual European Member Conference “ARENA”. The three day conference took place at the Almyra resort, a member of design hotels™ in Pafos, Cyprus from 25th – 27th April. Over 50 delegates gathered to focus on the membership collective, hospitality developments and the mindset of lifestyle travellers around the world.

In attendance were hotel owners, general managers and senior directors. design hotels™ was represented by the CEO, Claus Sendlinger, senior management and key directors from five global offices from the departments of Revenue & Distribution, Global Support Services, PR & Communications, E-Marketing, Brand Management, Sales & Marketing and Business Development.

The conference, themed “People, The Community of Difference”, was composed of various forums to review performance, introduce new business products, define new opportunities and network. The company presented its core direction, performance to date and highlighted upcoming trends. Presentations were also followed by workshops and the opportunity to meet one-to-one with each department.

Think-tank sessions were a new component of the conference with the goals of creating new products for inspiring guests, effectively moving market segments, and setting progressive methods for quality assessment.

An intensive few days of communication and learning, the ARENA was a chance for participants and the hosts to share and consolidate their common, global vision of the design hotels™ experience.

Participating hoteliers had very positive feedback to share after the conference. Thomas Orchard, General Manager of The Metropolitan in London – a long-term member of design hotels™ – commented: “This was the most professional and forward thinking ARENA I have been to and that’s a direct reflection of how design hotels™ is maturing as a company. The workshops were particularly useful with some great new promotions and strategies being introduced. I personally am delighted to see the development of the brand being given so much thought. design hotels™ is the home of the creative individual and I always benefit hugely from spending time with like minded people.”

design hotels™ will host its Asian Member Conference in Singapore, 13-14 June, 2007.

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Note to Editors:

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Company Information: design hotels™

design hotels™ represents and markets a hand-picked collection of more than 150 hotels in over 40 countries across the globe. Established in 1993, as the first of its kind, the company offers unparalleled specialist knowledge from conceptual branding through to market trend consultancy and international representation.

The member hotels are independently owned but united by a commitment to individuality, progressive design and cultural authenticity. The quality and the diversity of the design hotel's portfolio offer cosmopolitan travellers a unique way to choose and experience unconventional and creative approaches towards luxury and hospitality.

design hotels™ provides services ranging from public relations and marketing to global sales and revenue & distribution management. As of 2007 the company has an expanded service portfolio to include consultation in hotel development.

The company has its headquarters in Berlin and branches in London, Barcelona, New York, Singapore, Bali and Tokyo.

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