



## DESIGN HOTELS™ LAUNCHES FACEBOOK HOTEL BOOKING ENGINE

*Berlin, 8 April 2010* – Add friends, send messages, look at photos - and now book a hotel! Design Hotels™ introduces a new hotel search engine to its Facebook page [www.facebook.com/DesignHotelsAG](http://www.facebook.com/DesignHotelsAG), allowing fans of Design Hotels™ to check availability and book nights at any of their member properties directly through the fan page. The new tool will create a one-stop-shop for learning about, and staying at, more than 180 hotels throughout the world.

Visitors to the Facebook fanpage of Design Hotels™ will find a box titled 'Book with Design Hotels™'. After entering the destination, travel dates and number of guests, users will be given a selection of room types and prices. Fans can access the entire Design Hotels™ portfolio and be directly linked to booking opportunities with just one click.

Bernd Neff, Vice President of Brand, Marketing and Communications at Design Hotels™, says: "We have really enjoyed creating an exciting dialogue with our clients and Design Hotels™ fans all over the world through our social media activities like Facebook and Twitter. However, we noticed there wasn't a simple connection between the brand flavoured content and the actual products that our fans are interested in. To combine the whole experience, we have introduced an innovative hotel search and booking engine for our member properties on Facebook."

This tool follows on from other developments to the Design Hotels™ website, including the addition of relevant content from the Future Blog, Travel Diaries, and the Event Calendar to the hotel pages. This way, visitors can learn about the latest news and happenings related to a particular hotel. For instance, a guest looking at the Straf in Milan can also read about the latest news from the city's furniture fair Salone del Mobile and the hot new Marc Jacobs flagship shop.

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### NOTE TO THE EDITORS

Should you require additional details, please contact:  
press@designhotels.com or tel: +49 30-8849 400 32

### ABOUT DESIGN HOTELS™

Design Hotels™ represents and markets a curated selection of more than 180 independent hotels in over 40 countries across the globe.

More than a collection of hotels, the company is a collection of stories. Each property reflects the ideas of a visionary hotelier, an "Original," someone with a passion for genuine hospitality, cultural authenticity, thought-provoking design and architecture. Each "Original" stands for the individual, aesthetic and service-driven experience that his or her hotel provides.

Founded by Claus Sendlinger in 1993, Design Hotels™ offers its members insightful travel industry knowledge, from feasibility studies and conceptual branding to market trend consultancy and international sales representation. The company has its headquarters in Berlin and branches in London, Barcelona, New York, Singapore, Bali and Perth.